The

Google™

Universe 2016

The Cloud Computing Solution To The Ultimate Mobile Office

Simple yet powerful (and free) apps to turn your PC and smartphone into a most effective resource for maintaining client relationships, productivity and social networking

Updated November 2016

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Handheld Computer Solutions

Legal Disclaimer

Summary

Sales professionals in today's marketplace are challenged from a number of fronts, from being able to quickly respond to leads generated at the website, to working with tech-savvy consumers who demand a rapid response to almost any request, with a personal touch. Successful Agents tend to be the ones who are using these latest technology tools and applications to keep them in communication and allow them the opportunity to provide value added services, and enhance their marketing strategies all at once- from the mobile PC or smartphone.

Google, who is best known for its most intuitive Internet search engine, has provided to the public space some innovative online tools that allow any mobile professional, especially entrepreneurs an unprecedented access to information, documents, and a customized business presence online, accessible by a connected smartphone, tablet devices or computer. This is an extraordinary opportunity for Agents to learn about the free applications developed by Google, and how best to implement them as part of their mobile business strategy.

There are hundreds Google apps available at the [Google Apps Marketplace](#) both free and paid , but this course will focus only on ones considered to be most useful to the Agent-consumer relationship: Many more third party apps integrate into Google apps.

Introduction

It's been a little while for me, but I can remember at the age of 25, I was just finishing college, working full time, struggling to eke out those last few credits, and make ends meet. I had no garage hobbies or any real activities outside of a good party quite honestly. How I wish I had on my mind at 22 what **Larry Page** and **Sergey Brin** had on

their minds at 25. I wouldn't be writing this book- there would be books written about me.

I chose the age of 25 here because that was how old Larry Page was when he founded Google in 1996, along with his friend Sergey Brin, who is his same age, both being born in 1973.

Google was originally a school project for the two, looking at a new way for Internet search engines to rank search results. They eventually named the project Google, after the mathematical term "*Googol*", the number one followed by one hundred zeros.

Today, Google's presence around the world is nearly as significant, running a search engine with more than 70 percent of the search activity, and generating most of its revenue through ads, with a revolutionary math formula called AdSense, which allows companies who buy ad space from Google get an equal opportunity for visibility, giving the small business equal footing with the bigger businesses. In 2006 earnings were around $10 billion. The earnings report for 2013 was closer to $16 billion dollars.

Not bad for a couple of guys who should be just paying off their school loans.

Google's mission statement, *"to organize the world's information and make it universally accessible and useful"*, is fitting to the strides they have made to bring many applications we've paid dearly for in the past to the open source- free to use, free to share, and open for development. To add to this, their unofficial slogan *"Don't be evil,"* is often taken as a direct slap to the face of software behemoth, Microsoft.

Whatever the company's mission or the ultimate goal may be, Google has developed and offered an entire library of online "cloud" applications designed to make communicating, and sharing what we want a lot easier- for free. This is a guide to making those free apps work for you. Technology changes almost daily, and these apps get updated and refreshed all the time. I'll teach you the basics here- you will catch on as the apps get better.

Google Apps are designed for the mobile professional. Whether you are a real estate Agent, a small business owner or in financial or pharmaceutical sales, your office is now wherever you happen to be. If you want to be responsive to the needs of your client base, you must have the tools to be ready: a good smartphone, backed by a well developed CRM, or Client Relationship management system is a great start. A suite of apps on your smartphone that keep you prepared for your clients, along with your marketing tools to have you ready for the new prospects is even better.

Chapter 4:
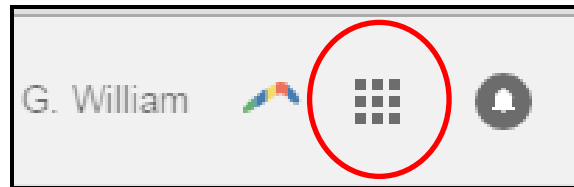
Google Drive (Documents)
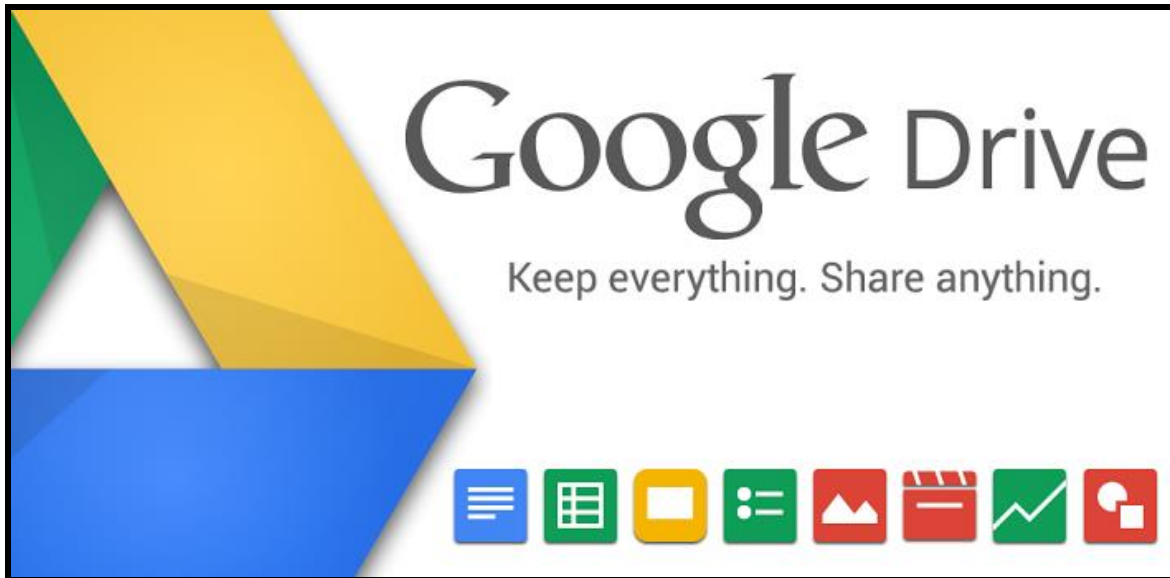
Any mobile professional who relies upon the office exclusively to manage the flow of documents can quickly find himself wasting time and energy, and not able to compete with the competition.

Google Documents can easily solve this problem by offering access to the documents, forms, contracts, marketing tools, spreadsheets and presentations from anywhere, any time.

Google Drive Features:

- Documents may be originated, uploaded from the PC, or emailed
- File save formats include Word, PDF, HTML, ODF, RTF, and Text.
- A document's revision history is automatically archived
- Easy to share or collaborate on documents with others
- Upload files up to 5TB in size (non-converted files)
- Images embedded into a document may not exceed 2MB
- spreadsheets limited to 256 columns, 200,000 cells, 99 sheets
- 15 GB of free file storage in Drive (shared with Gmail and Google Photos).
- Files stored in the Google Drive or converted format do not count towards your 15GB
- Now with offline access

To begin using Google Drive, sign onto the application https://drive.google.com/, using your Google account name and password, or if you are already in a Google app, such as Gmail, simply click the **App Launcher,** in the top right area of your screen:

Storing Documents and More on Google Drive

As part of my cloud computing solution, I have always recommended signing up for a free 2GB Dropbox. This great application is super easy to use and provides for storage of any type of file you can save in your hard drive in your Dropbox, on the cloud and accessible over the Internet. Files are organized on your computers in folders just like the hard disk, and then uploaded to the cloud app in the same order. It is great for sharing large files too big to email, too. Keep in mind this is **storage only**. You must have an app capable of opening the file stored in Dropbox.

Not to be outdone, Google introduced Google Drive, a 15GB cloud storage application. Like Dropbox, With Drive, you can access your files from any Internet connected device. The 15GB of free storage with your Google account is shared between Gmail, Drive and Google Photos. A new feature of Google Photos allows you to automatically upload them to a folder in Drive almost as quickly as you can shoot them using your connected mobile phone or tablet. Files that are uploaded into Drive on the web count against your 15GB based upon their size, but the great news is that files created in Drive or converted to Google format during upload are NOT counted towards the 15GB storage allocated. Also, should you wish to conserve space on the cloud storage side, you may choose not to sync all folders.

Getting Started

Download Drive To Your Computer

Step one is to download the Google Drive folder to your computer. This folder, like any other in your C drive will store your files as you organize them. The difference being this folder is actively synced to the Google cloud app whenever the computer is connected to the Internet. What appears on one shows up on the other as a mirror image. Download the app to all your computers so the sync can happen on all your computers.

Select the Settings Gear to the right ⚙ and select Download Drive. It will save to the hard drive of your PC.
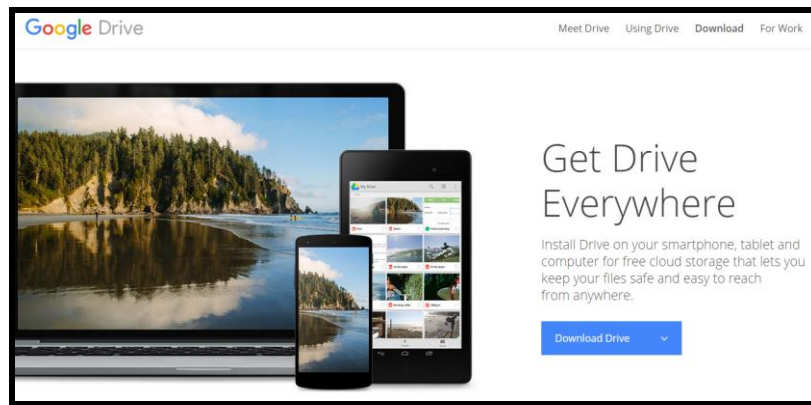
Drive is comfortably compatible with Microsoft Office. Google Drive allows users to create and edit documents online while collaborating in real-time with other users. Google Drive lets users upload files up to **5TB** in size, as long as they're not converted to Google Docs, Slides and Sheets. There is a **50MB** file size limit on presentations and documents uploaded to Drive and converted to Docs and Slides, and a **100MB** limit on spreadsheets converted to Sheets

How to customize which files and folders will Sync to Your Computer

The sync function from the cloud server to the computer(s) is optional: If you don't own a laptop or desktop computer, you will only utilize Google Drive on the cloud. Lots of people do just that. However, if you are choosing to sync your files and folders, you don't have to clog up the hard disk with files that don't need to sync. Here's how to use Selective Sync:

The download of Google Drive is set to sync All folders and files across to every computer you have connected to the account. You can leave it as such or choose which folders and files to sync over and which to leave on the Google server.

You can choose which folders sync or change the download and upload rates of your sync in Google Drive.

Start Google Drive on the computer:

On A PC:
Go to **Start** > **Programs** > **Google Drive.**
On a PC, the icon is usually in the taskbar at the bottom right of the screen.

On A Mac:
Go to **Finder** > **Applications** > **Google Drive**.
On a Mac, the icon is usually in the menu bar at the top right of the screen.

Click the Google Drive icon ◢◣ .

In the top right, click More ⋮
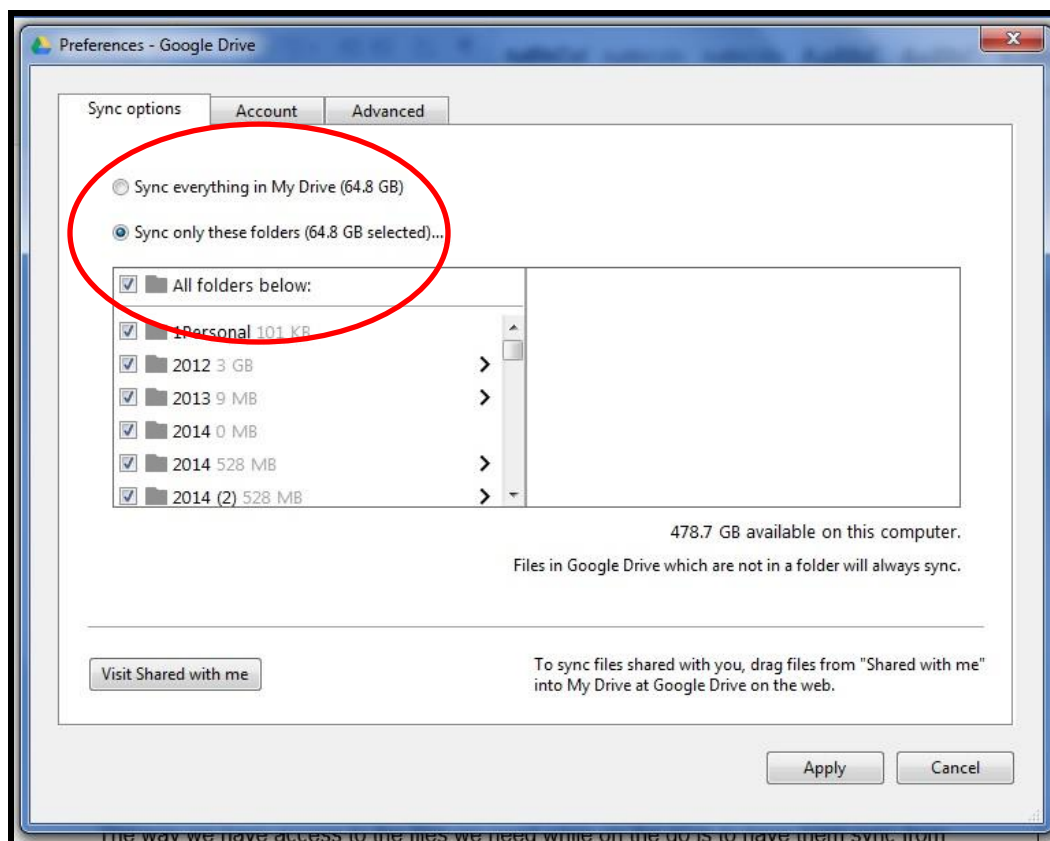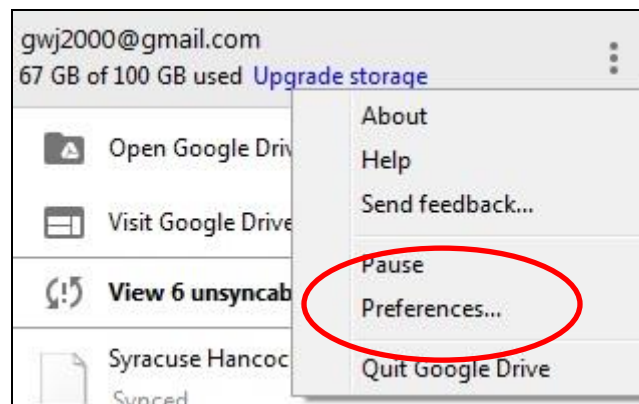Click **Preferences** > **Sync Options**.
Click to choose which folders or subfolders will sync:
OPTION 1: "Sync everything in My Drive."
OPTION 2: "Sync only these folders."
If you choose **OPTION 2**, click the box to the left of the folder names to choose what folders will sync.
Click **Apply** to confirm your changes.

Change download & upload rates

If other programs on your computer seem slower when you sync Google Drive, you can limit your download or upload rate.

1. Click the Google Drive icon .
   - On a Mac, the icon is usually in the menu bar at the top right of the screen.
   - On a PC, the icon is usually in the taskbar at the bottom right of the screen.
2. In the top right, click More ⋮ > **Preferences**.
3. Click **Advanced**.
4. Click the button next to the "Download Rate" and "Upload Rate" option you want:
   - To use a slower rate, choose **Limit to** and use the arrows to change the rate. The numbers are measured in kilobytes per second.
   - To use a faster rate, choose **Don't limit**.
5. Click **Apply**.

Uploading and Converting Files: Is it Really Something Necessary To Do?

The way we have access to the files we need while on the go is to have them sync from the computer to the cloud app, and vice-versa. The files will be on your smartphone and tablet in the exact folder, exact order as they are on your computer. You may choose to upload them and keep them in their original format, such as a Microsoft Word or Excel file, but if you do, they cannot be edited in the Google Drive environment. To make edits, the file must first be converted to Google Docs. This is not a liability in the least, however. You may always convert them back to an MS document even after editing. To upload and convert a document we start on the Google Docs inbox on the web:
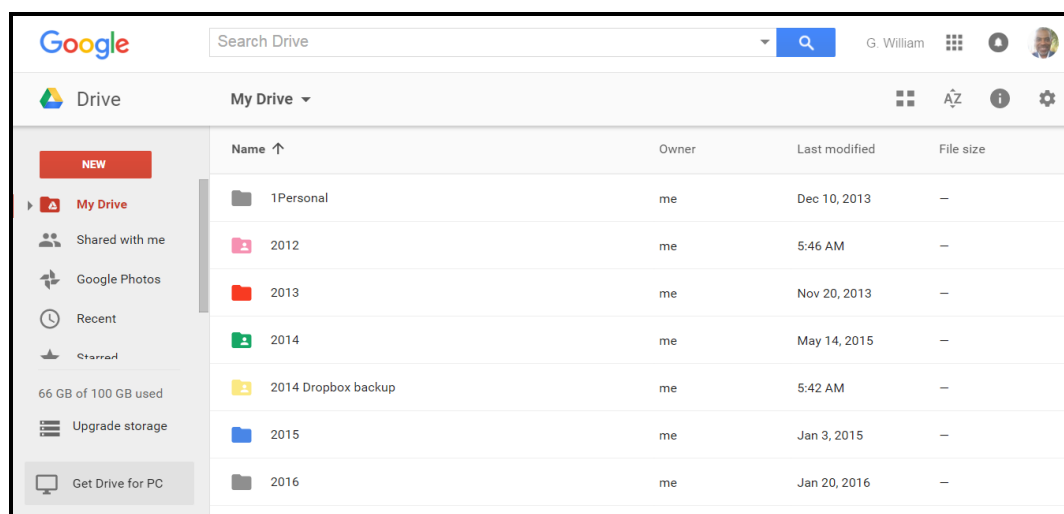
First, look to the upper right corner for the Gear icon ⚙ and select Settings:
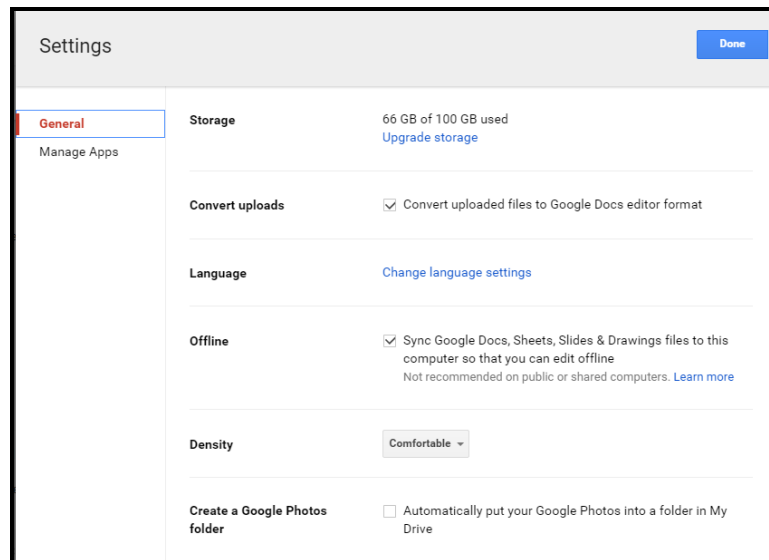

In Settings, you have the options to:

- Convert all uploads automatically to Google Docs format, making them editable;
- Sync the documents to the computer so they may be edited even when not connected to the Internet, such as when on a flight;
- Automatically upload photos from your phone or tablet to be uploaded to a folder in Drive

Now you are ready to create folders, upload and create files, and organize them.

Creating New Folders

Now you are ready to create folders, upload and create files, and organize them.

On the left panel, you will see a menu.
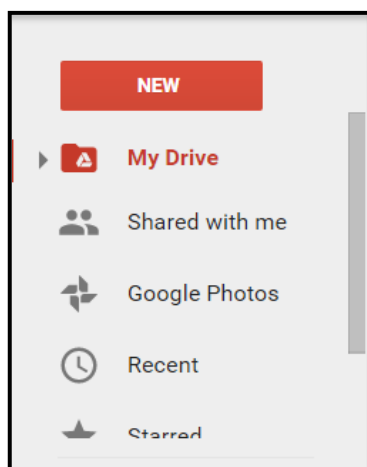
From this menu you can easily organize, and navigate through your Drive. The small arrow to the left of **My Drive** will expand the selection to reveal folders and subfolders you have created by starting at **NEW.**

Here, you can create folders and sub-folders, upload files from the computer or create new Google documents. Begin here by clicking **Folder**, and create a new folder. If you create the folder on the computer side, the folder will sync to the Google Drive exactly as you created it, so the choice of where to set up the organization structure is yours.
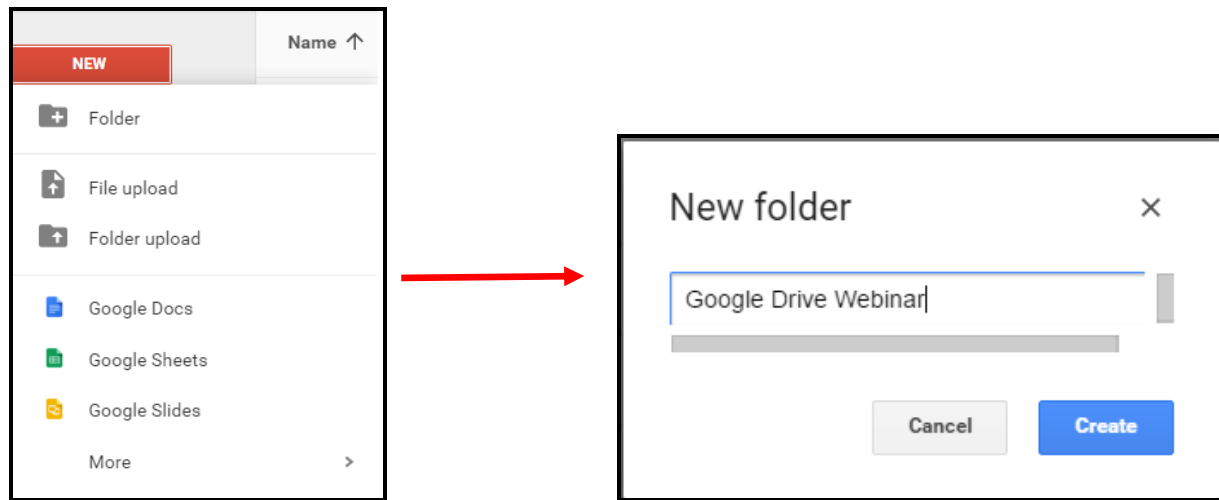
Compare here the folders on the Google Drive app to the Google Drive Folder on the C:\\ Drive of the computer:

Google Drive Web App

Hard Drive On Computer
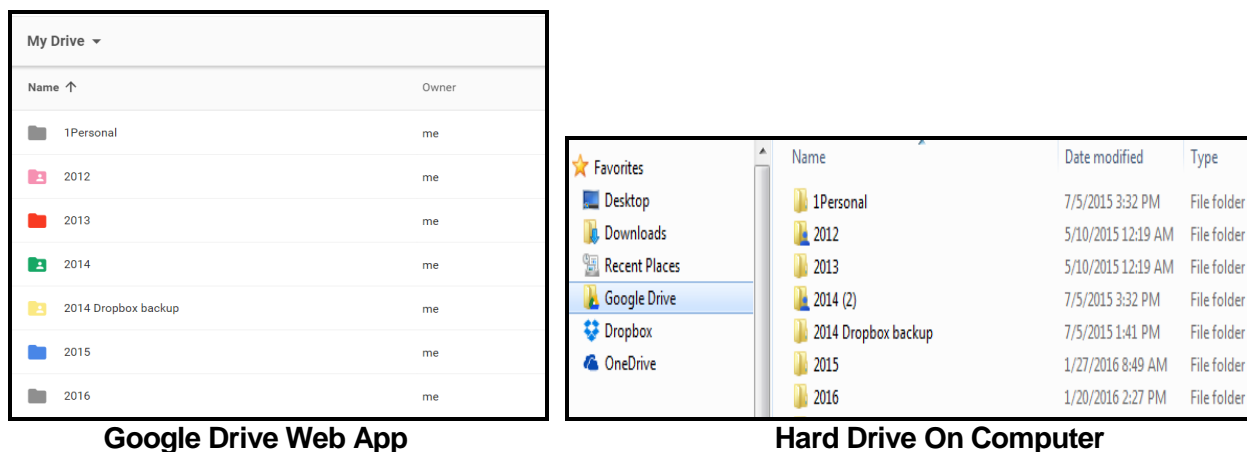
As illustrated, note that the file folders are in the exact same order in both environments.

Creating, Uploading and Sharing Documents
Select **New:** From the menu, choose to upload an existing file from your computer or create a new document: From the list, you can choose to create:

Google Docs: A document similar to Microsoft Word

Google Sheets A document similar to Microsoft Excel

Google Slides: A document similar to Microsoft PowerPoint

Google Forms: Create and analyze surveys. Elegant and easy to use
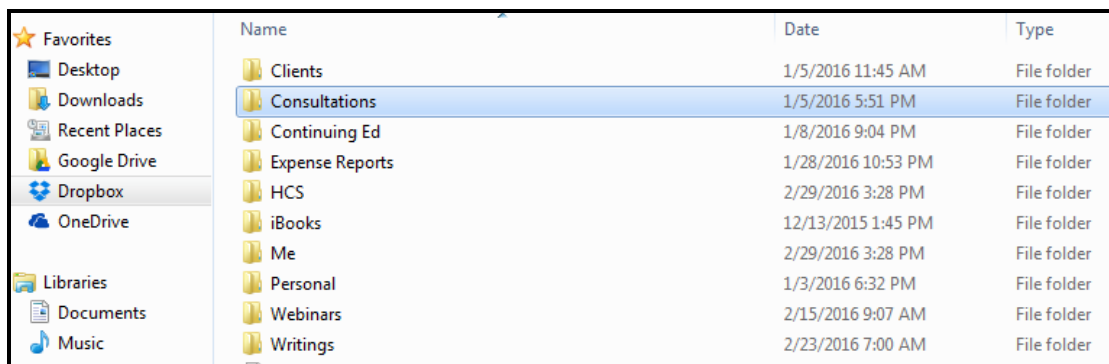
Google Drawings document similar to Microsoft Publisher

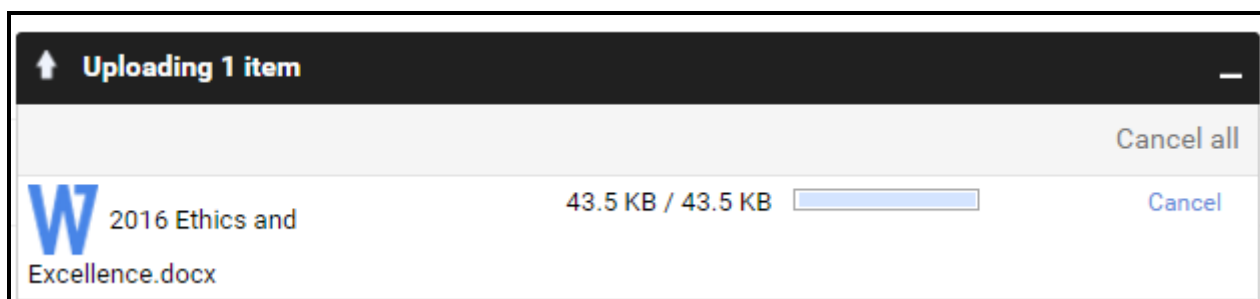**Google My Maps:** Make and edit your own custom maps to share. With Navigation.

Or, simply choose to upload a file you already have stored on your computer, in any folder.
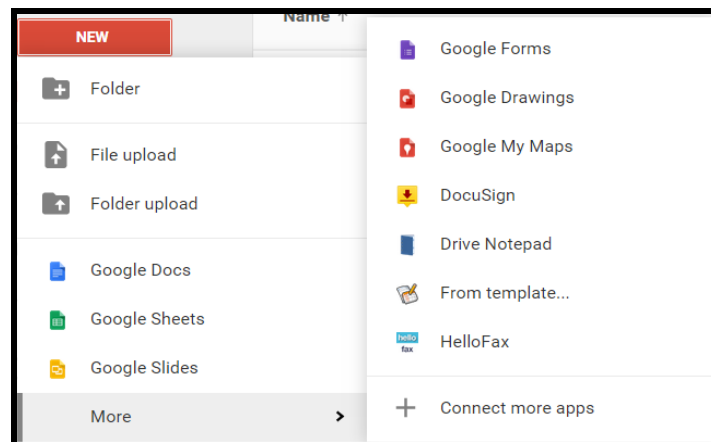
By choosing to upload, you will be prompted to access the file folders at their location on the PC:


Open a folder, select a file. It will begin the upload process:

Note that although the big blue "W" suggests that this original MS Word document appears to have uploaded as such, because I have made the setting for all uploaded documents to convert to Google docs, it has done so. To make the option each time you upload, simply uncheck to convert in Settings.

Locate and open the document:
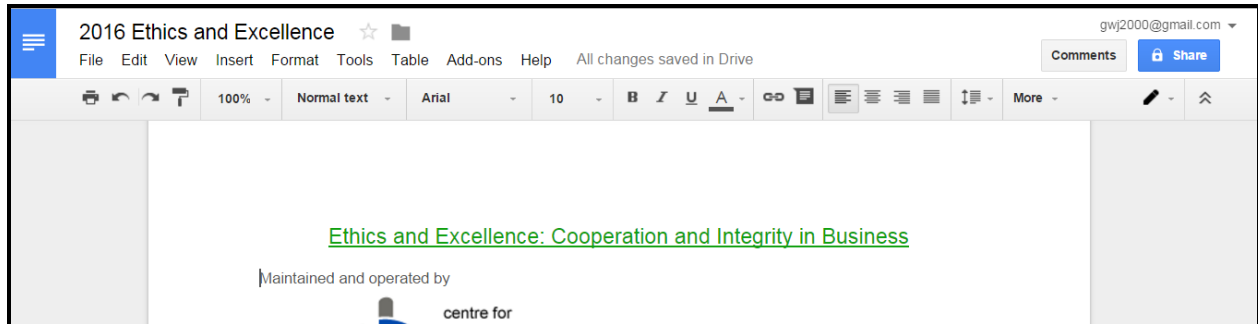
The menus across the top look similar to those in the MS Word environment, but there are a few key features of note:

- There is no "Save". All changes are saved automatically. It is very simple to undo changes if needed.
- There is a feature called **Revision History** located under Files. It will show every change ever made to a document, when and by whom.
- Under Files is the option to **"Download As"** allowing you to revert the file back to MS Word, or save it as a PDF or other file formats
- Voice typing can be found under Tools, and will allow you voice transcribing and some editing features all by the sound of your voice.
- Under **Add-ons**, find and connect with hundreds of tools and apps that work with Google Drive to enhance your document management experience.

In the upper right corner of the document screen you will see two items to select, Comments and Share:

Comments allows others with whom you give access to the document to write their own comments to you. A notification will alert you whenever someone makes a comment. How do others get that access? Through your ability to Share the document, either directly with others by email for example, or connecting with a link that can be placed in social media, a blog page or a website. There is a lot of flexibility here in who gets access and what they can do with the document once they open it.
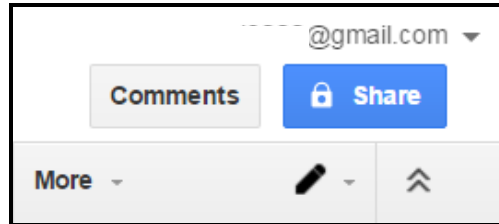
Start by selecting **Share**, and follow the prompts to set the document up for sharing and collaborating with others.
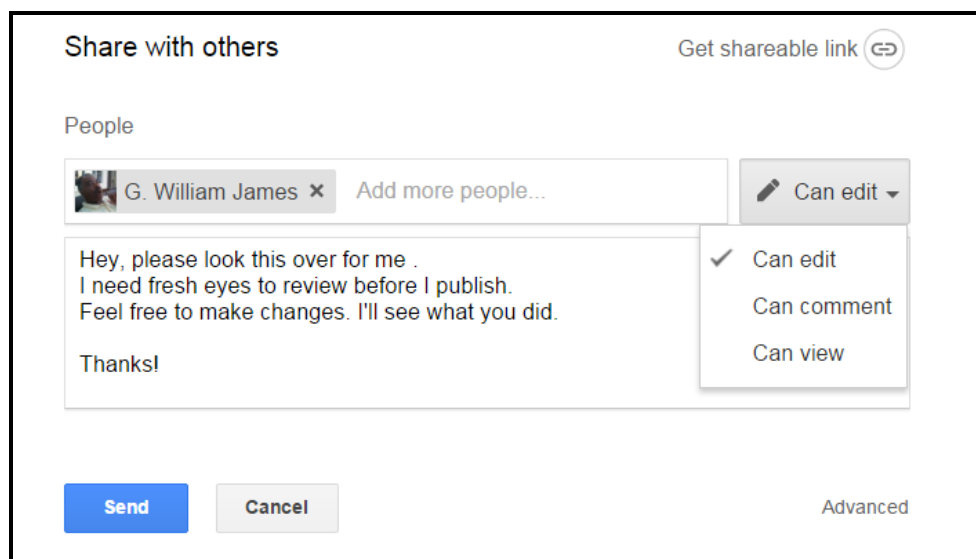
In the above illustration I have elected to share by email, and I've given the individual editing rights to the document. It can be opened by him any time, and can change whatever is editable without further permissions. **He also has the right to invite others or changing access settings**, but these rights can be revoked. Note that I can also offer only viewing or commenting rights. I can also share by a click-able link, for a convenience such as sending it to him in a text message instead.

Select **Advanced** in the lower right corner. Here there are more **Sharing Settings** by which we can even better control access to our document:

The link we created can now be used to email anyone by clicking the Gmail icon, or shared through social media in Google+, Facebook or Twitter. Make sure you have the right access settings made, especially if you intend your document to be **view-only**. You must change the **Who Has Access** setting:

On- Public On The Web: Opens to anyone, and is now discoverable in search engines

On- Anyone With The Link: Opens to anyone who can see and click onto the link

Off- Specific People: Opens to only those invited by email, and cannot be forwarded.

Under Owner Settings, you have the option to revoke the right of people with whom you share editing of the document from sharing with other people or changing who has access, and also to limit commenters and viewers to not be able to print, download or copy the doc.

Sharing With Collaborators

One of the most innovative tools in Google Drive, what sets it apart from most other solutions is the ability to collaborate on documents with others in real-time. No longer do you need to make edits, send for approval, etc. With Google Drive, invite others to share and edit a document. Schedule a time to have the document open and you will all see each other's cursors, and changes as they are being performed.

Click Share from your document in the upper right corner. This window will open. Invite other people by their email address, assign them editing rights and send.

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This is how the recipient will see your invitation

When they accept the invitation, you will immediately see them enter the document on your screen, and their cursor will appear in the text. There are three cursors on the screen here:
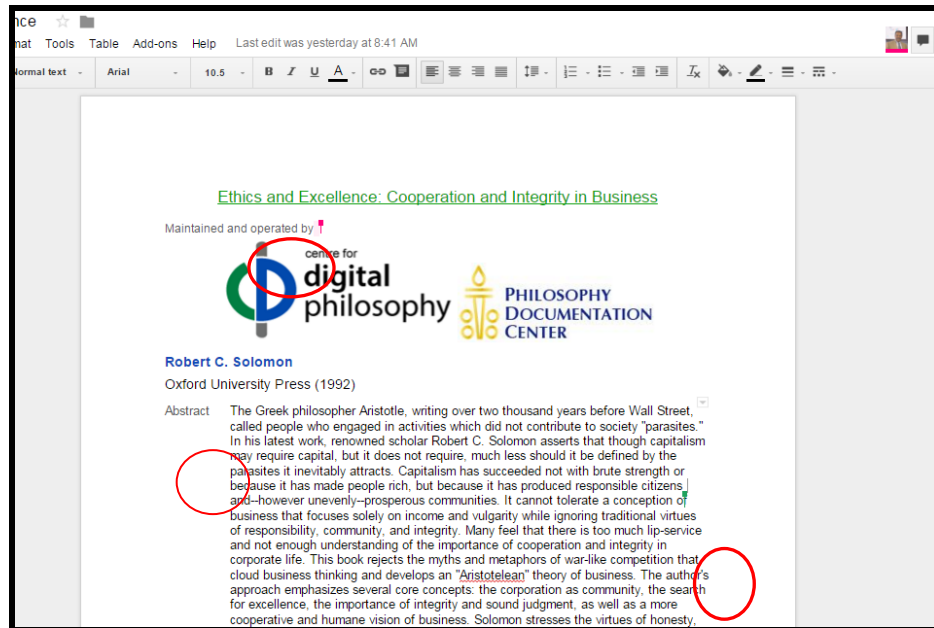
As each collaborator edits the document, everyone will see them being made in real-time. If the edits are made without you, the document's owner present, you will be notified and can see the specific changes, who made them and when. Simply open the Revision History.

Creating Google Forms

One of the better tools in Drive is Google Forms. Here you can create surveys, evaluations and the like with easy to use menus and options. Once created, distribution is as easy as sharing a document. Even easier is the response file automatically created with the Form, which compiles and analyzes the data in real-time. The analytics are full featured, with charts, graphs and line-item data that makes sharing or presenting the data a snap.

Start by selecting New > More > Google Forms
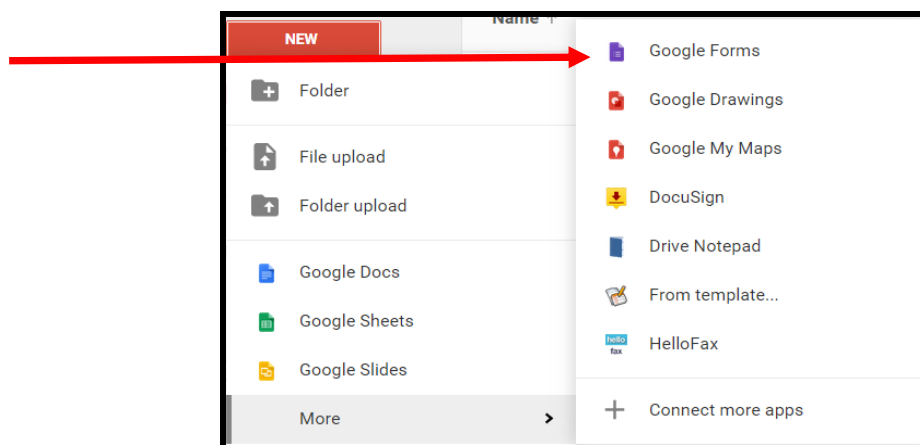
A new form layout will open, ready to be customized. Start by clicking the palette.

Select a color background for the survey. You may preview any time by clicking the eye to the right of the palette, to see your progress.

The Settings gear has optional choices for your Form:

Check the first box if you only want respondents to take the survey only once.

Now you can begin creating your survey, by providing a unique name, and an optional description.

Next, click on "Untitled Question" to begin creating the survey questions.

Type the question on the line, then from the drop-down, select the type of response:

- **Multiple Choice, Check Boxes and Drop Down** are good for pre-determined choices,
- **Linear Scale** is useful for asking a respondent's feelings about a question
- **Multiple Choice Grid** is used when a respondent can check more than one answer
- **Short Answer** or **Paragraph** is for allowing a respondent to express freely.
- **Date** will provide respondents to enter a calendar date, with a drop-down calendar, while
- **Time** will allow a time of day to be manually entered.

In the lower right corner, you can opt to make the question required, or by clicking the three vertical dots you can choose to send the respondent to a different section of the survey based on their response. Another choice is to provide answer hints if you so choose. Complete the question and options, and if the next question is similar in format, simply duplicate it and make your edits. You can use different question formats from one to the next, and by selecting and dragging can change the order of questions quite easily.

Sending and Sharing your Survey

Once your survey is complete, there are a number of ways to get the survey into the hands of others. You have the option to Send or Share your survey. Both options use links. **Be careful, there is a difference!**

- **Sending** a survey is the method by which you distribute to respondents to complete.
- **Sharing** a survey is giving others the background capabilities, such as editing or deleting. You only want to share this link with those who are working with you.

Click **Send** to make the survey available to your respondents

Your send options are to:

- **Emai**l the survey to individuals or groups. There is a direct tie to your contacts in Gmail.
- Use the provided **Link** to insert onto a social media site, blog, or anywhere links will work
- **Embed** the HTML code provided into a web page on your website.
- Use the **icons** provided to link your survey to Google+, Facebook or Twitter

Click **Add Collaborators** to select and invite individuals to work on the survey with you. They will be notified by email. They can have editing rights, and if you all are using the document at the same time, your work will be displayed to each other in real-time!

Google Forms Responses

Whenever a respondent completes the survey, the responses are compiled onto a second Google Form called Responses. The form is automatically created when you complete a survey, and the data analysis updates each time the survey is completed by a respondent. Depending upon the types of responses generated by the survey, the Form will analyze and compile the data into charts and graphs or spreadsheets, making it a snap to integrate with a presentation, send by email or post onto your website.

The analyzed data of responses is displayed in both summary and individual formats and is updated in real-time.
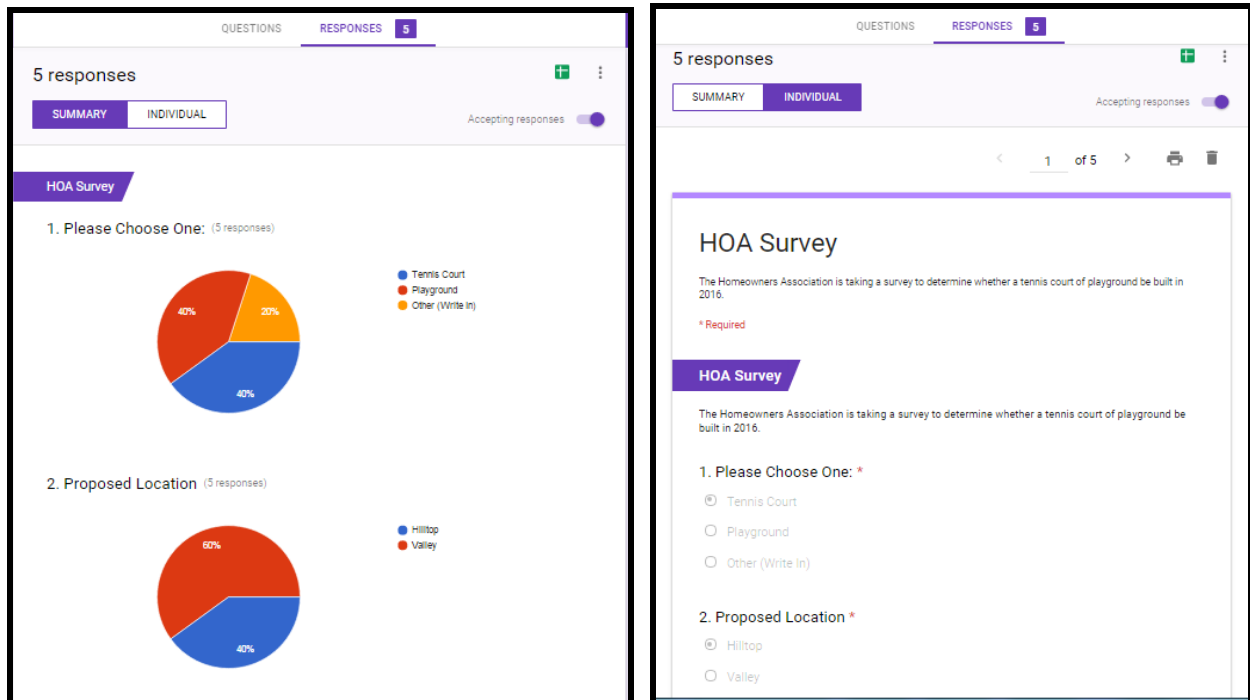
Google My Maps

Google Drives utilizes the power of Google Maps and Google Earth to create a unique way for you to create your own maps and navigation tools. Imagine having a list of destinations you want to visit, and creating a custom map to chart the course, with times, distances, even turn-by-turn directions!

Select New > More > Google My Maps
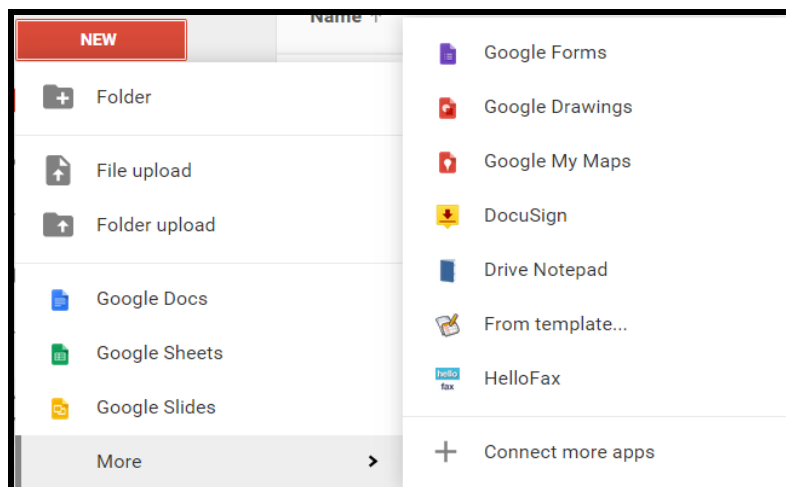
Begin by setting a title for your map, such as Washington DC. Add a layer called "Sites"

In the search bar, type in a location or a category, such as monuments or restaurants Washington DC. Google Maps will populate the data for you.
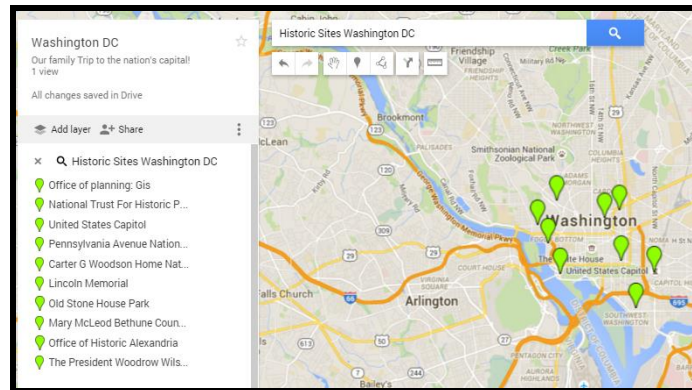
Select the locations to add to your layer called Sites by highlighting and clicking the + sign. Those you select will add to the list you created.
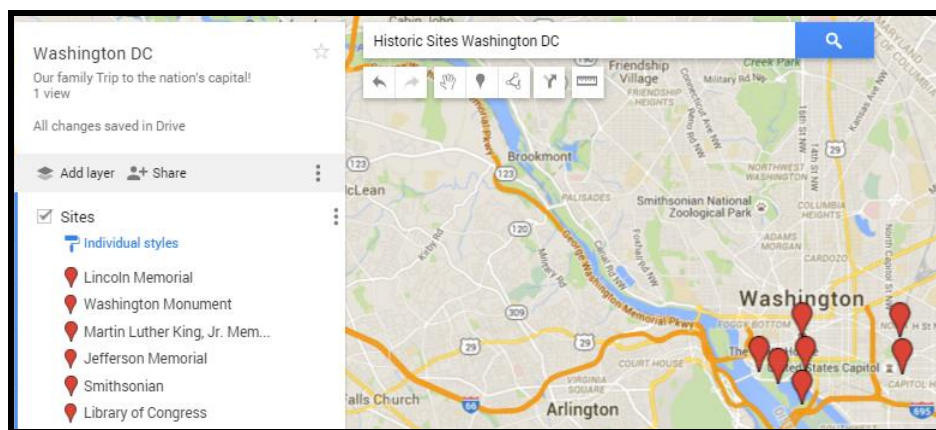

Click Add a layer and rename it "restaurants". Repeat the process to get a list of local eateries. Add the ones you'd like to visit and now you have two lists that you can separate by icon shape, color or both, and even draw a walking, driving or transit map between your listed locations. Add more layers, like "universities" or others as needed.

All changes are saved in Google Drive, and can be shared like any other document in social media, on blog and websites or to individuals to view or edit.

Connect More Apps

The Connect More Apps portal opens you to a world of applications, software tools and add-ons that enhance the Google Drive experience. From CRM tools to cloud based organizers, there are literally hundreds to choose from. One of my all-time favorites is the Google Docs Template Gallery, where you will find all kinds of useful documents, recipe guides, resume' forms and spreadsheets all designed to make life easier and works closely with Google Drive. Try the Mortgage loan amortizing tools or one of the address label script apps that work directly with your contact groups in Gmail. You can search for the template gallery under New > More > Connect More Apps or https://drive.google.com/templates
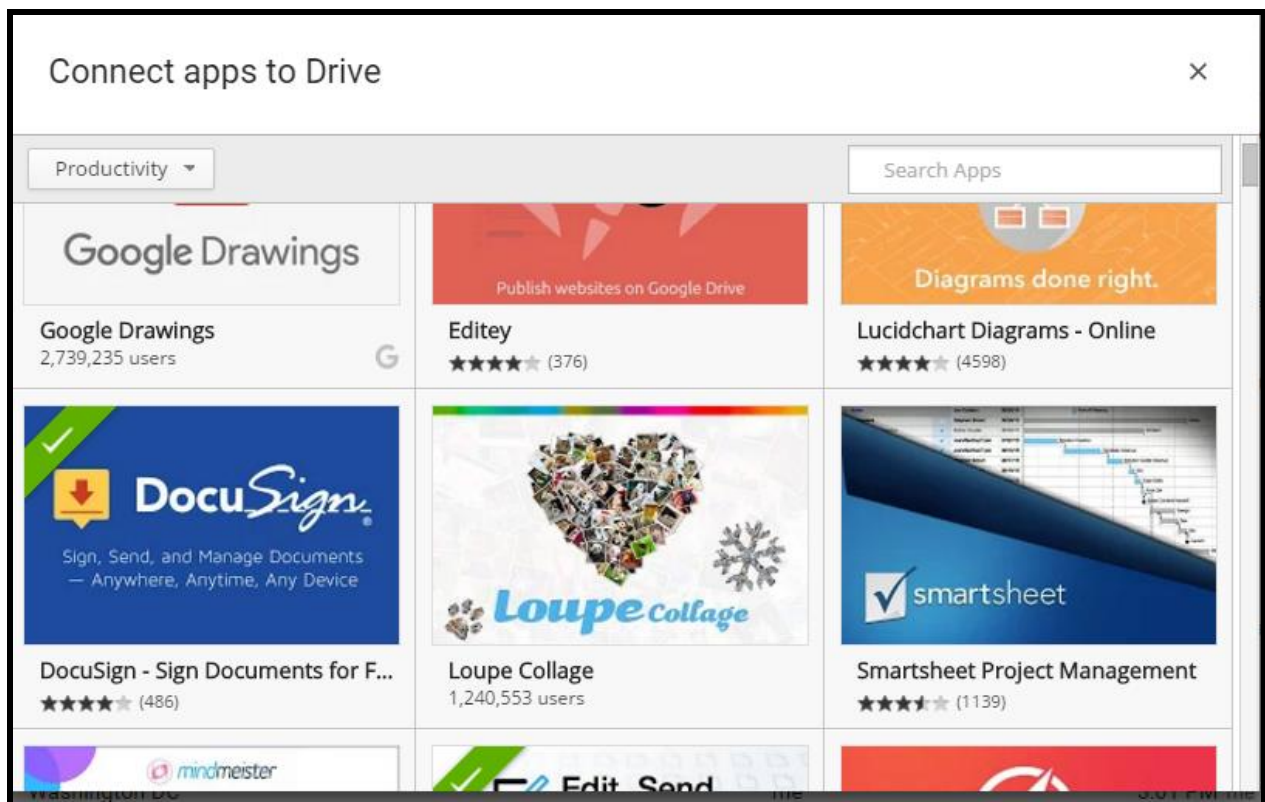

Gmail Tip: Can I generate mailing labels from my contacts?

Absolutely! In Google Drive, select the Address Labels script from the Template menu. Here is a link: Gmail Contacts Address Labels

Google Drive Tips and Useful Tricks

Where to find useful document templates

There are two hidden places you can find templates that can make your life easier and more organized. The first is right within Google Docs, Google Sheets and Google Slides: Simply click onto the box in the upper left corner of any open document and discover the templates and recently opened documents for easy access.
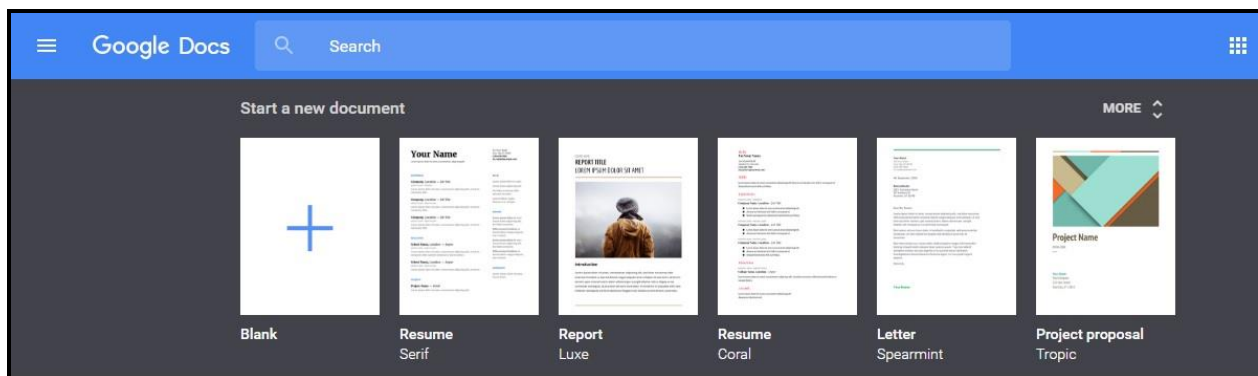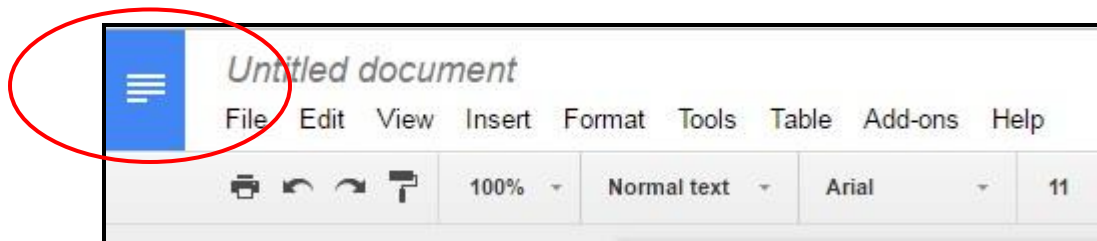

The other can be found in "connect More Apps". Simply search for "Template Gallery" and connect it to your Drive. Google says it is going away soon, so I imagine the templates inside may already be migrating to the apps. **New> More> Connect More Apps**
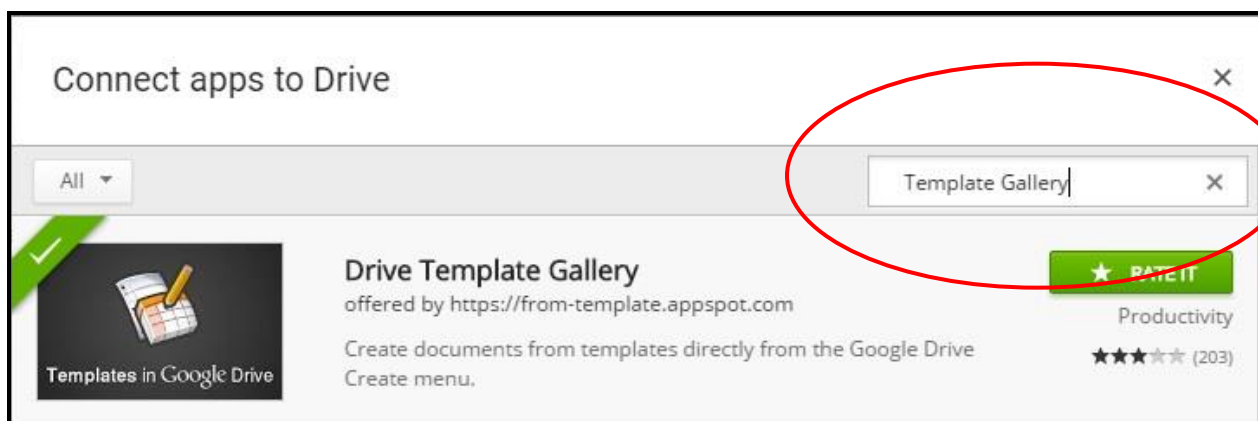
How to free up storage in Google Drive

Google free accounts allocate you 15GB of storage, shared by Google Drive Gmail, and Google Photos. G Suite (Google For Work) accounts have 30GB. To determine how much usage you have and where the space is being used, In Google Drive simply hover over **Upgrade Storage** on the menu. It will display the information. By clicking on the link you will see options to purchase additional space for a little as $1.99 per month for 100GB.
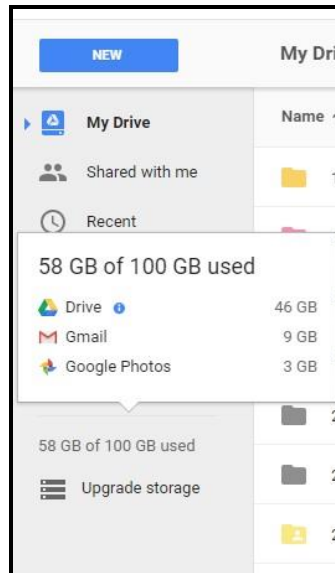

Here are a few ways to better manage the storage space you have, by which you may not need to purchase additional space:

1. **Discover your largest files in your Google Drive** by going to https://drive.google.com/#quota on your computer. It will sort your biggest files and you might be able to delete them if no longer needed or convert them to a Google Docs format in which the document will not be using up storage space. Converted documents are not counted against your storage.

2. Find large attachments in Gmail and decide if you really need to keep them attached to the message, delete the message and attachment, or download the attachment to drive before deleting the message. If you save lots of email it will fill quickly with images and documents attached that will swallow your storage space. Try this operator in Gmail search and see what happens:

    Size: 10MB (or whatever size you are searching)

    The query will discover every email in your account that exceeds 10MB in size! If you choose to keep the attachment, simply click on the icon and download to Drive before you delete the message.

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3. Convert your documents, spreadsheets and presentations to the Google format and they won't count against your storage space. Don't worry about not being able to convert back if necessary, It can be done easily if you need to, but you may find that you won't have to. Simply go into Settings and check the box to convert documents you upload automatically.
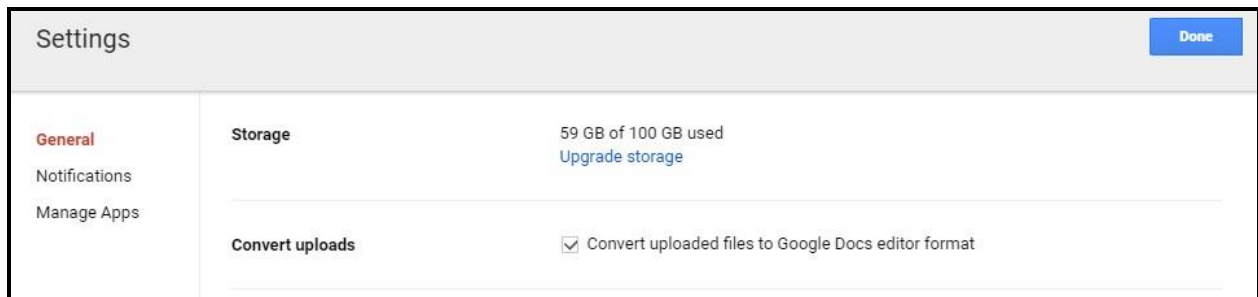
Photos, video, music and documents that cannot be edited by Google Drive will upload at their current size. You can now regain the space from the Google Photos storage in Drive by moving these to the new Google Photos app, where there is unlimited storage.

Convert your backed up photos and videos to **High quality**, which is a reduced size.

- Go to photos.google.com/settings on a computer.
- Click **RECOVER STORAGE**.

With these steps, and a few useful secrets discovered, you will be a master of your google Drive on your computers, tablet and smartphone in no time!

About The Author

G. William James has for eleven years been one of the leading training professionals for handheld computing and mobile technology in the United States, for retail, medicine, sales, business and real estate.

A motivational speaker, sales trainer and seminar presenter since 1986, thousands have heard his enthusiastic yet real-life approach to time management and sales excellence. James was an early user of Palm handhelds and later became a disciple. Later he added the Windows Mobile and RIM Blackberry platforms to his expertise, and finally The Google Android, Nokia Symbian and Apple iPhone smart devices are now part of his workshops. He is devoted to handheld computing and has built his career on the technology.

Mr. James is internationally recognized for teaching the PDA and smartphone devices as the ultimate business and communication tool. He has presented in nearly every state in the Union, Puerto Rico, Canada and the Caribbean.

James was featured in _Black Enterprise_ Magazine as **"Master Of The PDA".**

James is an accomplished workshop presenter. His company, **Handheld Computer Solutions**, conducts specialized training seminars for companies and real estate organizations throughout the United States, Canada and the Caribbean. He is also a frequent guest speaker at corporate events and association functions, all of which are constantly striving to remain on the leading edge in mobile technology.

James and his family are active in their community of metropolitan Atlanta.

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