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PowerPoint - Drawing Tools

[5 Reasons Not To Do Social Media?](#)

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PowerPoint - Drawing Tools

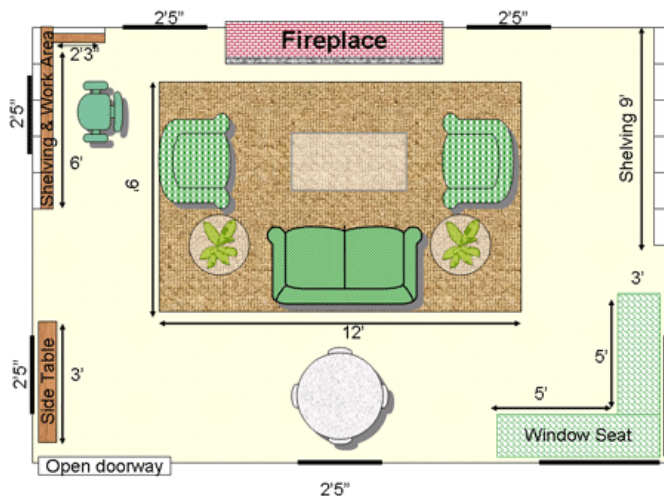
Did you know that you can actually use PowerPoint to create graphics, do a quick design for a web page or layout a room? PowerPoint offers a variety of tools to accomplish this; drawing tools (auto shapes), preloaded clip art, and the ability to insert and crop existing graphics.

The Drawing Tools give you basic shapes to use – such as lines, boxes and circles. For more shape choices you can look through Autoshapes. There you can find additional basic shapes; such as triangles, banner, stars, arrows, flow chart shapes, and many many other options.

Once you have placed your shape(s) on your slide you can adjust the fill color, line color and line width. Just click the shape and either choose Format, Autoshape from the tool bar or right click and choose Format Autoshape. See below for a sample of what can be done with the drawing tools - this was done all on one slide in PPT. In a future issue I will discuss how to get the patterns that I used in the chairs, carpet and tables.

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All MS Office products include preloaded clip art for your use. You can choose from a ton of different items. Some graphics are simple drawings whose color and lines can be changed like the Autoshapes (such as furniture shapes - tables, chairs, couches, etc.). Others are pre-drawn clip art graphics that don't offer you the ability to change color or lines.

To access this clipart go to the tool bar, click Insert, Picture and Clip Art. A task pane will appear showing your choices. You can search for something specific or browse the gallery by category. To get a graphic onto your slide, just click the item in the task pane.

If you are working with clip art or have pasted a graphic into a slide you can use the cropping tool to change the graphic. For information on cropping see the [March 15th issue](#).

As always I encourage you to play around with these features so you understand how to use them. I promise you will find this an invaluable way to quickly map things out in the future.

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5 Reasons Not To Do Social Media?

Here are 5 excuses we hear from small to medium business owners about using Social Marketing to market their product or service. Don't let these excuses get in your way to using Social Marketing.

#1 - You actually believe there is no value in social media. One million plus groups on LinkedIn, over 835,000,000 users worldwide on Facebook, millions of companies engaged on twitter and other social platforms, they could all be wrong. A passing fad - well most marketers don't think so!!!

#2 - You aren't comfortable writing. If you can't provide relevant content (or hire someone to provide it), you probably won't do well in the social arena. Engagement is a product of interesting, timely and relevant writing.*

#3 - You don't have any time. Social marketing takes time and effort, if you can't invest the time it won't work. It doesn't have to be your time, but it will take somebody's time.*

#4 - Your website hasn't been updated since 2002. Social marketing comes last. If you don't have a good site, good products and a business plan, you need to focus on the basics before implementing a social marketing program.*

#5 - You don't know how to use social sites. If you don't have a LinkedIn profile and a Facebook profile, and think Twitter is something kids do after school, you probably need to get online and start using social. Before you set up a social marketing program learn how to use social media personally.*

* Don't panic – because AAPK can help you overcome each of these excuses. We provide consulting services to teach you how to achieve social marketing and can run your campaigns for you as well. Contact us to find out more at info@aapk.com.

This article was originally written by the eMarketing Association Network.

You Have To Laugh

Video: A French Cat Articulates the Pain of Existence <http://www.youtube.com/watch?v=FrPFTUhlX0o>

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