



December 13, 2012

Volume 54

[Subscribe](#) to [Amy's Biz Tips](#) e-newsletter.

[Archive](#) of Amy's Biz Tips.

These Tips Are Courtesy of [AAPK](#)

**PowerPoint - Working
with Comments**

**[Web Design - Who's
Your Audience](#)**

**[You Have
To Laugh](#)**

Recommend

Share

One person
recommends
this. Be the first
of your friends.

Share

PowerPoint - Working with Comments

PowerPoint offers a simple way of adding comments into your slide sets. Whether it is a note to yourself about a change or providing instructions for viewers, Comments is the way to go.

The Comments area also records who made the comment and date of the comment, this is especially helpful if you have a few people editing your slide deck.

Adding Comments - On the slide that you want to add a comment to, do one of the following:

- Add a comment about text or an object by selecting the text or object.
- To add a general comment about a slide, click anywhere on the slide

In PowerPoint 2003 and below – click Insert then Comment. In 2007 and above, click the Review tab, in the Comments group, click New Comment.

Type your comments, and then click outside the comment box. You will now see a small box where you clicked – this is your comment box. Note: You can add more than one comment to text, an object, or a slide in a presentation.

Editing Comments – to edit (or add more) to an existing comment – simply click on the comment to open the box and type away.

Removing Comments – either right click on the comment and choose Delete or use the Review Tab (in 2007) and click Delete.

If you need help with any PowerPoint or MS Office project - contact us – contact us at info@aapk.com for assistance.

Web Site Design - Who's Your Audience

Many times clients come to us with grand design ideas about how their web site should look, but no idea of how that design will translate to their clients or their business.

As we begin the design process we ask our clients about their target audience; what is their occupation, what is their education, technology, and income levels, age, male/female, etc.

Next we discuss why would these viewers be coming to your site? What are they seeking? Help with a problem, information about product/service, pricing or shopping for product/service, directions to your brick mortar store, learn more about your organization, etc.

I tell my clients to think about what can they offer on their site to help the target audience make their work or life easier. After all, we all use the web to find information or solve a problem we have at work or home.

The design needs to match your industry so not distract your target audience from the key message and focus. So, if you are an artist then your site needs to show that artsy feel. If you are selling industrial products - keep it simple. Imagine some industrial buyer looking at your site – are they really going to judge your business if your site is really fancy or do they just want to get into the site and find the information they are seeking? Most likely, the latter.

**Amy's Biz Tips are
brought
to you by AAPK
who can also help
you with:**

- [Excel, Word and PowerPoint](#)
- Web Design
- Content Management Web Sites
- Graphic Design
- Print Design
- Social Media Marketing
- Creative Marketing Ideas

**Amy's Biz Tips are
brought
to you by AAPK
who can also help
you with:**

- [Excel, Word and PowerPoint](#)
- Web Design
- Content Management Web Sites
- Graphic Design
- Print Design
- Social Media Marketing
- Creative Marketing Ideas

If you have questions about web design or need assistance with social marketing contact us today at info@aapk.com

You Have To Laugh

Funny Video: This dog just loves baths: <http://cnn.com/video/data/2.0/video/living/2012/12/07/orig-distraction-dog-loves-bath.maximilian.html>

[Unsubscribe](#) from Amy's Biz Tips e-newsletter.

[Home](#) [Web Design](#) [Social Media](#) [Print Media](#) [Consulting](#) [About AAPK](#)

Contact us - 203-305-3124 or at info@aapk.com

AAPK - 45 Shadyside Lane, Milford, CT 06460

AAPK © 2015