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**Word - Comparing Documents**

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## Word - Comparing Documents

There are times when you need to compare one Word document to another – to make changes, to identify errors, create one final document, or to find edits. Word provides three ways to compare documents – Side By Side, Compare (Legal Blackline) or Compare and Merge.

Side by Side lets you view and compare the documents with your own eyes, this is great if you have a small document or you don't trust the system.

Compare (Legal Blackline) - Word will do the comparing for you and display only what changed between the two documents. The documents being compared are not changed and the comparison is displayed in a new, third document.

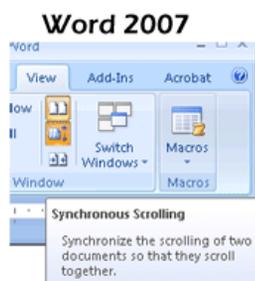
The Compare and Merge function will do the comparing for you and create a combined document – great to use if you need to compare changes from a number of reviewers.

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### Side by Side:

1. Open the documents you want to compare side by side.
2. Word 2003 – on the toolbar choose Window and Compare Side by Side  
Word 2007 and above – View tab – View Side by Side
3. On the Compare Side by Side toolbar do any of the following:
  - To scroll through the documents at the same time, click Synchronous Scrolling .
  - To reset the windows to the positions they were in when you first started comparing documents, click Reset Window Position .
4. Click Close Side by Side to stop comparing documents.



### Compare:

1. Open a document.
2. Word 2003 - On the Tools menu, click Compare and Merge Documents.  
Word 2007 and above – Review tab - Compare
3. Choose the document that you need to compare to the copy that is currently open.
4. Select the check box for Legal Blackline next to the file name area.
5. Click Compare

If either version of the document has previous tracked changes (ISSUE 12), a message box will be displayed, click yes to compare the documents.

A new, third document will be created in which tracked changes from original document are accepted and changes in the selected document are shown as tracked changes. The documents being compared are not changed.

### **Compare and Merge:**

1. Open a document.
2. Word 2003 - On the Tools menu, click Compare and Merge Documents.  
Word 2007 and above – Review tab - Compare
3. Choose the document that you need to compare to the copy that is currently open.
4. Click the arrow next to Merge, and then do one of the following:
  - Display the results of the comparison in the selected document, click Merge.
  - Display the results in the document that is currently open, click Merge into current document.
  - Display the results in a new document, click Merge into new document.

If you have questions or need help with a Word project, contact us at [info@aapk.com](mailto:info@aapk.com).

## **Why Repetition is Important in Marketing**

Are potential customers aware you are in business or would recognize your company name? Do you get your message out often enough to them? Do you know how often is often enough?

When talking to clients I find some don't know or understand the correct answer to the last question – how often is enough - for a variety of reasons; they don't have time to create messages, they fear over-messaging or are concerned they don't have the funds to carry out an effective campaign.

The time to create messages is a valid point, but there are ways around this. If doing an email campaign, for example, you could create a few messages to rotate and vary the subject line with each mailing. Most people will decide based on the subject line if they will further read the email. This allows you use the same message but gives you a chance to test subject lines to see which get the most response.

Worrying about annoying people with constant messages is an old fashioned way of thinking – advertising methods have changed and repetition is part of the new ways. Using emails as an example, think about how you handle your emails; if you aren't interested, you either just delete the message or unsubscribe from receiving additional messages. Consider how many emails you get from a variety of sources almost daily that you just delete, but once in a while you will read one of those emails either because the subject line interested you or you are at a point where you need their service or product.

I tell the following story about the importance of repetition in marketing – say you provide a service (for instance printing) and you've sent 15 emails in the last couple of months to potential customers. During that time many of those customers didn't have a need for printing. But on the 16<sup>th</sup> email one viewer just had a bad experience with her current printer and is looking for a new one – and your message appears. She's seen your

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name before because you've send her messages previously, so she is more likely to contact you.

To use another real-life example look at McDonalds, they advertise constantly. Their constant advertising isn't necessarily annoying and each time you see an ad you aren't moved you to go to there, but you are well aware of the brand. Inevitably, next time you are on the road and are hungry you are likely go to McDonalds vs a local food place – because McDonald's has done a good job of constantly reminding you they exist.

The answer I give to clients about how often is enough – my rule is if you aren't getting a message out to potential customers at least once a month – you are doing your business a huge disservice. I encourage customers to message more often than monthly, but it's a good place to start if you have a small budget.

But don't expect results immediately, it takes many impressions before people will remember your company name and message.

If you need advice or assistance with creating or adjusting your marketing plan, contact us at [info@aapk.com](mailto:info@aapk.com).

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## You Have To Laugh

Funny Video: Penguin Afraid to Jump in the Water - [http://www.cnn.com/video/?hpt=hp\\_c3#/video/living/2013/02/27/orig:jtb-distraction-coward-penguin-new.cnn](http://www.cnn.com/video/?hpt=hp_c3#/video/living/2013/02/27/orig:jtb-distraction-coward-penguin-new.cnn)

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