Special Report

The Secrets Of
Microsoft Word

Using Microsoft Word for Your Small Business

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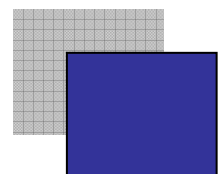
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Ok, now with that out of the way…

<u>**Introduction**</u>

The Secrets Of Microsoft Word

Microsoft Word is good for small businesses.

Some of the features of this software you may overlook in everyday word processing…This book just points them out and elaborates on how you could use these features for your business.

I like using this program for small business because there are so many hidden features if you take a little extra time to explore.

I called this book "The Secrets Of Microsoft Word"

Ok, they aren't really that hidden…I was just sick of titles like "Microsoft Word Basics for Beginners 1.0" (I hope that isn't actually a book title☺)

Still, they aren't everyday features that most users use, and they are somewhat hidden.

This booklet should be easy reading and can help your small business in some way.

This booklet tutorial was also written to be easy to follow.

As you are reading this in Adobe Acrobat, I suggest you to open up Microsoft Word on your computer and have it running in the background.

That way, when I illustrate techniques, you can click Alt + Tab on your keyboard to switch over and try it out.

So go ahead, open up MS Word and when you have a blank page, click Alt + Tab on your keyboard and come back to reading.

Go do it now…

Ok thanks…are you ready? Let's start.
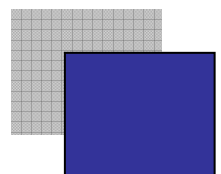
Chapter 1: Conserving Ink & Printing Faster!

Professional print companies often charge a good amount of money for their services.

If you want brochures, business cards, flyers or mailing pieces, it often costs a lot.

Even going to a local copy mat can often be an expensive and tedious process! I find that I would rather sit in the comfort of my home office and produce things on my printer.

These days, home printers are so advanced, that they can produce awesome little business pieces easily.

It helps to have a color printer, but it is not absolutely necessary.

Currently, I have a Lexmark Z53 color printer and have been very impressed with the quality.

The cartridges tend to last a long time, and the little work-horse machine prints fast!

If you are looking for a color printer, I can highly recommend Lexmark. You can find these on eBay for around $100 or visit their website at www.lexmark.com.

And you really don't need anything fancy…a $100-$150 printer has lasted my business through 2 years and is going strong.

Before we get into the specifics, I think I should mention one thing about print cartridges…there is a simple way to conserve ink, print your items faster, and save paper.

Here's what to do.
On your start menu,
go into the "Control Panel"

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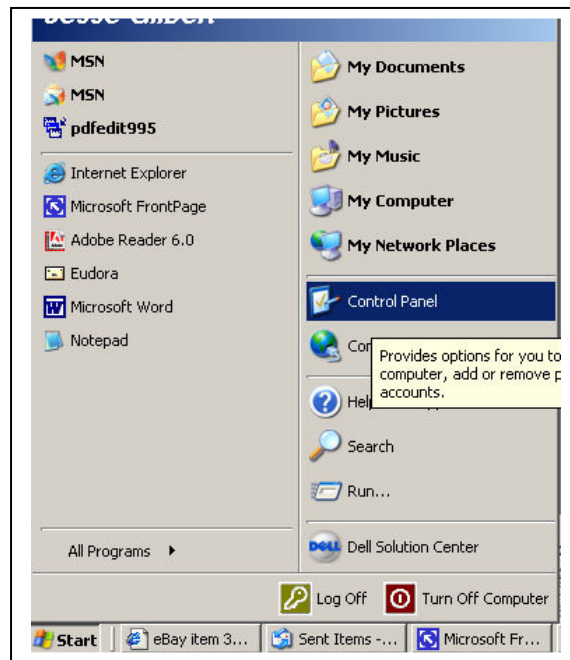
Select printers and faxes.
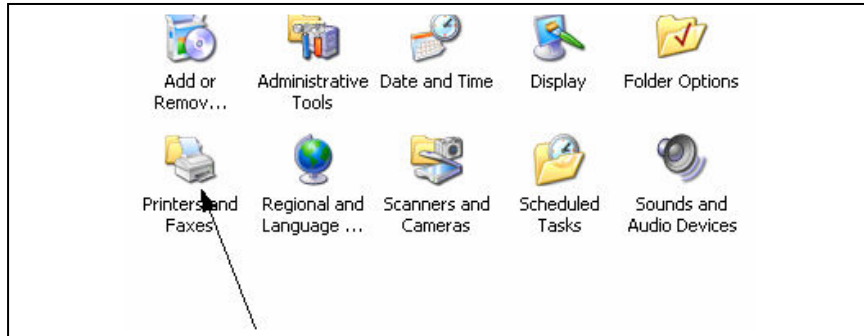
When you see your printer, right click on it and select "Properties"

What we are going to do is set the default settings to "Black and white" & "Draft" quality prints.

Lexmark Z53 Color Jetprinter Properties

Color Management | Device Settings | Cartridge Maintenance
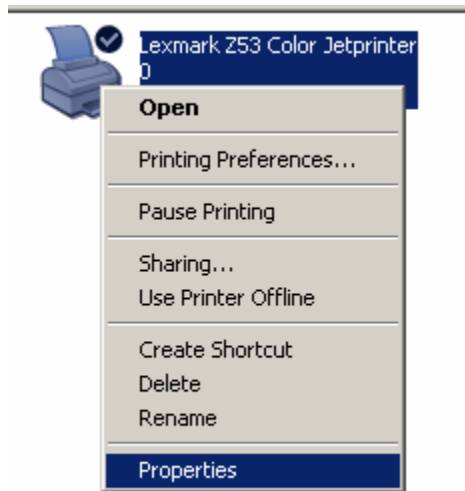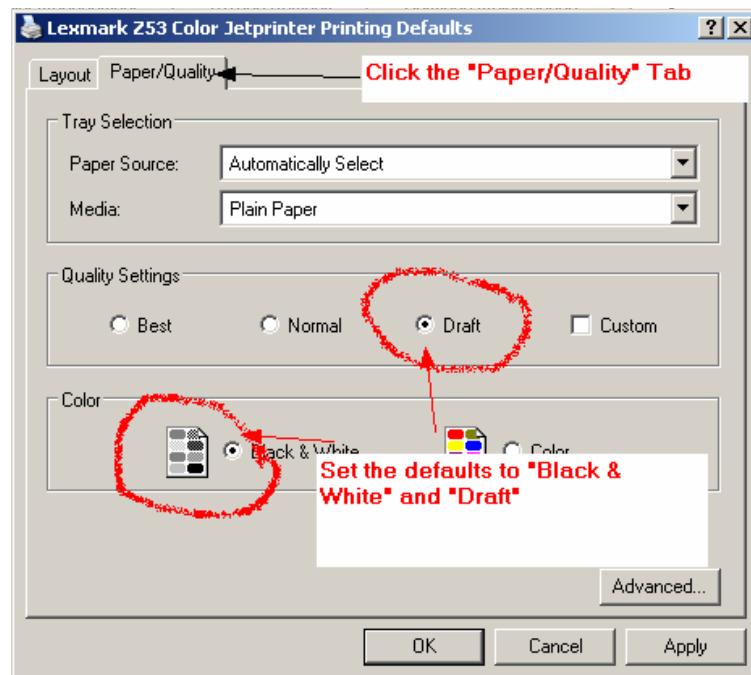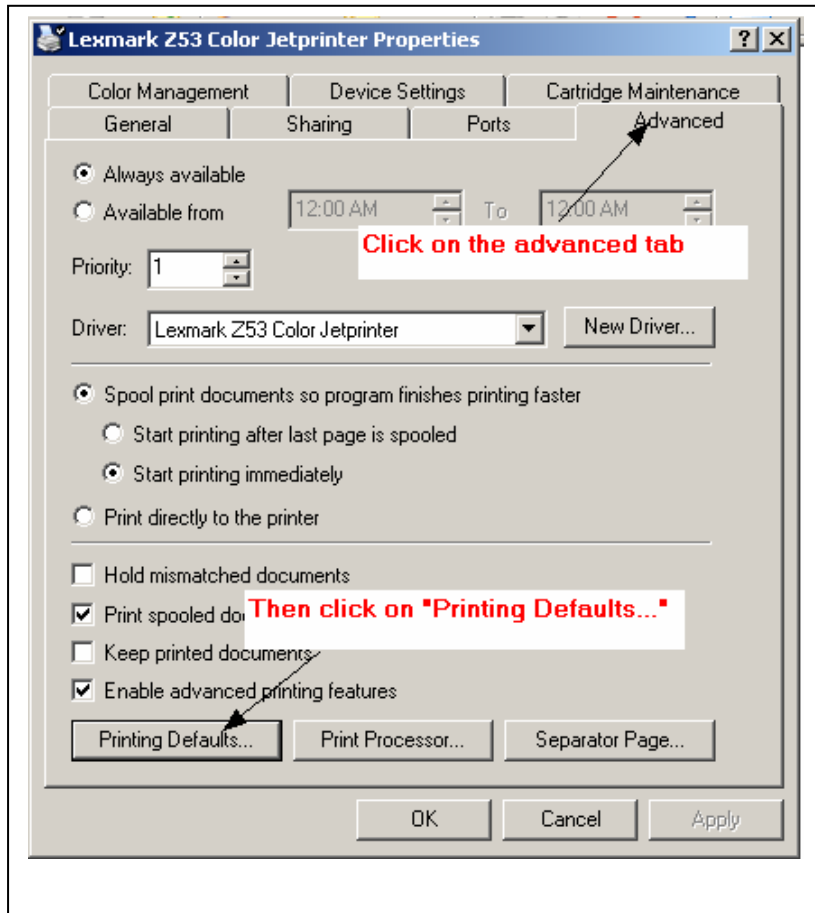General | Sharing | Ports | Advanced

● Always available
○ Available from [12:00 AM] To [12:00 AM]

Click on the advanced tab

Priority: [1]

Driver: [Lexmark Z53 Color Jetprinter] [New Driver...]

● Spool print documents so program finishes printing faster
 ○ Start printing after last page is spooled
 ● Start printing immediately
○ Print directly to the printer

☐ Hold mismatched documents
☑ Print spooled do **Then click on "Printing Defaults..."**
☐ Keep printed documents
☑ Enable advanced printing features

[Printing Defaults...] [Print Processor...] [Separator Page...]

[OK] [Cancel] [Apply]

Lexmark Z53 Color Jetprinter Printing Defaults

Layout | Paper/Quality **Click the "Paper/Quality" Tab**

Tray Selection
Paper Source: [Automatically Select]
Media: [Plain Paper]

Quality Settings
○ Best ○ Normal ● Draft ☐ Custom

Color
● Black & White ○ Color

Set the defaults to "Black & White" and "Draft"

[Advanced...]

[OK] [Cancel] [Apply]

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The reason we are going to do this is to conserve ink.

I find that more than 93% of the pages I print simply don't require color.
(Mostly I print receipts and things to read which I eventually throw away anyways)

I'd venture to guess that you don't need high quality for most of your prints either.

You'll see that the print quality for draft settings is barely distinguishable from full quality black and white and also that your printer will print the pages much faster.

So, you'll be avoiding the hassles of getting new print cartridges and printing faster! (watch your printer zoom through pages with these settings!)

This can save you lots of time and money, so I suggest you keep these settings.

If you want print something of highly quality, you can manually set the print quality when you are printing that particular job (which is probably only 5-10% of the time).

Often times I find that I start printing something, only to realize that it is set on regular settings, using more ink than necessary.

By setting the defaults to draft quality and plain paper, you only have to remember to change the settings on those somewhat rare occasions when you want to print color or a higher quality black and white print.

Doing this is simple enough: When you want to print, just click the "settings" and "advanced settings" when you want to specify quality as show in the picture below.
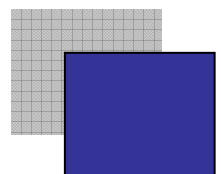
Chapter 2: Microsoft Word & Office Depot…A Good Combination!

Office Depot & Specialty Paper

Microsoft Word has some neat little features to help you take advantage of the different types of paper you can buy for promoting your small business.

Some examples are:

Business cards

Photopaper

PostCards

Envelopes

Mailing labels

Even advanced types of paper such as "iron on" print patches can be used to make t-shirts!

I like to experiment with these things because:

    A. They are cheap
    B. You can do it all from home
    C. It's fast
    D. You can change ideas and layouts easily (whereas if you hired the job out and decide you want to change the design, they'd charge you more!

It's good to have a nice little selection to experiment with…so the next time you go to Office Depot, you might want to spend $20 or $30 to try out a variety of paper types.

Essential types are:

#10 Envelopes (or smaller ones if your business uses them)
Business Cards: Plain white ones on good paper are nice…get the best quality paper you can for your business cards.
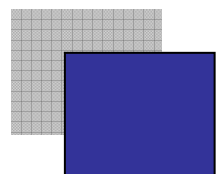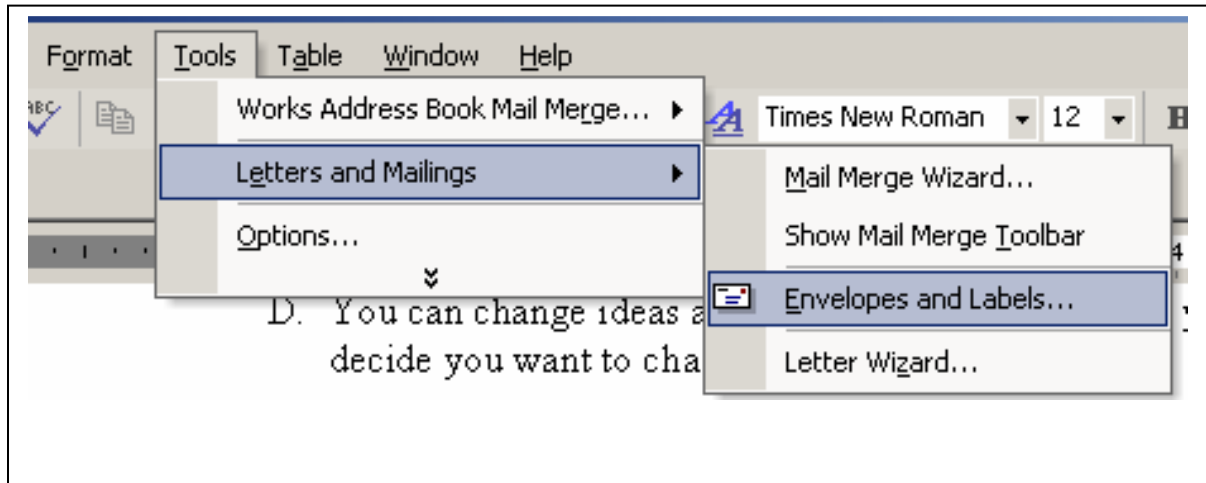
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Photo paper: Kodak makes good paper, but even the cheaper, generic non-branded photo paper works well (and actually smears less!)

Once you have these on hand, it's easy to use MS Word to print on them by pages.
Simply select: "Tools" > "Letters And Mailings" > "Envelopes and labels"
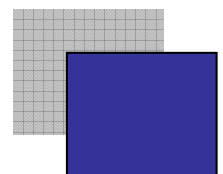

Once you are in there, you can find your paper size simply by selecting one of the 2 tabs and scrolling to find your paper size.
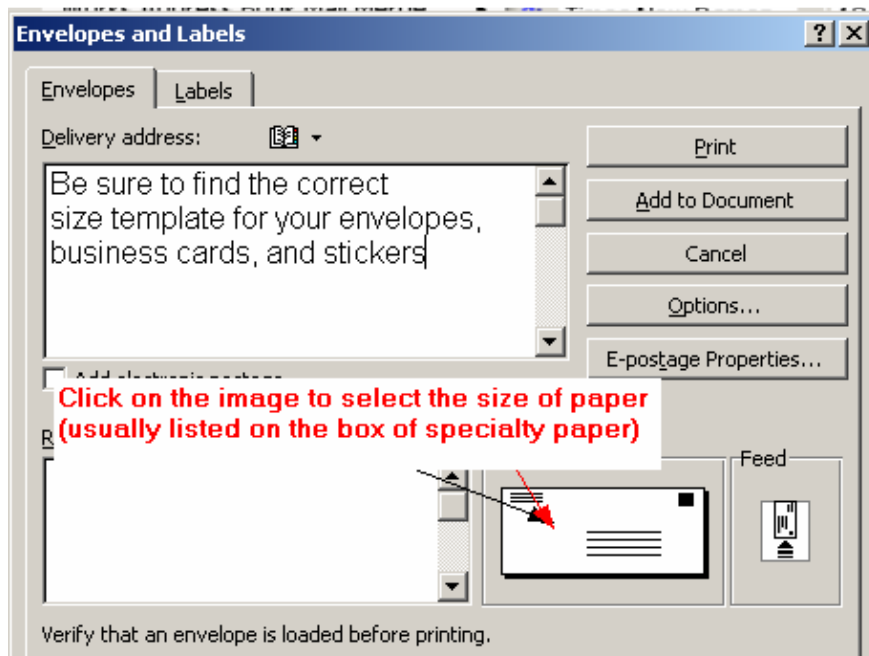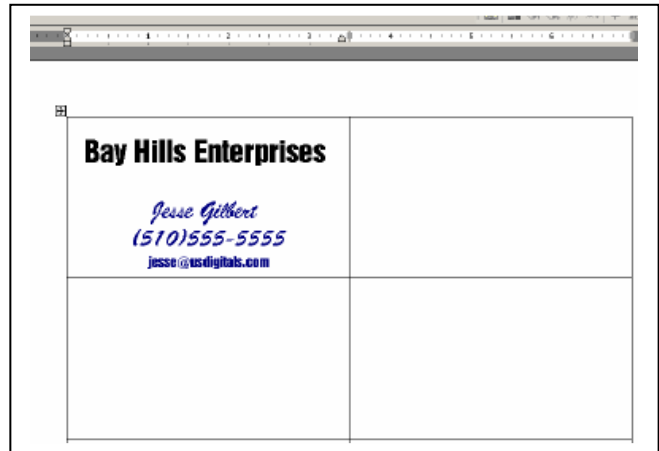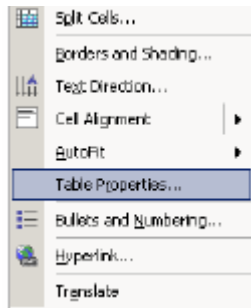

Once you find the size **click:**

"Add to Document" or "New Document" (new document if you are working with labels).

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This will give you a blank page with your paper outlined and you can start designing your stationary or business card.

Once you have a full sheet, save it and use it to print out cards whenever you need them.

If for some reason you get a blank page, right click in the middle of the page and select "Table Properties" Then click the "Borders and Shading option and select "All" so that you can see the actual outline of the business cards

Split Cells...
Borders and Shading...
Text Direction...
Cell Alignment
AutoFit
Table Properties...
Bullets and Numbering...
Hyperlink...
Translate

Bay Hills Enterprises

Jesse Gilbert
(510)555-5555
jesse@usdigitals.com

Business cards are great because you can quickly print up a sheet of any type of business card in a few minutes!

Quick Batch of Business Envelopes:

Or if you need a quick batch of envelopes with your business name and return address on them this works well.

And you only have to design one page of this…after that, just save the page and you can simply choose to print multiple copies of this one page.

Once again, it's useful that your print settings are set to draft quality while you experiment with how your custom paper looks.

After you see that it prints well, you can increase the quality as needed.

One of the reasons it's good to have these skills is that it's like "Print on Demand" technology.

If you ever need some business cards or a bunch of business envelopes printed up real quick, just open up MS Word, design em, and print up a quick batch.

Of course at some point, you may want to hire professional services…I won't say that this is a complete substitute to hiring a professional, but it can save you a lot of money in the short run while you are establishing yourself.

(heck, if I hired out a new business card for every business I tried, I'd spend a million dollars!)

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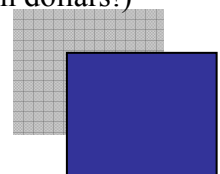
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