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Volume 3

Word - Text Cases

Using LinkedIn - Part 3

You Have To Laugh

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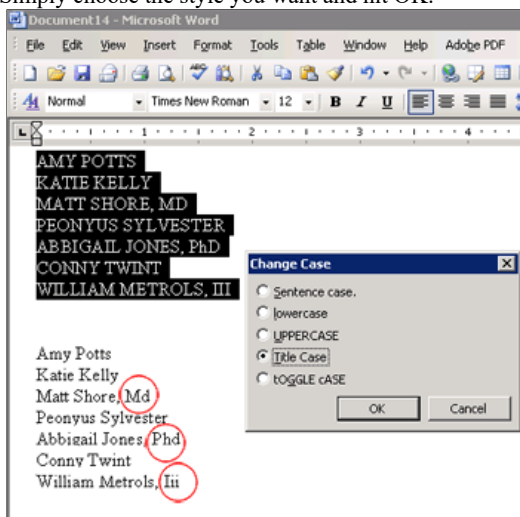
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Word - Changing Text Cases

Have you ever been given a list or document and the text is in UPPER CASE when you needed it in Title Case? How many times have you retyped that list? Be honest. No need to retype anymore - you can use Word or PowerPoint to quickly change the cases of text (even if it's in Excel).

Word and PowerPoint contain a very simple tool for converting text to the case format you need. Here's how to do it:

1. Highlight the text that you want changed
2. Choose Format from the menu bar, then Change Case
3. A menu screen will appear with your choices – Sentence case, lower case, UPPER CASE, Title Case, or tOGGLE cASE.
4. Simply choose the style you want and hit OK.



Note: if your list contains text that is supposed to remain all caps (such as Titles: MD, III, DDS, PhD or States: CT, MD, IL) converting may change them to md or Md (depending on which option you choose). See screen shot for examples.

This forces you to go back and change them by hand, but there is one way to avoid this

challenge - copy the data into Excel. In Excel you can break out these titles or states into separate columns. Then you move the data to be changed back to Word for conversion. I will discuss how to break data into columns in the next newsletter.

Changing Cases from an Excel sheet: Excel does not contain this feature but you can simply copy the text from Excel, paste it in Word, perform the change case operation, and then paste it back into Excel.

AAPK is always ready to help you with any Excel, PowerPoint or Word project you have. See more [about us here](#).

Using LinkedIn - Part 3 of a Series. [Click here for Part 2.](#)

Using Your Profile Page to Your Advantage

In the last issue we talked about how to create your profile. Now it's time to edit and add more information to expand your profile. You do this by viewing your profile and taking advantage of the features it offers: tracking the

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LinkedIn gives you the ability to create an in-depth profile of your abilities, background and experience – more than any resume could ever provide.

progress of completing your profile, see who's viewed your profile, view your connections, ask for recommendations and see your profile the way the public sees it.

To access your profile from anywhere in LinkedIn use the Profile tab in the top navigation. From there you have four choices – Edit Profile (where you can edit and view your profile), View Profile (use this to view how your profile looks to the public),

Recommendations (ask for recommendations) and Profile Organizer (ignore this option it requires a paid account upgrade).

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Edit Profile view is made up of two distinct columns:

Left Side Sections	Right Side Sections:
<ul style="list-style-type: none"> • Basic Information • Summary • Experience • Education • Recommendations • Additional Information • Personal Information • Contact (your name) • And other items such as Organizations, Publications, Honors and Awards, and Applications.* 	<ul style="list-style-type: none"> • Profile progress • Who's viewing your profile • Your recent activity • Your connections

** These other section can be added using the "Add Section" button below the Basic Information area. To see examples of these sections view my public profile at <http://www.linkedin.com/in/amyapotts>*

Left Side:

Basic Information – this is a quick overall view of who you are and it can be edited. Included is your name, picture, current and past positions, education, number of recommendations, number of connections, web sites, twitter account, and Public Profile address.

Summary – this area lets you expand on your professional headline. Add in a summary of your professional experience and goals as well as listing your specialties. If you are having trouble figuring out what to write use the "see examples" link below each area.

Experience – this is where your resume information goes. You can add another position or edit the ones already there. Below each job listing there is a link to ask for Recommendations (see information below on Recommendations).

Education – List all formal education. You can also add in activities and societies you were involved with. By doing this, others you were in these groups with can find you more easily and it gives viewers a more in-depth understanding of your background and experience.

Recommendations – this is a great feature of LinkedIn. You can ask a former employer, client, colleague, member, or teacher to create a recommendation that endorses the work or contribution you made in the past. To request a recommendation, click "ask for a recommendation". Choose the position (these come from your experience list) and click "asked to be endorsed" click the small icon next to Connections to pick and choose who to ask, and adjust the subject line and message if you wish (or use the default) and hit "Send".

Note, some companies restrict what their employees can say in public about a former employee and might turn down writing a recommendation. Don't be offended if you receive a response like this.

Additional Information – this area is editable and lets you add your web address(es) or twitter account address, shows your interests and the groups you are subscribed to.

Personal Info – Phone number, address, IM address, birthday, marital status. Fill out these fields at your discretion.

Contact (your name) For – choose from a variety of options for contact settings. Click “Change Contact Settings” to make changes. You can choose what kind of messages to accept and opportunity preferences (such as looking for career opportunities, consulting offers, job inquiries, expertise requests, reference requests, or getting back in touch).

Right Side:

Profile Progress – LinkedIn helps you complete your profile. The more you add the higher your progress rating.

Who’s Viewing Your Profile – this is another neat feature of LinkedIn (which used to offer more free information). It tells you how many people have viewed your profile in the past 5 and 31 days. You can click on the 5 days link and see who’s viewed you and the trends of viewers. *Note, in the old, free version you used to be able to see the industry, job title, and location of those viewing you – which was great if you wanted to know if a potential employer or client has viewed your profile. To get the full information – you will have to upgrade your account and pay a monthly fee (darn it!!).*

Your Activity – shows your recent postings and activity on LinkedIn.

Your Connections – this gives you the number of connections you have and lists the most recent ones. From here you can see all connections in your network.

Now that your profile is updated you can now start to make connections and join groups to further your connections. In the next issue we will discuss how and why to find and expand your connections.

AAPK is well versed in social media marketing - [contact us](#) to discuss how we can help you with your social media marketing needs.

You Have To Laugh

Video: Cat Waking You Up (this one has been around for a while but is still funny) - <http://www.youtube.com/watch?v=w0ffwDYo00Q>

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