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Word - Paste Special | [Previous Customers: A Great Marketing Asset](#) | [You Have To Laugh](#)

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Word - Paste Special

Word, like the other Microsoft products gives you options when pasting a table, graphic, text, chart or other items. These options come in very handy to help keep your document consistent and protected.

A few examples of when you may want to use paste special would be:

- If you don't want a hyper link showing when pasting in a web or email address
- You are copying text from a web site and don't want the web sites text formatting in your document.
- Want pasted text to match current text format
- Pasting in an Excel table that you don't want viewers to be able to edit.*

*Because MS products are OLE based programs (an integration technology that allows you to share information between programs) a simple paste for a table or chart creates a link between Excel and Word, which allows the viewer to edit the item – this can be a good thing or a bad thing.

The options that show in Paste Special will vary slightly depending on if you are pasting in text, a graphic, or a table. Looking at the example list above I would suggest choosing “Unformatted Text” for the first three. For an Excel table or chart that is not to be edited choose “Bitmap” (to make it into a static graphic).

To use Paste Special in Word 2000 in the menu click Edit, Paste Special. In Word 2007 – from the Home tab, Paste, Paste Special

If you need help with a Word, Excel or PowerPoint project please contact us at info@aapk.com

Previous Customers: A Great Marketing Asset

Often times when I talk to small business clients they haven't been using one of their best assets – past clients.

Past clients are great for finding out what you are doing right or wrong and can help you promote and target your business. Some ideas to get you started thinking:

- Survey past clients and ask them
 - how they found you (web, search term, FaceBook, drove by, friend recommended)
 - Why did they decide to buy from you (price, recommendation, couldn't find product/service else where, geographical location)
 - Was the buying experience good or bad (and why?)
- Ask for testimonials from satisfied customers that you can use on your web site and in your promotions.
- Email them with special offers or products related to what they bought.
- Call or email them and ask if they have any questions about the product/service or need service help.

At AAPK we can assist you with your marketing and social marketing efforts – email us to discuss how we can help.

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- Creative Marketing Ideas

You Have To Laugh

Funny Video: Disney's Reason and Emotion; 1943 (note: the first few minutes are funny):
<https://www.youtube.com/watch?v=JStrcfHr8AY>

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