



August 22, 2013

Volume 87

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Word - Increase / Decrease Indents

Working in Word with paragraphs, bullet or numbered lists can be easy, but if you have many items that are indented (tabbed) at different positions things can get messy fast.

For example, you are working on a bulleted list, you create a sub bullet and then want the next line to be a main bullet – but Word insists on making it another sub bullet – so frustrating! But, there is a way in Word (also Excel and PowerPoint) to increase or decrease the position (level) of the indent (or tab).

Increasing an indent will move content to the right, while decreasing an indent will pull the text to the left.

- Main Item 1
- Main Item 2
- Sub Item 1
- Sub Item 2
 - Main Item 3

Using the sample above to make each item appear on the correct level (position) – you would put your cursor in front, within or at the end of “Sub Item 1” and click the increase indent button (arrow pointing to the right) on the menu bar. This will move the text to the right and create a sub bullet.



Then to put “Main Item 3” back to the left – you would put on “Main Item 3” and click the decrease indent button once (arrow pointing to the left). These two steps will create the following results:

- Main Item 1
- Main Item 2
 - Sub Item 1
 - Sub Item 2
- Main Item 3

This works for bullet lists, numbered lists and paragraphs. If you need help adjusting where your tabs sit – see my tips from [November, 2012](#).

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.

Beginning Your Marketing Plan

Two friends Kim and Steve, both criminal defense attorneys, asked me to help them market their personal law firm. As attorneys, neither of them are experts in marketing so instead of wasting their valuable time trying to figure it out, they contacted me.

If you are struggling with this same task here are two hints on how to get started so you can do it yourself or be ahead of the game when you hire someone else (like me) to do it for you.

1. Determine who your customers are based on your niche. I know this might seem obvious and simple – but it's not. Looking at who you want to be your customers will help you narrow the

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focus of your business and your marketing plans.

Let's compare these two attorneys (Kim and Steve) to understand how important this analysis is. You might think, if they are attorneys any one could be their client. While that is partially true, it's their niche that makes their client base different.

Kim, besides handling white collar cases, has been successful with cases involving dogs. This unique expertise gives her an extended client base that includes dog owners, who would mostly like be home owners, male or female, between the ages of 18 and 70 and live locally.

Compare this to Steve, who resides in Texas and lives and practices in a large college community. His clients are college students whose parents are paying the legal fee, so for his marketing we are targeting these parents.

2. Find out where these potential customers find their information. This means what media outlets do they frequent – especially in regards to social media. For Kim our focus will be on promoting her messages to people who frequent dog related media (Facebook dog-related groups, breed groups, those concerned with animal cruelty, etc.)

For Steve his marketing focus is online groups that are related to the college and mom groups whose children attend the college. Additionally, his messages are being promoted to law groups and radio/sponsorship advertising during the college parent's weekend and football games.

Start thinking about these two questions – who's your customer and where do they hang out? By looking more closely at your business you might find that your initial customer focus may have changed and needs to be revisited. An added suggestion - to write down the answers to these questions to remind you and give you a basis to develop your marketing plan.

If you need help with setting up your marketing plan contact me at info@aapk.com.

You Have To Laugh

Funny Video: Baby Elephants Loves Her Pool -

<http://www.cnn.com/video/data/2.0/video/living/2013/08/01/orig-distraction-baby-elephant-plays-in-pool.fort-worth-zoo.html>

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