Word: Cool Reversed-Out Text

Where's my cape?

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Ok – this is not something that will help you get your work done faster. But you'll look so cool no one will care. And you'll look like some sort of magazine graphic guru.

To create the above text effect:
1. Type the text and apply the size and font that you want.
2. Apply the SHADOW effect:
    a. Select the text (if more than one word. Remember: for single words, you don't have to select them…just make sure the cursor is sitting within the word).
    b. Click the ▼ beside the TEXT EFFECTS AND TYPOGRAPHY button (in the FONT section of the HOME tab).
3. Hover over SHADOW – and select a shadow effect. Personally, I like the first available in the OUTER section.
4. With the text still selected – just change the TEXT COLOUR to WHITE. Voilà.
5. If you want the contrast more pronounced (as in my 2nd example):
    a. *With the text still selected*, once again click the TEXT EFFECTS AND TYPOGRAPHY button and hover over SHADOW.
6. But this time - choose SHADOW OPTIONS (bottom of list).
7. At the FORMAT TEXT EFFECTS pane that appears down the RHS of your screen (SHADOW category), set the TRANSPARENCY value to 0 (zero).