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Word - Viewing Your Document

Word offers you a variety of ways to view your document – some work better than others depending on what your documents contains. So let's review which view shows what (some of these are available in Word 2003 and/or Word 2007 and above).

Normal - This view shows text formatting and a simplified page layout. It is an easy way to type, edit and format items. In normal view, page boundaries, headers and footers, backgrounds, drawing objects, and pictures that are not placed inline with text wrapping will not appear.

Web Layout - Work in Web layout view to see how your document will appear in a Web browser. Backgrounds are visible, text will wrap to fit the window, and graphics will appear as they would in a browser.

Print Layout – If you want to see how everything on your document will appear when the document is printed, use this view. In this view you will see all items such as headers, footnotes, columns, graphics, text boxes, and other elements and how they will be positioned on the printed page. This view is useful for editing headers and footers, for adjusting margins, and for working with columns and drawing objects.

Reading Layout - To read a document with a minimal eye strain and tools that are best for reading, use this view. It is designed for reading documents on a computer screen; the document is resized to fit the screen and most toolbars are removed, but commands are available for navigating, commenting, and looking up words. The reading layout view does not display the document the way the document is formatted for printing. Text may appear larger than expected, and the page breaks do not necessarily correspond to breaks between printed pages.

Outline - Working in the outline view shows the headings of a document indented to represent their level in the document's structure. This lets you look at the structure of a document and move, copy, and reorganize text by dragging headings. Outline view also makes it easy to work with master documents which you can set up to manage a multi-part document, such as a book with several chapters.

Full Screen Reading – View your document by pages. This view lets you move from page to page or you can adjust the screen to show two pages at once (like a book).

Hope this information helps you when you are viewing documents. If you have projects that require Word, Excel or PowerPoint, contact us at info@aapk.com

Schedule Your Social Marketing

To keep your business name out in the social realm you need to create yourself a schedule and calendar of tasks and then stick to it! Force yourself to set aside a certain amount of time each week to achieve your social marketing goals.

The benefits of this is it keeps you motivated and focused, you know what day of the week you have to do your social marketing and your community knows what day to expect valuable information from your brand.

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- Content Management Web Sites
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- Print Design
- Social Media Marketing
- Creative Marketing Ideas

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For instance, this newsletter is created every week. I write my articles, create the web pages and email on Wednesdays. Thursdays I send out the email and do my social posting. It took a few weeks to get used to the schedule, but now it's part of my weekly business routine.

- Print Design
- Social Media Marketing
- Creative Marketing Ideas

So, get out a wall calendar and start marking the days when you need to create and post your social messages. Or use your computer's calendar to create a scheduled reminder.

I suggest that you create two Excel sheets – one that tracks your topics, comments and where you have posted your messages, the other that keeps a list of future topics as they come to you; they can come from an article of interest, some thing you did or a question a customer asks you. This gives you a pool of ideas to choose so you don't draw a blank when it's time to write content.

Set up your calendar and stick to it! It will be worth the effort. If you have questions on creating a social marketing plan, contact us at info@aapk.com

You Have To Laugh

Funny Video: Watch this Chip n Dale cartoon for Valentines Day (you gotta love these old cartoons) - <https://www.youtube.com/watch?v=TbC0WqPI6Fo>

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

AAPK - 45 Shadyside Lane, Milford, CT 06460

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