



September 19, 2013

Volume 91

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**PowerPoint - Viewing in Grayscale or B/W**

**[Linked In Groups - Asking Questions](#)**

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## PowerPoint - Viewing in Grayscale or B/W

Did you know that you can change your slides to be viewed in black and white or grayscale? While it might sound crazy but there are times when it is helpful to have this option available.

- To see how your slides or handouts will look when printed on a non-color printer – this is especially helpful if you are presenting slides that contain graphics that use color to emphasis a point. Or is your slides have intricate graphics
- If you have created a graphic or logo and want to see how it would appear in black and white (for instance to you would be using a newsletter or photocopied item)

To view your slides in black and white or grayscale – simply go to View and choose Color/Grayscale. From each option you can also adjust the level of gray or black/white – in version 2003 right click on your slide after you have set the view – in 2007 and above the options appear in the ribbon when you make your choice.

Things to keep in mind when using these views:

- Slides and handouts are typically printed in black and white or shades of gray (grayscale). When you print in grayscale, you get an image that contains variations of gray tones between black and white.
- When you choose to print, PowerPoint sets the colors of your view to match your selected printer's capabilities.
- Printing with Grayscale view - all objects and text are printed, but only in black and white and shades of gray, and not in other colors.
- Printing in pure Black and White view will result in some objects appearing shades of gray and other will appear as black, appear as white, or be hidden altogether.
- You can't run the slide show in either of these views – only in the color view (I am kind of disappointed by that, I could see using this option to present slides in an old fashioned way).

Use these views in the future to check be certain that your message still gets across if your presentation is printed or photocopied. If you need help contact me at [info@aapk.com](mailto:info@aapk.com) we have a lot of experience with PowerPoint, Word, Excel and other MS Office products.

## LinkedIn Groups - Asking Questions

Are you stuck on a challenge or need to ask the opinion of your peers? Looking for a simple way to get answers to your questions or to share your knowledge and business? Then try using LinkedIn Discussion groups!

LinkedIn Groups are a community of people that work within a certain industry or interested in the same subject. It's a great forum to get and share information among like-minded people and/or initiate conversations with people who can advise you or could be future customers.

How you can get started:

Go to LinkedIn and search for Groups (under Interests) that are of interest to you and/or within your industry and join them. For instance I belong to multiple

**Here's an example of how I used the groups this past week to help with a client project.**

I am working on a client's sales presentation and need to know what media buyers' knowledge is of the client's business of one-sheet advertising. By posting various questions in multiple groups, I found out that the term "one-sheet" means different things to different media buyers.

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media/marketing groups along with This information will help me to clarify the client's a group for web programmers. messages in his sales presentation.

Follow the discussions on the groups to get a sense of what kind of content is being posted. Maybe even respond to some of the posts to establish yourself as an expert in your field. When you are ready to begin posting, go to the Group and use the text area to ask a question or share an announcement.

If you are going to ask a question or share a link to promote your business on multiple groups I suggest you do the following:

- Choose the groups you want to send the message to (it's ok to promote your question or link to multiple groups).
- Create a word document to track your messages. This is especially helpful if you are testing multiple messages to determine which one gets the most quality responses.
- Keep a record (I prefer using Excel) that tracks the groups where you have posted, the message type, the date/time of posting and the number of responses. This is important to avoid repeat postings. Additionally, by doing this tracking you will begin to see a pattern as to which groups will give you the best responses.
- Be sure to space out how often you post – even if the message is written differently than a previous post. If I am posting several messages I will wait three days or a week to post again with a differently worded message. When you read the messages posted on the group you will most likely see one or two members who tend to post annoyingly every day – you don't want to be that person.

Try out these groups for yourself or if you need guidance and or someone to post and track on your behalf, contact me at [info@aapk.com](mailto:info@aapk.com).

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## You Have To Laugh

Funny Video: Girl Fed Up with Dandelion -

<http://www.cnn.com/video/data/2.0/video/bestoftv/2013/08/29/newday-vo-girl-eats-dandelion.cnn.html>

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