

Social Graphics Lesson Four

Creating **Real Fast Social Graphics** Using Microsoft Word (or Other Word-Processing Programs)

Real Fast Social Graphics



Making Graphics in MS WORD

Step 1: Type in your text (quotes or tips)

HOME

INSERT

DESIGN

PAGE LAYOUT

REFERENCES

MAILINGS

REVIEW

VIEW

Be true to yourself. Do the promotions that match your heart, your mind, your service. Ignore the rest (or pay someone else to do those things). — John Kremer

Real Fast Social Graphics



Making Graphics in MS WORD

Step 2: Format Your Text

Use a font that
reflects the spirit
of your text.

*Be true to yourself.
Do the promotions
that match your heart,
your mind, your service.
Ignore the rest
(or pay someone else
to do those things).*

– John Kremer

Making Graphics in MS WORD

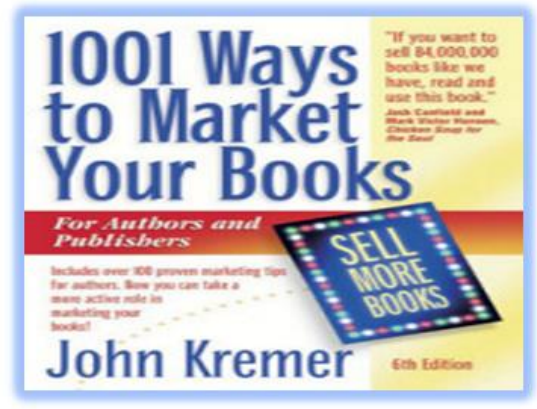
Step 3:
Add an image.

Use an image of the
quote author. Or any
image related to the
quote or text.

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Step 4:
Add background color,
texture, or image.

Hint: Go to Design > Page Color > Fill Effects
to select colors and/or texture and/or image.

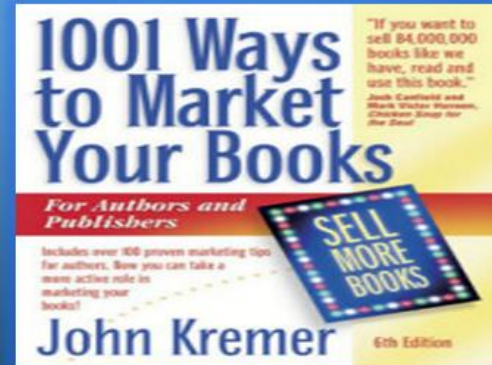
I like using MS Word's gradient settings to set
a two-color variegated background like the
blue and black gradient in this example.

Real Fast Social Graphics

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Step 5:
Add your credit.

Add a text link to your
website or wherever you
want to send people.

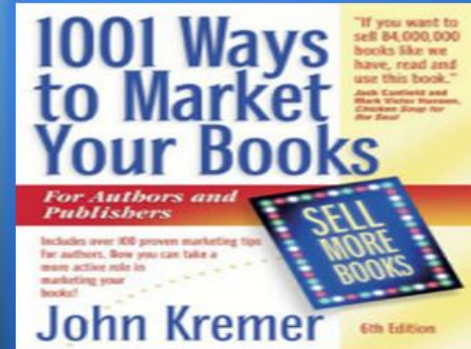
Or add a copyright notice.

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– John Kremer



BookMarketingBestsellers.com



Making Graphics in MS WORD

Step 6:
Screen capture
your image.

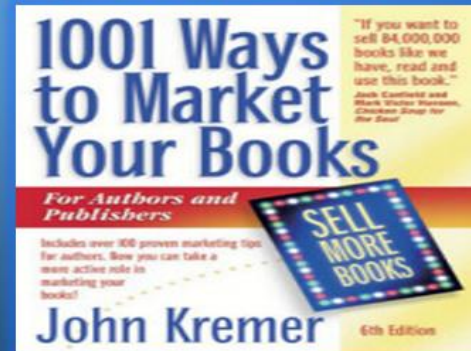
Use the Snipping Tool in
Microsoft Windows or the
screen capture program that
comes with the Mac OSX.

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BookMarketingBestsellers.com



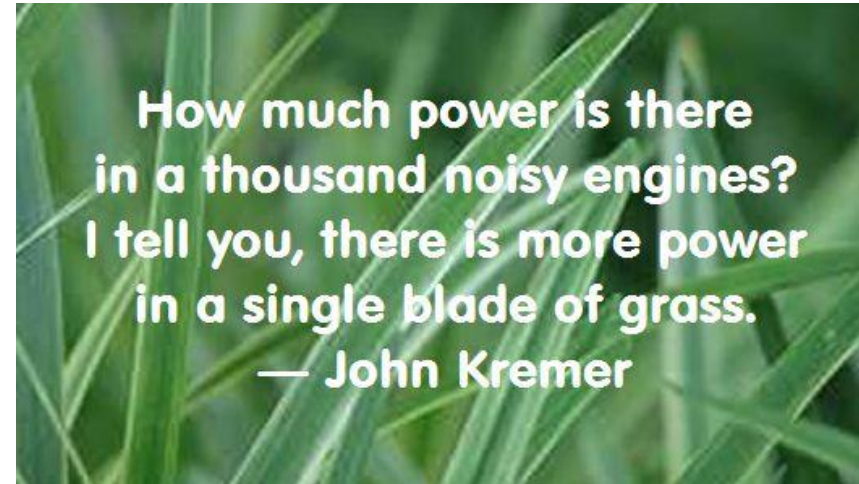
Making Graphics in MS WORD

Here are other examples to show you the variety of images you can create . . .



**Giving back
or giving forward
is the one true law
of marketing.
Always true
without exception.**

— John Kremer



Making Graphics in MS WORD

More examples ...

All of marketing consists
in creating relationships.
Real relationships:
friends, lovers, partners,
warriors, fans.



If business
understood
the force of love,
there would be
no recession.

— John Kremer



Here is the secret
to selling more books:

Love what you do.

When marketing your books,
do only the things
that really inspire you,
that move you,
that excite you.

Then you'll do a great job
of marketing your books.

— John Kremer

<http://www.bookmarketingbestsellers.com>

If you don't want
marketing to be hard,
build relationships
from the heart.

Share with others.

Accept their offerings
of help.

Help others in return.

Give, give, and then
give some more.

That's the basic,
most fundamental
law of marketing.


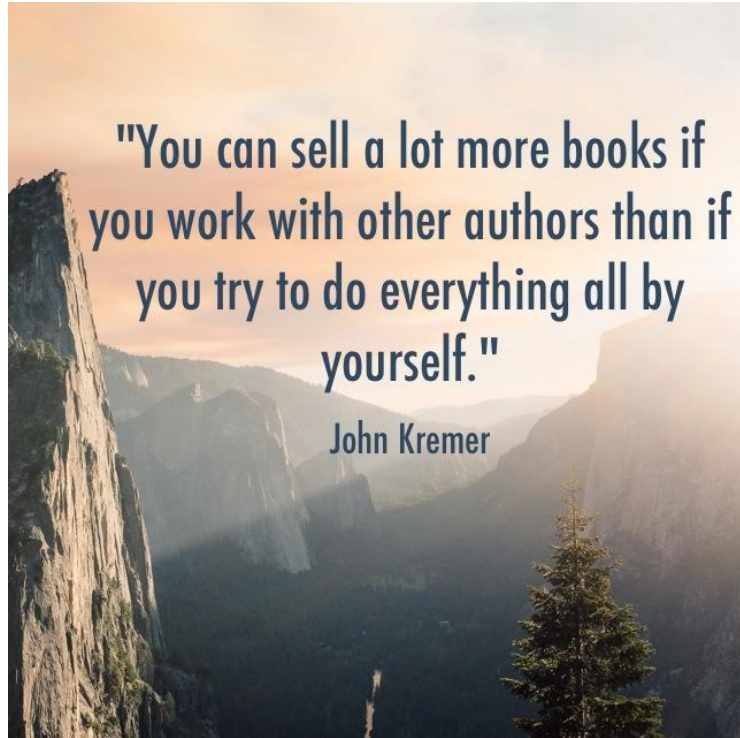
— John Kremer

<http://www.bookmarketingbestsellers.com>

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Making Graphics in MS WORD

More examples ...



Making friends is always right.
Building relationships is always right.
Love is always right.
Marketing is ultimately just that:
Sharing love.
— John Kremer
<http://www.bookmarket.com>

Good friends offer advice and simple words of wisdom.



Real friends come over unannounced with gin, chocolate, glitter, duct tape, paper clips, disguises, explosives, a plan A, and a plan B.
<http://www.bookmarketingbestsellers.com>

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