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[Excel - Filtering Lists](#)

[Scheduling and Tracking Blog Posts](#)

[You Have To Laugh](#)

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Excel - Filtering Lists

While Excel spreadsheets are very useful for compiling information, when the volume of data in rows or columns grows in numbers, sorting through it can be a challenge. Say you are trying to find which stores in various states buy products from one of your several warehouses, you might spend hours looking through your data entries.

Luckily, Excel has an AutoFilter feature that gives you the ability to see what you want and hide the rest – without losing your data. When you add filtering Excel will create a pull down menu in the column or rows you identify. You can then simply use the pull down menu to choose the information you want to see.

How to create filtering

1. Be sure your data is the same in each column. For instance column D contains the two letter abbreviation of the state (CT, VA, etc) and column E lists the locations of your warehouses.
2. Highlight the range of data and click inside any data cell and activate the AutoFilter by doing the following:

- In Office Excel 2003, click the Data menu, point to Filter, and then click AutoFilter.
- In Office Excel 2007, click the Data tab and in the Sort & Filter area click Filter.

The AutoFilter arrows now appear to the right of each column heading.

	A	B	C	D	E
1	NAME	ADDRESS	CITY	STATE	WAREHOUSE
2	Jim Jones	325 New Haven Ave	Macd	Sort Ascending	Alameda
3	Citrus Restaurant	56 South Broad Street	Staff	Sort Descending	Lansing
4	Cody White Funeral Home	107 Broad Street	Alta	(All)	Yonkers
5	Connecticut Distributors	333 Lordship Blvd	Strat	(Top 10...)	Stratford
6	COSTCO	1718 Boston Post Road	San	(Custom...)	San Diego
7	Courtney Honda	767 Bridgeport Avenue	Battl	CA	Alameda
8	Dan Perkins	734 Bridgeport Ave	Oma	MS	Yonkers
9	Dee's Deli	365 New Haven Ave	Milfo	NY	Stratford
10	Edens Brothers	11 Eder Road	West	VA	Stratford
11	Fitness Edge	125 Old Gate Lane	Milford	CT	Stratford
12	G&G Beverage Distributors	207 Church Street	Granda	MS	Lansing
13	Groppers	304 Old Gate Lane	Westport	CT	Yonkers
14	Globe Equipment	300 Dewey Street	Bridgeport	VA	Alameda

3. Click on the arrow in the column you want to filter. You will be given a list of ways to filter. So if you click on the State column you can sort by the specific state, the top 10, All or create a custom filter.

	A	B	C	D	E
1	NAME	ADDRESS	CITY	STATE	WAREHOUSE
5	Connecticut Distributors	333 Lordship Blvd	Stratford	CT	Stratford
9	Dee's Deli	365 New Haven Ave	Milford	CT	Stratford
10	Edens Brothers	11 Eder Road	West Haver	CT	Stratford
11	Fitness Edge	125 Old Gate Lane	Milford	CT	Stratford
13	Groppers	304 Old Gate Lane	Westport	CT	Yonkers

To create a custom filter

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- Print Design
- Social Media Marketing
- Creative Marketing Ideas

- Click the arrow in the column that contains the numbers, and click (Custom).
- In the box on the left, click equals, or does not equal, contains, or does not contain.
- In the box on the right, enter the text you want.

If you need to find text values that share some characters but not others, use a wildcard character. The following wildcard characters can be used as comparison criteria for filters, and when searching and replacing content.

Use a ? (question mark) to find any single character (for instance sm?th would find "smith" and "smyth") or an * (asterisk) to find any number of characters (so if you entered west* you would find "West Haven" and "Westport")

There are many more options that you can use with filtering. One benefit is if you have set up a chart based off of the list with filtering added, the chart will reflect the filtered information. To find out more go to the help menu (F1) in Excel and search for filtering.

If you have a project that requires assistance contact us at info@aapk.com we have a lot of experience with Excel and other MS Office products.

Scheduling and Tracking Blog Posts

Setting up a schedule and tracking system for your blog posts is key to a successful and consistent social marketing plan. Scheduling will keep you on task and tracking will help with content management and analytics. Here are the steps I take to maintain Amy's Biz Tips distribution.

Scheduling:

Determine which days of the week you can commit to handling your social marketing to maintain consistency.

- Determine what day you will be creating content (for me it's on Wednesday). I generally spend about 3 hours creating and setting up my Biz Tips.
- Then choose a day to distribute your blog (for me it's Thursdays). For me the distribution takes less than an hour.

Put both of these time commitments in your weekly calendar with reminders. Scheduling your blogging not only keeps you on track but also lets your readers know what days to expect to see your content.

Tracking:

Create an Excel workbook to track your posts, future ideas and results.

- Your first worksheet contains a list of content used – date distributed, content subject, and outlets posted to (Google, Facebook, LinkedIn, Groups, Patch, etc.). By recoding where you've posted will make it faster and easier to post the next time – no need to reinvent the wheel.
- Another worksheet should contain a list of future content ideas. So as you think of or read something that you can blog about – add it to this list. This way you aren't stuck for ideas from one posting to the next and potentially putting a hiccup in your schedule.
- A third worksheet can be created to track your Google Analytics. This will give you a way to compare your postings to your results to determine which outlet is working best for your message.

If you need help putting this together a social media marketing plan contact me at info@aapk.com. I have done this for many clients in the past two years to keep them focused and consistent.

You Have To Laugh

Funny Video: Prosthetic Leg out of Legos - Amazing <http://www.youtube.com/watch?v=W8fdXNN0irI>

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