



January 12, 2012

Volume 9

**Word - Using
Graphics**

**Using
LinkedIn - Part 9**

**You Have
To Laugh**

[Recommend](#) [Share](#)

One person
recommends
this. Be the first
of your friends.

[Subscribe](#) to [Amy's Biz Tips](#) e-newsletter.

[Archive](#) of Amy's Biz Tips.

Word - Using Graphics

Adding and working with graphics in Word can seem daunting, but if you know a few tricks you can add a graphic into your document with ease. Click here to learn how.

Inserting a Graphic

Put your cursor in the place on the document where you want the graphic to go (it can be at the top of the page for a logo or in the middle of the text). On the tool bar click Insert and then Picture. Another menu group will appear showing the options you can choose from including – clip art, from file, word art, etc). I will discuss using Clip Art and from file in this article and save the others for another issue.

From Clip Art - a task pane will appear that gives you the opportunity to search by key word or search within a certain collection for the graphic of your choice. When found, click the graphic and then click back on your document. The graphic will be placed on the document but might not be where you want it. In this case you can click (you will see that the graphic now has dots around it indicating you have chosen it. Now you can drag it around. Don't be concerned yet if it's sitting on top of your text – read further to learn how to align your graphic.

From File – use when you have a graphic saved. Browse to the file you need and click insert. The graphic should now reside exactly where your cursor was placed. It can be moved – just click on it and drag.

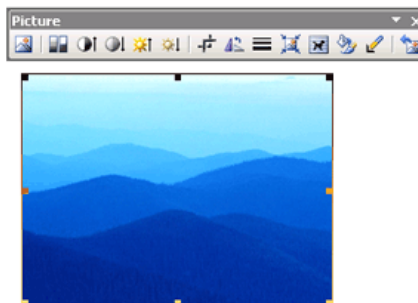
Amy's Biz Tips are brought
to you by AAPK
who can also help
you with:

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

Aligning and Adjusting a Graphic

There are a few ways to reach the options for aligning and adjust a graphic; using the **picture tool bar** that appears when you highlight a graphic, choosing **Format** (from the menu bar) or right-click and choose **Format Auto Shape** (if clip art) or **Format Picture** (if from file).

The **picture tool bar** shows all the options you have to work on your graphic – from colors to contrast and brightness to alignment.



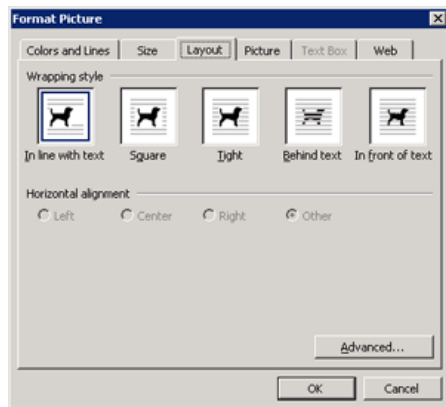
When using **Format** a new menu window will appear with tabs for Color and Lines, Size, Layout, Picture (or Graphic), Text box (which is grayed out and not available) and Web.

Colors and Lines allows you to change the fill and border color of your graphic. If your graphic is from the clip art collection you may be have the choice to change the color of the graphic itself.

Size shows options for adjusting height/width of the graphic, rotation and scaling.

The *Layout* tab is where you choose how the graphic appears in relation to the text in your document by using wrapping styles, horizontal alignment and advanced options.

Horizontal alignment is simple – choose left, center or right.



But the Wrapping style is where the magic really happens. It let you decide how your document will flow around a graphic or picture. Each of the options shows you how your graphic will appear within (or over or under) your text. You can combine both the wrapping and horizontal alignment to achieve the desired formatting.

Under the *Picture* tab you can crop the picture, adjust the brightness, contrast, or compress it.

The *Web* tab is used if document is going to be converted to a web page and you want text to appear if the graphic does not when the page is loaded or to add a tag to the graphic for use by search engines.

I encourage you to try these options out to see the results, so the next time you have a Word project that requires graphics you won't struggle and can breeze through the project. If you have any Word questions or need for help with a project, contact us at info@aapk.com.

Using LinkedIn - Part 9 of a Series. [Click here for Part 8](#)

LinkedIn - Answers

LinkedIn's Answer area is a great resource if you have a question that you need answered, want to help others by answering their questions, establish yourself as an expert or even to find sales leads.

Using Answers to ask a question lets you receive responses from your connections and experts in your network. This is different than posting a question to a Group – where only the Group will see your question.

To reach the Answers area, run your cursor over More on the menu bar and choose Answers. On the Answers Home page there are several areas to work from; Ask a Question (open text box to type in your question), Answer Questions (which lists recommended categories to see related questions), New Questions From Your Network (a listing of new open questions), and on the right side is the area to track your questions (My QA&A).

Asking a Question – use the open text box to type in your question and hit next. From there you can choose who sees your question, add details and categorize your question. When you've made all your choices, click Ask Question. The next screen will prompt you to compose a message with your question. You can choose who in your network will receive the question. To reach your network list click the small LinkedIn icon to the right of the "To:" box. You can select up to 200 in your network and if you want to choose everyone then check the box above the A on your network list. When you are satisfied with the message, click send.

Now when you go to the Answers Home page on the right you will see under My Q&A the question you just asked. You can click on your question to add more to clarify it, share it with others or close the question (either because you don't want any more answers or you made a mistake when asking).

Note: while writing this article I wrote a question "Do you use Answers in LinkedIn and if so how often?" and sent it to my connections. Now, 8 hours later, I have gotten 18 responses - and heard from some connections I haven't heard from in a while. Results: half the responders use Answers fairly regularly, the other half weren't aware of its existence.

Answering Questions – either answer a question from your Answer Home page or choose the Answer Questions tab to see the latest list of questions from connections

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

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

and those in your network. Browse by open questions or choose a specific category that you are an expert or interested in.

When you find a question that you want to respond to simply click on the question, and then click Answer or Suggest an Expert (if you know someone that can answer it).

Establish yourself as an expert - by answering questions in your field of knowledge. By helping people in your network and industry you begin to be recognized as an expert in your field. This is especially useful if seeking a new job opportunity or additional clients or business.

Finding sales leads with questions is simple, but not always consistent. Using Advanced Answer Search you can search for questions that relate to your industry on a daily basis. Answering questions can turn into a sales lead or new connection. For instance, I have a friend that sells Print and by reviewing the questions area daily, that relates to print, he has answered questions about Print and turned those connections into customers.

Don't be shy – cruise the questions area, ask a question or help someone with your expertise and knowledge to establish new connections.

I think I have said enough on how to use LinkedIn to get you started. But if you have questions about LinkedIn I didn't cover in this series, please ask me. In the next issue we will discuss using Google Alerts to track your name, company or subjects.

At AAPK we can help you navigate the web and social media. Contact us with questions at info@aapk.com.

You Have To Laugh

Video: Girl with dancing eyebrows: <http://www.youtube.com/watch?v=6Zx39v3JUUI>

[Unsubscribe](#) from Amy's Biz Tips e-newsletter.

[Home](#) [Web Design](#) [Social Media](#) [Print Media](#) [Consulting](#) [About AAPK](#)

Contact us - 203-305-3124 or at info@aapk.com

AAPK - 45 Shadyside Lane, Milford, CT 06460

AAPK © 2015