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PowerPoint – File Types – .ppt, .pps, .pot, and htm

PowerPoint lets you save files in a variety of formats. Each format serves a different purpose.

- **.ppt (PowerPoint Presentation)** – this is the default file format for PowerPoint. By using this file format your presentation will always open in normal (edit) mode. This format also allows your file to in earlier versions of PowerPoint.
- **.pps (PowerPoint Show)** – once you have saved a presentation as a .pps it will always open in presentation mode instead of the normal (edit) mode. This is a great way to save a file if you want to give a final presentation to someone for review or post the presentation on the web to be viewed in PowerPoint as a show.
- **.pot (PowerPoint Design Template)** – this type of file is a design template file and should only be used to save design templates. Templates are used to set up the look of your slide set (see Volume 2 of Amy's Biz Tips for explanation).

  When saving in this format, be sure to save them to the template folder (sometimes found in - C:\Documents and Settings\user name\Application Data\Microsoft\Templates).
- **.htm (web page)** – saving in this format will give you a Web page set up as a folder with an .htm file and all supporting files such as images, sound files, cascading style sheets, scripts, and more. This file is suitable for posting on the web.

Hopefully, now you see the power of using Text to Columns and are thinking of other ways to use it. If you have questions or need help with Excel, PowerPoint or Word, AAPK can assist you with any project you have. Contact us today at info@aapk.com

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Using LinkedIn - Part 5 of a Series. Click here for Part 4

Using Degrees of Connection

LinkedIn is based on degrees of connection (think of the theory of the "6 degrees of separation). On LinkedIn, people in your network are called connections and your network is made up of your 1st-degree, 2nd-degree, and 3rd-degree connections and fellow members of your LinkedIn Discussion Groups.

This information is very useful and can be used to:

- find other people you know (for instance, a former colleague of yours is connected to people you might not have thought of connecting with or couldn't find)
- find people in similar positions or industries (this is great if you are trying to meet others for purposes of marketing to them or finding experts in a particular field)
- add additional people to your network from discussion groups (groups of people that are like-minded on a subject)

Connecting to others can be simple or require an introduction depending on the degree of connection. Introductions let you contact to members in your extended network through the people you already know.

Where to find connections

There are several places to find this information – from the Contacts tab, from your network connections or discussion groups, and "People You May Know".

Contacts tab. As we discussed in the last newsletter you have a variety of choices using this tab – the one we are going to focus on is Connections.

On your **Connections page** you will see three columns; filter connections (left), an alpha list of your connections (center), and a quick overview of a connection (right).

- Left column: You may filter your connections into groups on the left, or see your connections based on groups set. Pre-set ones include Companies (list the companies your connections are associated with), Locations (shows major cities your connections are located in), Industries (based off of the Discussion Groups), and Recent Activity (displays new connections you've made).
- Center column: Scroll down the alphabetical list to see your connections.
- •Right column: A summary of the connection when you have clicked on a connection in the center area. There you will see their name, summary and the number of connections they have. If you click the number of connections you will be directed to a page that lists all their connections or only the ones you have in common (if the person has set their profile to private).

From **One of Your Connections' Page**. When looking at one of your connections' page in the summary profile you will see a link "Connections" which indicates how many connections the person has. If you click the number of connections you will be directed to a page that lists all their connections or only the ones you have in common (if the person has set their profile to private).

Group Connections. If you belong to a discussion group (which we will talk about in the next of this series) you can view the members and connect to them without an introduction.

The **"People You May Know"** (discussed in the last newsletter) list is created by LinkedIn based on the information you entered about yourself – companies you've work for, education, etc – or based on people you may already have connected with using the degrees of connection. You may connect to these folks without an introduction. See the last issue for further information.

Connecting

If you want to contact to someone who is 2 or 3 degrees away from you, you can request an introduction through one of your connections. Once you have made a request:

- Your connection will then decide whether to forward your message on to the desired recipient (if in your 2nd degree network) or on to a shared connection (if in your 3rd degree network).
- Once the member accepts your introduction you can exchange information and do business.
- You won't become 1st degree connections unless one of you invites the other to connect and the request is accepted.
- Note: LinkedIn members (even those with free accounts) have a certain number of introductions they can request, otherwise there is a fee for additional introductions.
  You can also contact any LinkedIn member directly, without an introduction, by sending an InMail, which costs a fee. I suppose this feature could be cost effective if you are using it for marketing purposes. But if someone doesn't know you – most likely they will not accept the connection and will assume it is spam.

Definitions of Degrees

- **1st-degree** - People you're directly connected to because you have accepted their invitation to connect, or they have accepted your invitation. You'll see a 1st degree icon next to their name in search results and on their profile. You can contact them by sending a message on LinkedIn.
- **2nd-degree** - People who are connected to your 1st-degree connections. You'll see a 2nd degree icon next to their name in search results and on their profile. You can contact them through an InMail or an introduction.
- **3rd-degree** - People who are connected to your 2nd-degree connections. You'll see a 3rd degree icon next to their name in search results and on their profile. You can contact them through an InMail or an introduction.
- **Fellow members of your LinkedIn Groups** - These people are considered part of your network because you're members of the same group. You'll see a Group

icon next to their name in search results and on their profile. You can contact them by sending a message on LinkedIn or using your group's discussion feature.

- **Out of Network** - LinkedIn members who fall outside of the categories listed above. You can contact them through an InMail.
- Now that you know how and why to make connections from those you know, what are you waiting for – get networking. In the next issue we will talk about discussion Groups (how to find them, why to sign up, using them to get answers, using them for marketing, etc).

If you still have questions or want to know more about how to use LinkedIn, contact us at info@aapk.com.

You Have To Laugh

Video: What happens when you twirl your backpack? http://www.youtube.com/watch?v=SDYiHzHXj68

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