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Word - Borders and Shading

To style a paragraph to have it stand out or create a border around a page in Word is easier than you might think.

Borders and shading options in Word provide you with a way to spice up your Word document or to draw a readers' attention when skimming the document.

Generally when you think of borders – you envision a box, but with Word you are not limited to all four sides or none – instead you are given a variety of options to use in your document. Shading gives a myriad of choices for fill color, pattern or pattern color.

Adding a Border:

Highlight a paragraph or paragraphs where you want to add borders. On the Home tab, choose Paragraph and then the Border drop down list. Now you can select for example; all borders (4 sides), bottom border (below text), left border (to left of the text) or no border. (In version 2003 go to Format and then Borders and Shading.)

Additional border options can be used to adjust the border look – style, color and width. These options can be changed in the Borders tab of the Borders and Shading box. To open this box, use the drop down from Border and scroll down to Borders and Shading.



Adding Shading:

Highlight a paragraph or paragraphs that you want to be shaded. On the Home tab, choose Paragraph and then the Border drop down list. From the drop down list scroll to the bottom and choose Borders and Shading. This will open up a box – choose the Shading tab and then make you color or pattern chooses and hit OK. (In version 2003 go to Format and then Borders and Shading.)

As I say every week, try these tips out for yourself so next time you need this option you know where to look.

If you need help with a Word project contact us at info@aapk.com we have a lot of experience with Word and other MS Office products.

Amy's Biz Tips are brought to you by AAPK who can help you with:

- [Excel, Word and PowerPoint](#)
- Web Design
- Content Management Web Sites
- Graphic Design
- Print Design
- Social Media Marketing
- Creative Marketing Ideas

Creating Effective Subject Lines

Ever wonder what words in a subject line entice you to read the sender's message? Or do you need to know what are the words to use to increase clicks in your email campaign subject lines ... then read on.

Does your eye immediately go to the word(s) “free delivery” or “alert” in an email subject line? If so you are not alone – according to an article by “[MarketingProfs](#)” these two words tend to have higher click rates when used. Versus words such as “monthly” or “learn”. To read the list [click here](#).

Finding the right combination of words to increase click rates in email campaigns is key to a positive result. The best way to find the words that are most effective is to create a few variations of your subject line and then send your message to small group and track the activity. Then try another subject line. Keep this up until you are finding words that are “clicking” with your readers.

Here’s an example of why to test ...recently I sent out an email to my mailing list to promote a case study I wrote. The first time I send out the email the subject line read “Amy's Biz Tips - Why Branding Makes a Huge Difference”. I know (yawn) it’s a lame subject line and for that reason I got no response. So the next time I send the message I changed the subject line to “Amy's Biz Tips - Branding Key to Increasing Revenue”. Notice the difference? The words Increase and Revenue, while not on the top list mentioned above, are important words to business people (my audience). And it worked – I got three good inquiries from this subject line and the case study.

So, next time you have to write a subject line to get a reader’s attention think about what words would resonate with your customers and then test until you find the right formula (and don’t forget to keep track of the various subject lines you try).

If you need help with a email marketing campaign or marketing let me know me at info@aapk.com. I have helped many clients with their email marketing campaigns.

You Have To Laugh

Funny Video: Cat Gives Baby a Tongue Bath:

<http://www.cnn.com/video/data/2.0/video/living/2013/07/24/orig-distraction-cat-gives-baby-tongue-bath.petsami.html>

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