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Excel - Writing Formulas

One of the best uses for Excel is as a number cruncher. But creating the right formulas to get the answers you need, might put you reeling back to your teens and memories of math class. Don't panic! I can help you understand how to create formulas that work.

Let's start with formula structure:

- Formulas, generally, always start with an equal sign
- Simple formula:** =a1+a2 - this would add cells a1 and a2 and give the result
- Complex formula:** =IF(ISNA(VLOOKUP(\$A347&" "&J\$7,"One Free By Day Data"!\$A\$8:\$K\$4990,8,FALSE)),0,(VLOOKUP(\$A347&" "&J\$7,"One Free By Day Data"!\$A\$8:\$K\$4990,8,FALSE))) – this formula looks up values in another excel worksheet.

I am thinking about doing a series of these – since there is a lot to Excel formulas. If you would like to see this series, please email at info@aapk.com and let me know.

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Next, let's look at how to refer to cells in a formula:

When referencing a cell or range of cells you are telling Excel where to look for the values or data you need to make your formula work. You can reference cells within your current worksheet, another worksheet (tab) in your workbook (file) or in a completely separate workbook (file).

Excel refers to cell using the column (A) first and then the row (1) or A1 or a1 (Excel is not case sensitive when referring to cells)

Here are some examples of how you can write cell references formulas:

- The cell in column A and row 10 A10
- The range of cells in column A and rows 10 through 20A10:A20
- The range of cells in row 15 and columns B through E.....b15:e15
- All cells in row 55:5
- All cells in rows 5 through 105:10
- All cells in column Hh:h
- All cells in columns H through JH:J
- The range of cells in columns A-E and rows 10-20 A10:E20
- Referring to worksheet "Sheet2" and range columns A-E and rows 10-20....='Sheet2'!A10:E20
- Multiplying cell A1 by cells B2-B4=\$A\$1*(B2:B4)
- The \$ signifies that this cell is an absolute, meaning if the formula was copied to a cell 2 columns over - the A1 would not change, but the B2:B4 could .

If you want to know more writing formulas or have an Excel project you need assistance with, contact us at info@aapk.com – we are experts!

Raising Money with Crowdfunding

Crowdfunding or crowdsourcing is the online use of social media to raise financial contributions from online investors, sponsors or donors to fund for-profit or non-profit initiatives or enterprises. It's a neat concept, you use social media to solicit donations for a project, idea, business or charity.

There are several groups running crowdfunding, one is Kickstarter. In an interview done by [Social Media Examiner](#) Richard Bliss of Kickstarter explained the ideas "...is similar

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to what happens in a church when they pass around a collection plate. The crowd helps fund an idea, a passion or something that they all would like to get more of. It's very public radio- and television-esque in its approach."* (link

My favorite example and success of crowdfunding is the project called "[Let's Build a Goddamn Tesla Museum!](#)" Matthew Inman (of the webcomic The Oatmeal's) had a quest to help a non-profit purchase the property on which Nikola Tesla's Wardenclyffe Tower stood so that it can eventually house a Tesla museum.

The project's original goal, began in August, 2011, was to raise \$850,000 to cover its share of the properties cost. But instead they raised an amazing \$1.3m in 7 weeks!! The first week they surpassed their goal of \$850,000. I was one of the donators (of a small amount) because I find Nikola Tesla to be fascinating inventor and have also been intrigued by this property for a few years.

The campaign was simple you could donate from \$3, \$25, \$33, \$50 and more. Some increments of donations would yield you a bumper sticker or glossy Tesla photo. See the [site](#) that raised so much money - and if you don't know about Nikola Tesla or this property in Long Island, NY - go to the site and learn more about this father of the electronic age.

If you need help understanding how to use the variety of social media marketing techniques to promote your business or project, contact us at info@aapk.com.

You Have To Laugh

Funny Video: Dancing Nana - https://www.youtube.com/watch?v=PP9b_91PHi8

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