

The Mobile Office System That Works

The

Google™

Universe 2020

The Cloud Computing Solution To The Ultimate Mobile Office

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

Updated May 2020



G. William James
Handheld Computer Solutions

Legal Disclaimer

While I am very much a Google devotee, I am in no way associated or employed by Google, Inc, Alphabet or any of its subsidiaries. This book has not been endorsed by Google or any of their employees.

The information in this book is just a guide for people on the go who want to improve their communication, productivity and marketing activities using mobile devices and cloud computing apps. I cannot guarantee that you will get as much from this as I do, but as a business traveler who relies on my office in my pocket, I can speak to its effectiveness and endorse its capabilities.

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Summary

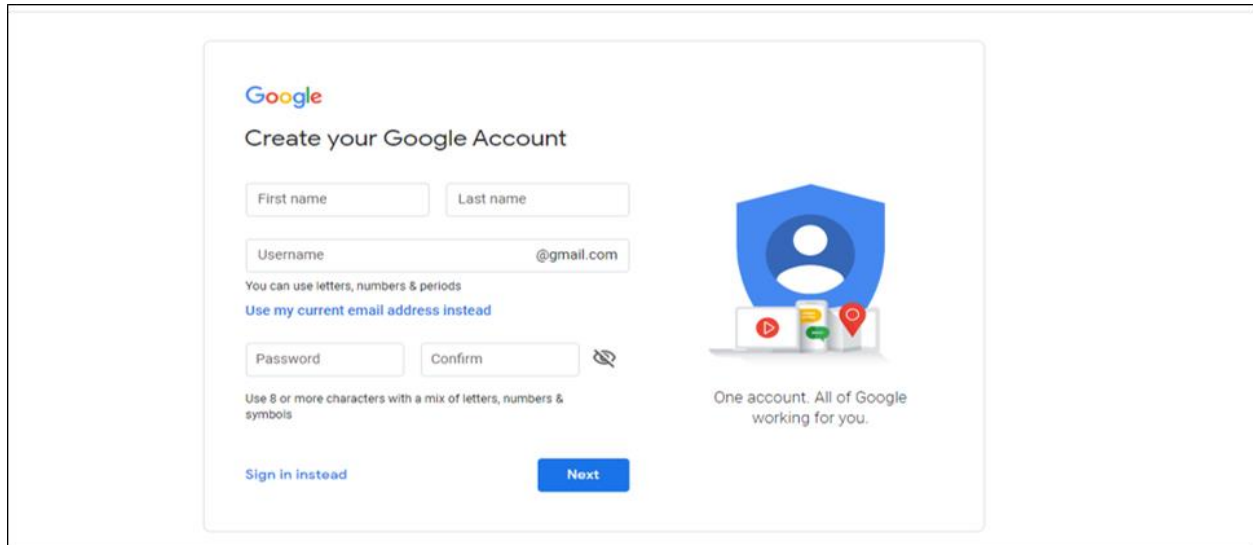
Sales professionals in today's marketplace are challenged from a number of fronts, from being able to quickly respond to leads generated at the website, to working with tech-savvy consumers who demand a rapid response to almost any request, with a personal touch. Successful Agents tend to be the ones 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.

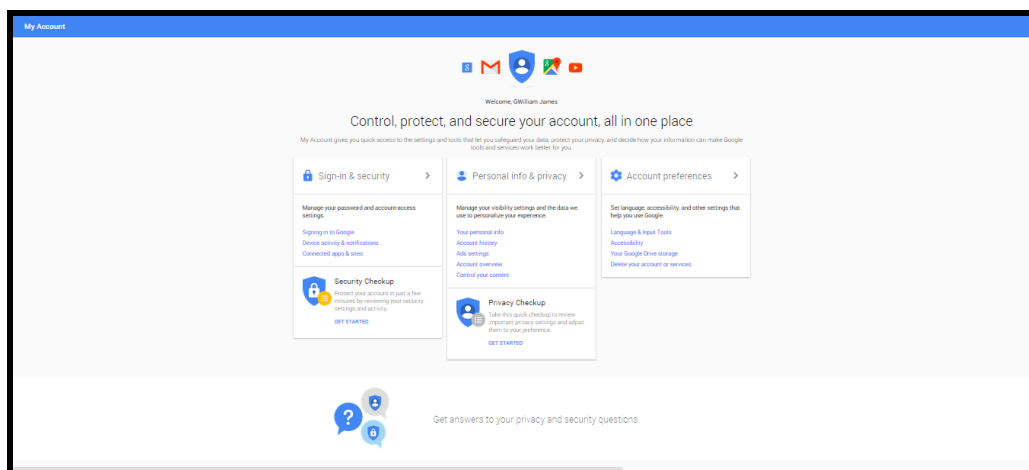
First, let's create a Google account:

<https://accounts.google.com/signup>

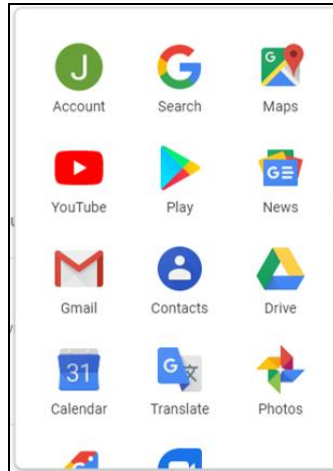


The image shows the Google Account creation sign-up page. At the top, the Google logo is followed by the heading "Create your Google Account". Below this, there are input fields for "First name", "Last name", and "Username" (with "@gmail.com" pre-filled). A note states: "You can use letters, numbers & periods. Use my current email address instead". There are also fields for "Password" and "Confirm" with an eye icon for toggling visibility. A requirement note says: "Use 8 or more characters with a mix of letters, numbers & symbols". To the right of the form is a blue shield icon with a person silhouette and a row of Google service icons (YouTube, Gmail, Maps, etc.). Below the shield, it says "One account. All of Google working for you." At the bottom left is a link "Sign in instead" and at the bottom right is a blue "Next" button.

Create your Google Account profiles from here:

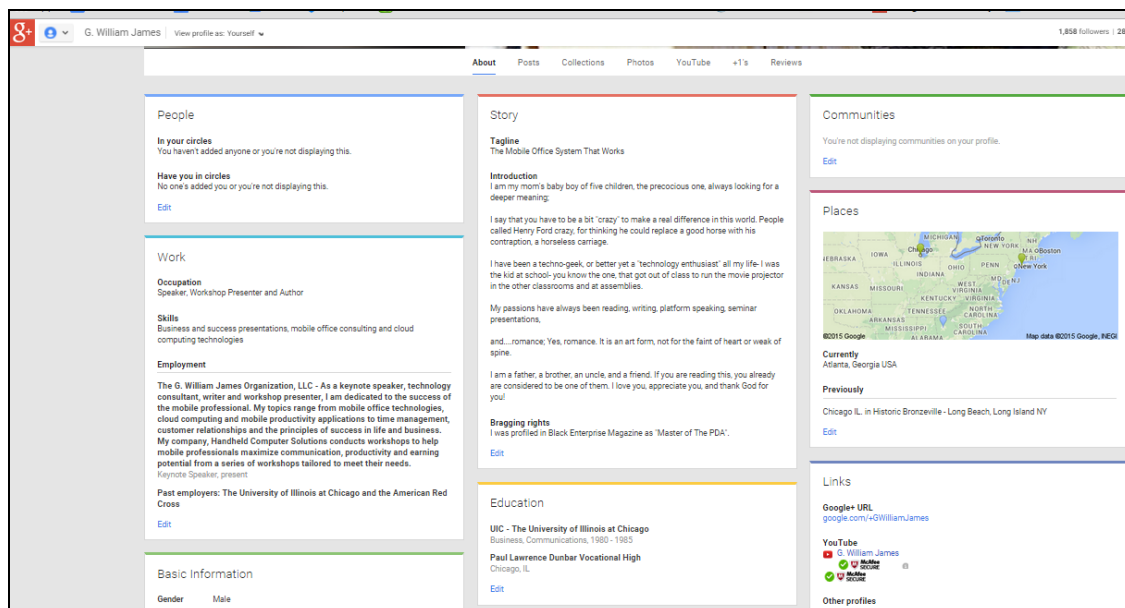


Once you have completed this process, your username and password unlocks all of the Google Apps for you. You can access them from the **App Launcher**, customizable grid in the upper right side of most Google screens:



Keywords Are the Secret Sauce

When you type in a search query in Google or other search engines, it uses the terms you add to make a search of its database of websites that contain the words you typed. The closer the exact match of the websites keywords to the search query determines which sites populate at the top of the list. There will be several opportunities for us to use keywords to make your content discoverable and increase your market to a global scale.



Now that you have successfully created a Google account click on the grid pictured above and get started in your Google apps. From there, click the icon for Gmail.

Open Gmail, then click onto the gear icon in the upper right corner and select **Settings**. Here we will customize the Gmail experience. Before we go there, let's look at some of the latest features of Gmail:

Google Gmail



Gmail Features and Benefits

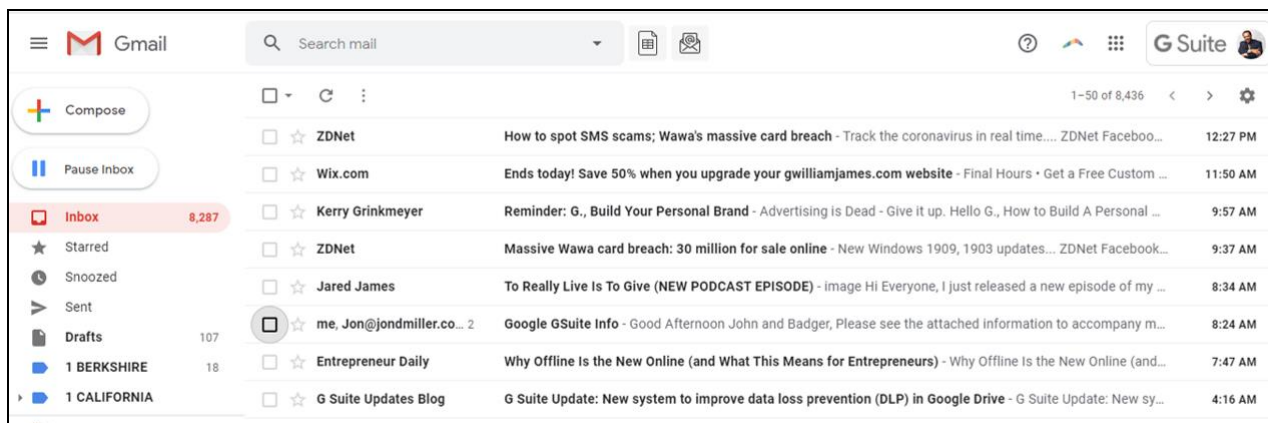
- Generous (15GB) mailbox
- Simple to organize
- Flexible and transparent
- Easy to set up on mobile devices
- account Interoperability with Microsoft Outlook email and calendar
- Mobile email, calendar and IM access
- Gmail contacts compatible with many applications
- An IMAP server for mobile use
- Converge all your email accounts to one Gmail account
- Telephone and videoconferencing functions

With Gmail, the ultimate mobile office starts here.

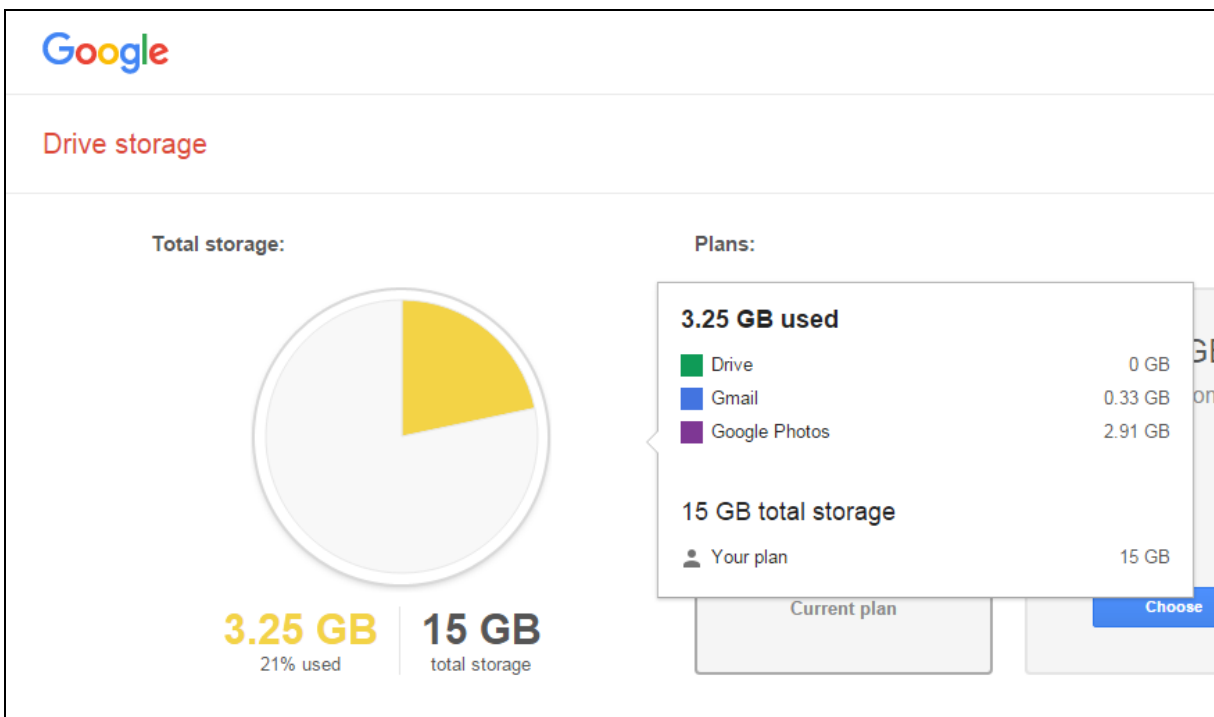
Once you've opened your Gmail, let's look at the layout of your inbox.

Your Gmail inbox is a most powerful tool for sending, receiving and managing your email, including those from multiple accounts. Having one place to open and manage your email is a major time saver and helps to keep the flow of information more organized. Whether you're on your iPhone or iPad, Android device or Blackberry, you will always have the same email in the same organized place, along with synchronized contacts and calendar events too. The secret to success is to go through the simple steps of customizing your Gmail through settings.

Does Gmail have the space to accommodate my Gmail and other incoming mail too? Yes!

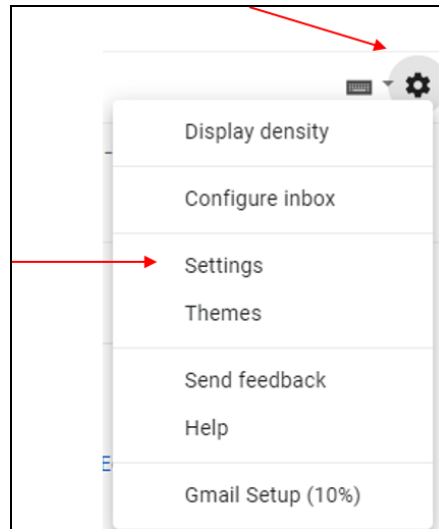


Each Google Account gives 15 GB of storage space, shared by Gmail, Drive, and Photos: Purchase 100 GB for \$1.99 per month if you need more. GSuite or enterprise accounts allow 30 GB of space. The space is shared by Gmail, Drive and Google Photos (unless you are electing the unlimited storage option with slightly lower resolution).



Customizing The Inbox

Let's begin customizing your Gmail experience. In the upper right corner, click on the **gear** icon to launch the menu. Select **Settings**.



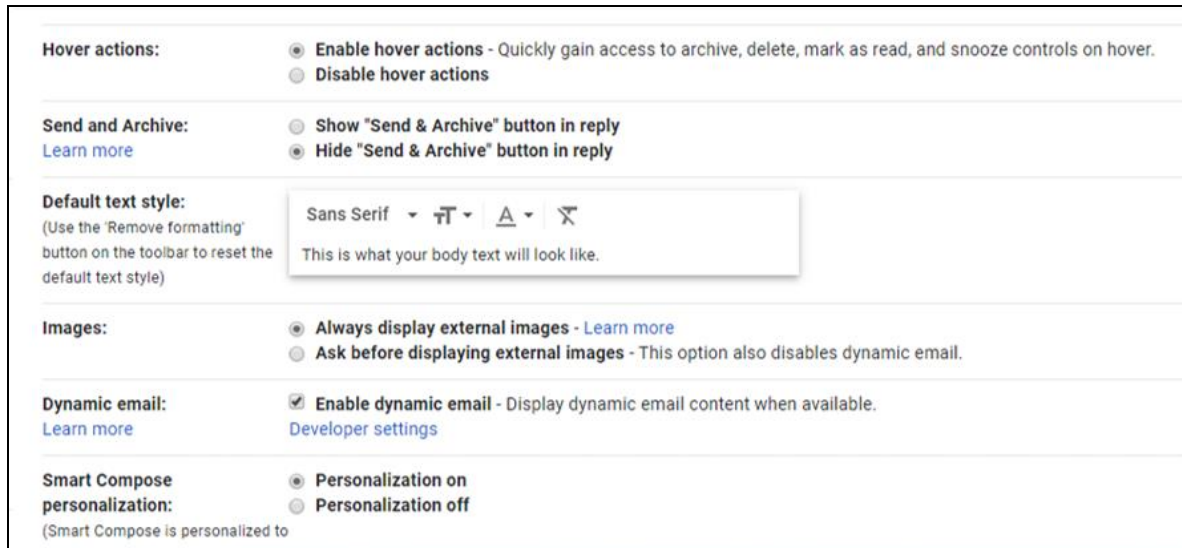
Gmail Settings

Starting with the General tab, customize how the Gmail inbox displays. Remember that all of these settings are optional, and if you make a change and don't like it, you can easily undo the change.

A screenshot of the Gmail Settings page. The 'General' tab is selected. The page shows a 'Setup progress' bar at 10% with a 'Continue setting up account' link. Under 'Language', the 'Gmail display language' is set to 'English (US)' with a dropdown arrow, and a link to 'Change language settings for other Google products' is below it. There are radio buttons for 'Enable input tools' (checked), 'Right-to-left editing support off', and 'Right-to-left editing support on'. Under 'Phone numbers', the 'Default country code' is set to 'United States' with a dropdown arrow. Under 'Maximum page size', it says 'Show 50 conversations per page'. Under 'Undo Send', the 'Send cancellation period' is set to '5 seconds'. Under 'Default reply behavior', there are radio buttons for 'Reply' and 'Reply all', with a 'Learn more' link next to 'Reply'.

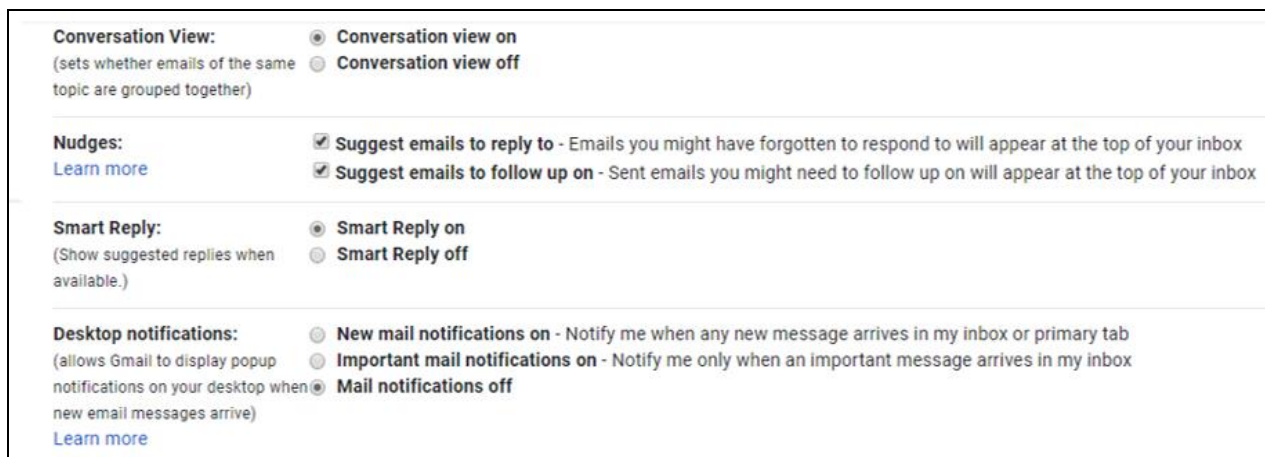
In Settings, the **General** tab is to the upper left. Here we have the options to:

- Set the **Page size**- number of messages and contacts per page;
- **Images**- option to always display images that come with incoming emails
- **Undo Send** – enable and set cancellation period up to 30 seconds
- Set the **Default reply behavior** when responding to an email
- Set the **Default text style**- the font, size and color of the text you type



The screenshot shows the 'General' settings page in Gmail. It includes sections for 'Hover actions' (with 'Enable hover actions' selected), 'Send and Archive' (with 'Hide "Send & Archive" button in reply' selected), 'Default text style' (showing 'Sans Serif' font and a preview box), 'Images' (with 'Always display external images' selected), 'Dynamic email' (with 'Enable dynamic email' checked), and 'Smart Compose personalization' (with 'Personalization on' selected).

- Enable **Hover actions** if you would like to see the menu options for an individual email.
- The **Send and archive** setting allows you to archive incoming email after you've responded
- Set the **Default text style**- the font, size and color of the text you type
- When **Dynamic email** is set, messages with a lightning bolt you can respond without a reply
- When **Smart Compose** is on, Gmail will offer suggestions to complete sentences.



The screenshot shows the 'Advanced' settings page in Gmail. It includes sections for 'Conversation View' (with 'Conversation view on' selected), 'Nudges' (with both 'Suggest emails to reply to' and 'Suggest emails to follow up on' checked), 'Smart Reply' (with 'Smart Reply on' selected), and 'Desktop notifications' (with 'New mail notifications on' and 'Important mail notifications on' selected, and 'Mail notifications off' selected).

- **Add Signature Option** – will be added to the bottom of new messages

Multiple Signatures- Once you have another account forwarded to your Gmail, you can send messages out under that address. A great feature is adding a unique signature for each address, or Alias Name. You won't see this feature available until you add another account. We'll do that next.

- Use the **Vacation responder** to automate your out-of-office notification.

Make sure you select save at the bottom of the page to keep your settings. Remember that changing these settings is easy. If you don't like what you've set, change it without effecting the existing email in your account.

If you have more than one Gmail account, perhaps one for personal and another for business use, or if your business uses Gmail as its email provider, it is a convenient idea to bring all of your email into one account, and organize them so each account still stays separate. Before getting started, make sure you have all usernames and passwords handy.

Gmail Power Tip

How To Have Multiple Gmail Accounts Easily Accessible

Look in the upper left corner of your Gmail inbox. To the right of the Google Apps launcher is a circle with either your initial or your photo if you have already added one in General Settings. Click on the circle and select **Add another account**.



Sign into your secondary account. If you need to quickly switch accounts moving forward, simply click on the circle and select the account you need to access. Add other Google accounts if you want easy access to them too!

Forwarding A Gmail Account To Another Gmail Account

Before adding email accounts to be forwarded to Gmail make these two small changes:

Go to **Settings > Forwarding and POP/IMAP**

In POP Download, select “Enable **POP** for all mail that arrives from now on”.

In IMAP Access, select “**Allow IMAP**”. Save the changes at the bottom.

The screenshot shows the Gmail 'Forwarding and POP/IMAP' settings page. At the top, there is a navigation bar with tabs: General, Labels, Inbox, Accounts, Filters, Forwarding and POP/IMAP (selected), Chat, Web Clips, Labs, Offline, and Themes. Below the navigation bar, the 'Forwarding' section has a 'Learn more' link and a button 'Add a forwarding address'. A tip states: 'Tip: You can also forward only some of your mail by creating a filter!'. The 'POP Download' section has a 'Learn more' link and three radio button options: '1. Status: POP is enabled for all mail that has arrived since 10/22/13' (selected), 'Enable POP for all mail (even mail that's already been downloaded)', 'Enable POP for mail that arrives from now on', and 'Disable POP'. Below these is a dropdown menu for '2. When messages are accessed with POP' set to 'keep Gmail's copy in the Inbox'. The '3. Configure your email client (e.g. Outlook, Eudora, Netscape Mail)' section has a 'Configuration instructions' link. The 'IMAP Access' section has a 'Learn more' link and two radio button options: 'Status: IMAP is enabled' (selected), 'Enable IMAP', and 'Disable IMAP'.

Return to **Settings > Accounts>**


Forwarding A Gmail Account To Another Gmail Account

1. Open the Gmail Account you are forwarding from (Go to switch accounts)
2. In the top right, click Settings .
3. Click the Forwarding and POP/IMAP tab.
4. In the "Forwarding" section, click Add a forwarding address.
5. Enter the email address you want to forward messages to.

You can also forward your company's email account, your Hotmail, AOL or Internet email accounts into Gmail. Each account can be customized to remain separate even while in the inbox at the same time.

Setting Up Non- Gmail Forwarding To Your Gmail Account

The following steps are taken from [Google Support](#):

1. Open your Gmail account.
2. At the top right, click the gear .
3. Select **Settings**.
4. Select the **Accounts and Import** tab.
5. In the "Check mail from other accounts (using POP3)" section, click **Add a mail account**.
6. Enter the full email address of the account to forward, then click **Next Step**.
7. Some email clients can be easily set up with **Gmailify**. If offered the option, choose it.
8. Enter your password.
9. Now you have a few options to choose from. Here's our recommended settings:
 - **Leave a copy of retrieved messages on the server** - Check the box. Otherwise the emails in your other account will be deleted and you'll only be able to access them in Gmail. [Learn more](#).
 - **Always use a secure connection (SSL) when retrieving mail** - Keep checked. For some accounts, you may need to uncheck this option. [Learn more](#).
 - **Label incoming messages** - Check the box if you'd like to easily see which emails in your inbox came from this account.
 - **Archive incoming messages** - Don't check. Only check if you don't want to see new messages from the other account in your inbox.

Click **Add Account**. If you get an error message while getting set up, click the **Show error details** link to find out more about what's not working.

If you get a message saying that POP is disabled, go to the settings page of your other email account and look for a way to enable POP.

If you get a message saying that POP is unavailable, your email provider may not support POP.

You can also try [other ways to move emails to Gmail](#).

For other errors, visit our [Problems with Mail Fetcher](#) troubleshooter.

Once your account has been added successfully, you'll be asked if you want to be able to [send mail as this address](#). This lets you compose messages in Gmail but have them appear to be sent from your other email account.

Gmail will check your other account for new emails periodically. You can see when the other account was last checked from the "Accounts and Import" tab.

| | |
|---|---|
| Import mail and contacts: Learn more | Import from Yahoo!, Hotmail, AOL, or other webmail or POP3 accounts. Import mail and contacts |
| Send mail as: (Use Gmail to send from your other email addresses) Learn more | James Williams <jameswilliams2851@gmail.com> Add another email address |
| Check mail from other accounts: Learn more | Add a mail account |
| Using Gmail for work? | Over 5M businesses like yours use G Suite to power their email. Learn more |
| Grant access to your account: (Allow others to read and send mail on your behalf) Learn more | Add another account Mark as read <input checked="" type="radio"/> Mark conversation as read when opened by others <input type="radio"/> Leave conversation unread when opened by others Sender information <input checked="" type="radio"/> Show this address and the person who sent it ("sent by ...") <input type="radio"/> Show this address only (jameswilliams2851@gmail.com) |
| Add additional storage: | You are currently using 0 GB (0%) of your 15 GB. Need more space? Purchase additional storage |

My instructions are very similar with a few different suggestions:

Send Mail As- here you can create multiple email identities (alias names) for email to use. If you receive an email forwarded from your website's email for example, Gmail can send the reply using the same address of the original message. Creating a unique signature for each is possible as well.

Check mail using POP3:- A new feature that will make regular searches of your POP3 email from other clients, If the client doesn't allow forwarding, this feature will just sign in as you and download your mail into Gmail.

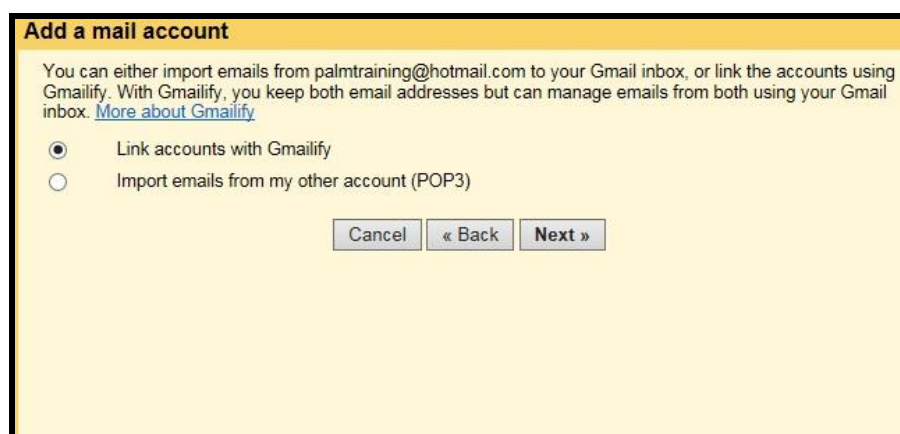
Select **Add a mail account**. Enter the email address to forward into the wizard.

Add a mail account

Enter the email address you would like to add.

Email address:

Most email clients can be easily set up with **Gmailify**. If offered the option, choose it.



Add a mail account

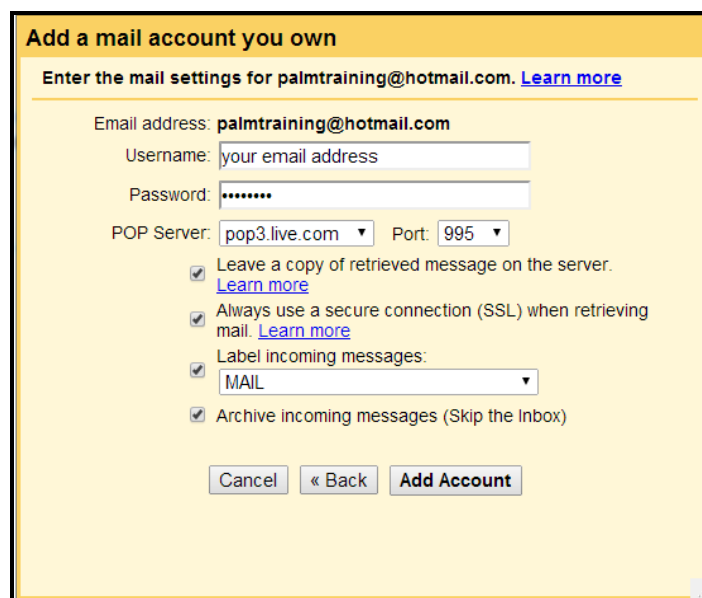
You can either import emails from palmtraining@hotmail.com to your Gmail inbox, or link the accounts using Gmailify. With Gmailify, you keep both email addresses but can manage emails from both using your Gmail inbox. [More about Gmailify](#)

☒ Link accounts with Gmailify

☐ Import emails from my other account (POP3)

Cancel « Back Next »

Otherwise, you will have to set the account up manually. You will need the correct POP server and Port number in order to complete the setup.



Add a mail account you own

Enter the mail settings for palmtraining@hotmail.com. [Learn more](#)

Email address: palmtraining@hotmail.com

Username: your email address

Password:

POP Server: pop3.live.com Port: 995

☒ Leave a copy of retrieved message on the server. [Learn more](#)

☒ Always use a secure connection (SSL) when retrieving mail. [Learn more](#)

☒ Label incoming messages: MAIL

☒ Archive incoming messages (Skip the Inbox)

Cancel « Back Add Account

Check **Leave a copy** if you want the original email box to store a copy of the forwarded email.

Leave **Always use a secure connection** checked if it is, leave unchecked if it's not.

Check **Label incoming messages** if you choose to create a folder and automatically store them, and Check **Archive incoming messages** if you want them to go into a folder and not

show in the inbox. Any archived messages not assigned to a label (folder) will be found in 'All Mail' on the left.

If the wizard is denied access by your email server, simply go to that email provider (not Outlook) and by going into settings forward that email to your Gmail address. You will have to add the account manually to the Alias list as if it were a second Gmail account, using the steps below.

Once you have completed forwarding a POP3 email address to Gmail, you will then see a setting "**When replying to a Message**". Choose to reply to the same address the email was sent to, to keep your outgoing messages organized and flowing as you would like. (see above illustration).

If the email account is not a POP3, but instead an IMAP such as **Gmail or AOL**, you must forward these email accounts manually.

Although AOL is IMAP, you must use Add a mail account to forward the email to Gmail, using these settings:

Email Address; your full address @aol.com

Your AOL password

POP Server is pop.aol.com

Port 995

Check the SSL Box.

Remember. to forward a second Gmail account, sign into that account, go to **Settings > Forwarding and POP IMAP**. Select "**Add a forwarding address**". Enter the Gmail number 1 address here. Now your second Gmail account will forward to your primary Gmail account along with your POP3 accounts.

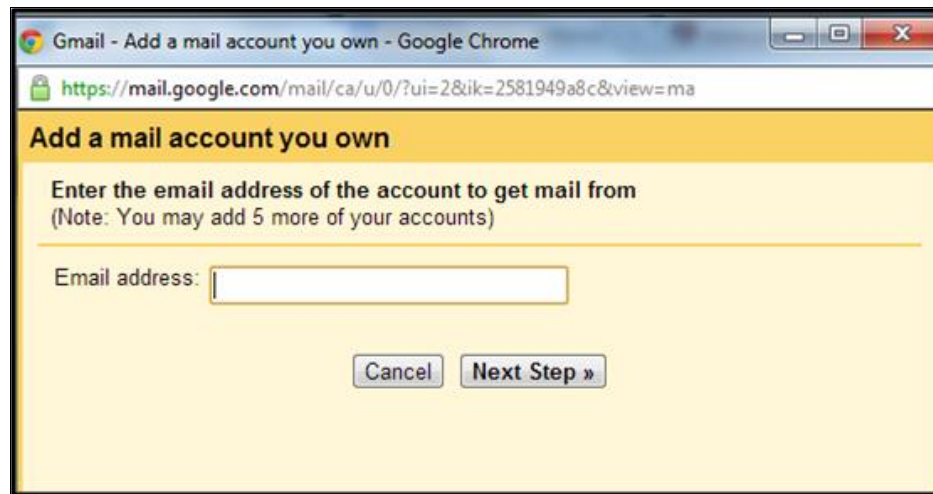
Set Up Sending Email Out through Gmail from Multiple Addresses

These steps **may or may not** have to be taken. If you were able to successfully "Gmailify" the account, it set up both sending and receiving from that account. If you do not see the forwarded email address listed under "Send Mail As", then manually add the account to the list with these steps:

To add this account to your list of email "Alias" names. Follow these steps to add the alias:

Select **Settings > Accounts > Add another email address**. Add the Gmail or POP email address and click **Next Step**. Select to use as an alias. When you click Next, Gmail will prompt to send email through the Gmail server. That will work best for you here. Next, select

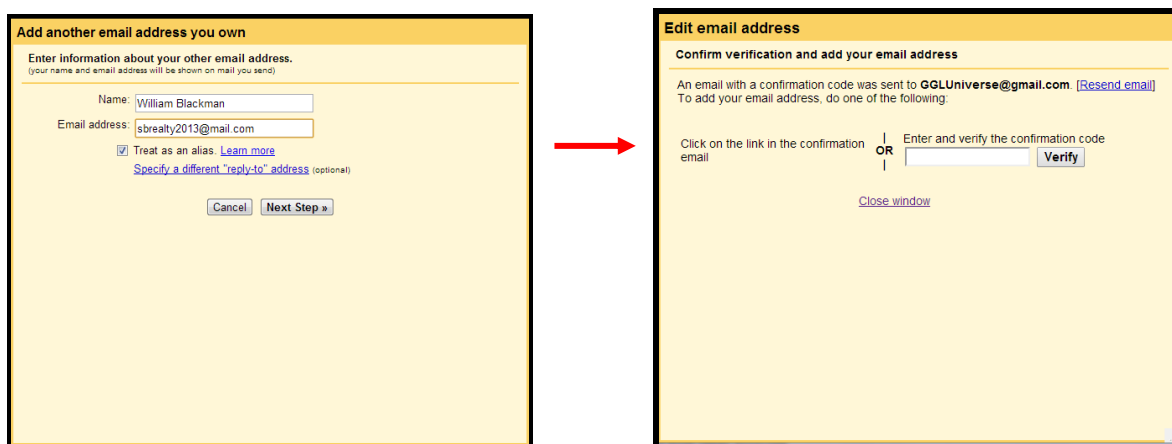
to send an email message to the account with a **verification code**. Copy and paste the code into the wizard. Your email account has now been verified and ready for use.



The screenshot shows a web browser window titled "Gmail - Add a mail account you own - Google Chrome". The address bar displays the URL "https://mail.google.com/mail/ca/u/0/?ui=2&ik=2581949a8c&view=ma". The main heading is "Add a mail account you own". Below it, the instruction reads "Enter the email address of the account to get mail from (Note: You may add 5 more of your accounts)". There is a text input field labeled "Email address:". At the bottom, there are two buttons: "Cancel" and "Next Step »".

If the wizard is denied access by your email server, simply go to that email provider (not Outlook) and by going into settings forward that email to your Gmail address. Now you have to manually add the account name to the list by selecting **Add another email address you own**. Add your name and email address. Select to use as an alias. When you click Next, Gmail will prompt to send email through the Gmail server. That will work best for you here.

Next, select to send an email message to the account with a verification code. Copy and paste the code into the wizard. Your email account has now been verified and ready for use. You will now receive email and can send email from this one place in Gmail.



The image shows two screenshots of the Gmail "Add another email address you own" wizard, connected by a red arrow pointing from left to right.

The left screenshot is titled "Add another email address you own". It contains the instruction "Enter information about your other email address. (your name and email address will be shown on mail you send)". There are two input fields: "Name:" with the value "William Blackman" and "Email address:" with the value "sbrealty2013@mail.com". Below these fields, there is a checkbox labeled "Treat as an alias" which is checked, and a link "Learn more". Below that is a link "Specify a different 'reply-to' address (optional)". At the bottom are "Cancel" and "Next Step »" buttons.

The right screenshot is titled "Edit email address". It contains the instruction "Confirm verification and add your email address". Below this, it says "An email with a confirmation code was sent to GGLUniverse@gmail.com. [Resend email]". It then says "To add your email address, do one of the following:". There are two options: "Click on the link in the confirmation email" and "OR Enter and verify the confirmation code". The second option has a text input field and a "Verify" button. At the bottom is a link "Close window".

Customizing Your Inbox

Organize your Inbox With The Labels Tab

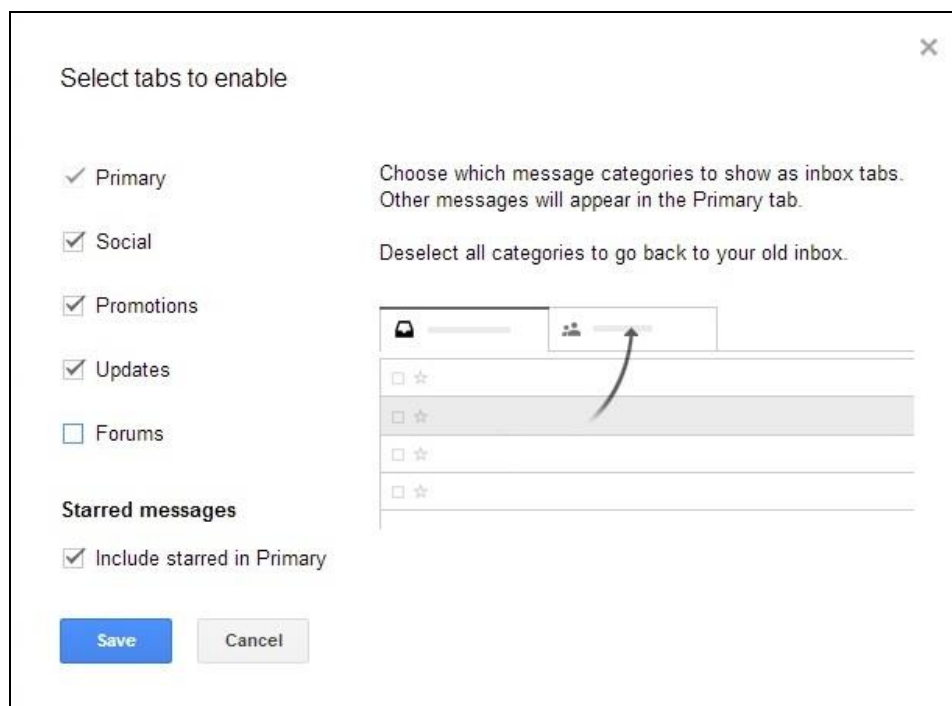
System labels are the named folders on the left panel. You may choose to hide the folders you don't need and only show those you use. Labels and Filters work together to create a filing and organizing system for email.

Labels are the folders you create and name. Provide a unique name here, or from the main Gmail screen. Check the box to the left of the message, and open the Labels tab above to assign it to a labeled folder, which will display on the left panel. Select a folder, place the mouse pointer over the arrow to the right, and with the left click of the mouse, open the palette which allows you to color code each folder. You can assign more than one label (category) to a sender. Scroll down a bit and select **subfolder to nest, or assign a sub-label within a label**.

It's easy to move a label into a different folder you have created. Simply select "Edit Label" and then select the new label for which to nest the folder into.

Configure Inbox Tool

If you want to no longer see Google's new tabs for Primary, Promotions and Social mail, here is where you turn it off: Click the gear in the upper right corner, then select **Configure Inbox**. Uncheck the tabs you want to disable.



| General | Labels | Inbox | Accounts and Import | Filters and Blocked Addresses | Forwarding and POP/IMAP | Add-ons | C |
|---------------|---------------|--------------------------|---------------------|-------------------------------|-------------------------|---------|---|
| System labels | | Show in label list | | | | | |
| Inbox | | | | | | | |
| Starred | | show hide | | | | | |
| Snoozed | | show hide | | | | | |
| Important | | show hide | | | | | |
| Chats | | show hide | | | | | |
| Sent | | show hide | | | | | |
| Scheduled | | show hide show if unread | | | | | |
| Drafts | | show hide show if unread | | | | | |
| All Mail | | show hide | | | | | |
| Spam | | show hide show if unread | | | | | |
| Trash | | show hide | | | | | |

The update to labels adds your Google+ Circles as an option for people to whom you communicate via the social networking site.

Filter Tabs

Filters and Labels work closely together. Filters may be assigned to a message from a specific sender, a specific topic, or assign a label to incoming messages. Set filters from this tab, or check the box to the left of a message, open the More Actions tab, then select Filter messages like these.

From here you can filter similar messages to come to be directed by way of your filter. You may filter messages by email address, or keywords. You may also filter messages from Settings > Filters > Create new filter.

from:(Jonathan.Banks@msnbc.com)

« back to search options

When a message arrives that matches this search:

☒ Skip the Inbox (Archive it)
☐ Mark as read
☐ Star it

☒ Apply the label: PERSONAL
☐ Forward it add forwarding address
☐ Delete it
☐ Never send it to Spam

☒ Send canned response: Google Universe
☐ Always mark it as important
☐ Never mark it as important

☐ Categorize as: Choose category...

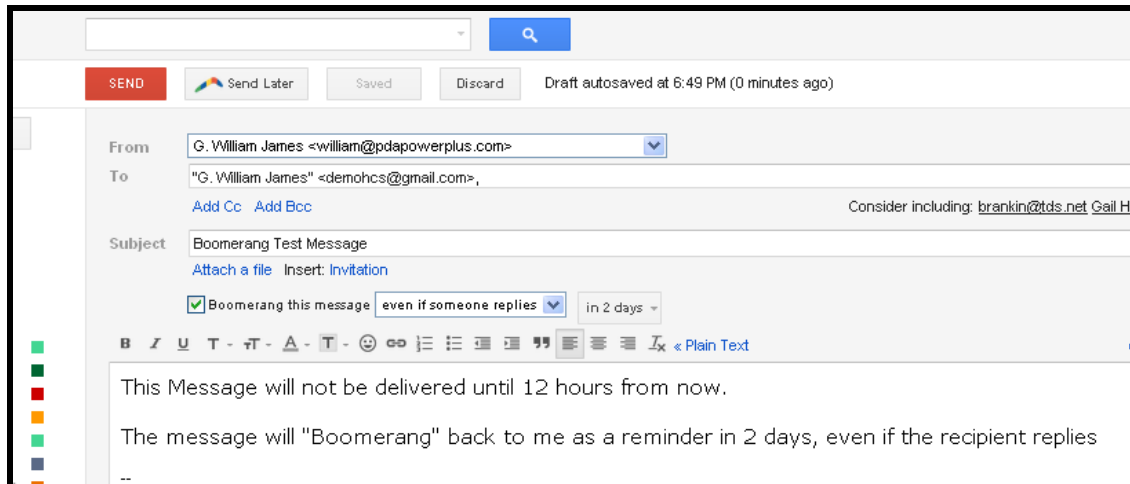
Create filter
☐ Also apply filter to 0 matching conversations.

[Learn more](#)

Note: old mail will not receive a canned response

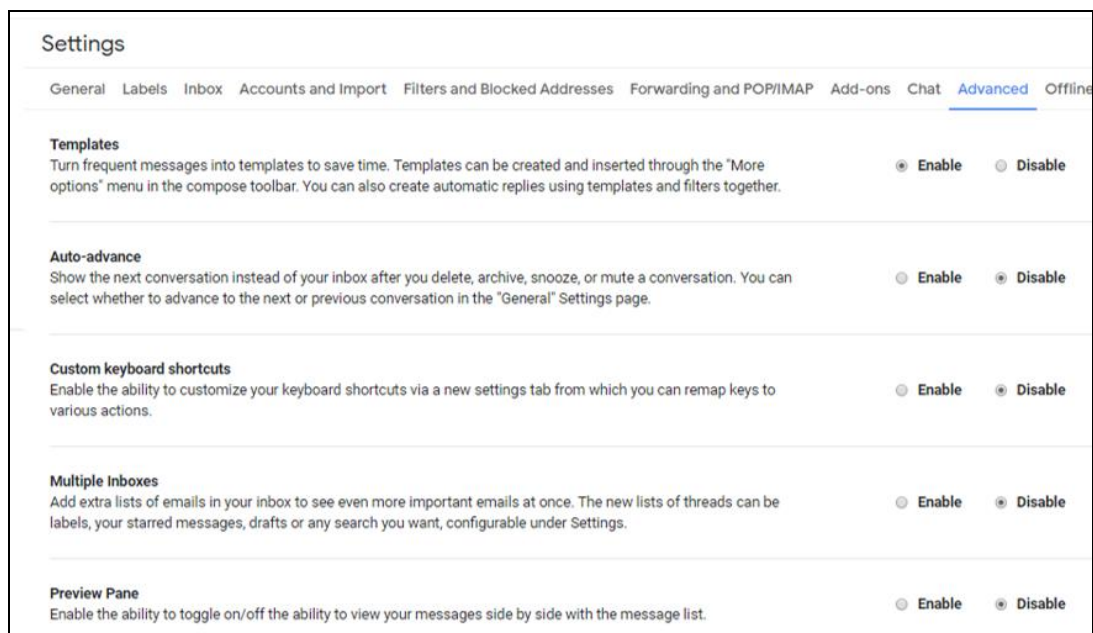
Try Boomerang

A good Gmail third-party add-on is Boomerang, a service that allows you to schedule when your emails will be sent from your account. If you type a message on Sunday but don't want it sent until Monday at 9am, Boomerang can handle the job. Also get delivery receipts.

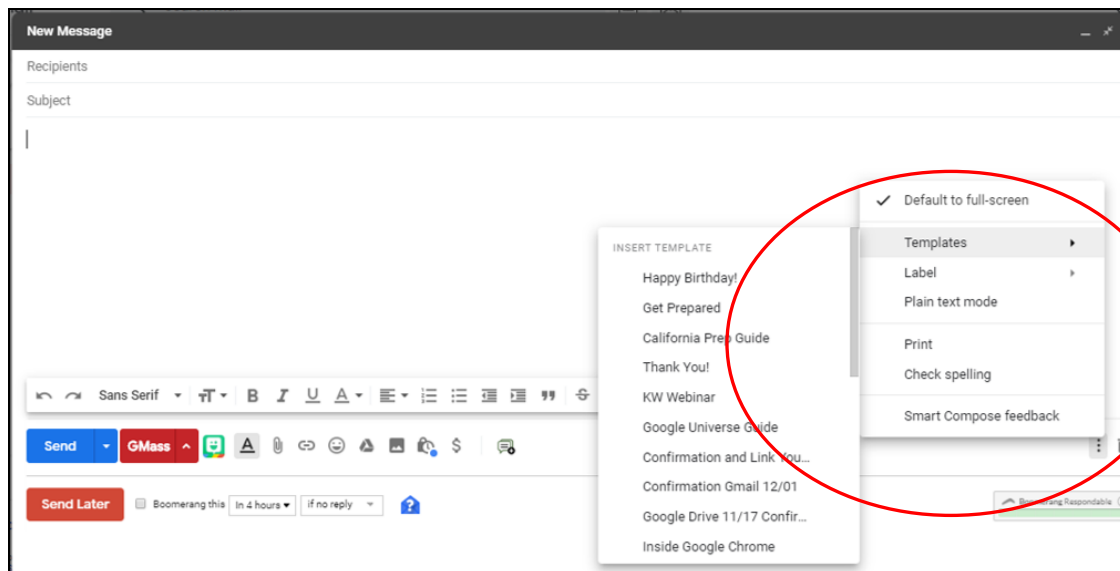


Advanced Features

Under the Advanced Tab lies a suite of applications designed for use in Gmail. These apps enhance your user experience and some are really useful. If there is something you find intriguing simply enable the tool and then save the change. You can unlike them the same way. There are a few that have found themselves to be too useful not to become part of the Gmail system.

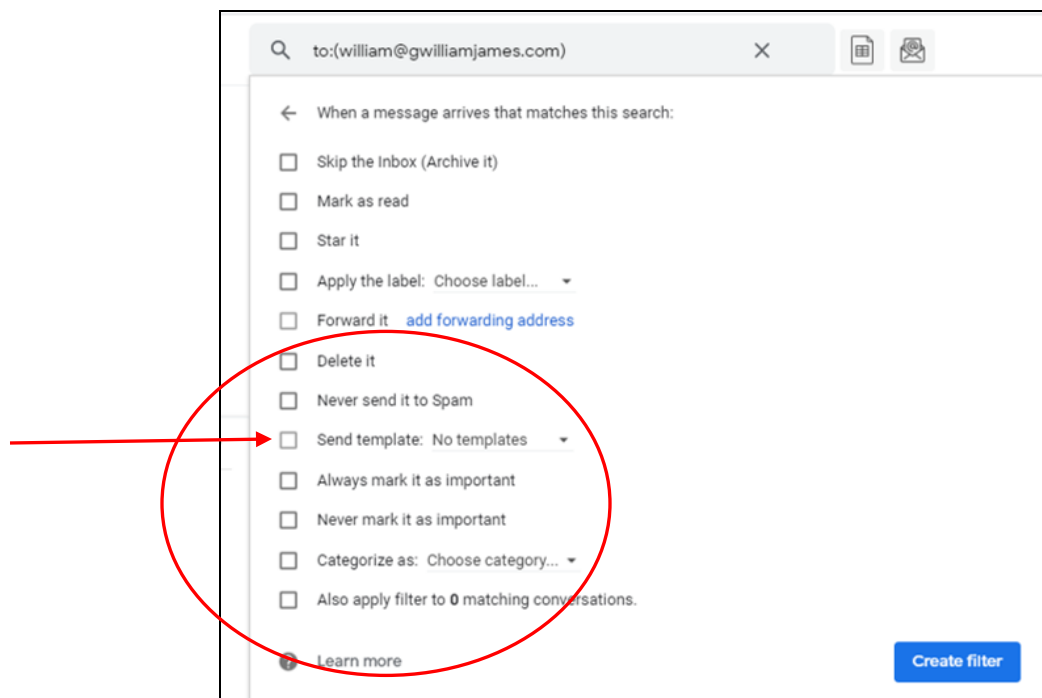


Templates allow you to create unique autoresponder messages when you receive messages under certain conditions. Begin with a new message window. Click the arrow in the lower right of the message to open the menu. Create a new canned response by writing the message as a new email, saving it, and then creating a filter that uses the saved response when prompted by an incoming message.



Compose a message to save and select Save draft as a template or Select a template from previous messages you've created.

To use a template as an auto response, you first must create a filter. In Settings, select Filters and Blocked Addresses. Then select Add a New Filter. Select to Send Template.

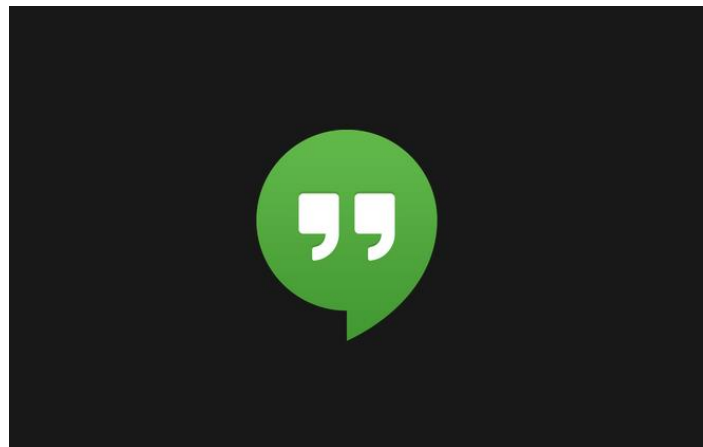


The filter will respond to the sender with the message written in the chosen response. Try it a few times and see how useful a tool it can be for your website, social media or marketing.

Chats Tab

Turn on Chats and activate the additional ways to communicate from within Gmail. From here you may now make calls over the internet, IM chats (instant messaging) or video conferencing. What you'll need first for your computer or laptop is the **Hangouts Plugin**. You may search Google for that or click [here](#) to download the link and install. To communicate with another PC via video they will need the hangouts plugin as well, so share with them. To communicate with mobile phones and tablets, they require the Hangouts app, free at the App Store or Google Play.

Google Hangouts

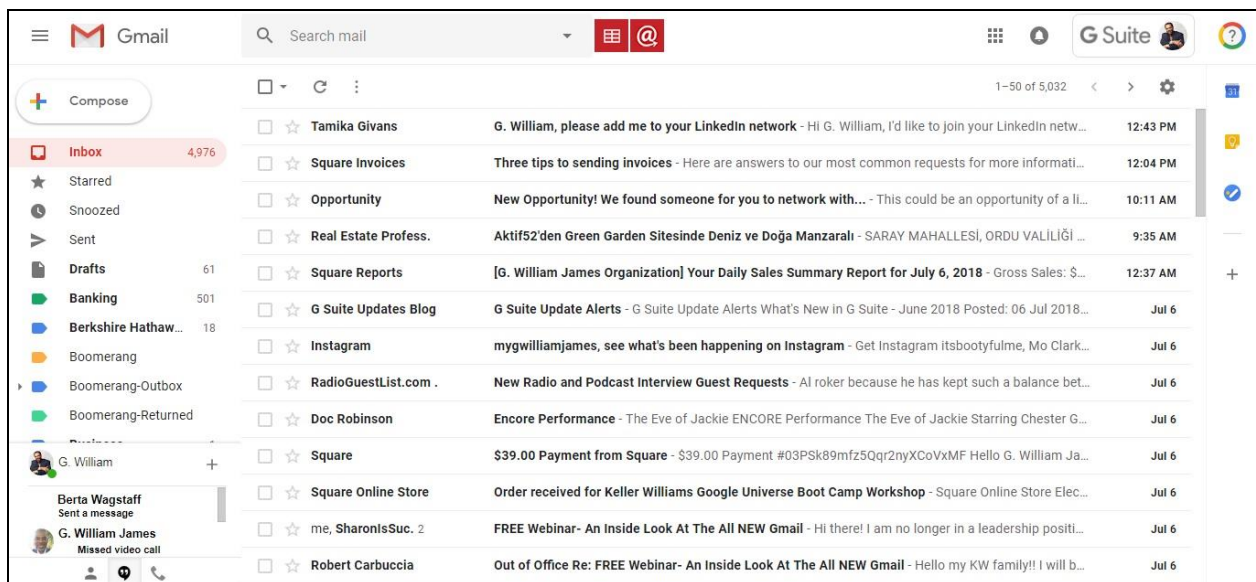


Once installed on your computer, look to the left panel below your file cabinet. You will see a phone, contacts icon and a “quotation” icon to launch Hangouts. Then invite one to up to nine people to join in! Send a link to begin now or schedule it for later. The link will bring all invitees to the hangout directly from the link in email. It is great to meet with a small group of people for a social chat, a business meeting or a consultation. Add tools like YouTube to share videos with the group or use the Share Screen feature to make a presentation or instruct from your computer, and all invitees will see your screen.

An Inside Look At The New Gmail



The New Gmail Inbox

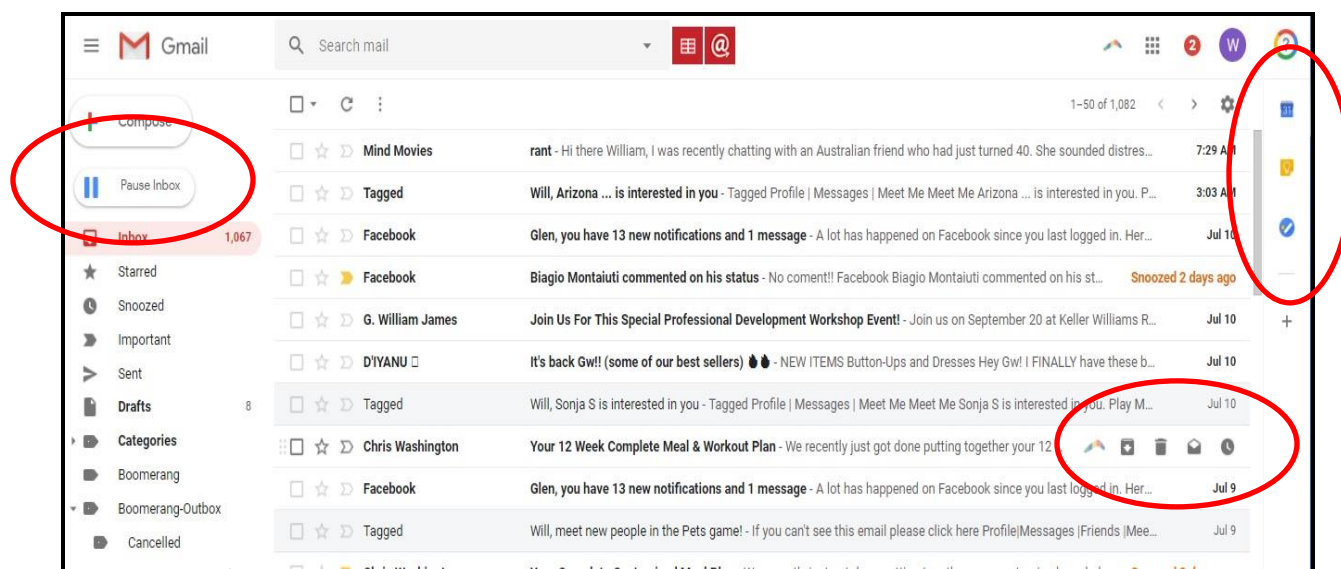


With Gmail, the ultimate mobile office starts here.

Once you've opened your Gmail, let's look at your inbox.

Your Gmail inbox is a most powerful tool for sending, receiving and managing your email, including those from multiple accounts. Having one place to open and manage your email is a major time saver and helps to keep the flow of information more organized. Whether you're on your iPhone or iPad, Android device or Blackberry, you will always have the same email in the same organized place, along with synchronized contacts and calendar events

Gmail's New Look

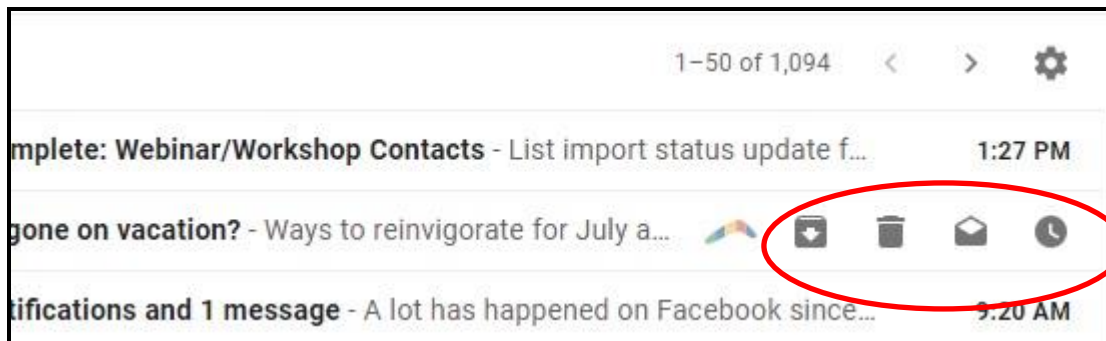


Once you've opted to use the new Gmail graphic interface, your screen will go through a few changes. Most of these have simply been repositioned while a few are useful additions. The image above shows three of the most prominent available features:

1. In the upper left, the three vertical icons make it convenient to access your **Google Calendar** without leaving the inbox. **Google Keep** is a handy note management app that will keep important information synced between your desktop and mobile devices. **Tasks** allows you to manage your things-to-do and stay productive. Tasks should never be added to your calendar.

Tap the plus + below tasks to open the Marketplace, to find powerful apps designed to compliment Gmail.

2. When you hover over a message in the inbox, you will discover a more convenient way to manage that one email.



From this menu from left to right, you will be able to:

Archive a message: Simply skip the inbox. Take a message out of the inbox and store it under labels. You will find that message in a label or under **More> All Mail**.



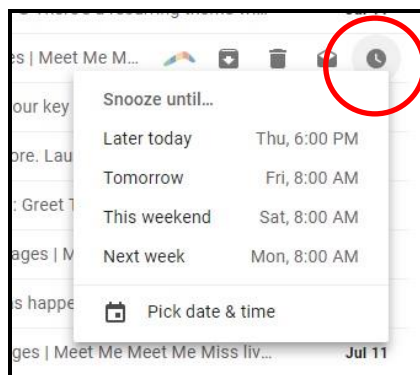
To delete a message, click and send the email to the trash where it stores 30 days.



To mark an email as unread, click and the opened message changes to bold print.



To snooze a message, click and set a time to come back into the inbox later.



Moving to the left side of the inbox screen, I've circled the icon for **Pause Inbox**. This new feature is a part of Boomerang, a Gmail add-on I'll discuss a bit later. This fantastic tool allows you to pause your inbox from receiving new messages for a set time. It can be customized to allow certain individuals' emails to come through and to send an auto-reply to senders while the inbox is being paused.



To further customize your Gmail inbox and how email is managed, let's go into Settings and get started. On the right side of the screen, click the gear icon and select Settings.

Chapter 2

Google Contacts - Your Customized CRM



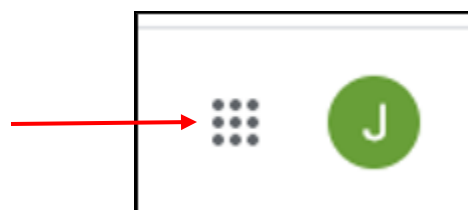
In the business of sales, a most valuable success tool is a functioning CRM, or Client Relationship Management system. At its best, a CRM is your data source to develop and maintain customer relationships, stay connected with your customer base and improve your bottom line through keeping vital information always at your fingertips.

A great CRM is one that allows you the flexibility of recording and organizing all the right information about individual prospects, customers, companies and suppliers that will keep you informed about current transactions and have the information that can affect future business. Far more than just managing contacts, you are truly managing the full scope of the relationship, from introduction through closing the deal.

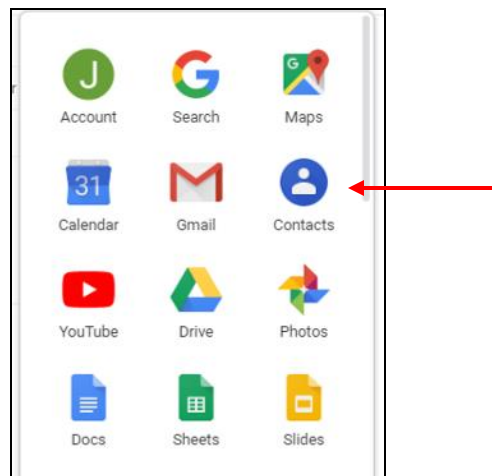
In today's business, the follow up is often more important than the sale itself. The personal touch is so well received by people in this time where more than half of transactions are done online or through a call center. The information you store in your CRM on each entry can be the difference between closing a sale today and having a customer for life, with lots of referral business as a result.

There are so many options for CRM solutions today at a wide variety of price points. I would recommend that you look at several different applications to see if they will fit into your CRM strategy. What you may discover is what you have available for you today as a Google app may be more than sufficient for your needs, or at the very least a great tool to get started or better organize what system you currently employ.

Let's begin by opening the Contacts app. From any page in Google, click on the Apps Launcher in the upper right corner of the screen:

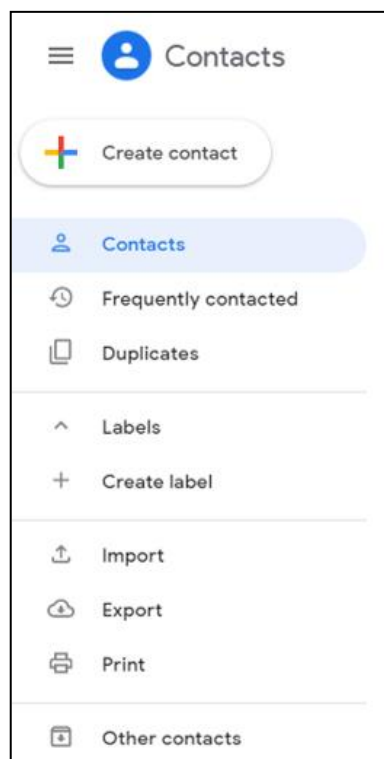


The Apps Launcher is customizable, by simply dragging the icons around the area in the order you would like them to be. To begin using Contacts, click on the icon as below.



If this is the first time you've open the app, you may be surprised to see there are contacts already populated here. If you use an Android OS phone, your phone contacts have automatically been synchronized with the desktop Contacts app. They may still need to be organized, and we will do so soon. If you are an Apple iPhone user, or have a contacts spreadsheet on your computer, your contacts can easily be imported into Google Contacts as well.

Let's begin with the Contacts menu:

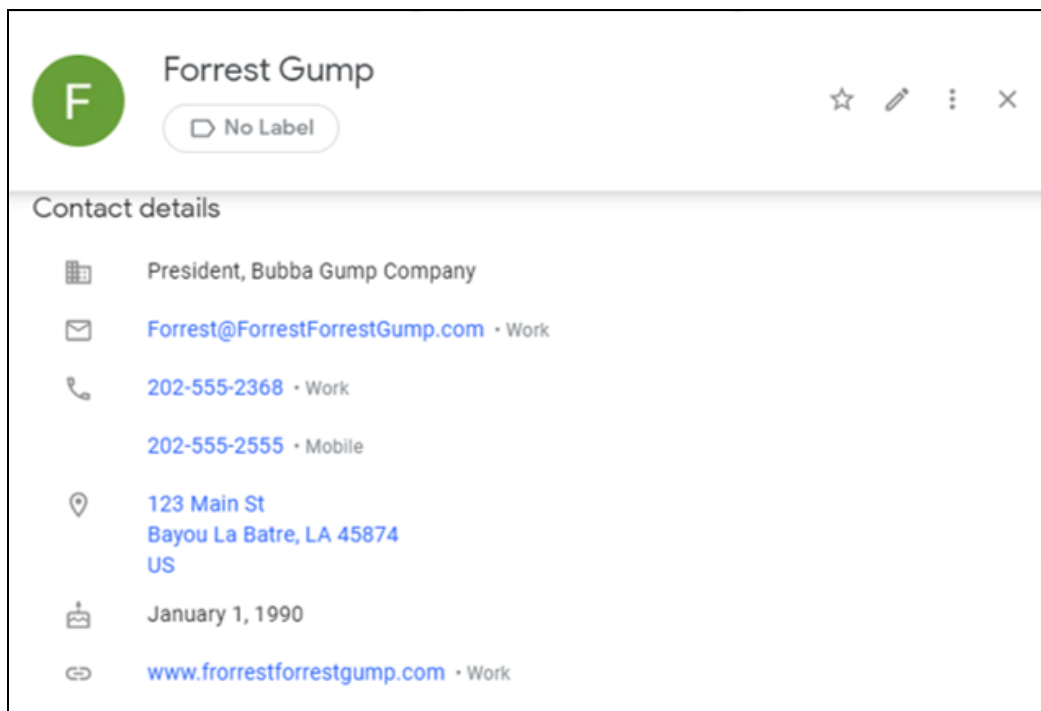


Contacts can be organized and displayed in a number of convenient ways. Create a new profile by clicking “**Create Contact**” at the top. Each entry can be organized into labels and sub-labels and can appear in more than one at a time.

It is a good idea to create labels first so as you add or import contacts they can be assigned to the labels at once. You can always add, delete or rename labels at your convenience.

These contacts will sync to your Android smartphone automatically and will be under the same labels as here. We will create the sync for iPhones, but the labels will not transfer over to the mobile device. If having contacts separated by labels on your iPhone is a must, then install the **Contacts Sync app for Google contacts**, available in the App Store.

Let's create a new contact. Click on Create Contact:



When you select **Show more**, here you'll find many more fields to populate with valuable information about your contact. Add their birthday, website, links to events, your relationship and more. Use the **custom** field to add specific information regarding their transactions, pertinent information, and any useful information you can use moving forward.

Contacts Power Tip

How to Power Search for Anything

The powerful Google search engine doesn't only work online, it works in all apps, including Contacts. Perform a keyword search of any term and Contacts will return every profile that has the term anywhere it exists.

Use the search bar across of the top of the screen. You can even create a label to organize all the contacts that contain the term.

Try it, It works!

Import Contacts From Other Sources

Whether you have been using Microsoft Outlook, Apple contacts, or any other contacts database, you can easily import the list into Google Contacts without deleting the original. Importing contacts is a universal process, and all CRM tools use the same file type, the CSV. These files are simply spreadsheets that contain all of your contact data, but it must be saved as a CSV file instead of a standard XLS file.

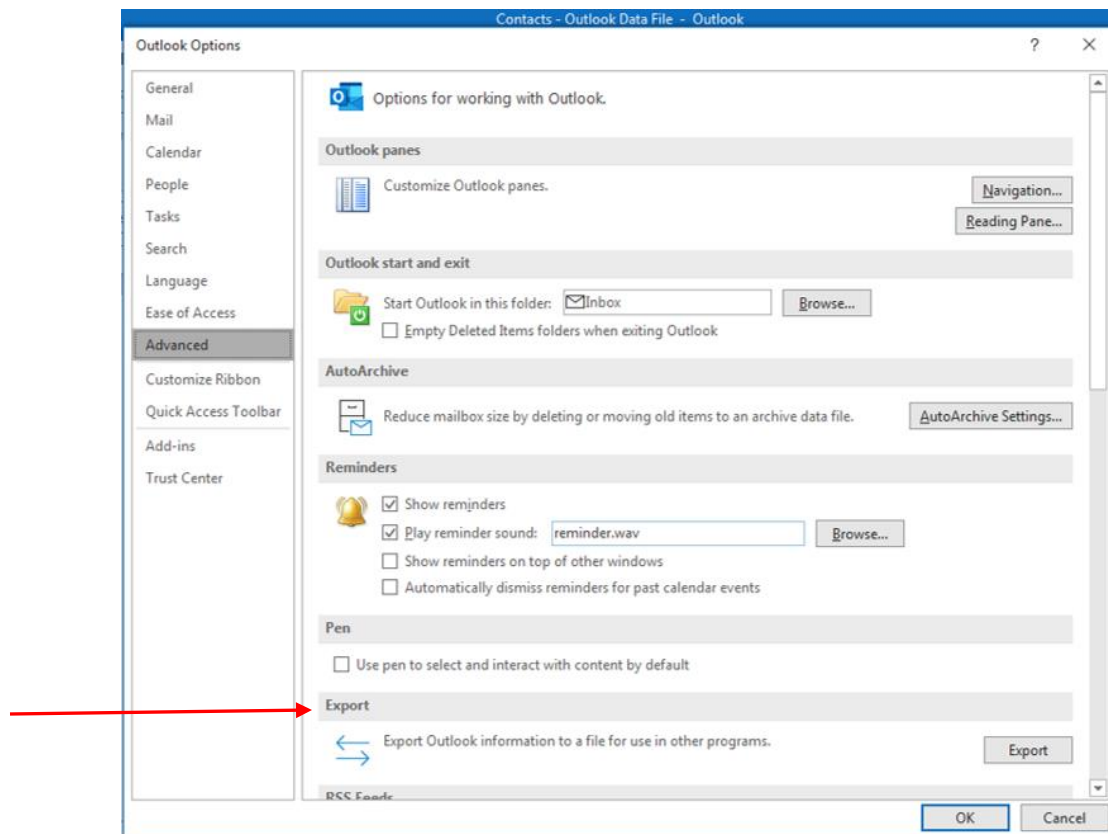
You may ask why can't I just sync my current contacts to my smartphone? Isn't that the easier route? Yes, you can, but the real benefit of using the Google Contacts app is that it seamlessly integrates with all the Google apps, from Gmail and Calendar to Drive, YouTube and the rest. One of the best features of Google's core apps is how they are designed to share information online, be it by email, blogs, websites, video or social media.

Importing from Microsoft Outlook Contacts

Outlook has made it easy to export the contacts and calendar content and import it into Google and other CRM applications. Simply follow these steps and you'll soon have your Outlook contacts copied into your Google CRM which will sync to your smartphone.

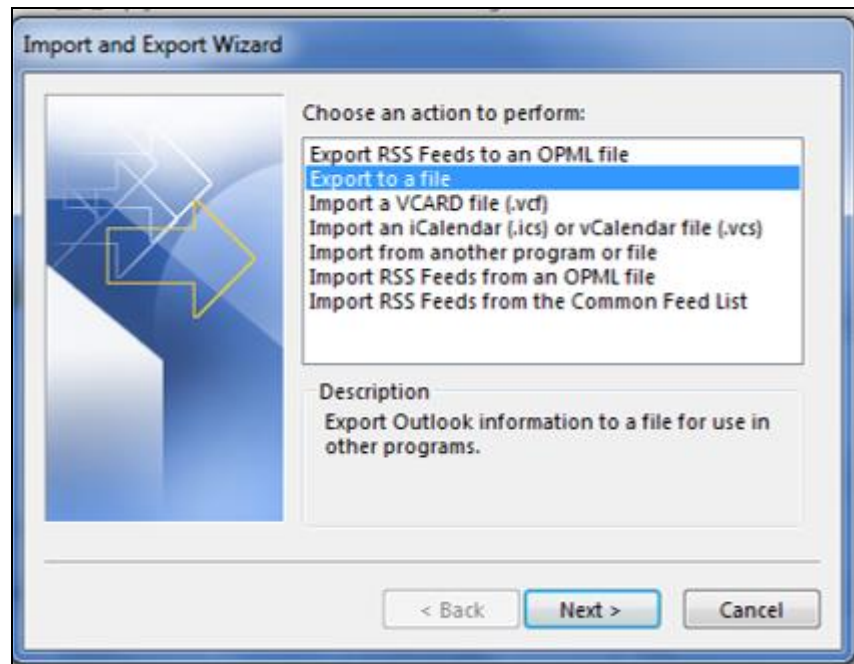
Open your Outlook account and select contacts from the menu icons in the lower left.

Go To Files > Options > Advanced > Export

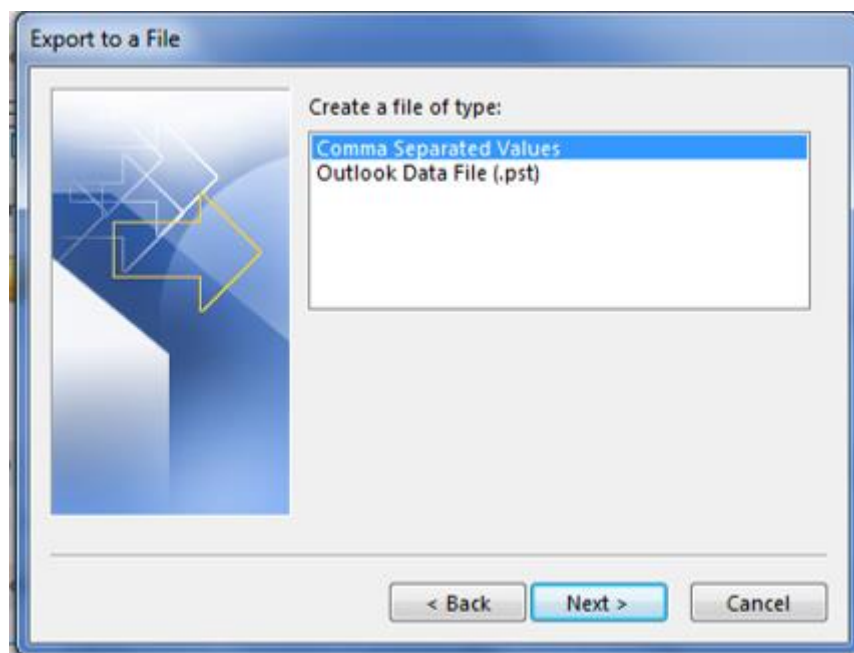


Highlight the contacts you wish to create the file.

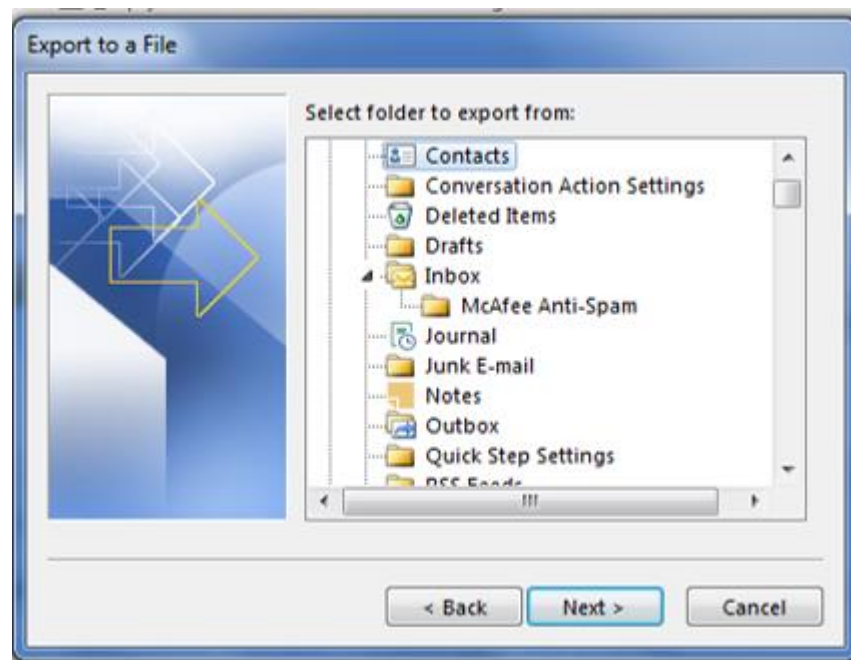
Click Export and open the wizard, select **Export To A file**, then **Next**.



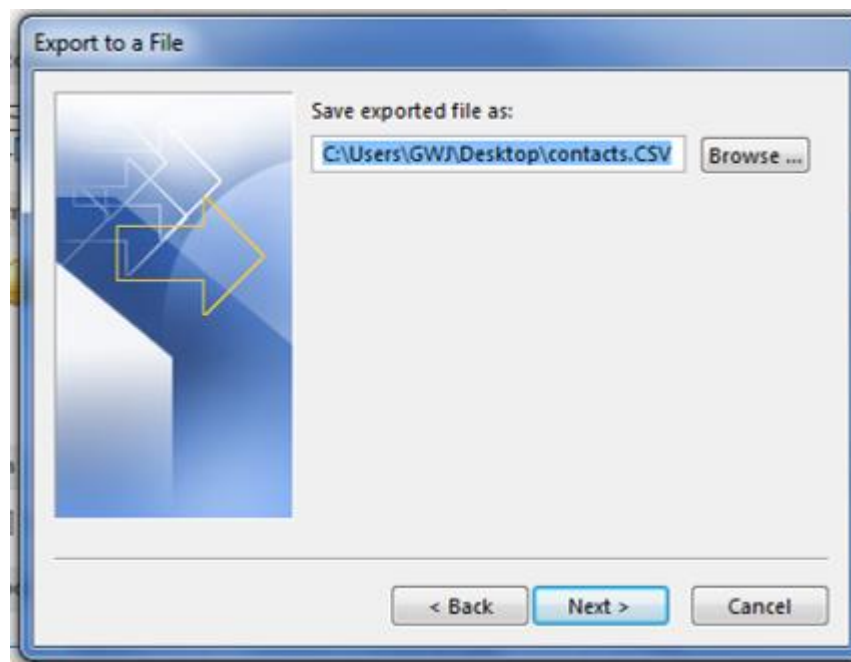
Select **Comma Separated Values**, then **Next**.



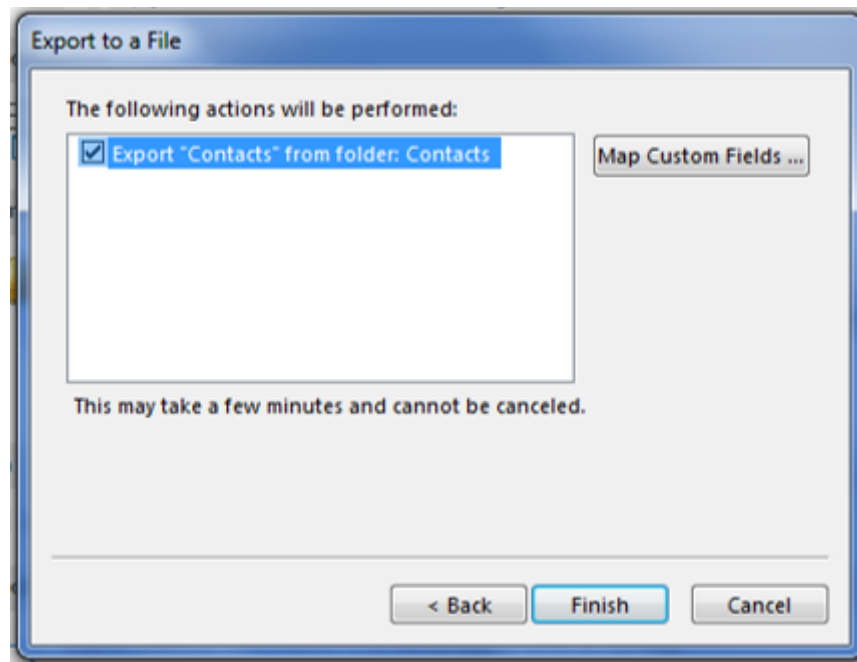
Select **Contacts**, then **Next**.



Name and save the file where it will be easy to retrieve, then **Next**.



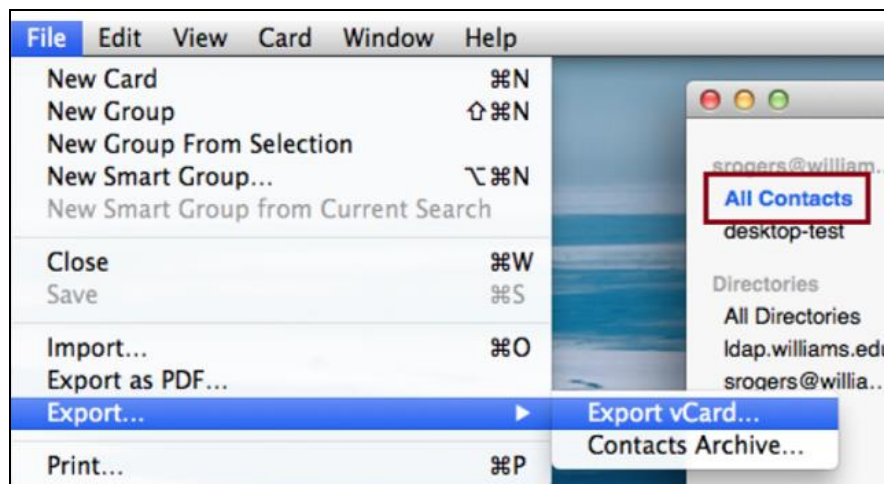
This screen will outline what will be performed as part of the export. If you want to add or delete specific fields, select Map Custom Fields, make your selections then **Finish**.



This spreadsheet will be saved in the chosen location on the computer as a CSV file. Now the file is ready to be imported into Google Contacts.

Importing from Apple Contacts

In OS X, Open Contacts from the Apps folder, select File > Export > Export V Card. Make sure you have All contacts selected, or have highlighted the specific items.

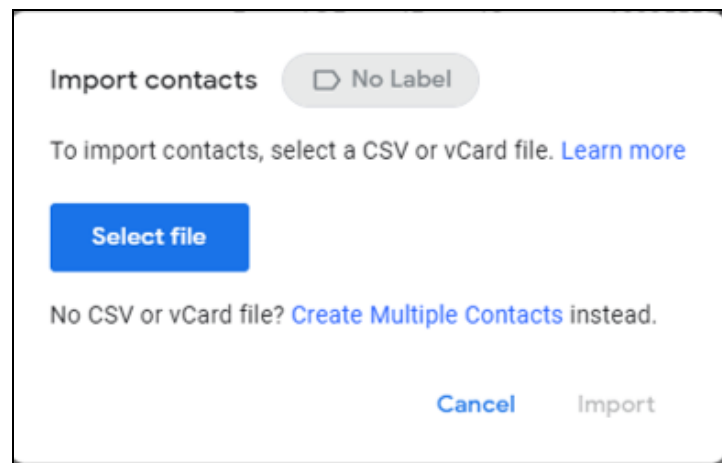
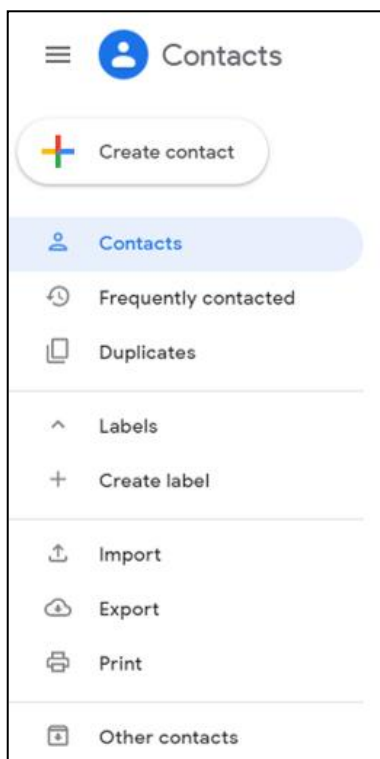


Save the file to your desktop or documents folder to make it easy to find for import.

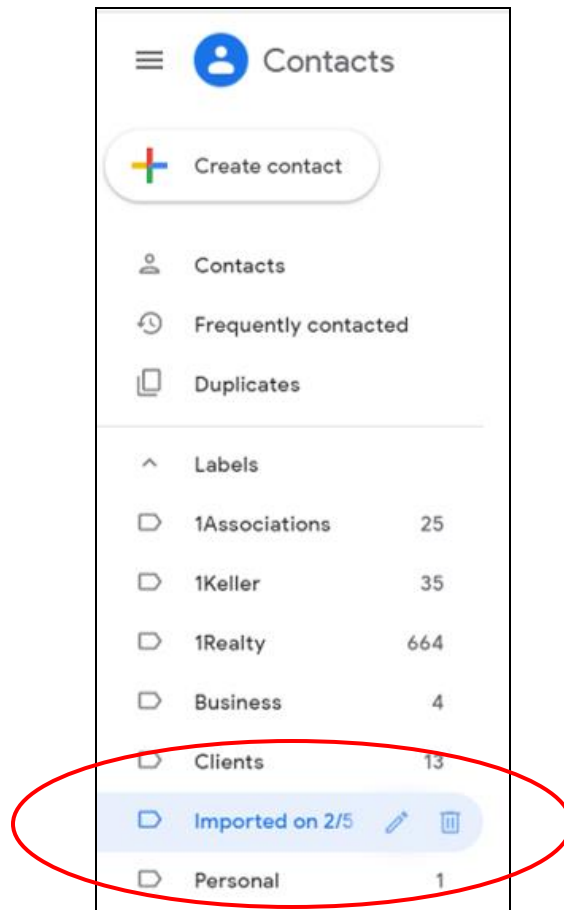
As I mentioned earlier, the export/import process is universal, so whether you have Salesforce, Top Producer or one of many other CRM tools, its simple to migrate to the other.

Import CSV Files Into Google Contacts

Open Google Contacts from the Apps Launcher. From the menu, select Import Contacts.



Select the CSV file you saved and select **Import**. The contact information will import into a folder Imported and the date. If your contacts are already in groups, they should import as such. If you create labels beforehand, The contacts will populate



A new feature is adding multiple contacts at once, particularly if they share website or phone information. If you have several contacts from the same company or office, this makes adding each of them easy!

Create Multiple Contacts No Label

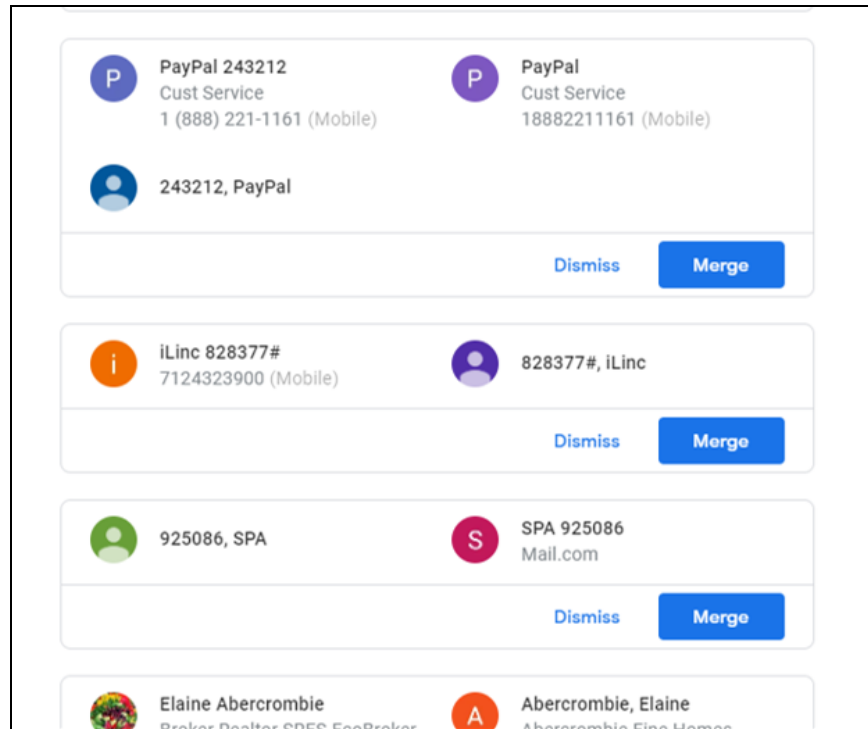
Add names, email addresses, or both

Example: Andrea Fisher, weaver.blake98@gmail.com, Elisa Beckett
<weaver.blake98@gmail.com>

Have a CSV or vCard file? [Import contacts](#) instead.

[Cancel](#) [Create](#)

Google Contacts will find what looks like duplicate entries and will prompt you to dismiss and keep them as separate entries or merge them. If they are in multiple labels they will remain so.

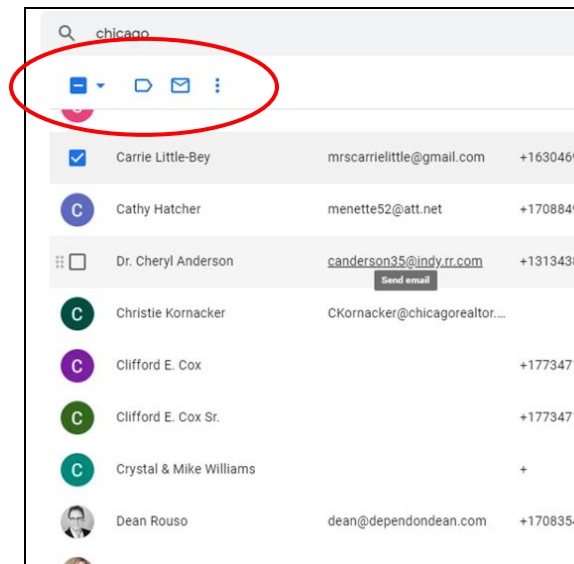


Add, Edit or Delete Contacts As A Group

Contacts can be moved as a group, added to a label or deleted as a group. If you want to put everyone in a group related in any way to the city of Chicago, for example, start with doing a search for Chicago. Contacts will find the term Chicago in every entry, regardless of where it is. Select the first entry by highlighting to the left and then checking the box that appears. A new menu will display above.

Check the first menu icon to select the entire list. The second icon is for labels. Click and select an existing label or create a new label to add these entries to. They will not move from the existing list. The third icon is an envelope, which opens a Gmail window and will add these entries' email address. Since they are populated in the "TO" box I suggest cutting all of the addresses and pasting them into the "BCC" box to assure a blind carbon copy.

The three vertical dots hold a menu as well. Here you can print, export, hide from contacts or delete any of the selected entries.

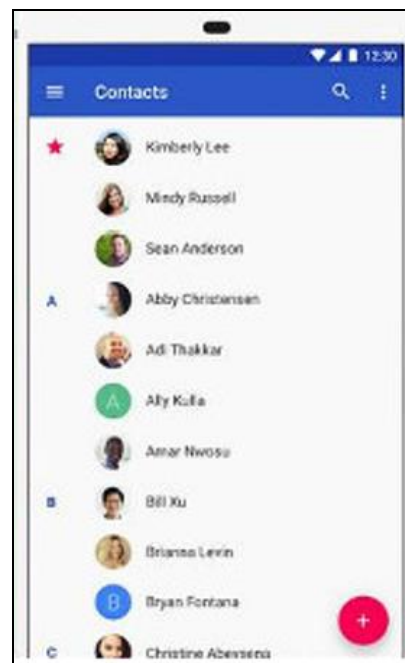
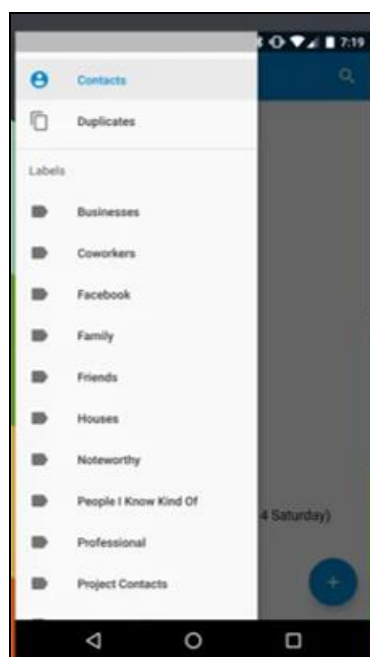


Sync Your Contacts between Google Contacts and Mobile Devices

Having your organized contacts on your smartphone and tablet is the central piece to your mobile office solution. These contacts should be synchronized so any changes made from either side will soon be on all connected devices.

Sync to Android Phones and Tablets

When you set up your Google account on Android phones, the sync to contacts will be seamless and automatic. The frequency of the sync often relies on phone signal or if connected to Wi-Fi. With Android phones, the contacts app will sync the labels the same as the desktop version.

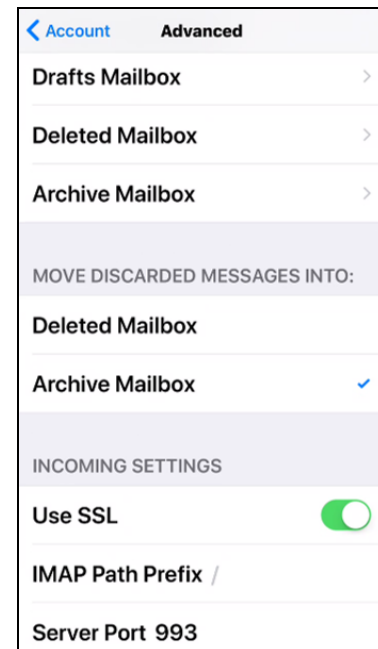
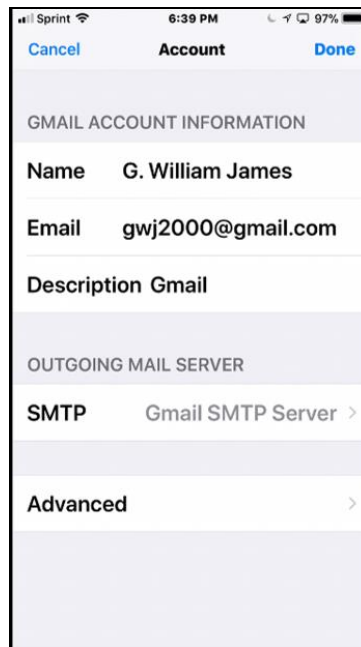
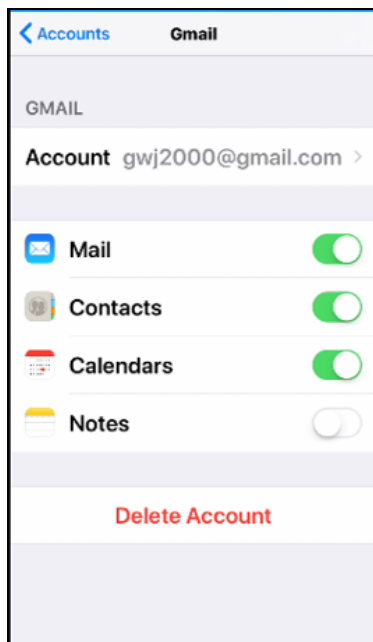


Sync to iPhone and iPad Using Apple Mail

Users of Apple iPhones and iPads have multiple options for synchronizing their contacts to Google. Taking advantage of the built-in contacts is one and can be easily done in settings. The other is to install Google Contacts from the App store.

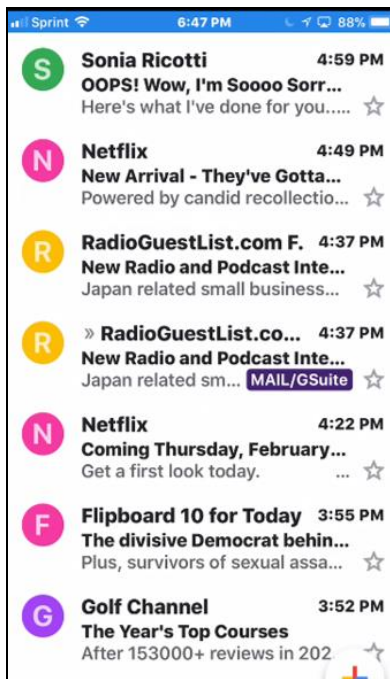
The iOS contacts app is set up in Settings.

- Open Settings > Accounts & Passwords > Add Account
- Select Google and sign into your Google account.
- Turn on to sync Mail, Contacts and Calendars
- Tap onto your account name to get to the next screen
- Select Advanced, set your mailbox (where Drafts, Deleted and Archived mail goes)
- Press Account, then Done. The account after a short time will begin to sync.

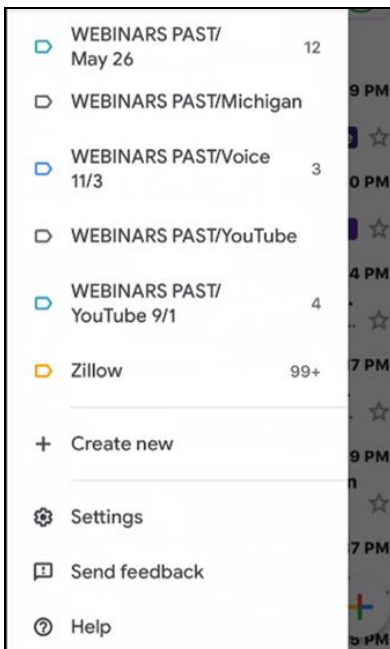


Sync to iPhone and iPad Using The Google Contacts App

Install the Google Contacts app to use instead of the Apple Mail app. Once you set up the account on the app, your email will display very closely to what you see on Gmail desktop.

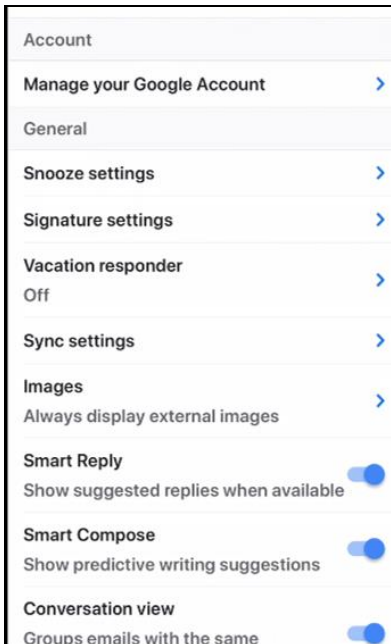


To set up the account, start by tapping onto the horizontal lines in the top left corner:



Select **settings** from the menu. You can now customize your mobile email experience.

In Settings, tap each section and set your preferences for each feature.



Here you can add multiple Gmail accounts, setting email snooze times, add your mobile signature, vacation responder, and how the app will sync with the Google server.

Contacts Power Tip

For iPhone Users Only How to Save Device Space In Email

To minimize how much email takes up space on your iPhone or iPad, follow these steps to customize Gmail delivery in Apple Mail. You must have the Gmail app installed and set up first.

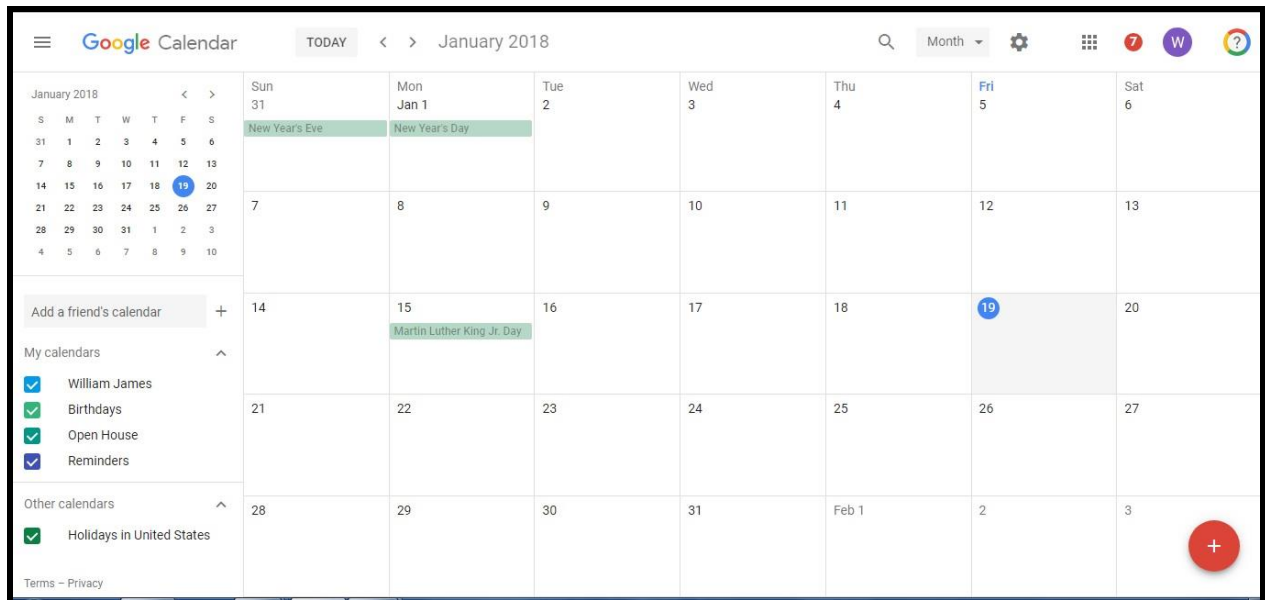
- Go to Settings
- Select Accounts and Passwords
- Select the Gmail account (if you have previously done so)
- Tap on the account address
- Select Advanced
- Find Incoming Settings, turn OFF the “Use SSL” selection
- Tap Account in the Upper left corner
- Select Done.

What this feature does is prevents Gmail from coming into the Apple Mail App. You are receiving this mail from the Gmail app. Other apps that can utilize sending email from your iPhone will continue to work.

Chapter 3 :

Time Management & Productivity

With Google Calendar



Google Calendar is a free time-management web application. The interface of Google Calendar, is similar to desktop calendar applications such as Microsoft Outlook or iCal on Mac OS X.

The Google Calendar graphic interface enables users to view, add, and drag-and-drop events from one date to another without reloading the page.

It supports six view modes, daily, 4-day, weekly, monthly, and agenda. Users can "quick add" calendar events by typing Standard English phrases, such as "meeting with Michael 11am tomorrow". Users can also set the number of days to show in their custom view mode.

Calendar entries are stored online, meaning that the calendar can be viewed from any location, from any computer with Internet access. In the case of a hard drive crash, because the information is in the cloud, no data is lost. The application can import Microsoft Outlook calendar files (.csv) and iCalendar files and .ics files if it is in the US format. To use the Google Calendar offline, simply download the Google Calendar Offline tool.

Multiple calendars can be added and shared, allowing various levels of permissions for the users. This enables collaboration and sharing of schedules between groups. General

calendars available for importing into one's account include those containing national holidays of various countries. Users can also add "live" iCalendar URLs that update regularly.

Google Calendar allows multiple calendars (up to 25) to be created, color-coded and shown in the same view. Each can be shared, either read-only or with full edit control, and either with specified people or with everyone (public calendars).

Google Calendar syncs natively with Android devices, and can be synchronized with other mobile devices platforms (e.g., iPhone and iPad) and with PC applications (e.g., Microsoft Outlook) via third-party plug-ins, or natively with Apple's iCal.

Google Calendar is natively supported on Android -based mobile phones such as the Google Pixel, and Android phones from HTC, Samsung, Blackberry and LG. Event reminders can be sent via email, as well as via SMS to mobile phones. With Apple iPad and iPhone, Google calendars sync with the calendar on the device, set up through the email settings with a Gmail account.

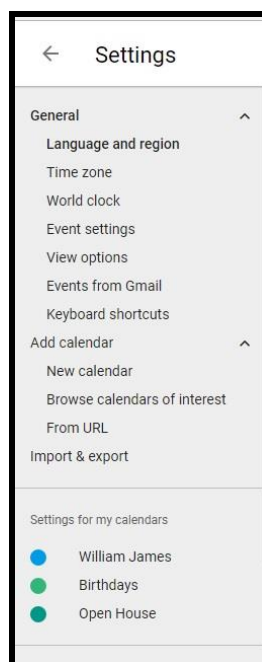
Google Calendar integrates with **Gmail**, and does so very well. When an e-mail that contains trigger words (such as "meeting", or dates and times) arrives, an "add to calendar" button is automatically displayed alongside it.

Begin by signing into your Google Account, then go to:

<http://www.google.com/calendar/>, or select Calendar from the Apps Launcher.

Setting up your Google calendar is painless and easy. Let's get started.

Select Settings, and refer to the menu to the left beginning with General Settings

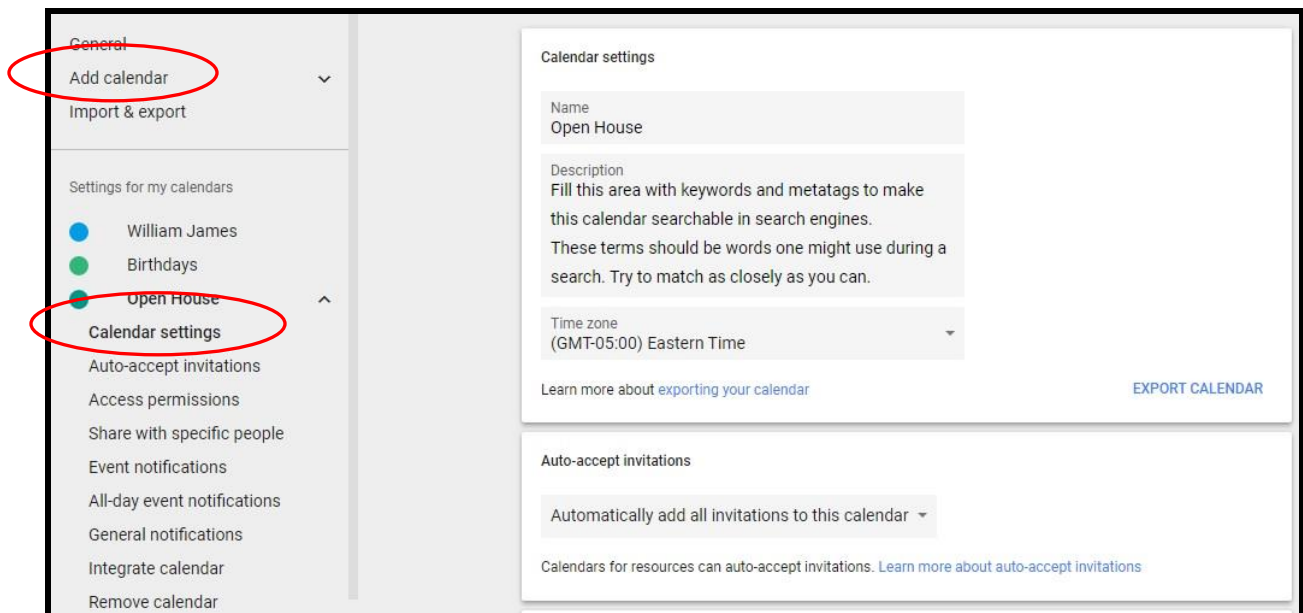


General

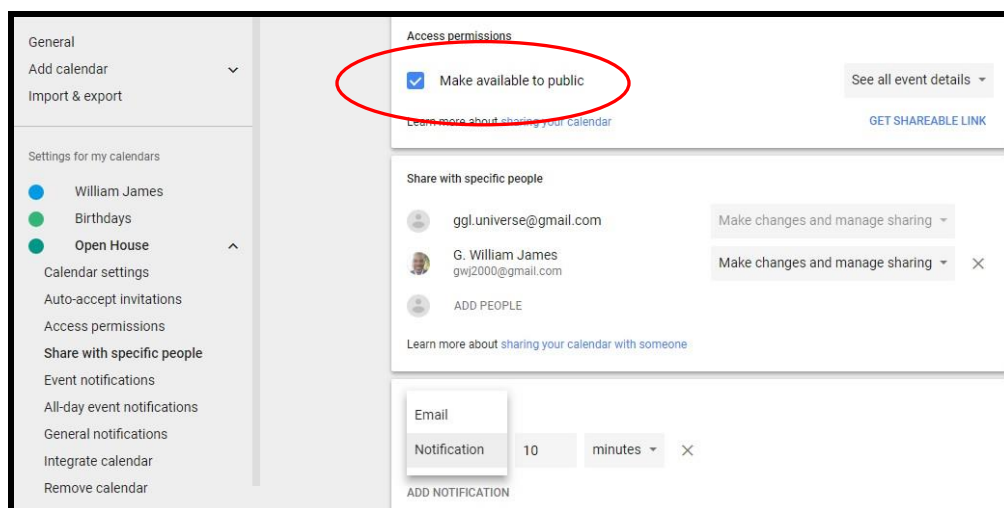
Set your regional settings under this tab, and customize your calendar views.

Add Calendar

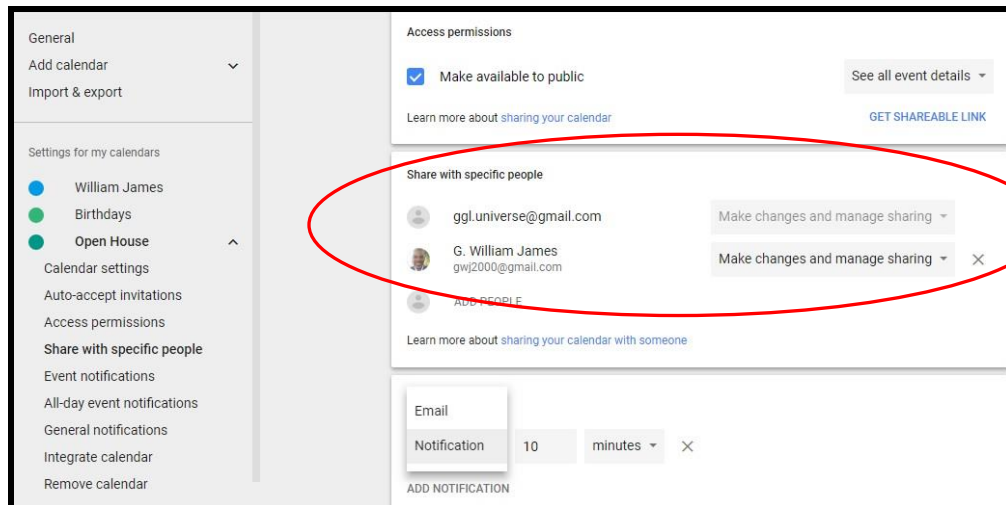
- Create and customize up to 25 calendars in this tab.
- Set the destination for reminders and notifications
- Share Calendars and customize levels of accessibility by others



Make the calendar public to allow it to be searchable in search engines. Your other calendars will remain private.



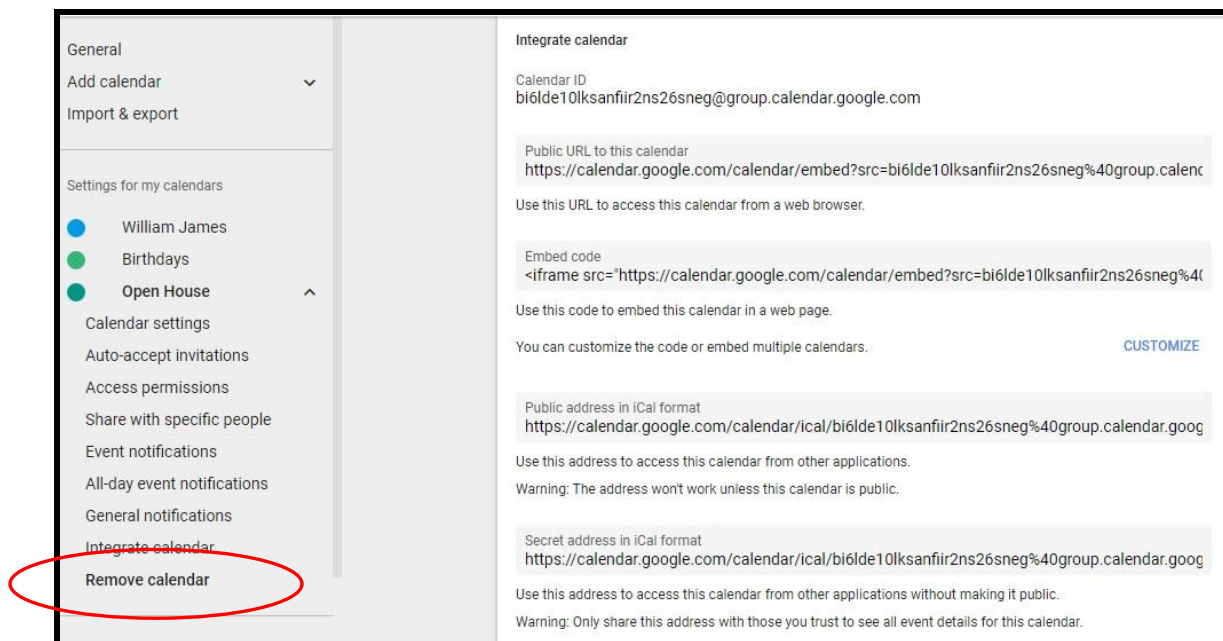
Share any calendar with another user, and it will be one of their 25 calendars on their account. Whatever you add will immediately display on theirs too. Give the user permission to edit the calendar or make it read only.



Add A Calendar to a Blog Page, Social Media or Your Website

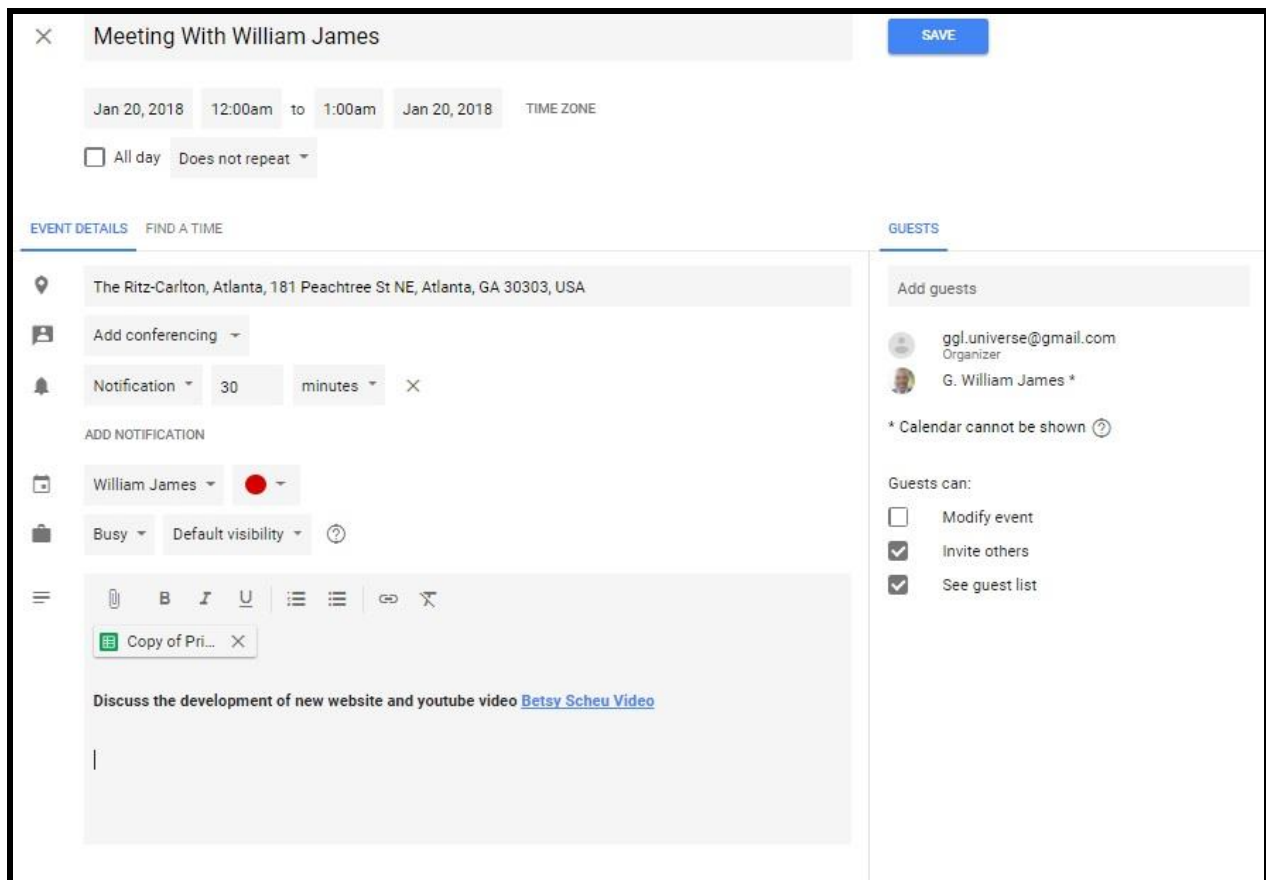
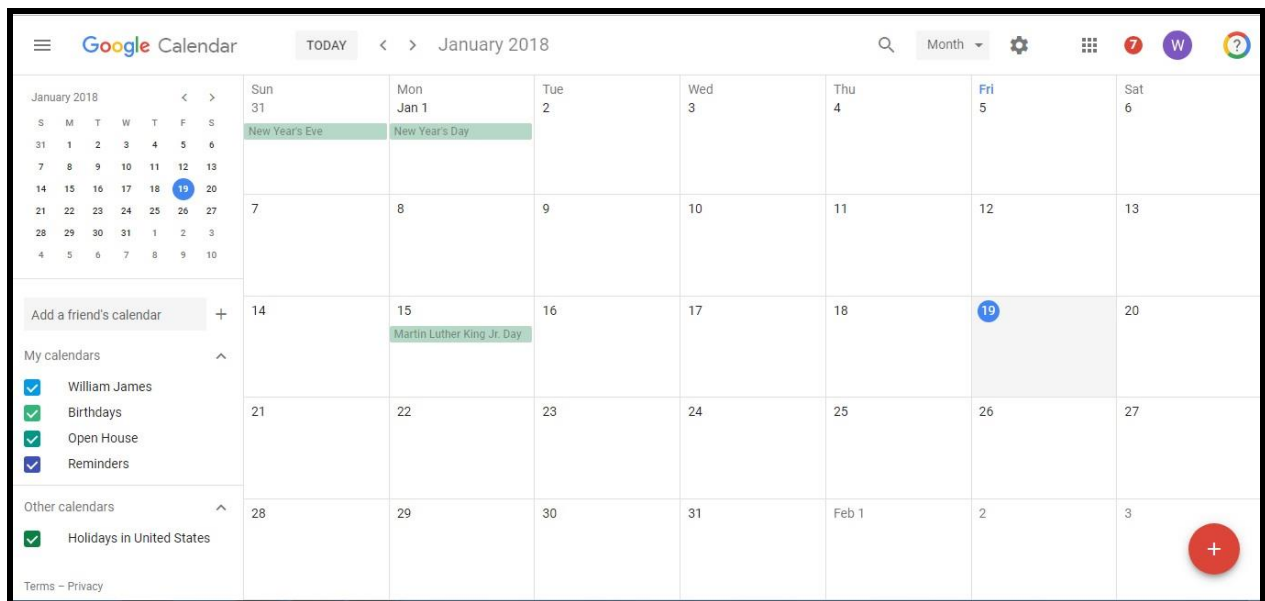
Select Integrate calendar and copy the Public Link to paste onto a blog page or your social media feeds.

To add a calendar to your website, select the HTML Embed Code to add to a web page. Click **Customize** to set the look of the calendar or to include multiple calendars



Create An Event

Add events to your calendar here, by clicking the  on the bottom right of the screen



Make The Calendars On All Your Devices Share The Same (Synchronization)

The absolute worst thing a productivity system can have is different information on your calendars. No one should try to manage multiple devices with different calendar information. Here's how we will make the Google Calendar become the synchronized calendar on your smartphone, tablet, netbook, laptop and desktop computer. Updating the calendar on one will update the calendar on them all, as long as they are connected to the Internet.

Android Devices

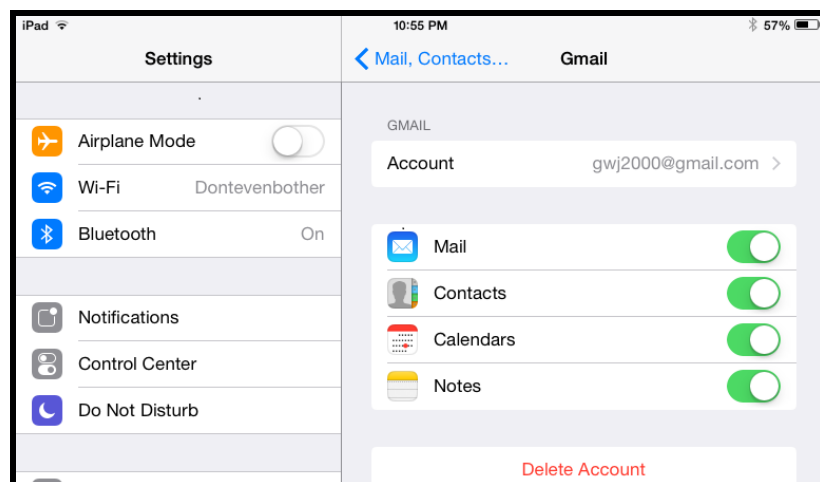
Android smartphones and tablets are setup automatically to the exchange server when you establish your account to sync on the device in the Settings menu. By default the email and contacts from your Gmail account will sync, send and deliver, but you must set up your Google calendar on the PC before you will see any calendar information. **Make certain you make your calendars visible in the Android calendar's settings or you will not see them on the screen even when they update!**

Apple iPhone and iPad Email Setup

Now it's time to synchronize your contacts.

1. Open the Settings App on both your iPad and iPhone.
2. Select Accounts & Passwords or Mail, Contacts and Calendars on the menu.
3. Select your Gmail account. If you have not created one yet, you can do so by choosing "Add Account" and select Google. Complete the steps to get your Google account activated on your Apple devices.
4. If you forwarded any of your email accounts listed here to your Gmail account, once you begin seeing your email messages coming in twice (one from each account) delete the old email account here and let Gmail deliver the mail.

Your Gmail settings now look like this:

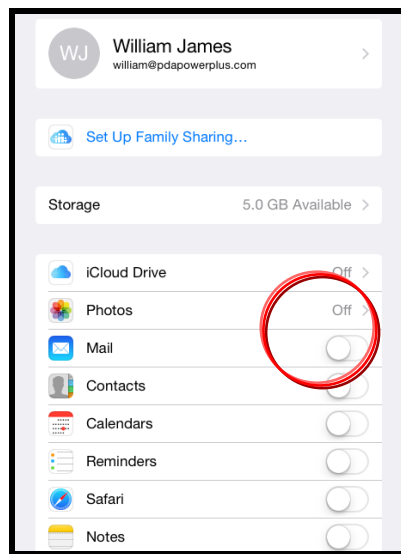


If all of these are green as above, you should expect your Gmail to deliver as well as your contacts from your Gmail account as well as your Google Calendar.

Seeing Duplicate Contacts and Calendar events?

If you have activated your iCloud account, your calendar and contracts may be syncing from both the Google server and the iCloud server. Fix that here in three easy steps:

1. Start by selecting iCloud from the Settings menu
2. If the email account associated with iCloud on this screen is the same as one associated with your Gmail account, it will sync your mail, contacts and calendars the same as Google. This is how you experience duplicates. If you want Google to be the source of your contacts, mail and calendars, turn them off here. When prompted to leave data on the iPhone or iPad, select yes.



Next, go to the Contacts app, and press the + to create a new contact.

Type in a ridiculous contact like Yogi Bear, or the Michelin Man.

Later, check your contacts in Gmail to see if the same name appears. If it does, you'll soon see all your contacts synchronize and be the same on all connected devices.

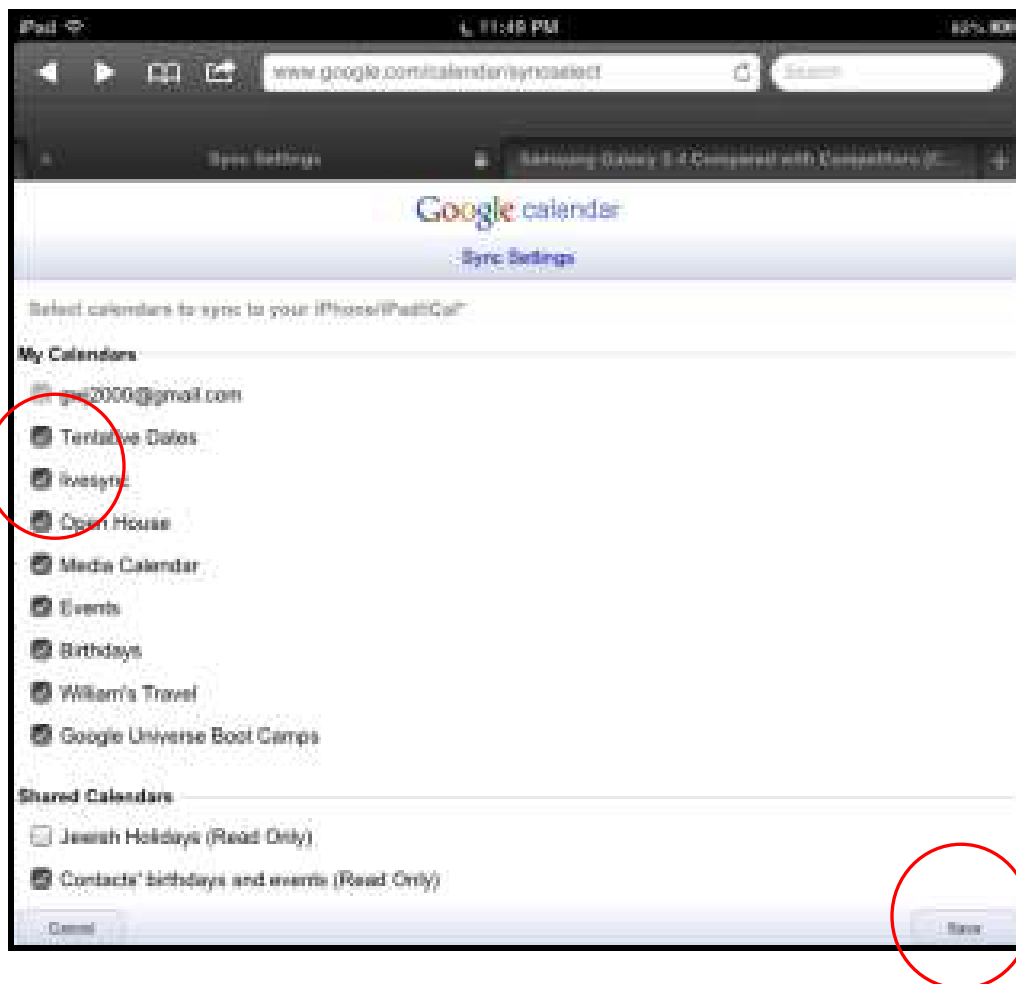
Customizing the Calendar Sync

1. Go to Safari on the iPhone and iPad device and go to this URL:

<https://www.google.com/calendar/syncselect>

2. Log in with your Gmail address and password if needed
3. Select which calendars to display on your mobile calendar.
4. Save your changes

The Apple calendar on your iPhone or iPad now reflects the calendars and settings of your Google Calendar.



Google Drive (Backup & Sync)



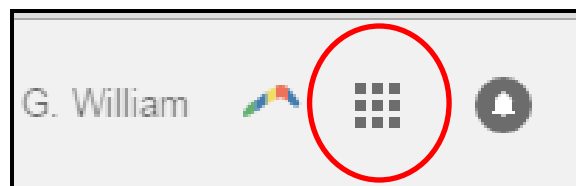
Any mobile professional who relies upon the office exclusively to manage the flow of documents can quickly find himself wasting time and energy, and not able to compete with the competition.

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
- Offline access to documents

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 **Apps Launcher**, in the top right area of your screen:



Storing Documents and More on Google Drive

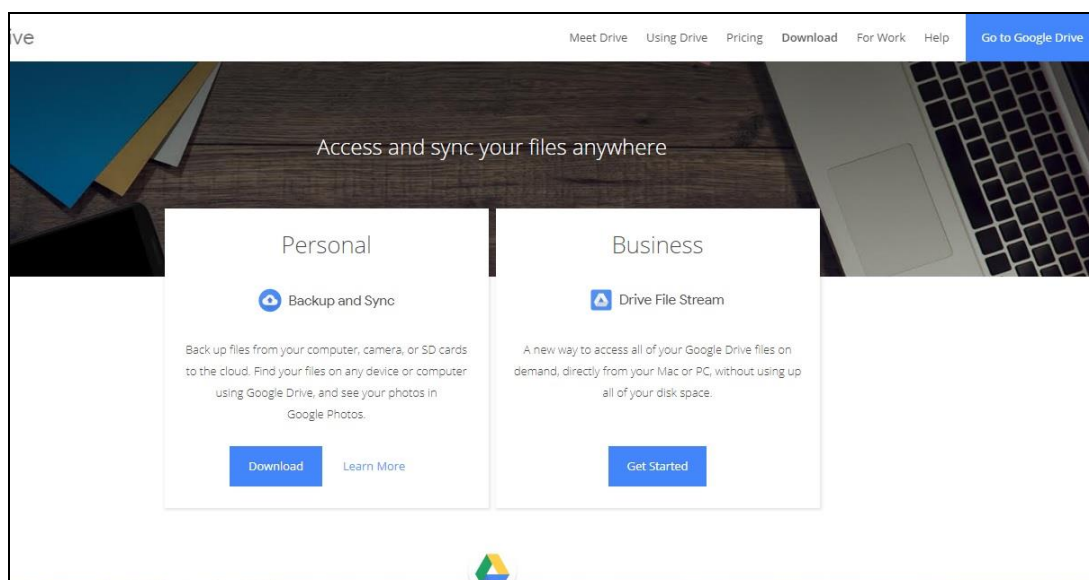
As part of my cloud computing solution, I have always recommended signing up for a free 2GB [Dropbox](#). This great application is super easy to use and provides for storage of any type of file you can save in your hard drive in your Dropbox, on the cloud and accessible over the Internet. Files are 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.

Download Backup and Sync 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 Backup and Sync. 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 > Backup & Sync from Google.**

On a PC, the icon is usually in the taskbar at the bottom right of the screen.

On A Mac:

Go to **Finder > Applications > Backup & Sync from Google..**

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.**

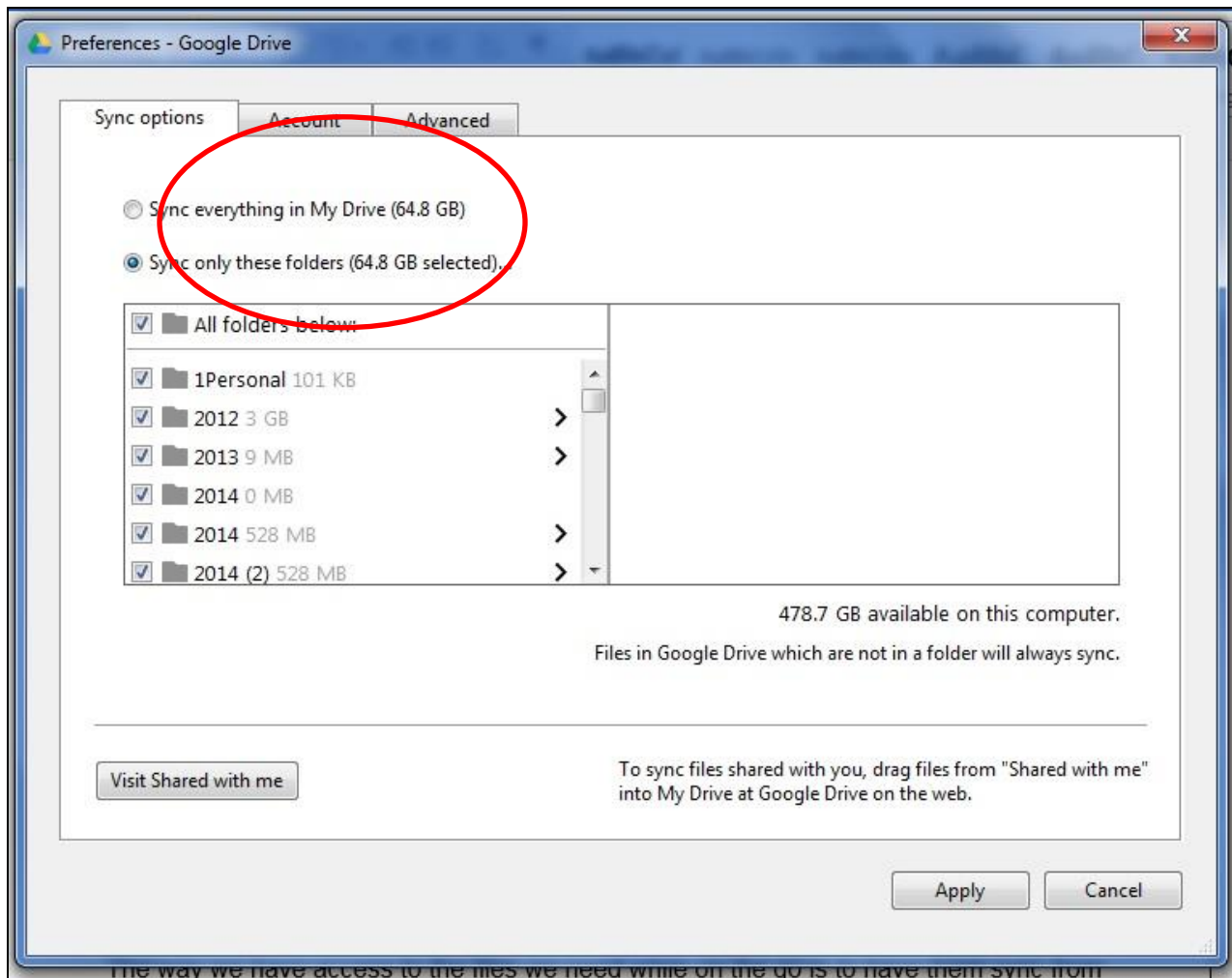
Click to choose which folders or subfolders will sync:

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.



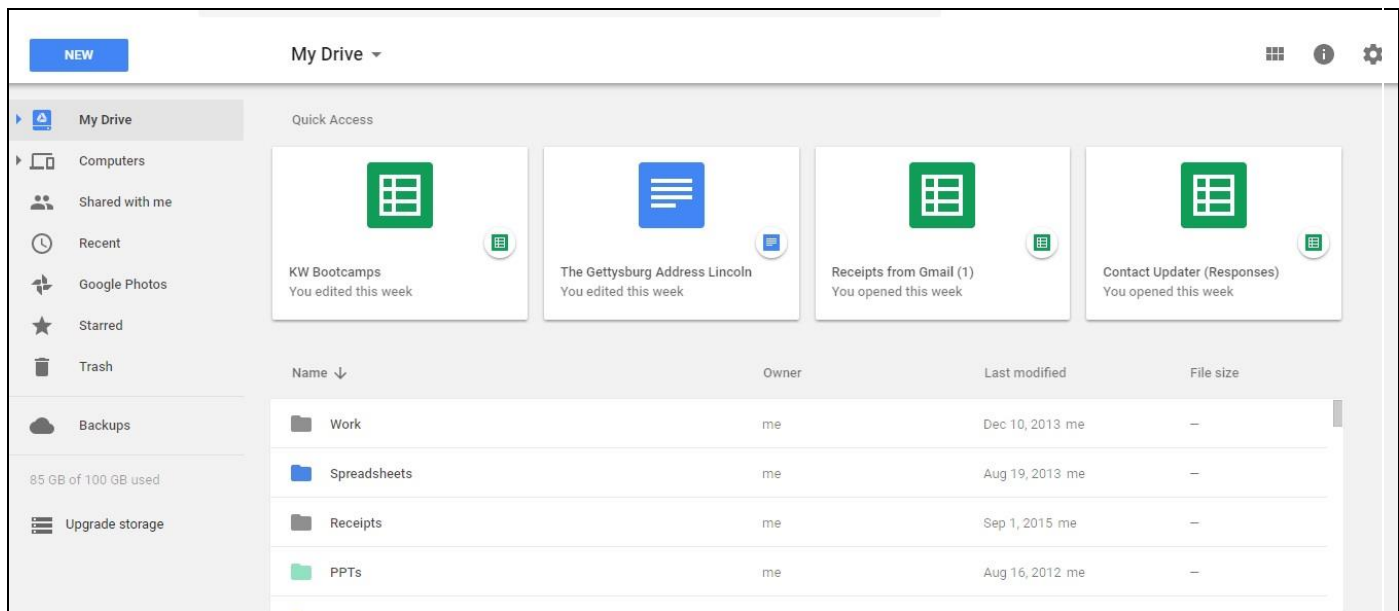
Change download & upload rates


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

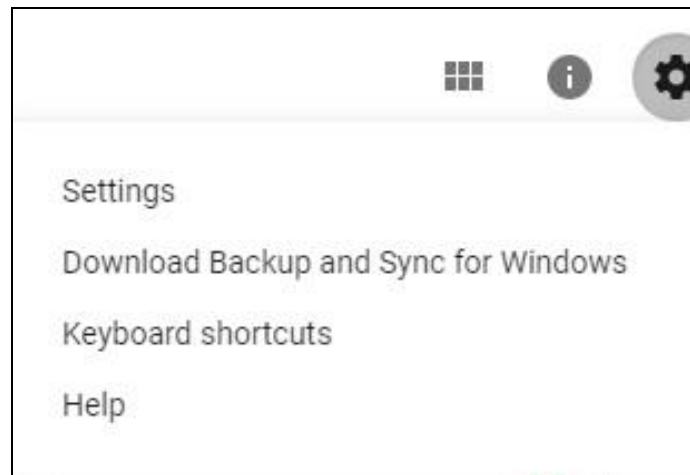
1. Click the Google Drive icon .
 - On a Mac, the icon is usually in the menu bar at the top right of the screen.
 - On a PC, the icon is usually in the taskbar at the bottom right of the screen.
2. In the top right, click More  > **Preferences**.
3. Click **Advanced**.
4. Click the button next to the "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**.

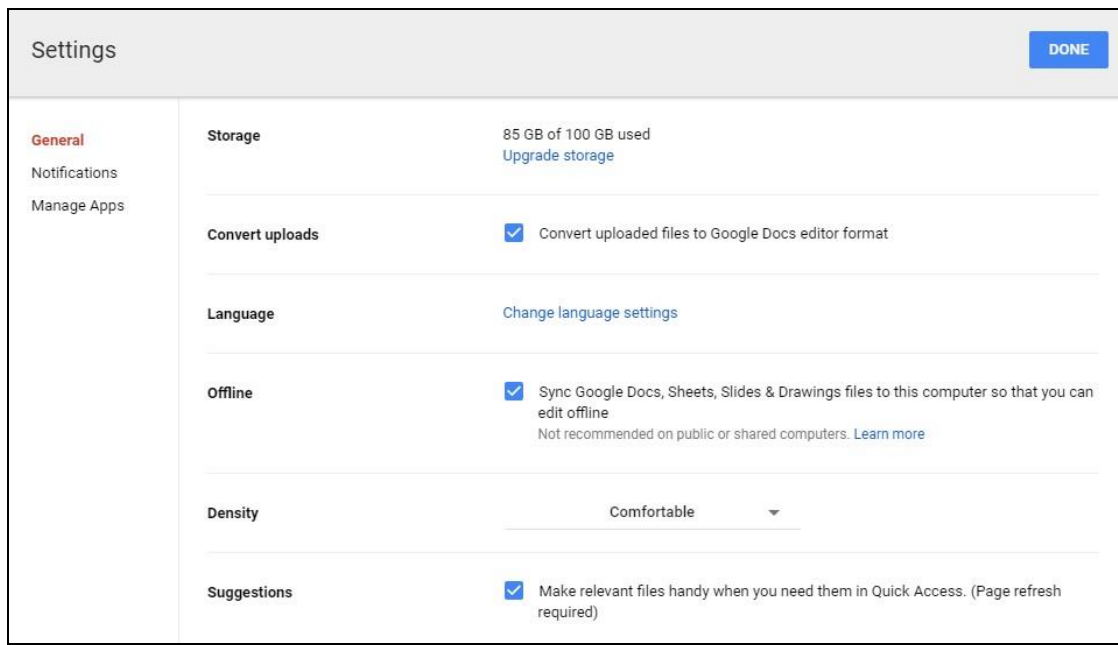
Uploading and Converting Files: Is it Really Something Necessary To Do?

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:





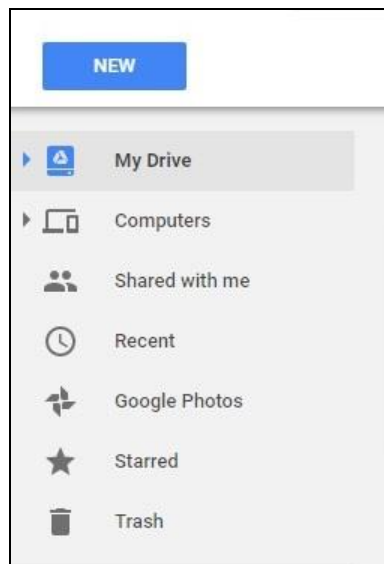
In Settings, you have the options to:

- 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

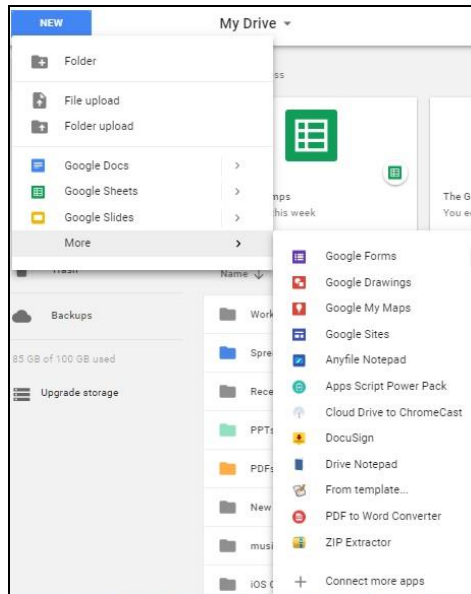
Now you are ready to create folders, upload and create files, and organize them.



On the left panel, you will see the above 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:

| My Drive ▾ | |
|---------------------|-------|
| Name ↑ | Owner |
| 1Personal | me |
| 2012 | me |
| 2013 | me |
| 2014 | me |
| 2014 Dropbox backup | me |
| 2015 | me |
| 2016 | me |

Google Drive Web App

| Favorites | | | |
|---------------------|--------------------|-------------|--|
| Name | Date modified | Type | |
| 1Personal | 7/5/2015 3:32 PM | File folder | |
| 2012 | 5/10/2015 12:19 AM | File folder | |
| 2013 | 5/10/2015 12:19 AM | File folder | |
| 2014 (2) | 7/5/2015 3:32 PM | File folder | |
| 2014 Dropbox backup | 7/5/2015 1:41 PM | File folder | |
| 2015 | 1/27/2016 8:49 AM | File folder | |
| 2016 | 1/20/2016 2:27 PM | File folder | |

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: All of the following steps apply to Docs, sheets and slides. From the list, you can choose to create:

Google Docs: A document like Microsoft Word

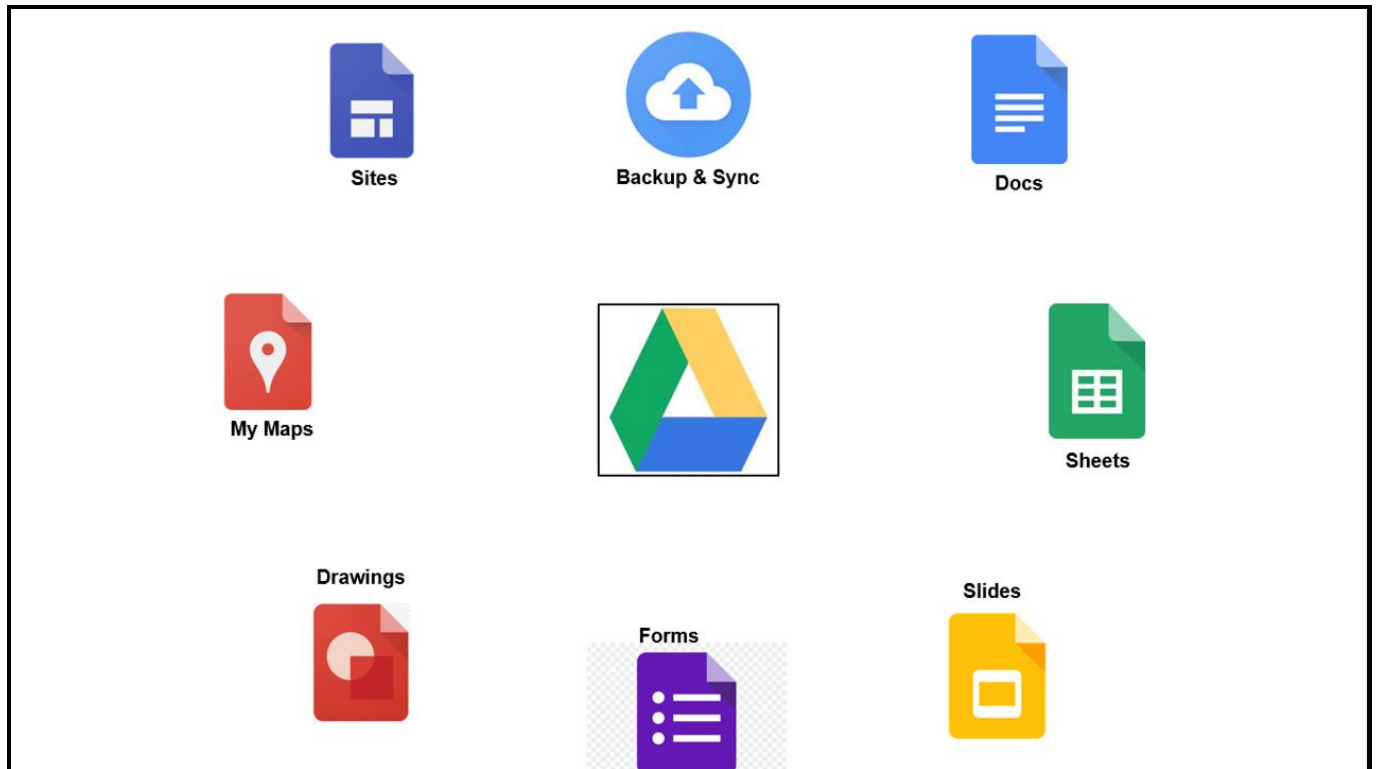
Google Sheets A document like Microsoft Excel

Google Slides: A document like Microsoft PowerPoint

Google Forms: Create and analyze surveys. Elegant and easy to use

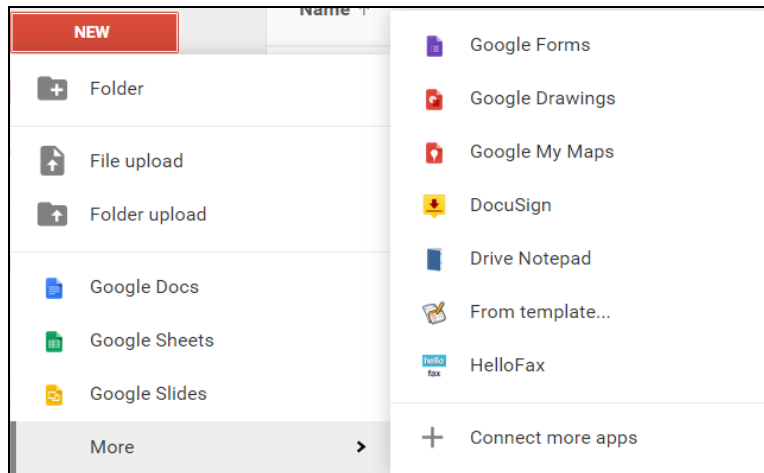
Google Drawings document like Microsoft Publisher

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

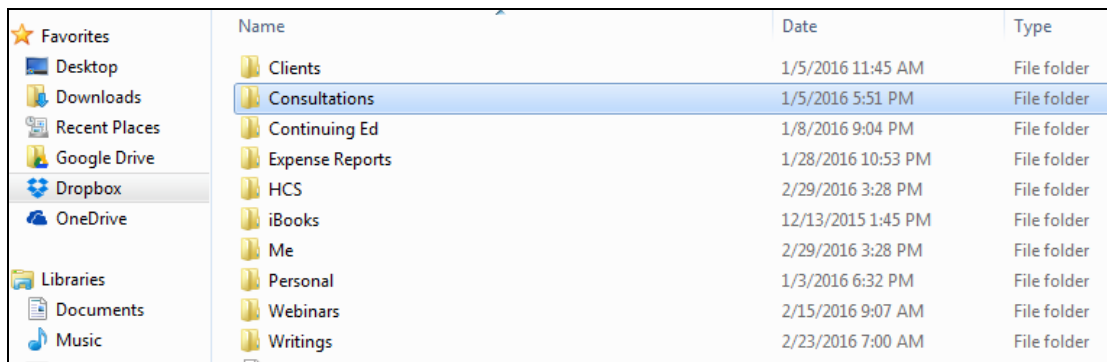


The Apps of Google Drive

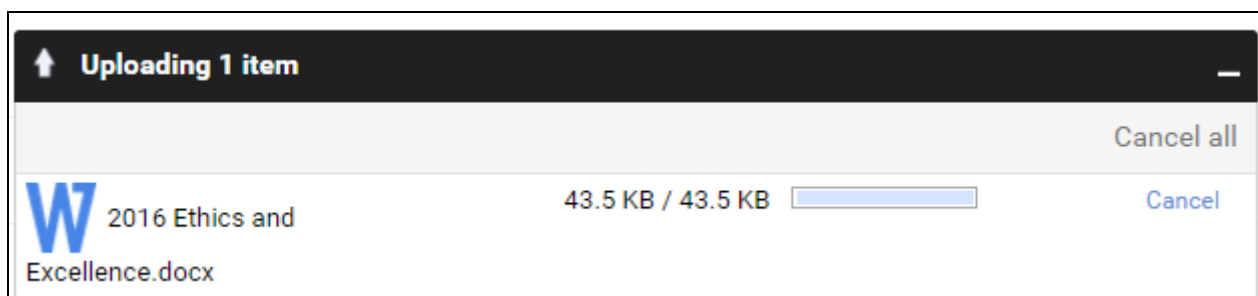
You can also choose to upload a file you have stored on your computer, in any folder.



By choosing to upload, you'll be prompted to access the folders at their location on the PC:

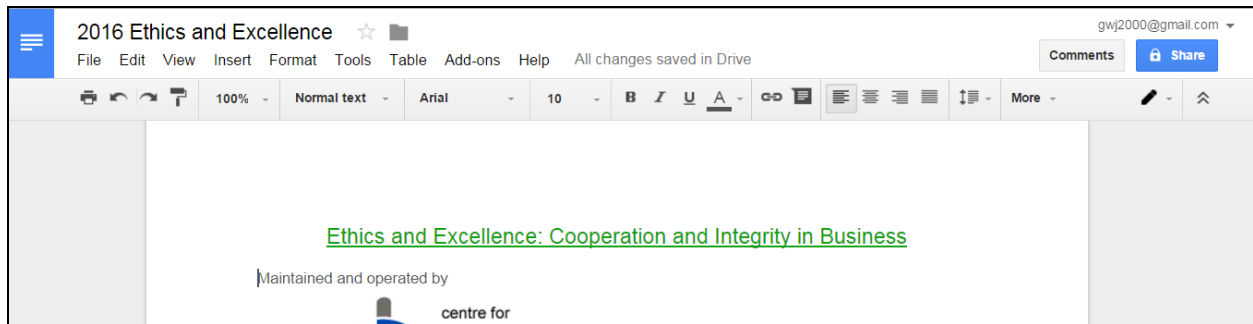


Open a folder, select a file. It will begin the upload process:



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:



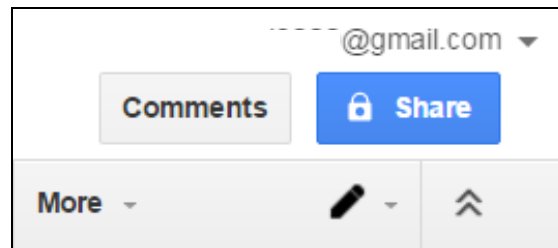
The menus across the top look similar to those in the MS Word environment, but there are a few key features of note:

- 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.

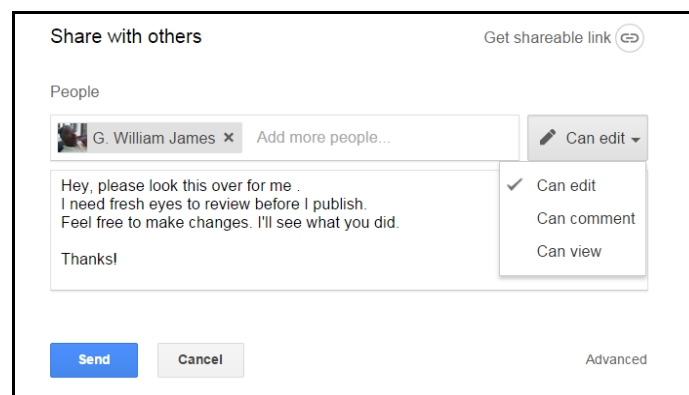
In the upper right corner of the document screen you will see two items to select, Comments and Share:

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:

Sharing settings

Link to share (only accessible by collaborators)

document/d/1wMh2QjpnPIA-HN_UHexNcV1waf0e-13BzWLVeS1tsOE/edit?usp=sharing

Share link via:

Who has access

Private - Only you can access [Change...](#)

G. William James (you)
gwi2000@gmail.com Is owner

Invite people:

G. William James [Can edit](#)

[Add more people...](#)

☒ Notify people - [Discard message](#)

Thanks!

GWI

[Send](#) [Cancel](#) ☐ Send a copy to myself ☐ Paste the item itself into the email

Owner settings [Learn more](#)

☐ Prevent editors from changing access and adding new people

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.

Share with others

Get shareable link

Link sharing on

Learn more

Anyone with the link can edit

Copy link

https://docs.google.com/document/d/1wMH2QlpnFtA-HN_LHcxNcV1waf5e-t3BzV

People

G. William James (demohcs@gmail.com)

×

G. William James (william@pdapowerplus.com)

×

Add more people

Can edit

Let's schedule an 8:00 pm Google hangout so we can meet on this subject. We can all edit this document together using Google Drive!

Thanks

G

Send

Cancel

Advanced

This is how the recipient will see your invitation

G. William James has invited you to **edit** the following document:

2016 Ethics and Excellence

Let's schedule an 8:00 pm Google hangout so we can meet on this subject. We can all edit this document together using Google Drive!

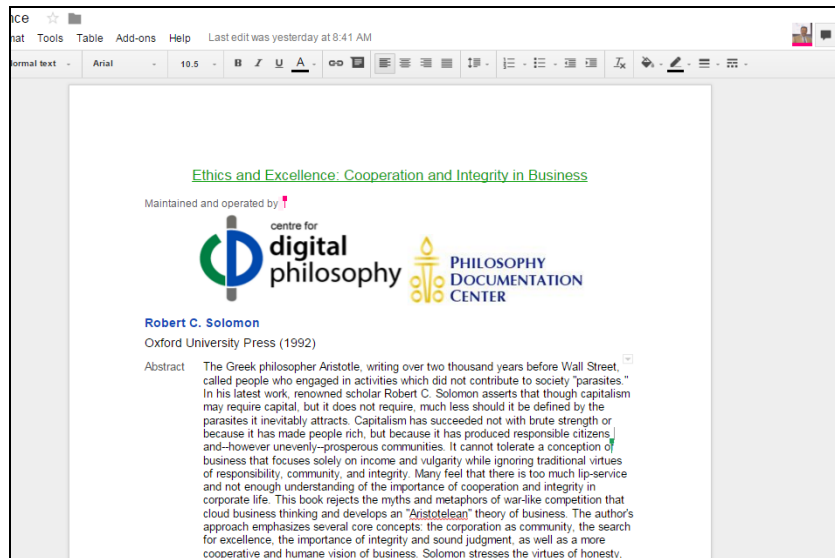
Thanks

G

Open in Docs

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:

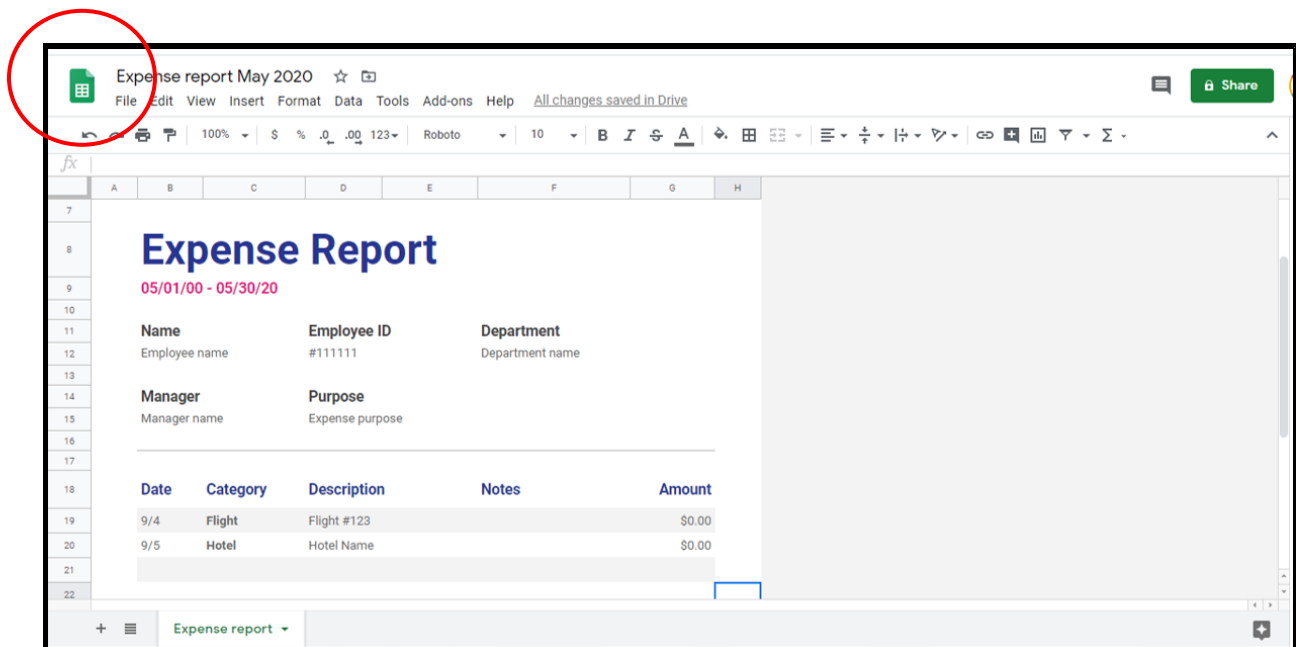
60



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.

Template Galleries

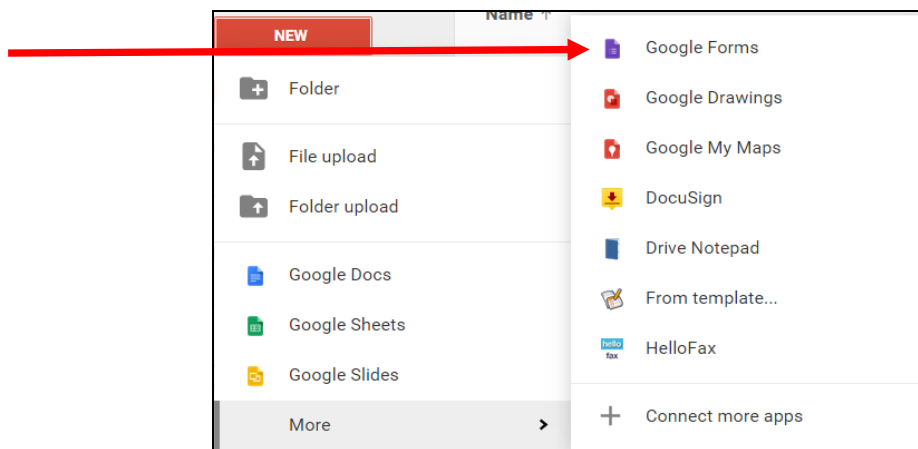
Each of the apps have their own pre-designed templates for your convenience. Simply click onto the icon to the left of the page to create a new document, choose from previous files or select from the gallery.



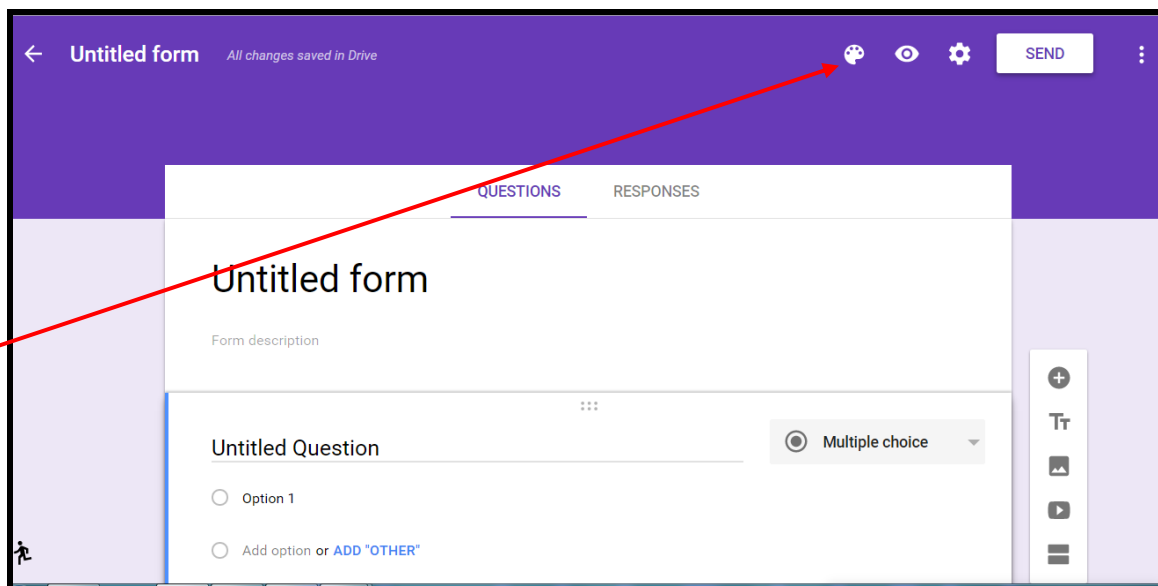
Creating Google Forms

One of the most useful tools in Drive is Google Forms. Here you can create surveys, customer intake forms, post sale 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 form. 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:

The image shows two side-by-side screenshots of the 'Settings' modal. The left screenshot shows the 'Confirmation page' section with a text input field containing 'Your response has been recorded.' and a 'Show respondents a link to:' section with 'Submit another response' checked. The right screenshot shows the 'Presentation options' section with 'Show progress bar' and 'Shuffle question order' unchecked. Both modals have 'CANCEL' and 'SAVE' buttons at the bottom right.

Check the first box if you only want recipients to respond 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 questions.

The image shows the 'My Survey' creation interface. At the top, there are tabs for 'QUESTIONS' and 'RESPONSES'. Below the tabs, the title 'My Survey' is displayed, followed by an 'Optional line for description'. A question titled 'Untitled Question' is shown with a 'Multiple choice' dropdown menu. Below the question, there are radio buttons for 'Option 1' and 'Add option or ADD "OTHER"'. At the bottom right, there are icons for a document, a trash can, a 'Required' toggle switch, and a vertical ellipsis menu.

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.

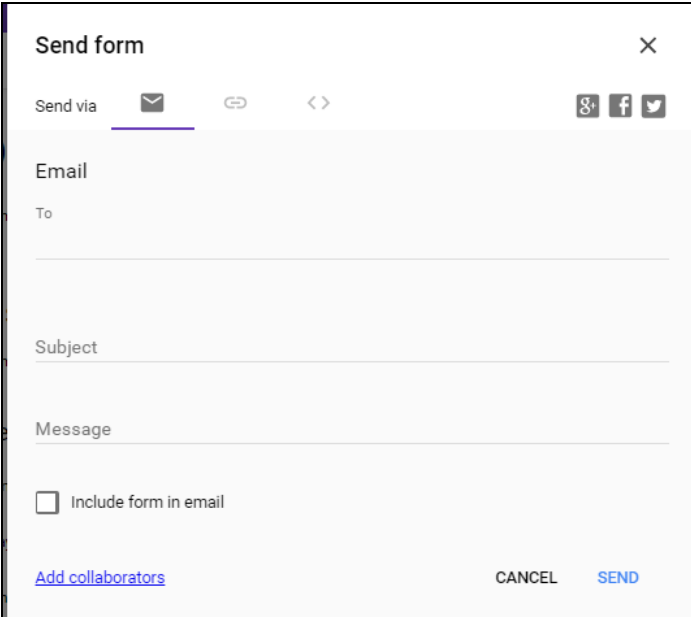
Sending and Sharing your Form

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



The screenshot shows a 'Send form' dialog box with a close button (X) in the top right corner. Below the title, there is a 'Send via' section with three icons: an envelope (selected), a link, and a code icon. To the right of these icons are social media icons for Google+, Facebook, and Twitter. The main body of the dialog has three text input fields labeled 'Email', 'Subject', and 'Message'. The 'Email' field has a 'To' label above it. Below the 'Message' field is a checkbox labeled 'Include form in email'. At the bottom left is a link 'Add collaborators', and at the bottom right are 'CANCEL' and 'SEND' buttons.

Your send options are to:

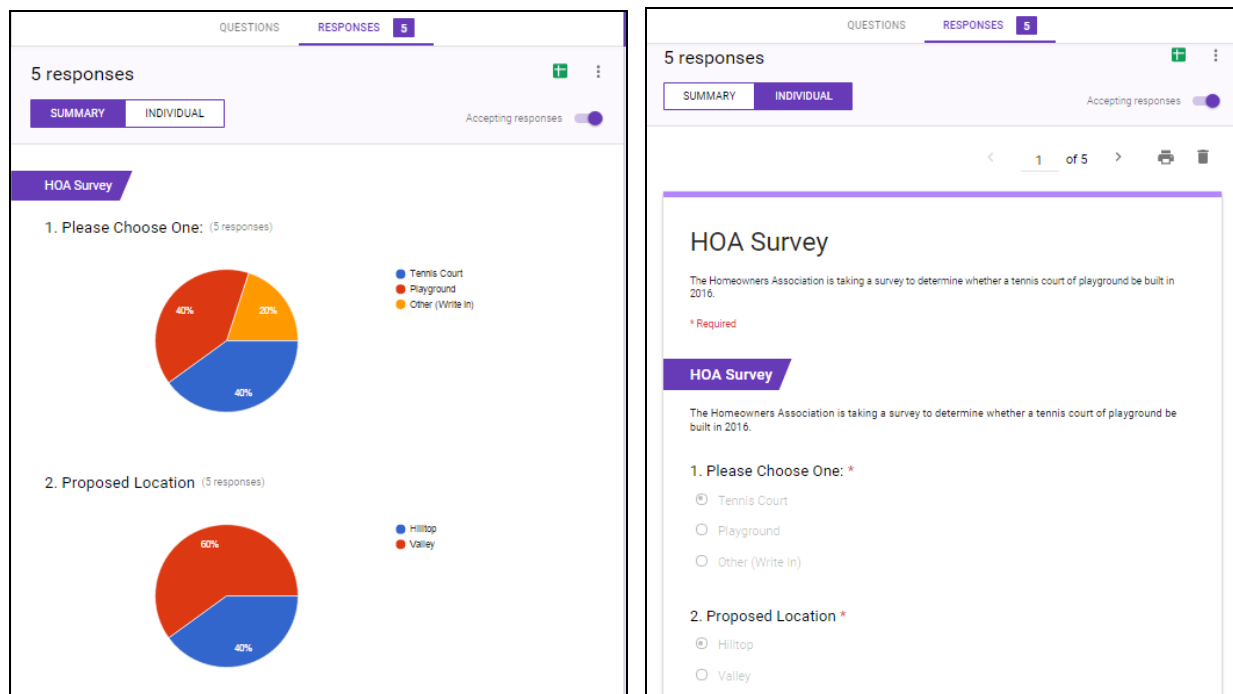
- **Email** the survey to individuals or groups. There is a direct tie to your Google contacts.
- Use the provided **Link** to insert onto a social media site, blog, or anywhere links will work
- **Embed** the HTML code provided into a web page on your website.
- Use the **icons** provided to link your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

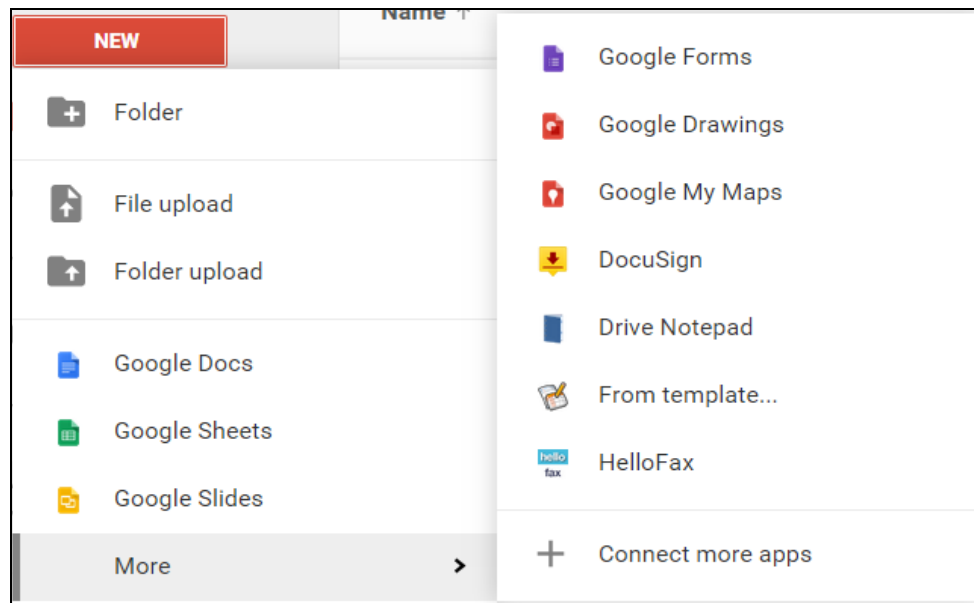
The analyzed data of responses is displayed in both summary and individual formats and is updated in real-time.



Google My Maps

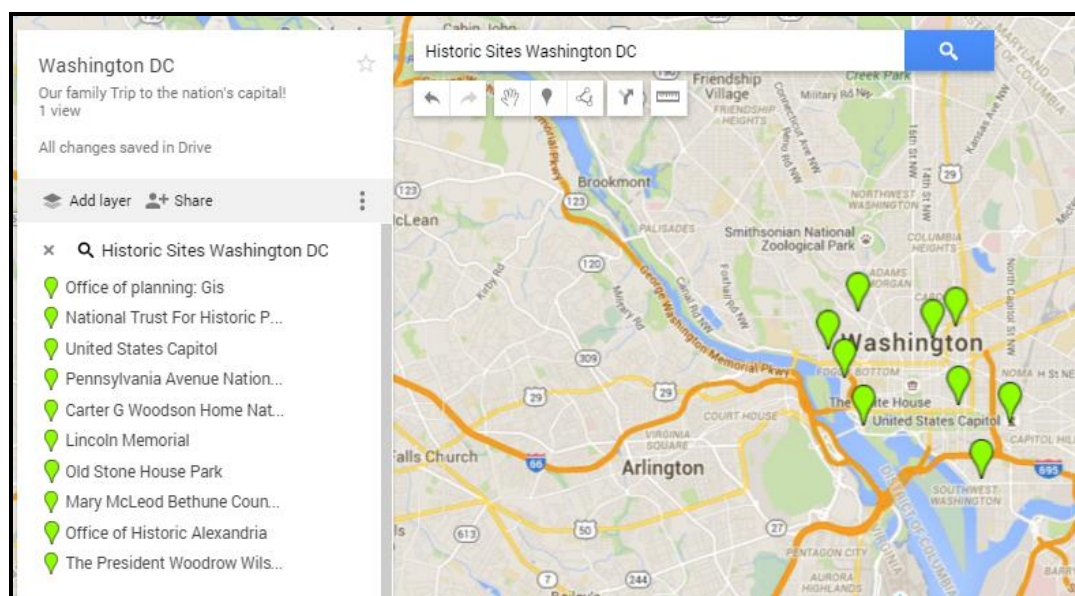
Google Drives utilizes the power of Google Maps and Google Earth to create a unique way for you to create your own maps and navigation tools. Imagine having a list of destinations you want to visit, and creating a custom map to chart the course, with times, distances, even turn-by-turn directions!

Select New > More > Google My Maps

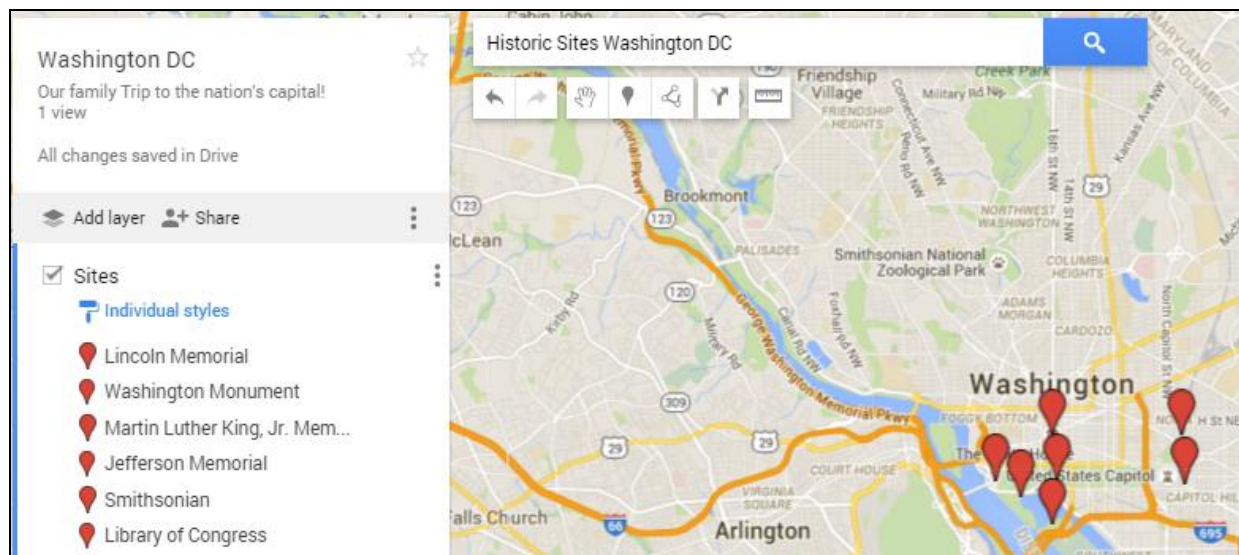


Begin by setting a title for your map, such as Washington DC. Add a layer called “Sites”

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.

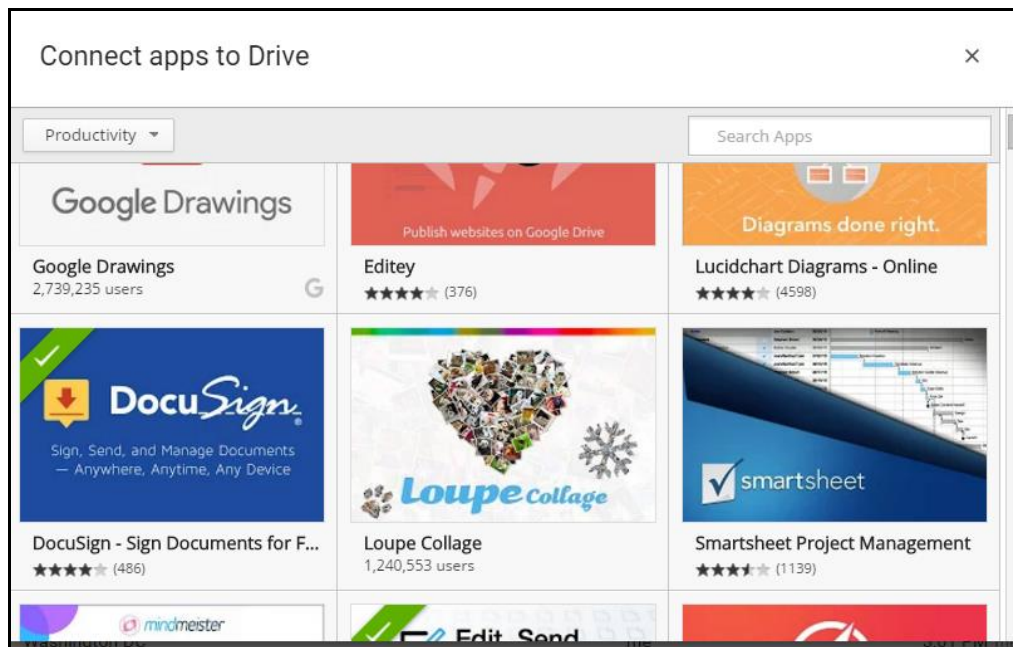
Google Sites

Google offers one of the very few opportunities to create one-page websites that can get plenty of views with very little effort on your part.

- Create a page like you would any website.
- Add images, video, text boxes, links to other sources
- Customize and tailor for specific audience
- Use keywords that lead Google searches to your Site
- Share the link to the site via social media, email, text, blog pages or other websites
- Your Sites activity greatly assists your Google SEO profile.

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>

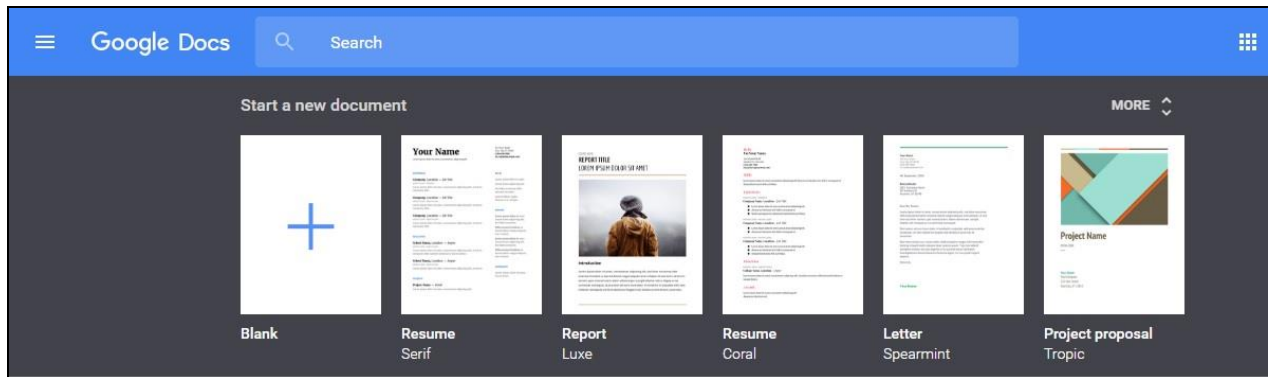


Google Drive Tips and Useful Tricks

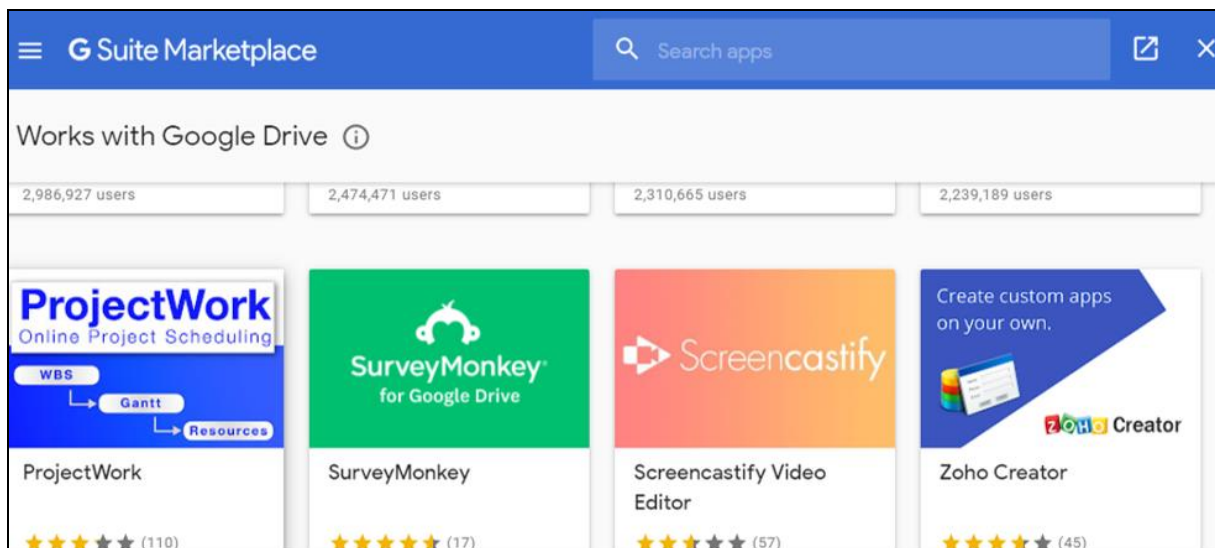
Where to find useful document templates

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.





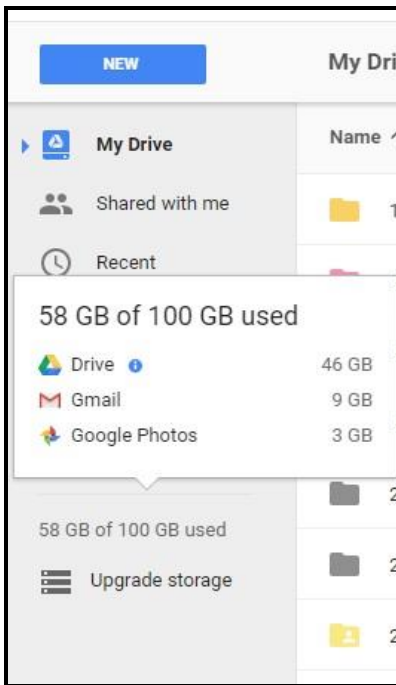
The other can be found in “connect More Apps”. Simply search for useful add-ons and connect them to your Drive. **New> More> Connect More Apps**



How to free up storage in Google Drive

Google free accounts allocate you 15GB of storage, shared by Google Drive Gmail, and high file-sized 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 look towards the bottom of your Drive menu.

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.



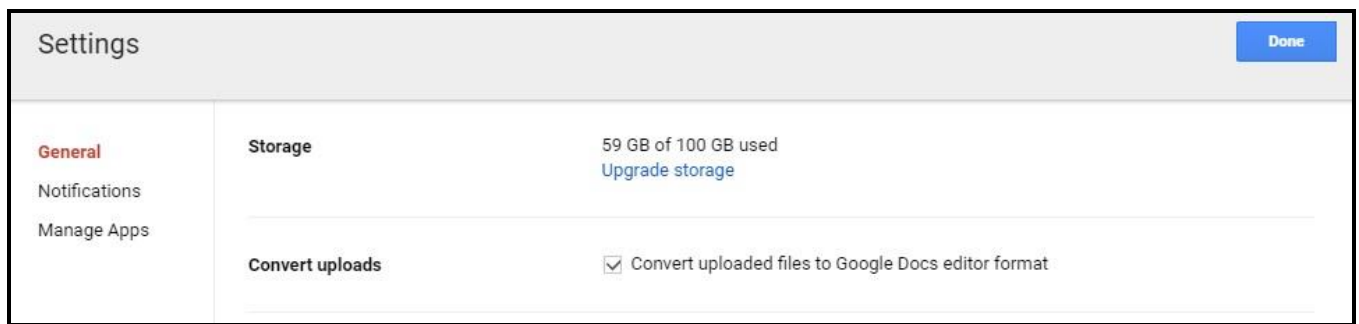
Here are a few ways to better manage the storage space you have, by which you may not need to purchase additional space:

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.

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**.

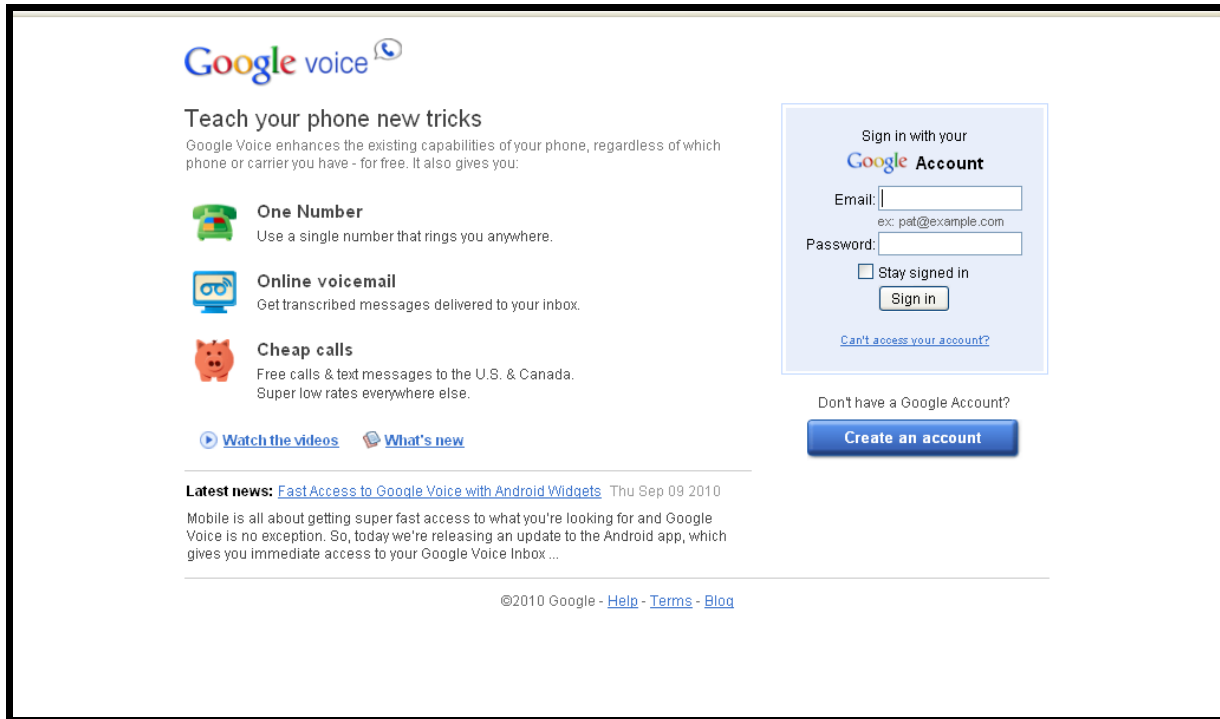
With these steps, and a few useful secrets discovered, you will be a master of your google Drive on your computers, tablet and smartphone in no time!

Google Drive Advanced Tips

These simple tips will make opening documents easy as can be. Here are a few keyboard shortcuts to open a new Google Drive file:

Chapter 5:

Using Google Voice for Your Office & Mobile Phones



Google Voice is a telecommunications service started in March 2009. A free service, Google Voice, allows you to choose your own phone number from a list of available numbers within any US area code with your account. You also have the option of still using your own phone number along with a Google Voice number, but access to the advanced features is limited with this option.

All of your inbound calls to this number are then re-routed to other phone numbers, such as your mobile numbers or your office and home. The service offers free outbound calls and may be placed for free to domestic locations and to international destinations for a low fee, based on current rates posted on the Google website. Free calling areas also include Alaska, Hawaii and Canada.

Google Voice Features and Benefits

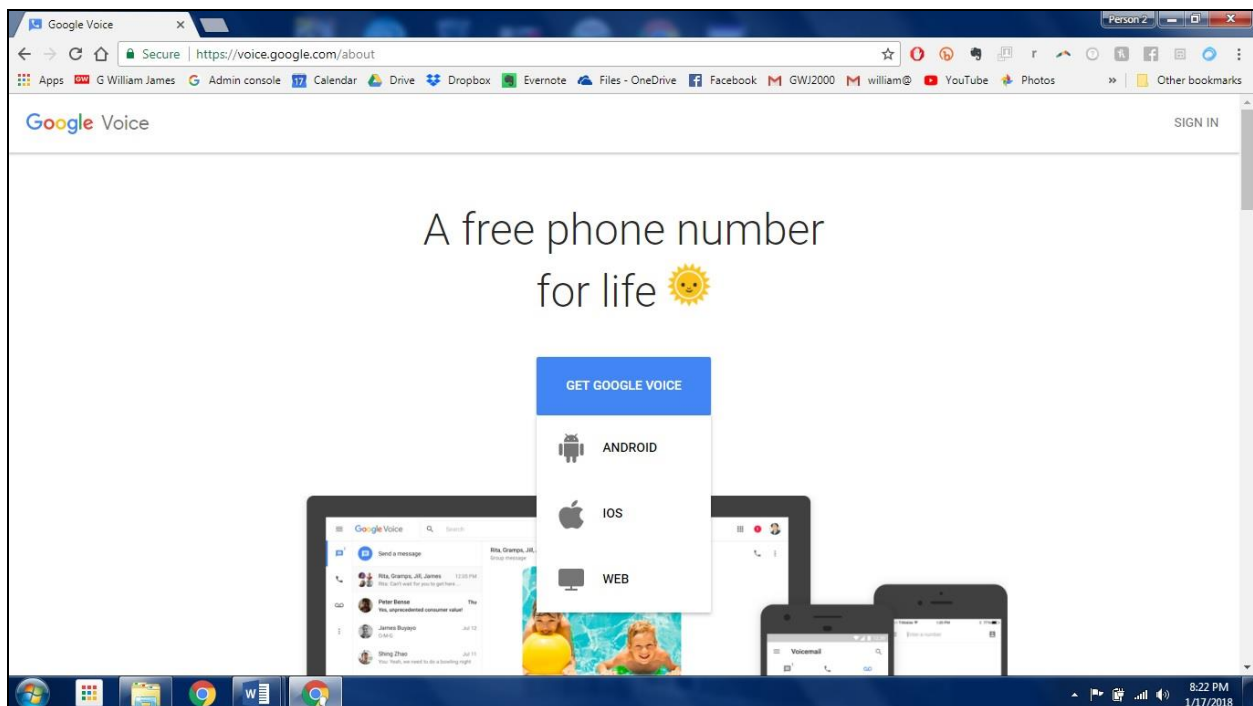
- One number rings all your phones
- Customize your business phone number
- Works with both land lines and mobile phones
- Incoming Call Control– Direct certain callers multiple phones, or voicemail
- Easy to set up and customize
- Create custom greetings to give a personal and professional reception
- Transcribed and forwarded voicemail messages
- Record calls, block callers, conferencing features
- Keep detailed records of calls and text messages

Let's begin.

www.google.com/voice Once you open the page, **bookmark** it on your browser for easy access.

For Mozilla FireFox and Google Chrome, click on the star at the right end of the URL. Save to the Bookmarks Toolbar.

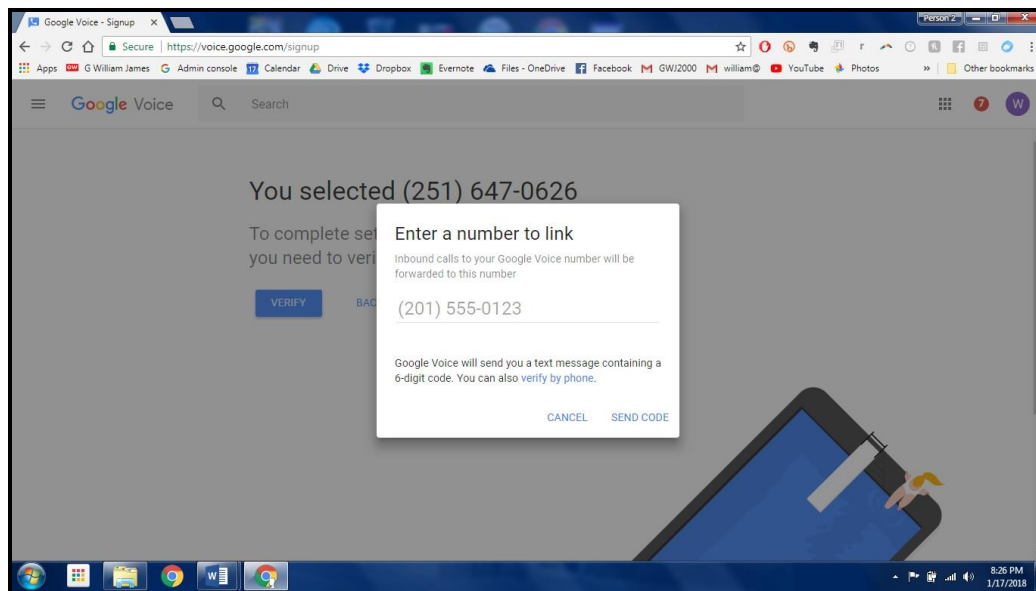
Sign in using your Google account username and password



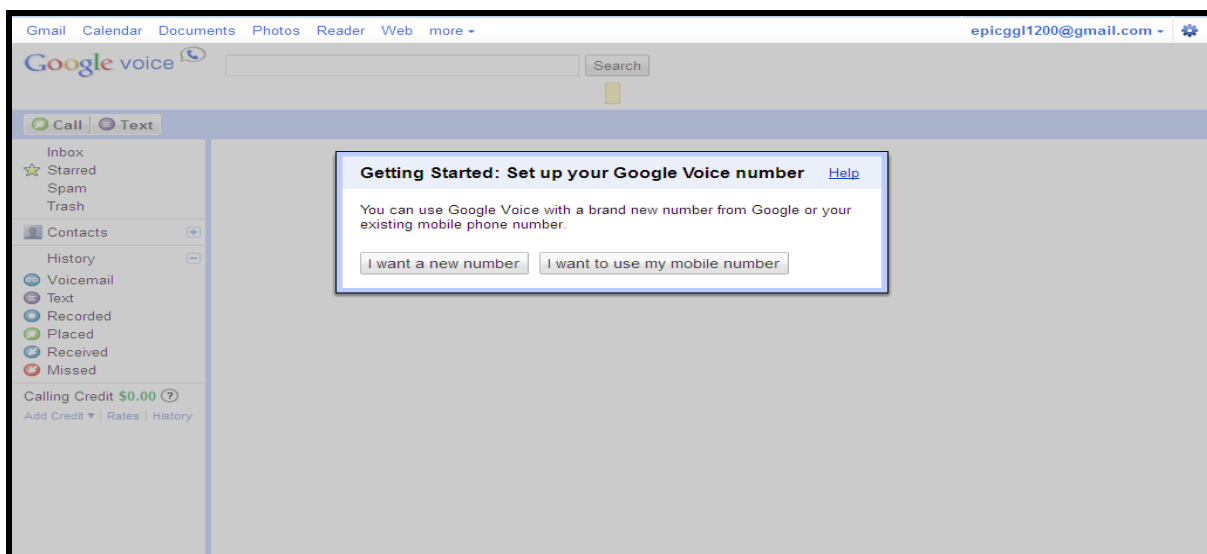
Once logged in, Google Voice prompts you to first add a working phone number to establish the account. Select **Web** from the dropdown. You can also have the mobile app sent to your phone by selecting Android or iOS.

Select a number from the available pool by adding a town or an area code. Not all areas will have numbers available. It's OK to take a number from a list of suggestions even if it is in another area.

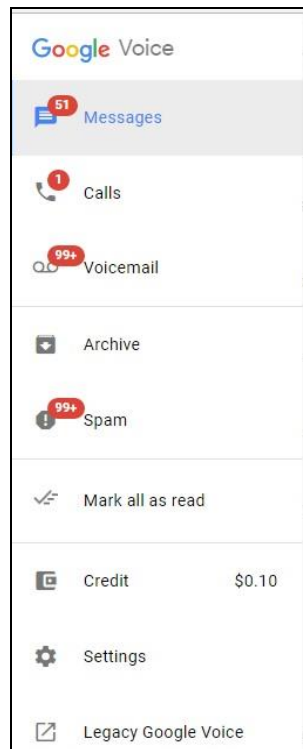
Add any number, landline or mobile that you can verify at the time. Google Voice will text or call you with a verification code.



Even after you verify the phone number you must manually Activate Google Voicemail before it will switch over from your current voicemail. If you have messages on your current voicemail you need to keep, retrieve and write them down now. You may not have access to them later.

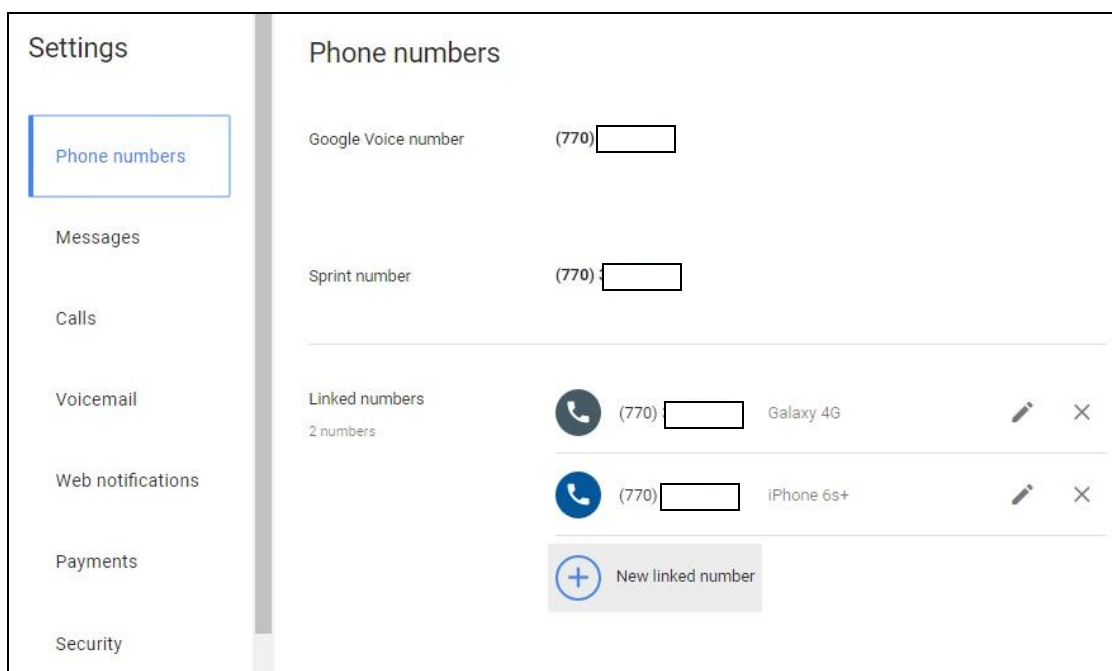


Once you have completed the number selection process, you will see your Google Voice web page. Click onto Settings, the horizontal lines to the upper left of the screen.

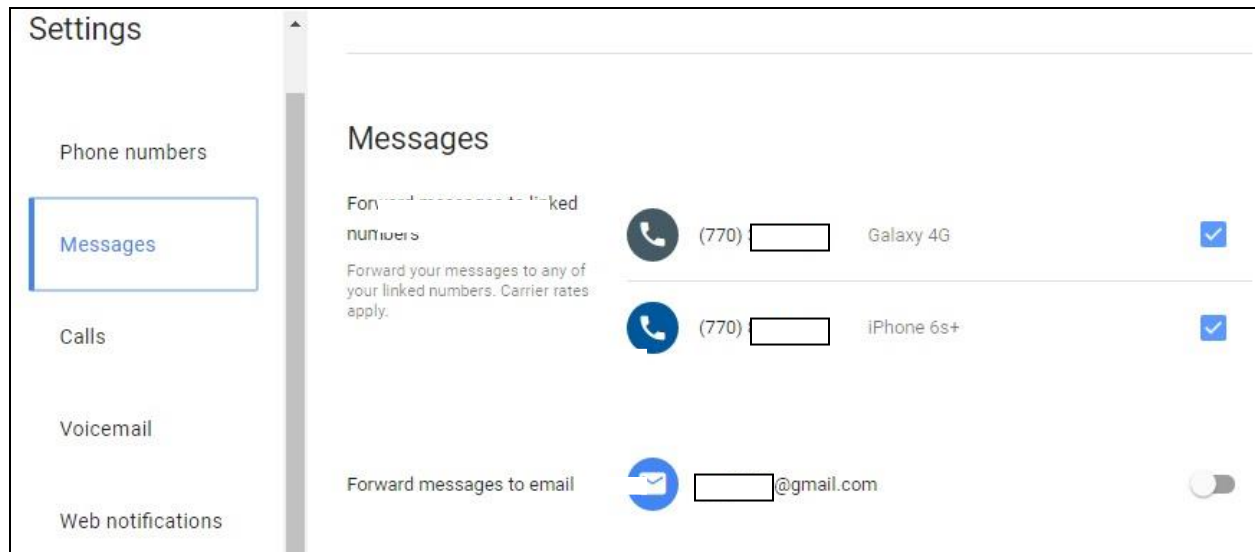


Select **Settings**.

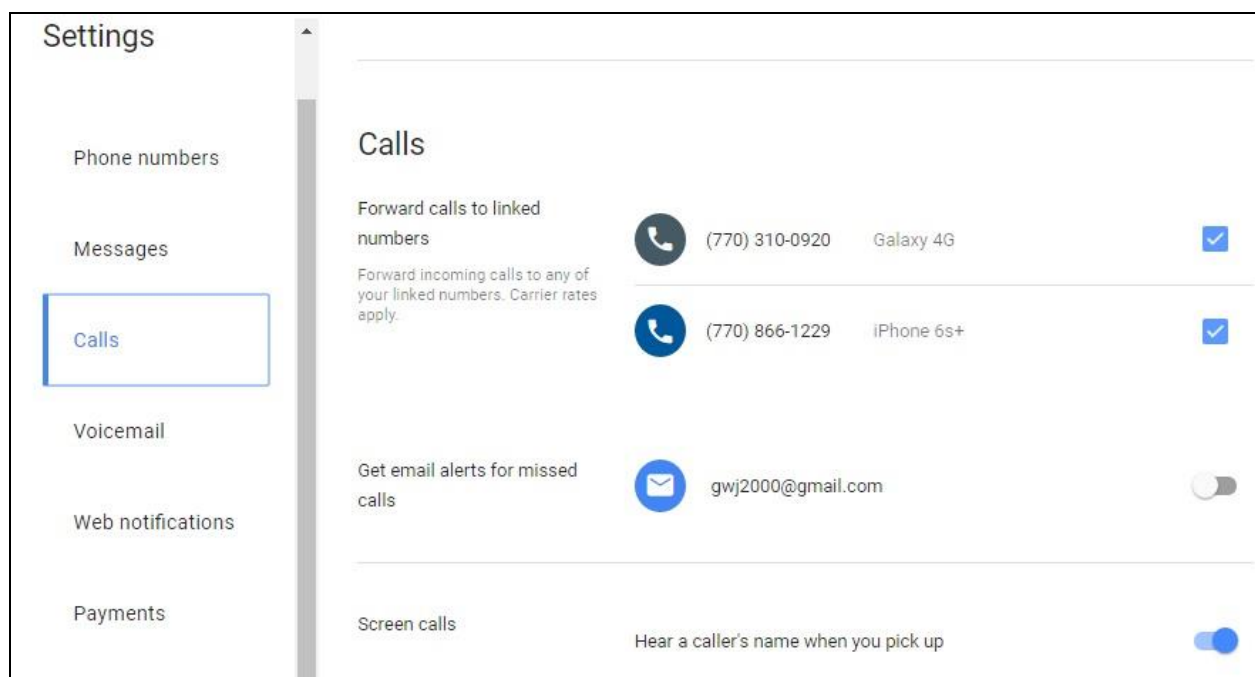
Starting with the **Phones** tab, Click **New Linked Number**.



Scroll down to Messages. You may opt to forward text messages from any of your linked mobile phones to any or all of the mobile devices, or to a Gmail address.



Scroll down to Calls. You may opt to forward incoming calls from any of your linked phones to be answered from any or all of the linked phones, or to be notified of missed calls by email. Another option is to have your incoming calls screened by the system. To further customize call screening, go to the menu and select **Legacy Google Voice**.



In the settings menu of Legacy Google Voice, choose the Voicemail & Text Tab and record multiple voicemail greetings. You will be able to assign those greetings to groups you created in Google Contacts.

Voicemail and Text

For each number you add to the service, you may customize an outgoing message, like you would any answering machine. The real benefit here is in how you may record multiple greetings, and tell Google Voice which caller groups will get the message you record to them.

The screenshot shows the 'Settings' page for Google Voice, specifically the 'Voicemail & Text' tab. The page has a header with 'The new Google Voice is here. TRY NOW' and a navigation bar with links: Phones, Voicemail & Text (selected), Calls, Groups & Circles, Billing, and Account. The main content area is divided into sections: 'Voicemail Greeting' with a 'Record New Greeting' button and a dropdown menu currently showing 'Business'; 'Recorded Name' with 'Play' and 'Record new' buttons; 'Voicemail Notifications' with a checkbox for 'Email the message to: gwj20'; 'Text Forwarding' with a checkbox for 'Forward text messages to my'; 'Voicemail PIN' with fields for 'New PIN' and 'Confirm PIN'; and 'Voicemail Transcripts' with checkboxes for 'Transcribe voicemails' and 'Allow automated Google systems to analyze your voicemail messages to help improve transcription quality'. The dropdown menu for 'Voicemail Greeting' is open, showing options: System Standard, HCS Greeting, Personal Greeting, Sara, General Greeting, ABC Realty, My Greeting, Zee, Iphone Greeting, Office, and Business.

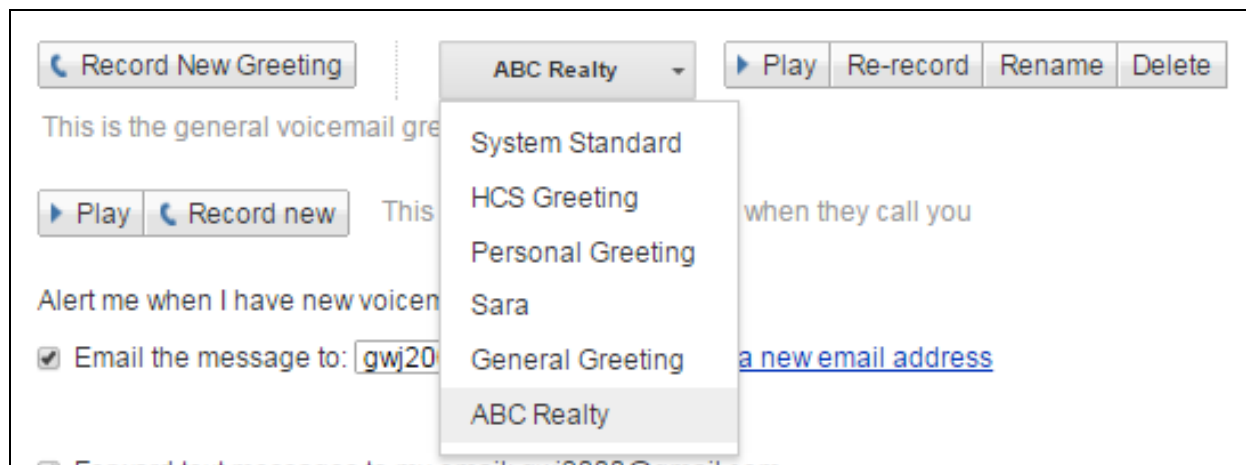
Voicemail Greeting

Click **Record New**. A window will appear for you to name this greeting.

The 'Record Greeting' dialog box shows the instruction 'Google will call you to record the greeting "ABC REALTY"'. Below this is a 'Phone to ring' dropdown menu with 'SG4' selected. There is a checked checkbox for 'Remember my choice' and a 'Connect' button at the bottom.

The 'Record Greeting' dialog box is identical to the one on the left, but the 'Phone to ring' dropdown menu is open, showing a list of options: 'SG4' (selected), 'Epic4G', and 'SG4'.

Select from which phone you will record, click **Connect**. Google Voice then dials the number. Answer the call, and follow the prompts to record and save this greeting. Follow these steps for each greeting you record, and it will work for each phone number you have assigned to the service. In my example below I have recorded five new greetings:



Recorded Name

Like most mobile phone voicemail systems, the service asks you to record your name. This greeting is used whenever you choose to use the Google Voice standard greeting. You've heard them before:

*"You have reached the voicemail box of (**recorded name**). To leave a message press 1, or begin recording at the end of the tone".*

Voicemail Notifications

Set the alerts for new voicemail messages. Choose to be notified by email, SMS text messaging, or both.

Text Forwarding

You can opt to have text messages sent to your Google Voice number automatically forwarded to your email address. Check the box to activate this feature. With this feature, text messages will convert to Gmail messages. When you reply, the outgoing message reverts back to a text message.

Voicemail PIN

When you first setup your account, you were required to assign an access PIN number. Use this feature to change your PIN number.

Voicemail Transcripts

Check this box to have Google Voice transcribe your voice messages. Messages are sent to your email (if you opted in under voicemail notifications), and also by signing in to Google Voice on your computer or compatible smartphone. The system is not perfect, so it may be a good idea to remind callers to speak slowly and clearly while leaving a message, giving the transcriber a better opportunity to convert the message to the correct text.

Calls Tab

Settings under the Calls tab allow you to customize your incoming calls experience. These are unique features unlike those you normally experience with a mobile phone's voicemail system.

Call Screening

The Call Screening feature reminds me of the answering machines of the 1990's (remember those?) where you can hear a person's message discreetly, with the option of picking up the call. Callers will hear an announcement requiring them to announce themselves (see next section) and begin leaving a message. Your phone will ring, and by answering, you will hear the caller's announcement discreetly, and given the option by Google Voice to press 1 to let the call through, or press 2 to send it to voicemail.

Call screening can be customized for individual groups, for example, the feature can be activated for business group or unknown callers, while family and friends groups' calls can be directed right to your phone.

Caller ID (Incoming)

This setting gives you the option of seeing the caller's number on your phone's screen with the incoming call, or your Google Voice number, indicating that the call was routed through Google Voice.

When a caller makes a call from a number Google Voice recognizes through Gmail's Contacts it will display this number through caller ID, including the photo if you added into the contact's profile. It will not require this caller to announce (it already knows who they are), unless the caller is in a group set to be screened.

Unknown callers will be asked to announce their name in the screening process, if the box was checked in Call Screening.

Google Voice relies upon the contacts in your Gmail account to identify incoming callers, and to route the calls according to the settings for the group you have assigned them to. This is one reason I so highly emphasize building and then grouping your CRM, so that you have as much info in a contact's profile as possible.

Do Not Disturb

If you'd like to send all calls made to your Google number directly to voicemail, you can enable **Do Not Disturb** from a phone or through the Google Voice website. Then, all calls will be sent to voicemail until you disable the setting. If you set this on the Internet site, ALL

phones will not ring. Add the Google Voice app to your mobile phone and change the setting on the specific device.

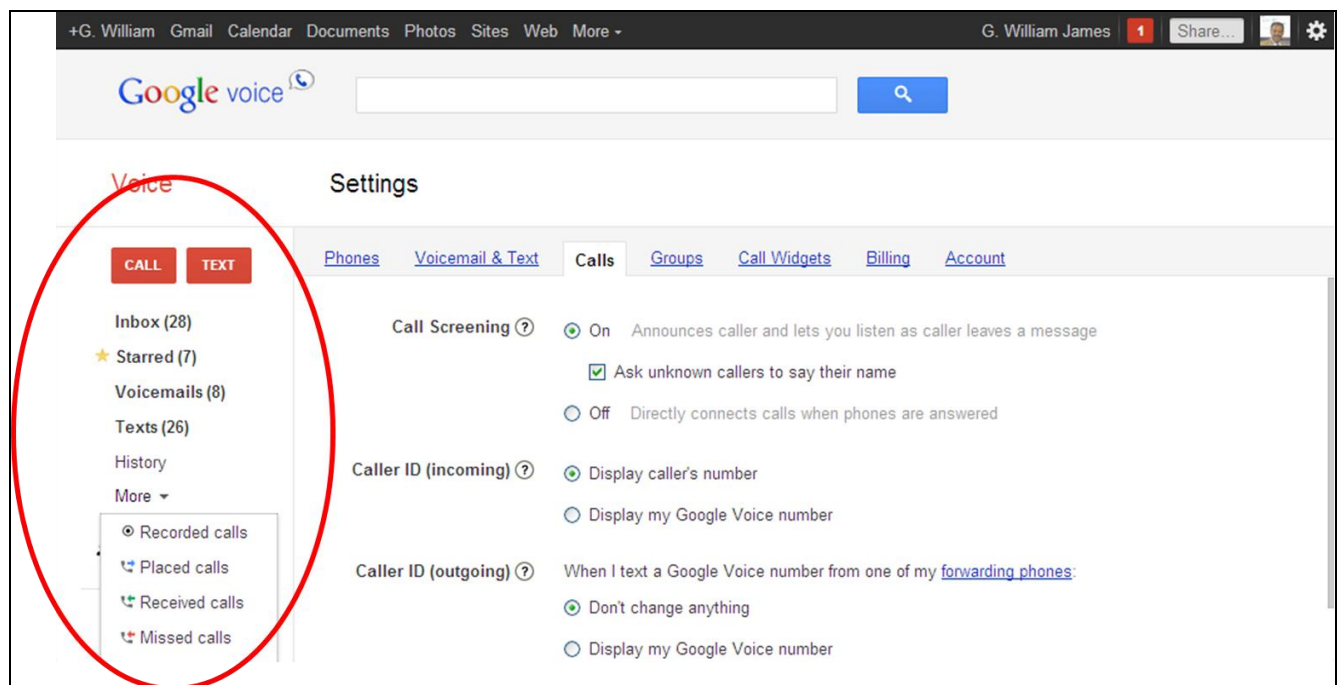
Note that any text message sent to your Google number while **Do Not Disturb** is enabled, will also not be forwarded to the phones you've set up to receive text messages and have marked as 'Mobile'.

Call and Text History

Your voicemails, text messages, and calls are listed on the Google Voice website, in the left panel. They're organized under different labels:

- **Inbox:** lists received voicemail and text messages, as well as recorded calls
- **Starred:** any calls, voicemails, or text messages you've starred
- **History:** all made, received, and missed calls, voicemails, and text messages
- **Spam:** items you've marked as 'Is Spam'
- **Trash:** deleted items that will be auto-deleted after 30 days in Trash
- **Voicemail:** all voicemails received in your Google voicemail system
- **Text:** SMS messages you've sent, received, or replied to from your Google number
- **Recorded:** all calls to your Google number that you've recorded
- **Placed:** calls you've made through the website and phone system
- **Received:** all received calls, voicemails, and text messages
- **Missed:** calls to your Google number that you've missed

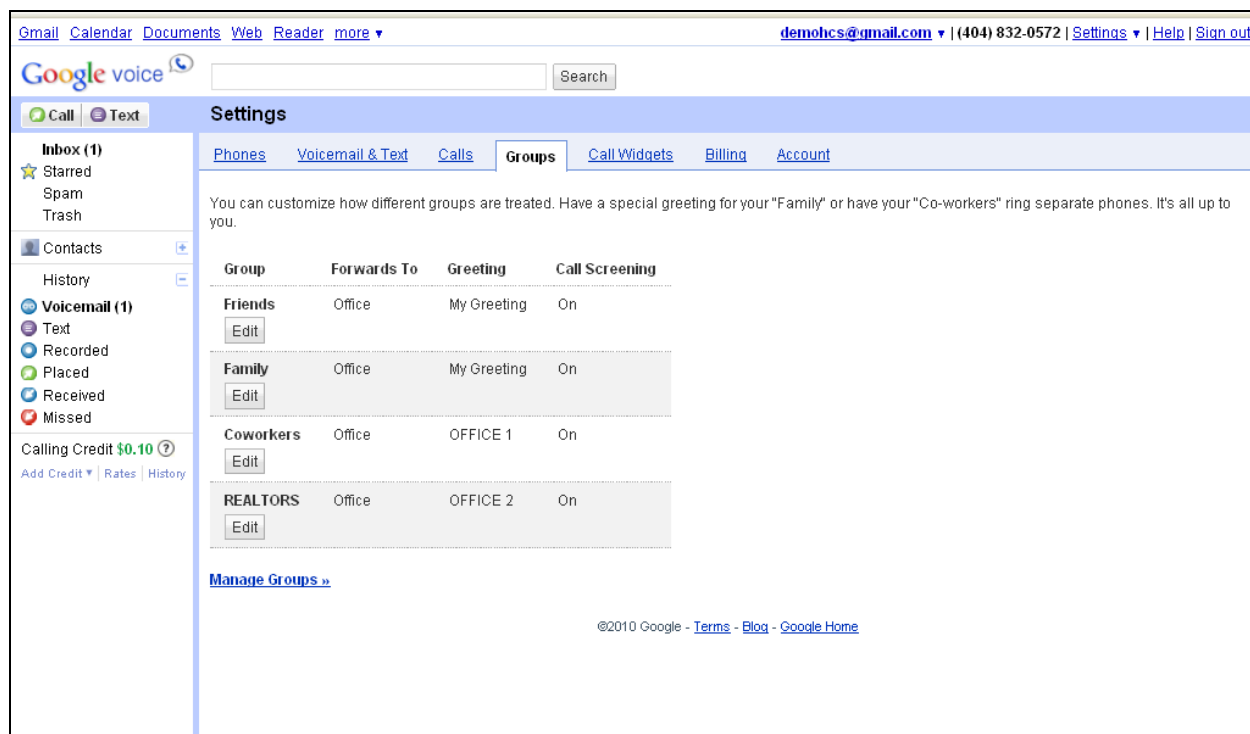
Also, you may type a name or phone number into the global search to pull a log of calls and texts.



Groups Tab

Customizing which callers receive a personalized message is a major feature of Google Voice. Here, you can specify which callers hear that message made especially for them, whenever they call from a number Google Voice recognizes.

The groups you see listed on this screen were created once you organized your Gmail Contacts (see what I mean about building that CRM?).



The screenshot shows the Google Voice interface. At the top, there's a navigation bar with links to Gmail, Calendar, Documents, Web, Reader, and more. The user's email is demohcs@gmail.com and their phone number is (404) 832-0572. Below this is a search bar and a 'Google voice' logo. The main navigation bar has tabs for Call, Text, and Settings. The Settings tab is active, and within it, the 'Groups' sub-tab is selected. The left sidebar shows the 'Inbox (1)' with links to Starred, Spam, and Trash, and 'Voicemail (1)' with links to Text, Recorded, Placed, Received, and Missed. The main content area is titled 'Settings' and has sub-tabs for Phones, Voicemail & Text, Calls, Groups, Call Widgets, Billing, and Account. The 'Groups' sub-tab is active. Below the sub-tabs, there's a text box explaining that users can customize how different groups are treated. Below this is a table with four columns: Group, Forwards To, Greeting, and Call Screening. The table lists four groups: Friends, Family, Coworkers, and REALTORS. Each group has an 'Edit' button. At the bottom of the table, there's a link to 'Manage Groups'. The footer of the page shows the copyright notice: ©2010 Google - Terms - Blog - Google Home.

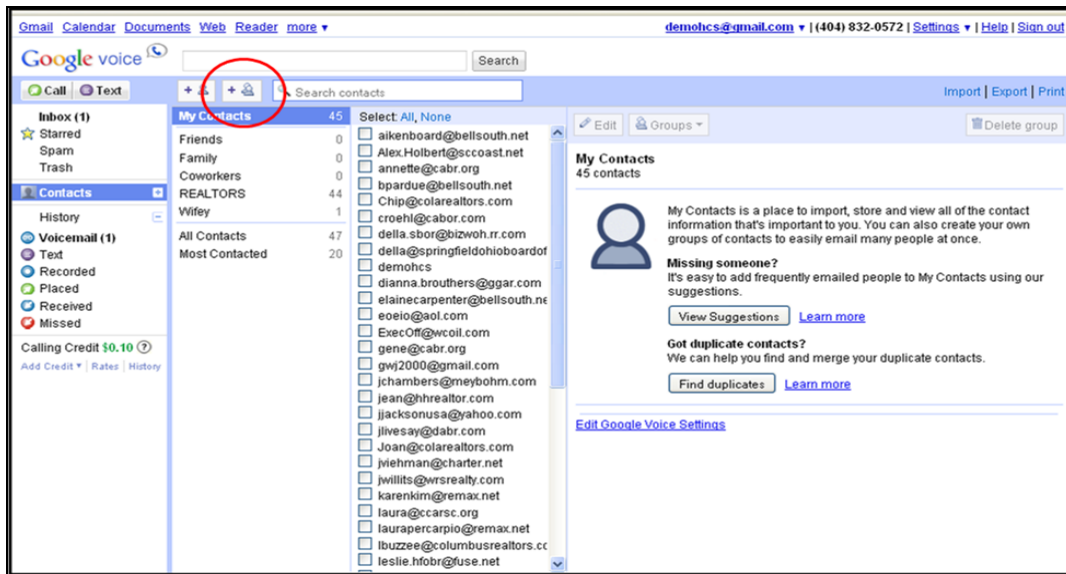
| Group | Forwards To | Greeting | Call Screening |
|-----------|-------------|-------------|----------------|
| Friends | Office | My Greeting | On |
| Family | Office | My Greeting | On |
| Coworkers | Office | OFFICE 1 | On |
| REALTORS | Office | OFFICE 2 | On |

Edit your Groups

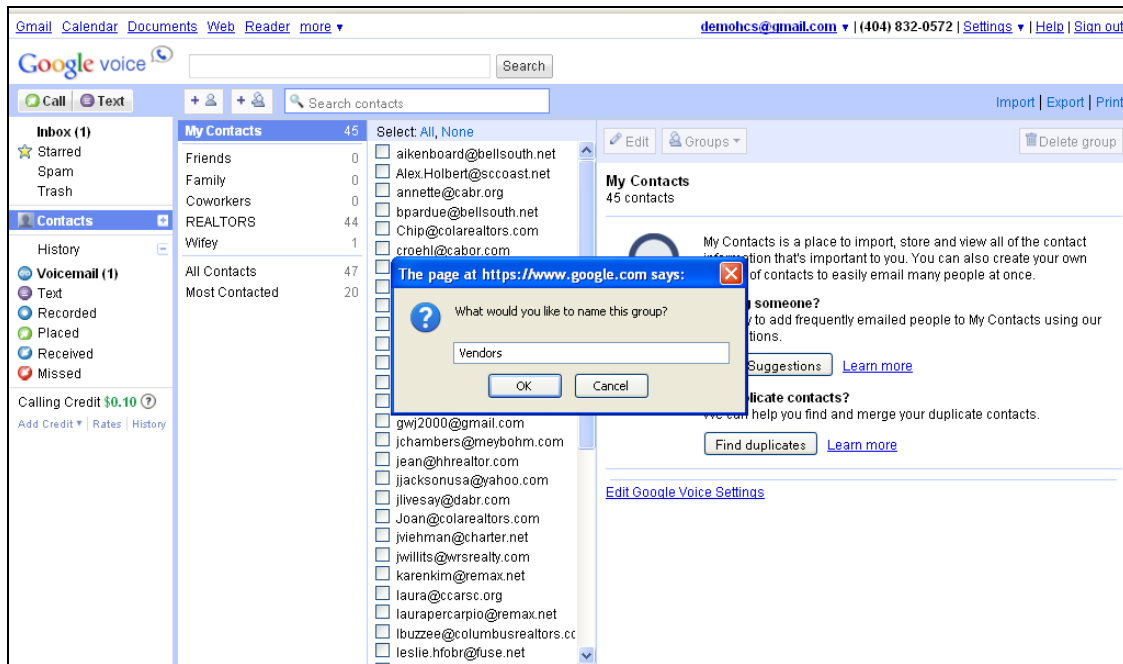
Creating and editing your groups happen inside your Gmail account. From the Google Voice Calls tab, select **Manage groups**.

The link goes to Contacts in your Gmail Account.

Click the link **New Group**.



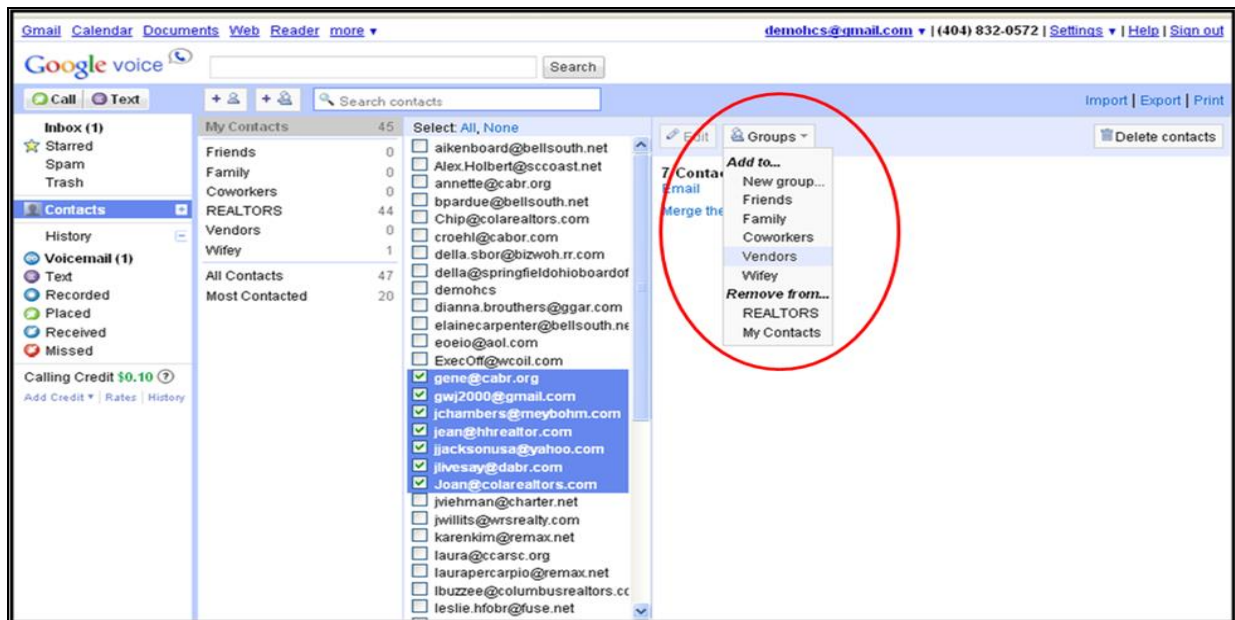
Name the group. For example, I will create the group Vendors. The new group is added to the list.



Click **My Contacts** on the top of the list, and select contacts from your list to import into the group by checking the box to the left of the contact.

Click onto the Groups tab on the right, and add the selected contacts to the new Vendors Group. You have the option of keeping contacts in multiple groups.

Select from the list of groups, or add a new group.

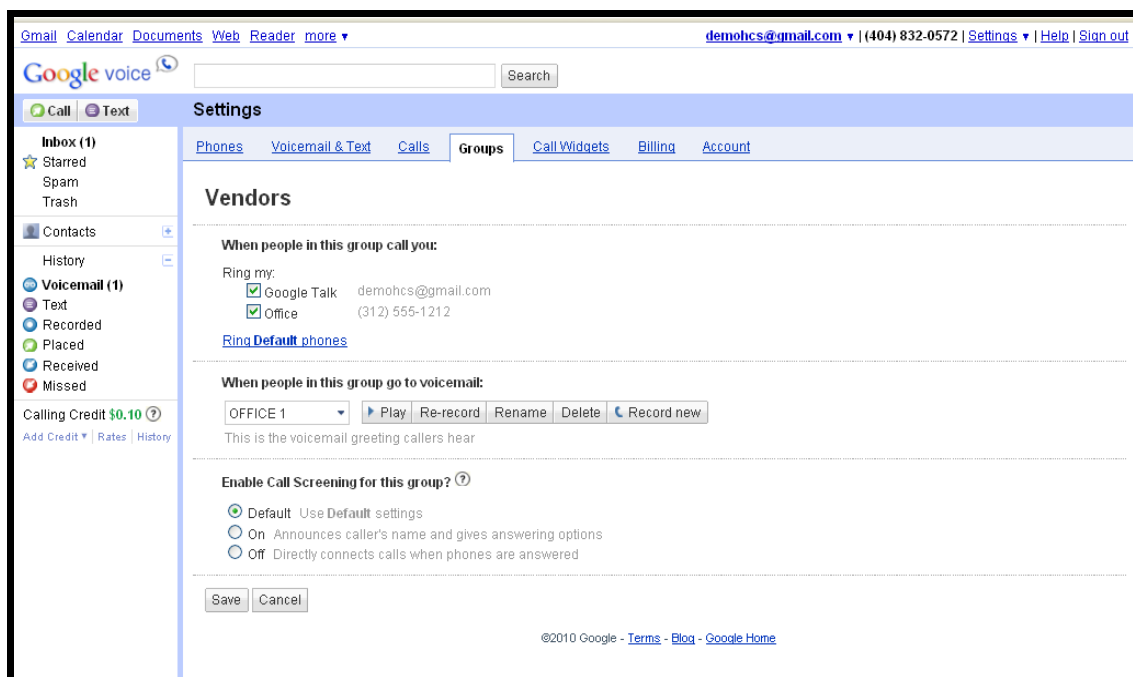


Click on **Edit Google Voice Settings** link to return to Google Voice.

Issue: If you don't see your new group when you return, refresh your browser, or clean your Browser's cache and cookies. Log back into Google Voice, go to **Settings and Groups**. Your new group should be on the list now.

In Groups, select Edit in your new group. Customize the voice greeting and call screening settings.

Those contacts you chose for this group will now be managed by these settings.



How to customize a private message for your spouse, best friend, or anyone

Using the steps above, create a category using that person's name as the category. Edit the category settings with a unique recording that only entries in that group will get, which will be that one person. When caller ID recognizes it's them, they'll have a treat to hear that special message you recorded just for him or her.

Google Voice Tips and Tricks

How to switch phones during a call in Google Voice

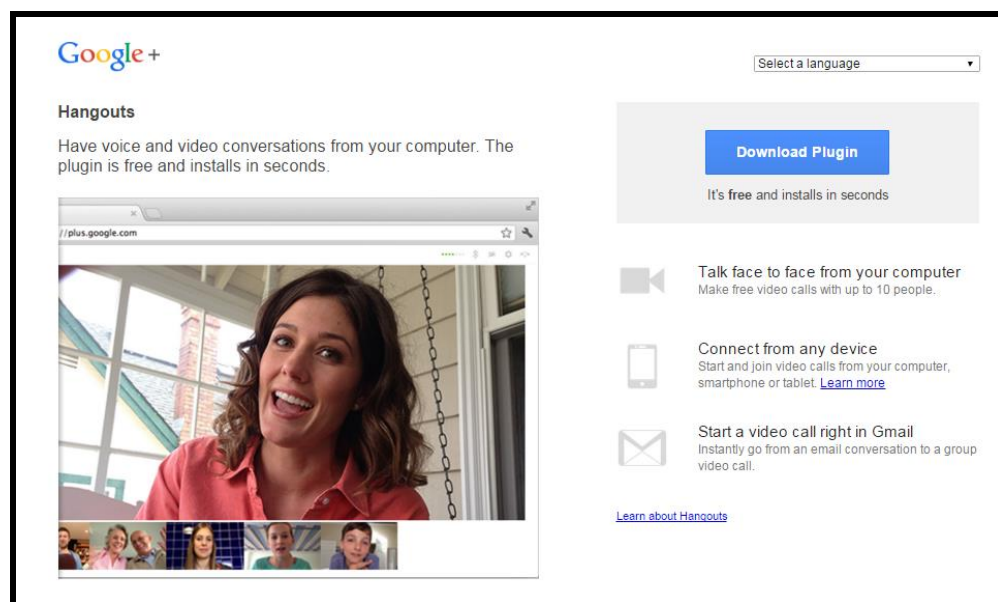
Let's say you're speaking someone on your desk phone, to someone who called your Google Voice number. You have an appointment, and need to leave, but you also need to finish that call. Simply press the *key on the phone, and your mobile phone will ring, if it is an active number on Google Voice too. Take your call and make your appointment too!

How to make calls in Gmail

Free Phone calls to US and Canadian landlines and mobile is a snap in Gmail Chat. International calls are inexpensive and easy as well, with as little as a \$10 deposit to your Google Pay Account.

Google has integrated the phone, instant messaging and video conferencing features under the name Hangouts, and yes, there is an app for that! However, for the desktop and laptop computers, you must first download the **Hangouts Plugin**

<https://www.google.com/tools/dlpage/hangoutplugin>

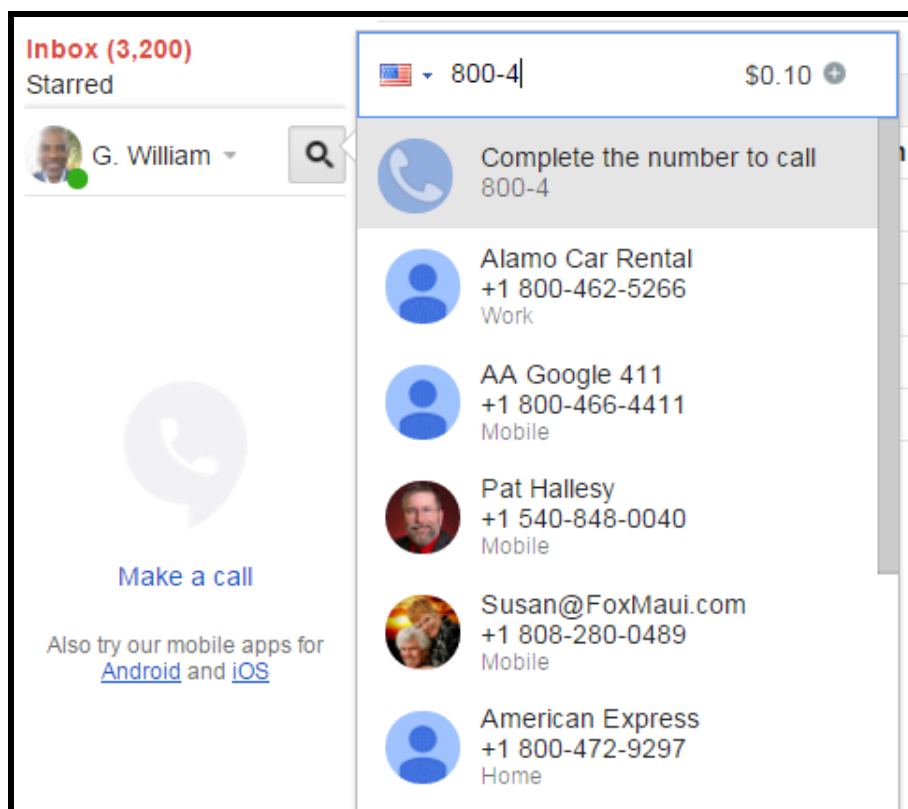


Once installed, the feature is located in your Gmail account in the lower left corner beneath the labels. Click the phone icon to make calls, or the quotation mark to launch video and IM.

You must be connected to Wi-Fi in order for any of these features to work.

Here's how:

1. Open your Gmail account
2. On the left panel, locate and click on **Phone Icon**
3. **Click Make a call**
4. Dial the number or type a name into the top input box



The phone is of course connected to your contacts in Gmail. And will offer suggestions by number or name.

Make a call from an email

You can make calls directly from an email you send or receive.

When you open an email with a phone number in the text, the number will be blue.

Click the phone number in the email.

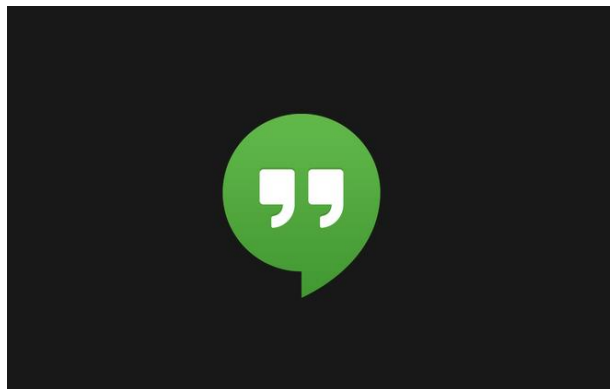
In the dial pad that appears, click **Call**.

Video Conferencing

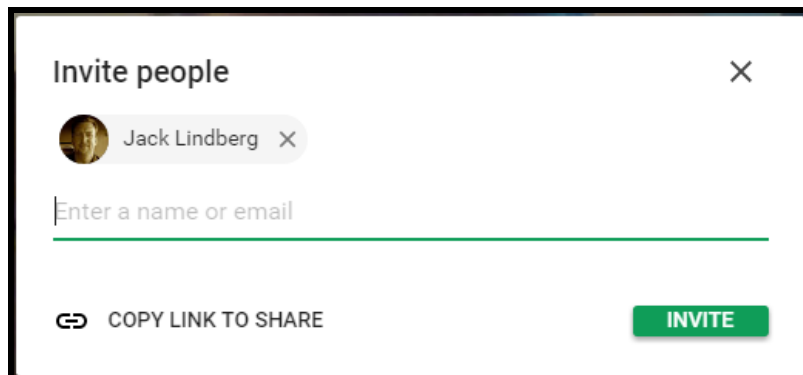
Google Hangouts is the way to communicate with people using video. Different from tools like Skype and FaceTime, Hangouts allows you to connect up to ten people at once for a true conferencing experience. You can invite people to future sessions with a link sent by email, which will launch the event at the scheduled time from their computers, or their mobile devices which have the Hangouts app installed.

Click on the Hangouts icon 

Type a name or highlight a previous contact from the list. When their information appears look for the video camera in the lower right corner. Click the camera icon to launch a session



Add more people by typing their name or email address. Copy the attached link to add to the message. The link will direct them into the Hangout session at the scheduled time.

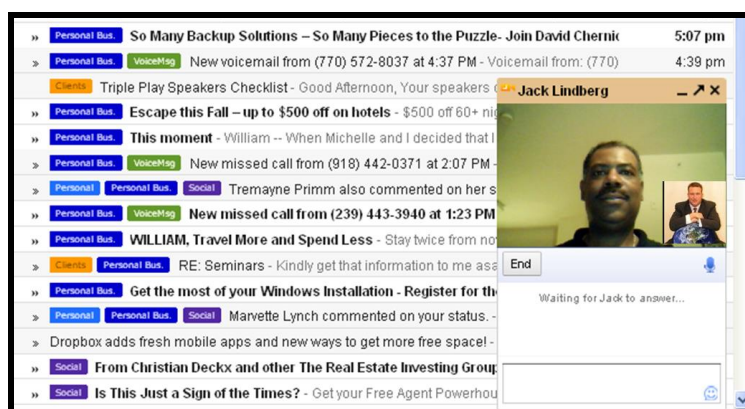
A screenshot of the 'Invite people' dialog box in Google Hangouts. The dialog has a title bar 'Invite people' with a close button (X) in the top right. Below the title bar, there is a list of invited people, currently showing 'Jack Lindberg' with a small profile picture and a close button (X) next to the name. Below the list is a text input field with the placeholder text 'Enter a name or email'. At the bottom of the dialog, there is a link icon and the text 'COPY LINK TO SHARE' on the left, and a green button labeled 'INVITE' on the right.

When you enter the room at that time they will be able to see you- and each other.

There are a number of useful features built into your Hangout session.

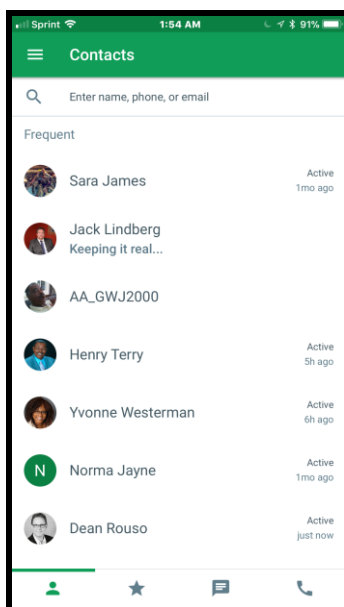
- Here, you can **chat privately** by text with anyone on the Hangout
- **Share your screen**, as in a webinar session
- **Capture** any screenshot by highlighting the image.
- Have fun with disguises and other fun tools with **Google Effects**
- Play a **YouTube** Video or playlist, even broadcast your Hangout in YouTube
- Open a **Google Drive** document and edit, or share so others can edit

Minimize the Hangout so you can continue to work while you chat on your computer!
You will still be seen by others in the Hangout.



Hangouts On Your Phone

Install the Hangouts app to your phone from Google Play or the iOS App Store. The same functionality on the desktop is now available on your phone. Free wifi calling from anywhere in the world if you connect by video.



How to make calls from abroad to the US using Google Voice

This feature gives you the ability using your Internet connected computer or Wi-Fi connected smartphone to make calls to the US if you are out of the country using Google Voice or Gmail. Here's the info directly from the Google Voice Blog:

"Google Voice lets you manage all your phone communications and seamlessly make and receive calls on any of your existing phones. But what if you don't have your phone with you? Or what if you're in a place with poor cell phone reception, or you're travelling internationally and don't want to incur expensive roaming charges? Wouldn't it be great if you could use your computer to make or receive calls? In order to use the Google Voice service via Gmail, you will have to install the [free voice and video chat plugin](#) to your Gmail account.

Before leaving from US, setup a Google Voice account @ www.google.com/voice

Step 1: Is the voice and video chat plugin installed (if needed)? See <http://www.google.com/chat/voice/> for the download.

Step 2: Is your Gmail language is set to English (US)? See <http://www.google.com/support/chat/bin/answer.py?hl=en&answer=187929> for details.

Step 3: <https://www.google.com/accounts/EditUserInfo?hl=en>

(Update country, zip code and time zone with USA details)

Step 4: Mic and speaker test
<https://mail.google.com/mail/?hl=en&shva=1#settings/chat>

Step 5: Computer regional settings should be US

Also, install the Google Voice and Hangouts apps on your smartphone and tablet. If you have a data plan, making calls through the GV app does not incur cellular minutes, as the call is made over the Internet.

Don't have the GV app on your phone? Dial your own Google Voice number, enter your PIN, select 2 to dial out, and make calls from there.

Google Voice Tip: Make a private greeting for your honey or best friend

If you want to impress a caller, record a private outgoing greeting just for him or her. Simply begin by creating a new group in Gmail contacts, and place that contact as the only one in that group.

Be careful not to put them in multiple groups, as others may hear that message you would really want to reserve for that VIP in your life!

SPECIAL SECTION:

SEO: The Path To Making Money With Google



Google Search is the number one tool on the Internet. Its powerful algorithm provides us with optimal results to our queries, based on relevance. Any query can produce hundreds of thousands of results, but the ones that remain on the top of the list are the ones most people will click and ultimately use. Google has a process by which it tries to make certain that the sites that list at or near the top have the information we are looking for based on the content and the tags, or metatags associated with the site.

How can this make you money?

If you have any content on the web, be it your website, a blog, videos or even your social media, your information will show up to any search that contains any words or content that is part of a search. The key is to get your information to land at or near the top as often as possible when someone does a search relative to what your product or service is.


There are two tools using Google's algorithm to optimize searches. **Googlebot**, also known as a crawler or spider, visits billions of websites searching for content and updated pages, and creates an index based upon the words and content of each page.

RankBrain is a tool developed by Google that automatically searches through these billions of pages of web content, and can understand what a page is about, rank its relevancy to search requests, and teach itself to be even better the next time. How we make ourselves more attractive to RankBrain is how we get better noticed in Google searches, and consumers will click on your content instead of others.

As an illustration, let's search "How to make a cheesecake". We'll see how relevance chooses what ranks first.

The Search result is an exact match, word-for-word,

About 3,510,000 results (0.61 seconds)



Suggested clip · 83 seconds

How to Make Cheesecake - YouTube
https://www.youtube.com/watch?v=w15gVEzrc_Q

strawberry a chocolate cherry with cream cheese blueberry lemon

About this result Feedback

People also ask

- How do u make a cheesecake?
- How do they make cheesecake?
- How do you make an Oreo cheesecake?
- How can we make cream cheese at home?

Feedback

Each word in the search are in the description box here but are separated as text.

Easy Cheesecake Recipe | King Arthur Flour
<https://www.kingarthurflour.com/recipes/easy-cheesecake-recipe>
★★★★★ Rating: 4.8 - 159 reviews - 1 hr 48 min - 472 cal
To avoid lumps, make sure the cream cheese is softened, and/or at room temperature. Set the pie pan onto a baking sheet, if desired; this makes it easier to transport in and out of the oven, and also protects the bottom of the crust from any potential scorching. Pour the filling into the crust. Place the cheesecake in the oven.
[Easy Cheesecake](#) · [Caramel Pecan Cheesecake](#) · [Pie Filling Enhancer](#) · [Zwieback](#)

How to Make Cheesecake - YouTube
https://www.youtube.com/watch?v=w15gVEzrc_Q
Jun 15, 2011 - Uploaded by Allrecipes
We'll show you how to make classic cheesecake in 5 easy steps. But first, prepare your tools and ...

The Cheesecake Factory Original Cheesecake Recipe | MyRecipes
www.myrecipes.com/recipe/cheesecake-factory-original-cheesecake
★★★★★ Rating: 5 - 30 reviews - 519 cal
Make filling: Use an electric mixer to mix cream cheese, sugar, sour cream and vanilla. Blend until smooth and creamy. Scrape down sides of bowl. Whisk eggs in a bowl; add to cream cheese mixture. Blend just until eggs are incorporated. Step 4. Remove crust from freezer and pour in filling. Carefully place cheesecake ...

PHILADELPHIA Classic Cheesecake - Kraft Recipes
www.kraftrecipes.com · [Recipes: Browse All of Our Recipes](#)
★★★★★ Rating: 4.6 - 452 reviews - 5 hr 45 min - 340 cal
Watch our video to learn how to make this delicious PHILADELPHIA Classic Cheesecake. Prepare this rich, creamy PHILADELPHIA Classic Cheesecake today!

Let's say you selected the #3 result from the list:

By selecting the third listing, and by staying on the site an average of 3 minutes 10 seconds, RankBrain will consider your use of the page as valuable and could increase its ranking.

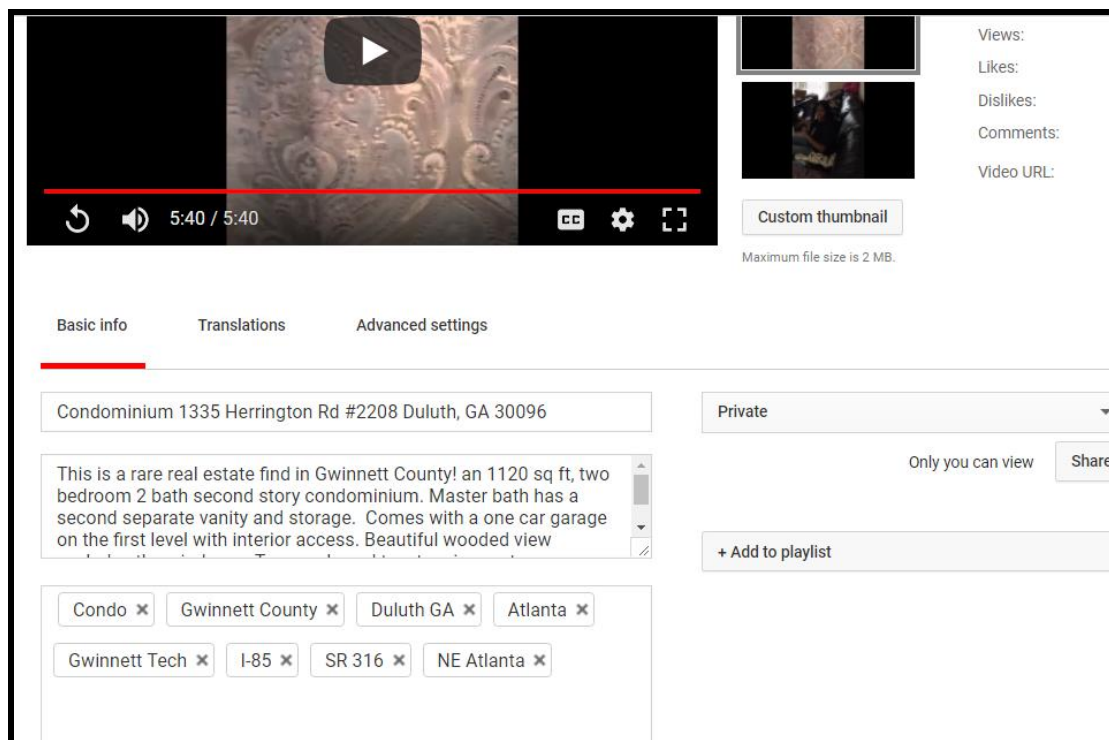
How to get your website and listings to the top

In the most-simple terms, you need a combination of the right words in your website and clicks. Here are some easy steps on how to get both.

Word choice is vital to discovery- When adding keywords to your site or video, every word counts, but the way they are structured is what brings you towards the top. Optimization is to have the words and terms that people are likely to search.

Web Pages: edit the page description to include as many relevant terms as possible. Avoid just writing keywords, but rather to use the keywords in a paragraph describing the content on each of the pages.

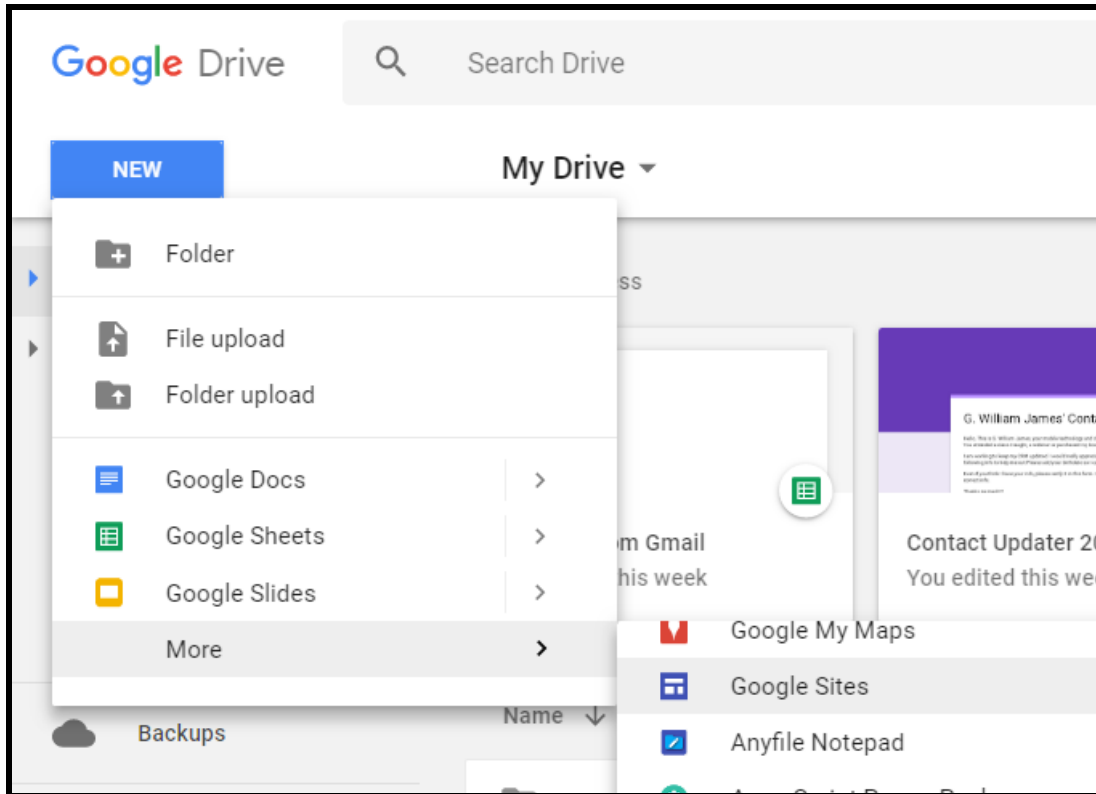
YouTube videos: The title of the video is very instrumental in how it ranks in both Google and YouTube searches. When uploading your video, there is also a dialogue box for a description and should be fully utilized. Below the description box is a place for tags. Add your website address to the description box so they will index as related. Also, getting viewers to subscribe to your YouTube Channel will elevate your rankings as well.



Social Media: Your social media accounts should contain multiple links to your website and other online media such as listings.

Google Sites Pages: Create Google Sites single web pages for your listings. In addition to giving you a convenient link to advertise your featured listings, These Google pages will also rank and associate with your other pages, thereby increasing your relevance.

Go to your Google Drive account, Select New > More > Sites.



Chapter 6:

YouTube



YouTube is Google's video-sharing Web application by which since 2006, users can upload, share, and view videos.

With your Google account, you can upload a lot of videos, with some quite good and useful editing features. Unregistered users can watch the videos only.

What we will cover in this chapter:

- **Setting up your YouTube Channel**
- **Customizing your personal look**
- **How to create playlists of YouTube Video**
- **How to upload your video**
- **How to Use the Creator Studio**
- **How to edit, tag and post your video**

YouTube offers mobile professionals, particularly those in sales a unique opportunity to market their business for free, and to potentially billions of YouTube users worldwide. The secret to getting users to view your content is to (1) create compelling videos that will generate buzz and a viral following, and (2) creating a YouTube Channel by which you may organize videos into playlists and direct your marketplace to view your videos by invitation or by subscription.

The popularity of video tools like Periscope, Blab and Facebook Live have given a new meaning to how we can reach out and communicate with customers and network with colleagues alike, by video streaming live through social media. YouTube has joined in as well, and offers you the opportunity to communicate in real time with people too, and to save them as YouTube videos that you can embed into your website, blog page or social media accounts. Get your followers to subscribe to your Channel and they will be notified when you are live onscreen.

Sign in with your Google account username and password:

<http://www.youtube.com/>

Step number one; you don't need to be signed in to read the terms of service. Understand what types of video you may or may not upload, to make sure you don't violate copyright laws or FTC rules. You also cannot take someone else's video and claim it as your own. This is all about how your video content is copyrighted.

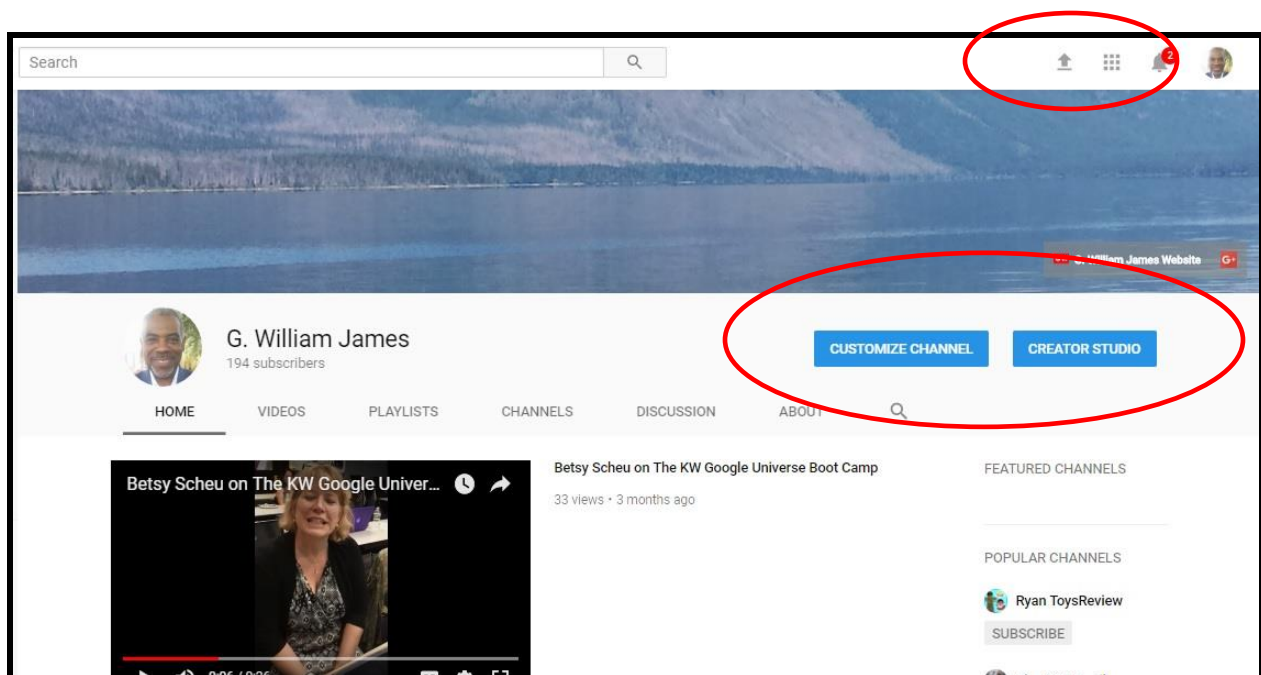
<https://www.youtube.com/watch?v=Cp1Jn4Q0j6E>

Once signed in, click the drop-down menu (horizontal lines) to the left next to the YouTube logo and select **My Channel**. On this page is where you will find all things YouTube can be organized for you. Let's begin with a tour of My Channel:

The left panel is where you will find your **Playlists** (videos you have saved and organized) as well as **Subscriptions** (YouTube users you follow). Click onto **Browse Channels** to see recommended YouTube Channels to subscribe if you like, and if you save lots of subscriptions, the **Manage Subscriptions** button may be of help.

Across the top above your photos you will find the YouTube Search engine, your number of current subscribers, the Video Manager, an Upload button, a notification bell and your profile photo which holds its own secrets we will soon reveal.

The YouTube Search engine is second only to Google search itself as the most used search engine per day with an average of over 3.5 billion searches per day in 2015.



Every time a user **subscribes** to your Channel you will see the meter grow. As you add content, subscribers are notified through their Channel or sometimes in Gmail. Just to the right will be a meter of how many total views your videos are getting.

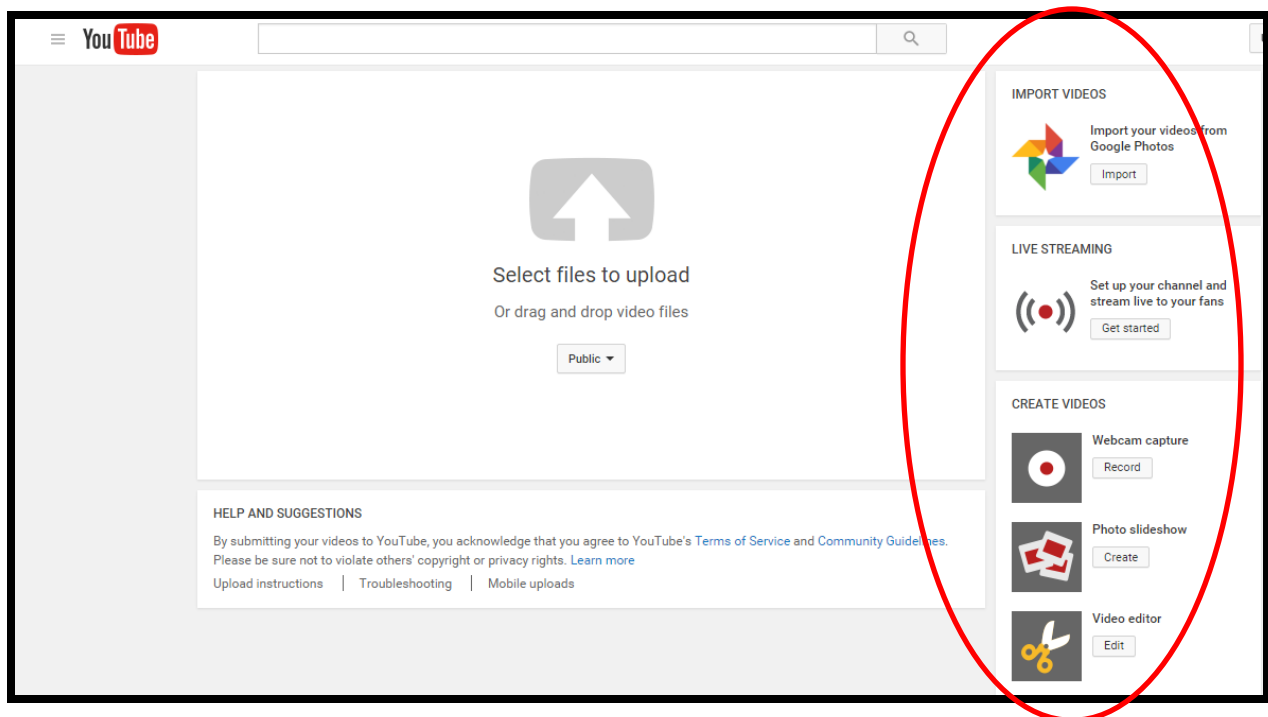
Use The **Customize Channel** button to add a personal background photo, your welcome video and any playlists you want to give public access to. All of the videos in playlists don't have to be yours, but they do have to be public on YouTube. The **Creator Studio** takes you behind the curtains, to where your own videos have been uploaded for your use. Lots of details to discover here, which we will go to in a moment.

There are a few ways you can **Upload** video content into YouTube, from your computer hard drive, mobile device, smartphone or tablet, a video recorder or a camcorder. From your PC, if you have a webcam installed you can record directly to YouTube and save it.

Select **Creator Studio**. You can also access this menu from the Video Manager. Here you will see the **Dashboard** with an overview of your channel's activity, the **Video Manager** to see the list of your uploaded videos, editing tools and analytic reports about each video. **Live Streaming** can be set up from this page as well as custom **Settings** (see the gear next to Creator Studio on the right?) for who will see your video, choose playback settings, and connecting YouTube to social media accounts. Select Channel to customize uploading features and defaults, monetizing videos, etc.

Uploading A Video

Adding a video to your dashboard is simple. From your channel page, click **Upload**.



Import Videos from your Google Photos or Picasa Web Albums. This link will direct to your Google Photos App that is connected to the same Gmail address.

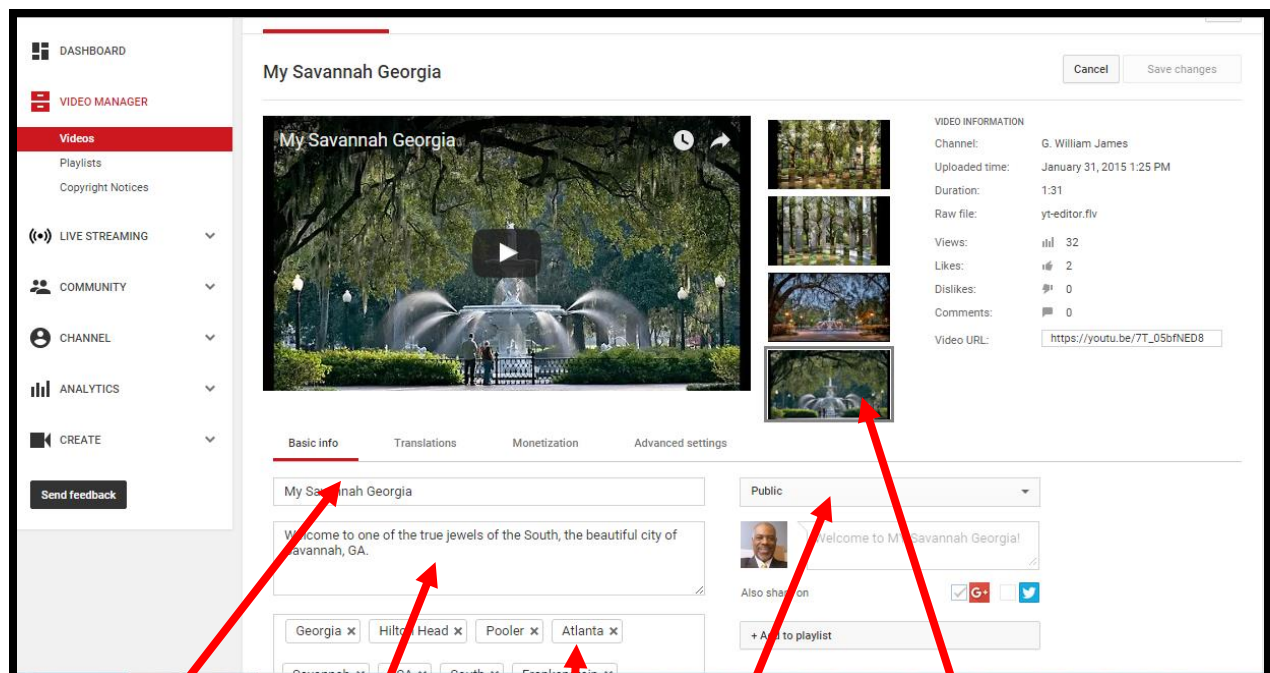
Live Streaming allows you to create live video streams that others can view you through YouTube. It will also record the video so you can embed to your website, share on social media or on your YouTube channel.

Webcam Capture will turn on your webcam installed on your PC or laptop. Simply look at the lens and talk. The video will save on your dashboard.

Photo Slideshow Take a photo slideshow you have saved in Google Photos convert it to a YouTube Video. The feature allows you to set the duration of each image, transitions or even set the slideshow to music.

The **Video Editor** has great features for enhancing your uploaded videos, create a new video from multiple video clips and photos, add music, annotations and more.

Select a file from your hard drive or recorder or upload directly from your smartphone or tablet (you must have the YouTube app installed). It may take a while to upload and process based on video length and your upload speed. Once uploaded, you can now select Edit from the Video Manager and customize your video settings, preparing it for viewing and sharing.



Title your video here Add a Description Search Tags Privacy Setting Choose a Thumbnail

In **Info and Settings**, create a **Title** for your video a name that will be easy to identify and will return high on the list of search results. Provide a **description** of the video, using words

that will help your video get discovered in a search. Provide a list of **Tags**, or keywords that the search engine will use to bring up your video in the search results when similar keywords are used to search for related video. In most programs, tags require a hashtag # before the keyword (like #butterflies if you wanted your video to be discovered when someone searches for anything butterflies) even if it is not part of the title or description.

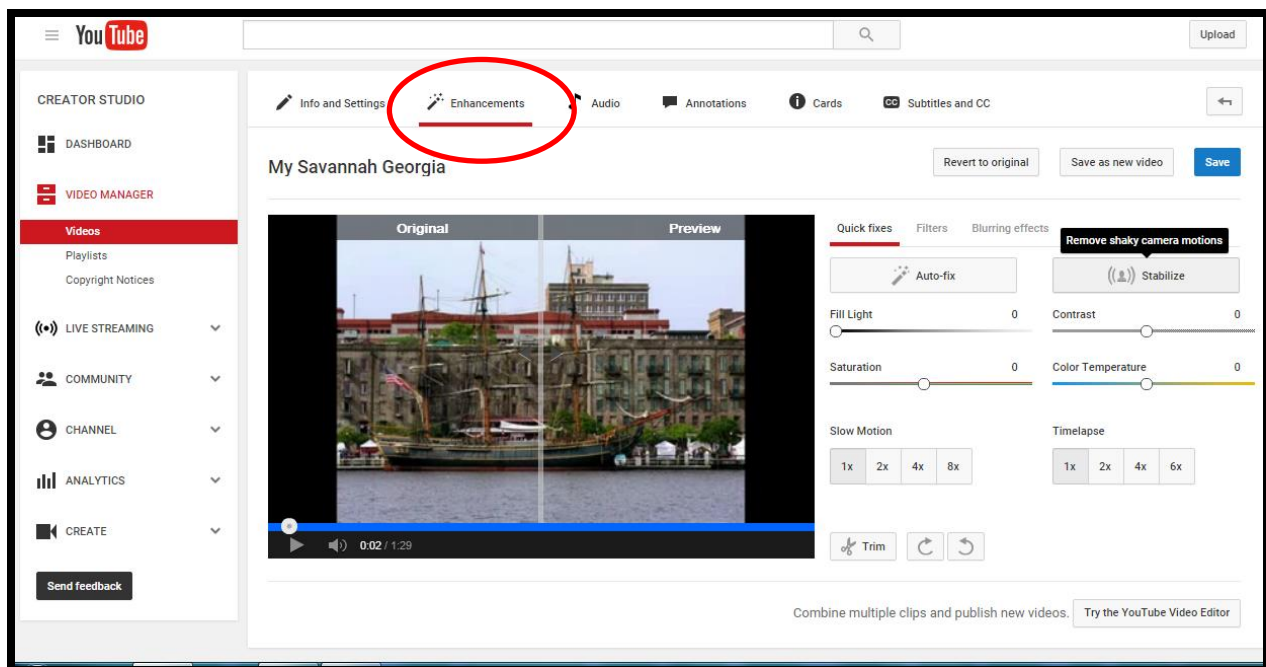
Choose a **Privacy** setting to determine how your video will be accessed by others.

- Private – Only those you specifically select to access the video by email invitation can view.
- Unlisted- The video is available to anyone with the video URL, but is not publicly searchable.
- Public- Anyone can view at any time, and is part of the YouTube search engine.

Choosing a **thumbnail** from the three choices or upload your own. This image is what will show on the screen with the Play button.

Remember to save any changes before closing the page.

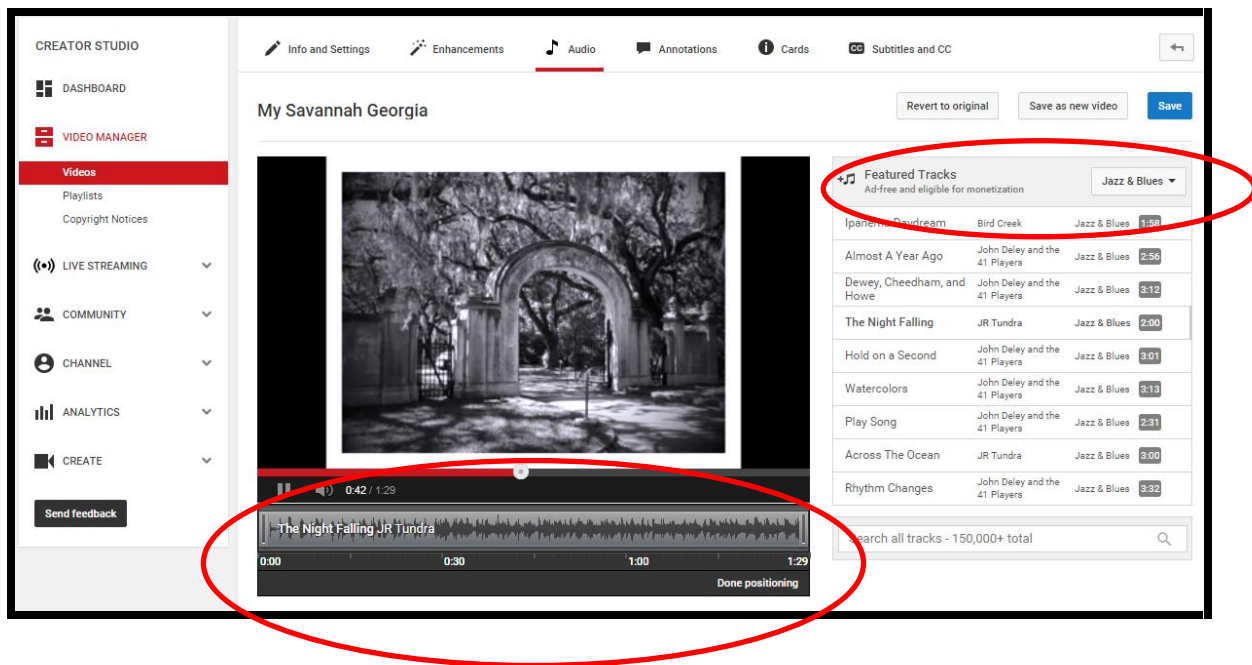
Now Click to **Enhancements**:



The Enhancements tab is where you will find how to make some basic changes to color, contrast and brightness of your video. Practice, Practice, Practice is my recommendation if you are unfamiliar with using these tools with images and video. Feel free to test out different enhancements and settings here because you can always **revert back to the**

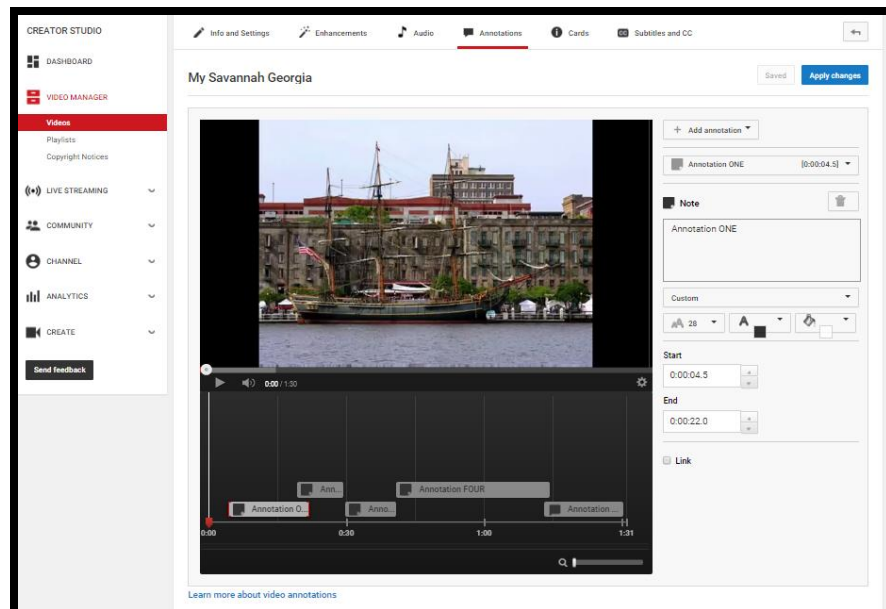
original settings as long as you do not save your changes first, or **save as a new video** and keep the original intact.

If you do like the changes you made here, save them and move on to the next tab, **Audio**.



In the Audio settings tab, you may choose from over 150,000 license-free tracks, from a number of genres to add to your video. Once you select a song, you may position when the song begins and ends on the video. **It is best to choose a song that equals or is longer than your video. The music feature does not loop songs or add a second track at this time.** If you have a voice track on your video, you can use the slider to favor the original (voice) track, equal voice and music, or put the music behind the voice track, sliding left to right. At the date of this writing, this feature, while quite cool, has not been working well, even in Chrome. I hope Google is hard at work on a fix.

Keep your original or save your changes and click the tab **Annotations**.



A unique way of adding your written message to a video is to add annotations, They are especially effective with photo slide shows and videos without a voice track, but you have added music.

Click on the Annotations tab, and your video will begin to play. Locate the exact place in the timeline you want to add the annotation and then pause the video.

Click “**+ Add Annotation**”) to choose between speech bubble, add note, or spotlight. Add the desired text, set the text and background colors, or add a web link

Use the **timeline tabs** (see figure 2) to adjust begin and end times that the annotation will display.

With each additional annotation, an editing widget will appear in the panel to the right. Edit the text, or refine the display times down to the exact frame.

Feel free to experiment here as you like to get your timing and transitions right. You can always edit, even delete your annotations anytime from your Video Manager.

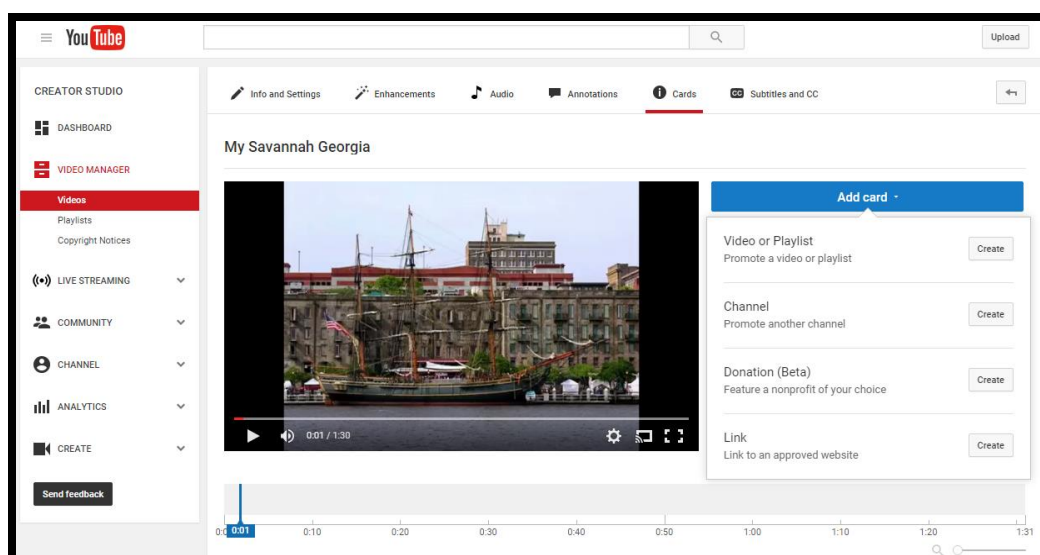
NEW! The **Cards** tab

You can use cards to add interactivity to your videos. Cards can direct viewers to a specific web address (from a list of eligible sites) and show custom images, titles, and calls to action, depending on the card type you choose.

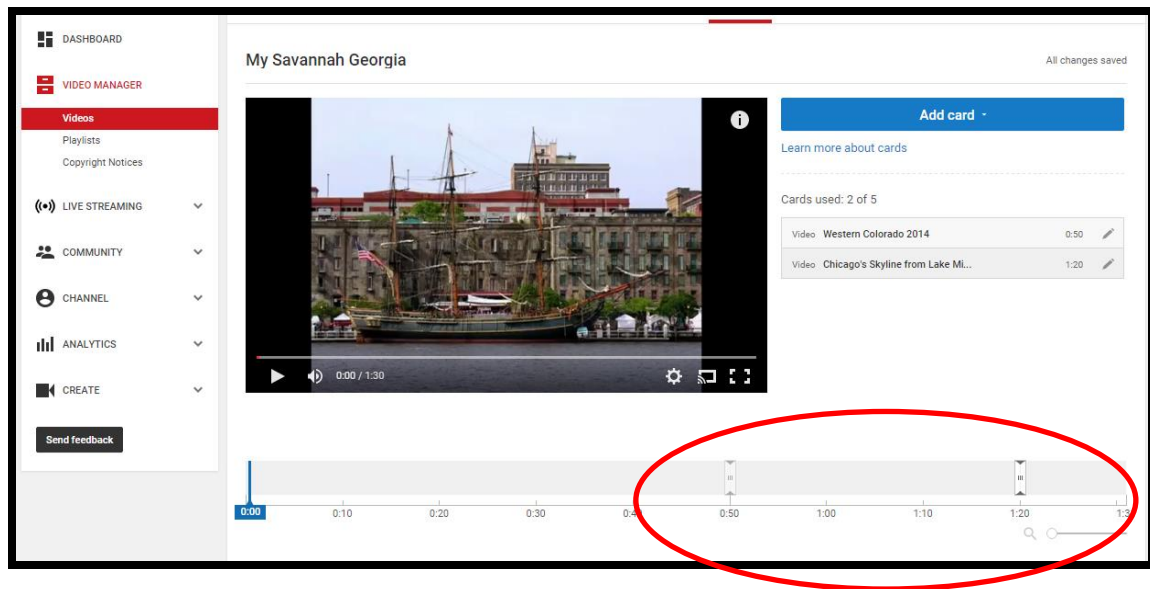
For now, this feature is only available to viewers on computers, Android devices running version 10.09 and up, as well as iOS versions 10.07 and higher. Other viewers of your video will not see the Cards notification appear. You will also need to grow a viewership before you can completely use the feature.

Let’s click on Cards, and then select Add Card in the blue box to the right:

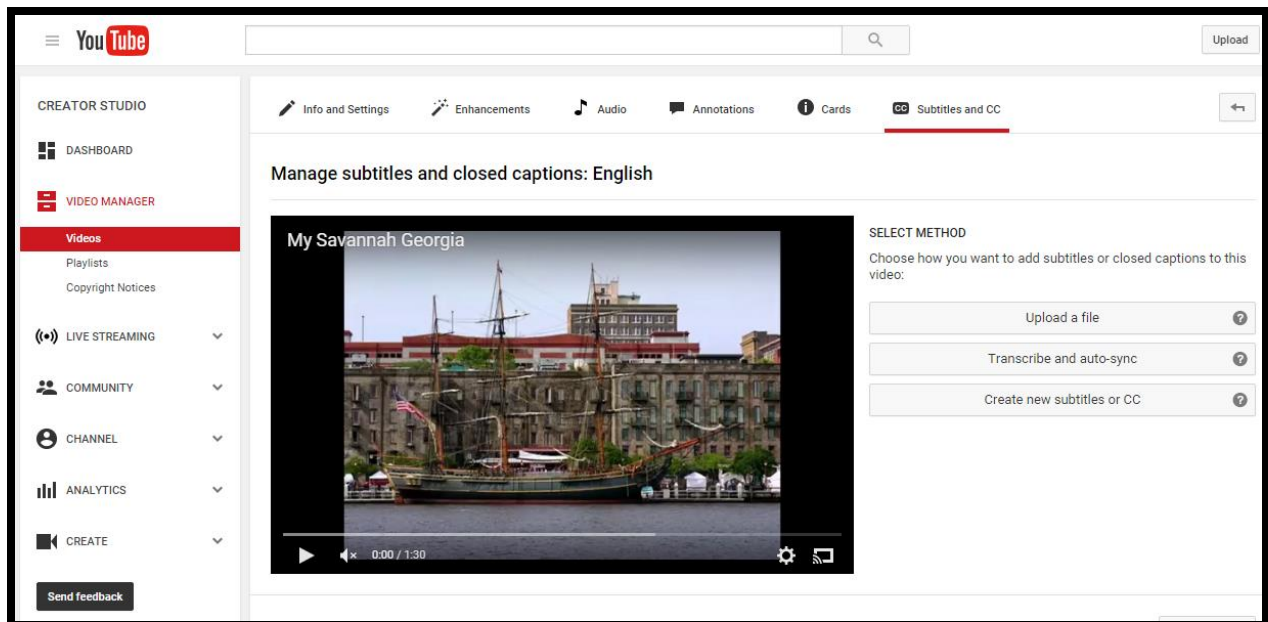
From the dropdown list, choose the type of card you want to add to your video. Below we will select to add a video by clicking **Create**.



I chose two videos from my list of available files, and moved the slider for cards at :50 and then 1:20



Managing Subtitles and Closed Captioning



From the YouTube help site:

You can create new subtitles or closed captions from scratch or edit drafts in progress. Check out [our video on creating subtitles and closed captions](#) or follow these instructions:

Choose the language for the subtitles or closed captions you want to create. Use the search bar to find languages that don't automatically show in the list. If you've already started working on a language, you can select it from **My drafts**.

In the draft for the language you want to work on, play the video. If your fans have added updates since your last version, you'll see a "Your fans submitted an update" notice at the top of that language draft's screen.

When you get to the part where you want to add something, type your content into the box. Don't forget to add text describing other sounds happening in the video. For example, you can add sounds like applause or thunder as [applause] or [thunder] so viewers know what's going on in the video.

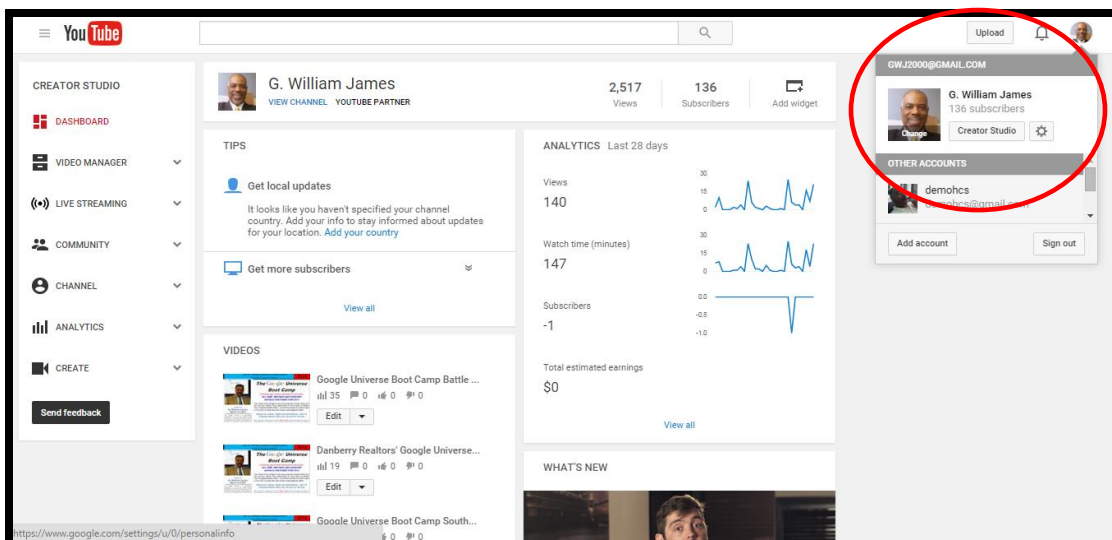
If you need to, adjust when the caption starts and ends by dragging the borders around the text under the video.

Repeat this process for all the spoken words in the video. If you don't have time to finish the whole video, your changes will be saved in your drafts and you can pick up again later.

When you're done, select **Publish**.

To speed up your work, you can also use these keyboard shortcuts:

- **Enter:** Add the subtitle.
- **Shift + space:** Pause or play the video.
- **Shift + left arrow:** Seek back five seconds.



YouTube Tip: Place your featured listing video on your website or blog page

Once you have completed editing and publishing your video, and adding it to your channel, embed the video to the welcome page of your website. Set the control so that the video plays whenever the web page is opened.

Chapter 7

Google Photos



Google Photos is a cloud-based photo and video sharing service. It was originally a feature of the Google+ social network app. The new Google Photos includes unlimited photo and video storage, and apps for the Android and iOS and web browsers. Users back up their photos to the service via their phone or tablet, or from their hard drives. Any photos backed up to the service from any connected device become accessible to all connected devices.

The Photos service analyzes and organizes images into groups and can identify and sort photos by recognition, such as beaches, skylines, or other physical features. From the application's search window, users are shown potential searches for groups of photos in three major categories: People, Places, and Things. Google Photos can analyze photos for similar faces and groups them together into a category. It can also group faces as they age!

The Places category uses geotagging data but can also determine locations in older pictures by analyzing for major landmarks, like if it recognizes Mount Rushmore, or the Sphinx. The Things category processes photos for their subject matter: birthdays, buildings, cats, concerts, food, graduations, posters, screenshots, etc. Users can manually remove categorization errors.

If you share photos with others, they don't need the app to view. They can be easily downloaded or shared into social media, websites, blogs, email, or text from the mobile app. To share photos, the application generates web links that both Google Photos users and non-users can access

The unlimited storage supports images up to 16 megapixels and video resolutions up to 1080p the To upload larger files, you store them in Google Drive storage space. Larger resolution photographs typically taken digital SLR cameras, can be uploaded manually from the camera or hard drive through the Google Chrome web browser, or by using an app like **Syncdocs** which can directly transfer camera memory card photographs to Google Photos.

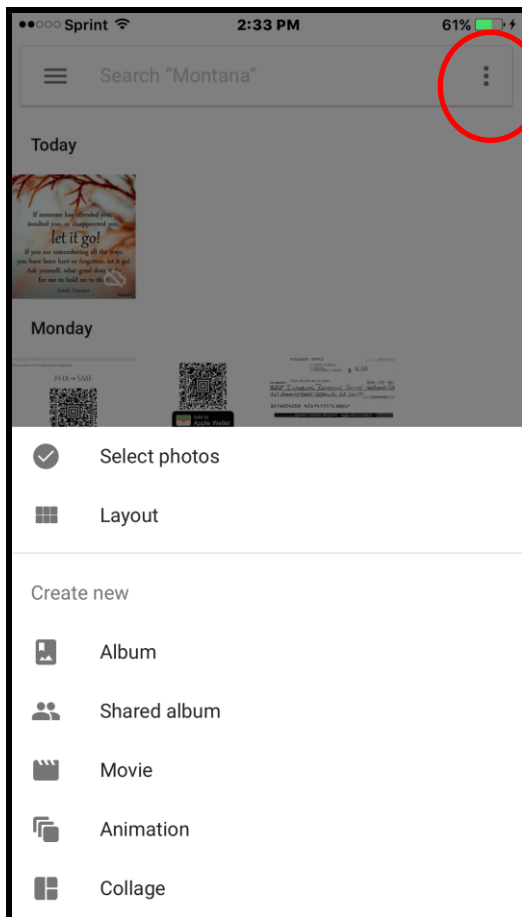
How To Create and Organize in Google Photos

Once you have installed the app on your smartphone and tablet, your photos stored on each device will begin to upload from the gallery into the Google Photos cloud account. They will be sorted and organized by date and any albums you may have already created. You will be able to edit, sort or delete photos from any connected device which will affect the same photo on all other connected devices.

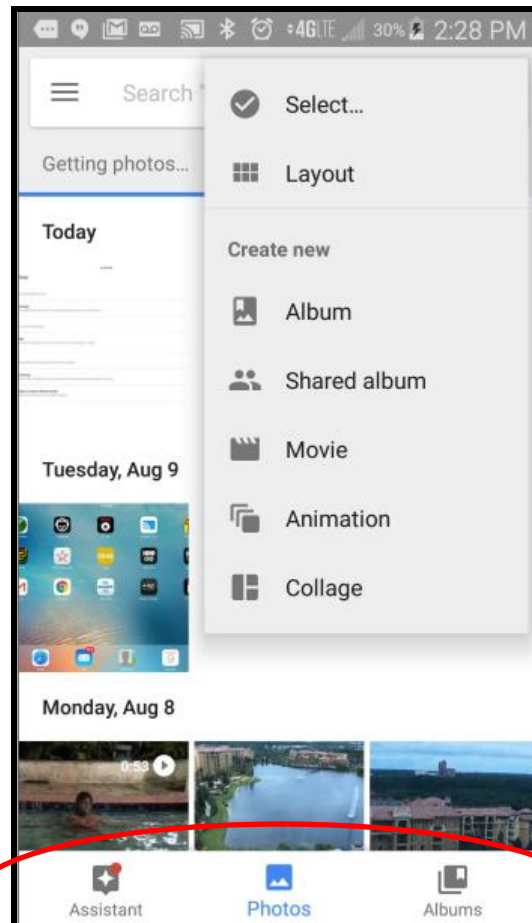
When you turn on sync, the recommended setting is to sync only when the device is connected to Wi-Fi, as to minimize your mobile data usage. If you have unlimited data on your smartphone you may upload from either, but know that Wi-Fi will be faster.

Tap the three vertical dots in the upper right corner to open the main menu. From here you can customize the settings. Here is how it displays on the most popular mobile devices:

Apple iPhone



Android



You can also sort photos and videos by individual files or by albums. The Assistant is always available to help organize, create movies or animations.

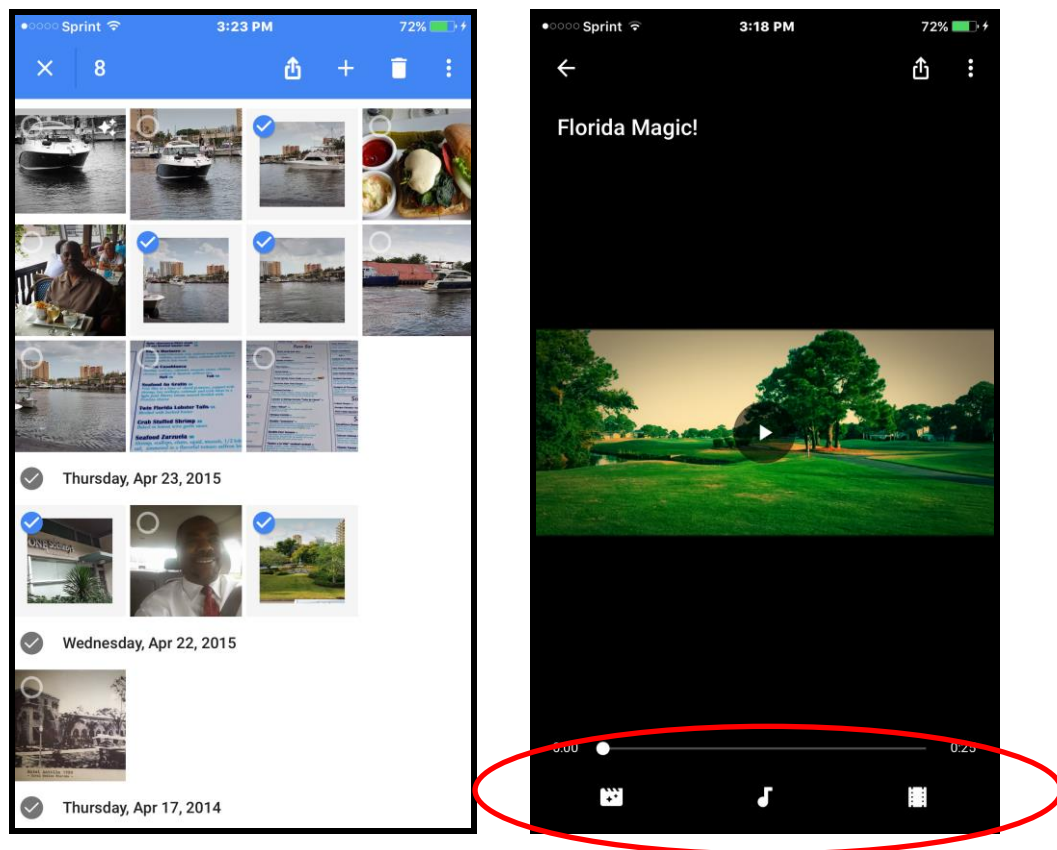
Tap **Select** to choose individual photos. Tapping the image will place a check on the images selected. Once you have chosen the images, you copy or move them to a collection (album) download or share to another person or social media.

Tapping **Layout** changes the interface by which your photos will be displayed. Choose between comfortable, which magnifies the photos a bit for easier viewing, or being organized by day, month or year.

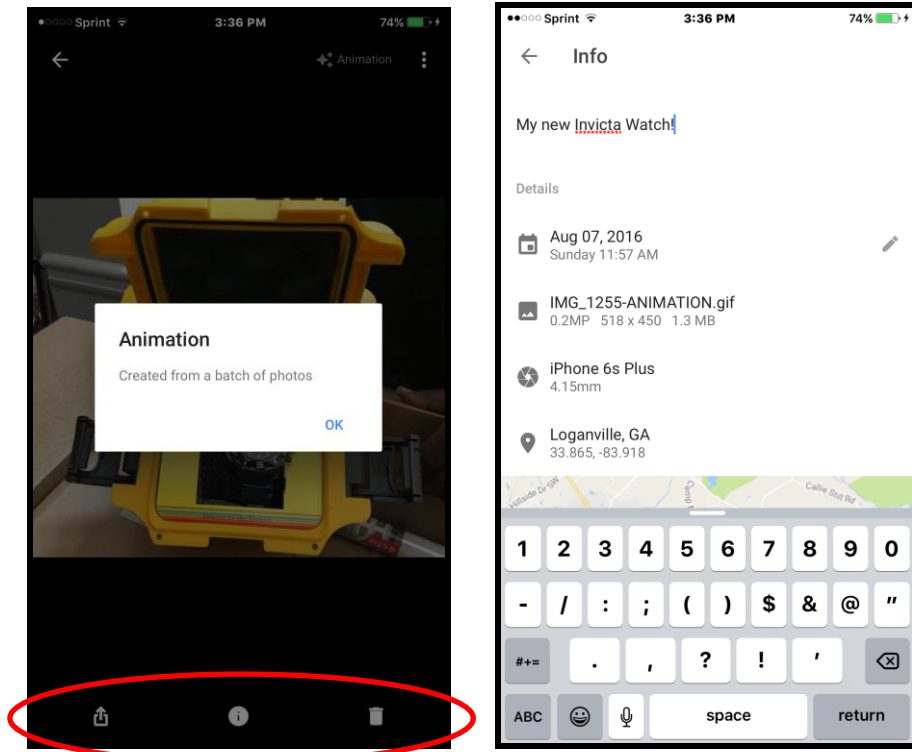
To create a new **Album**, simply make the selection, name the collection and select photos to place into the new album.

A **Shared Album** is one by which you have given permission to another user to see the album on their own Photos account. Any changes to the album will reflect on what they see as well.

Create a **Movie** by selecting up to 50 photos or videos, tap create and let the Assistant create a video slideshow of your photos. Once completed, at the bottom of the screen, select to add images, image filters, add music or edit out photos from the movie before you publish it by tapping the check in the upper right corner. Share your video by creating a link or using another mobile app by tapping the share icon at the top right of the apple iPhone or the lower left icon on the Android.

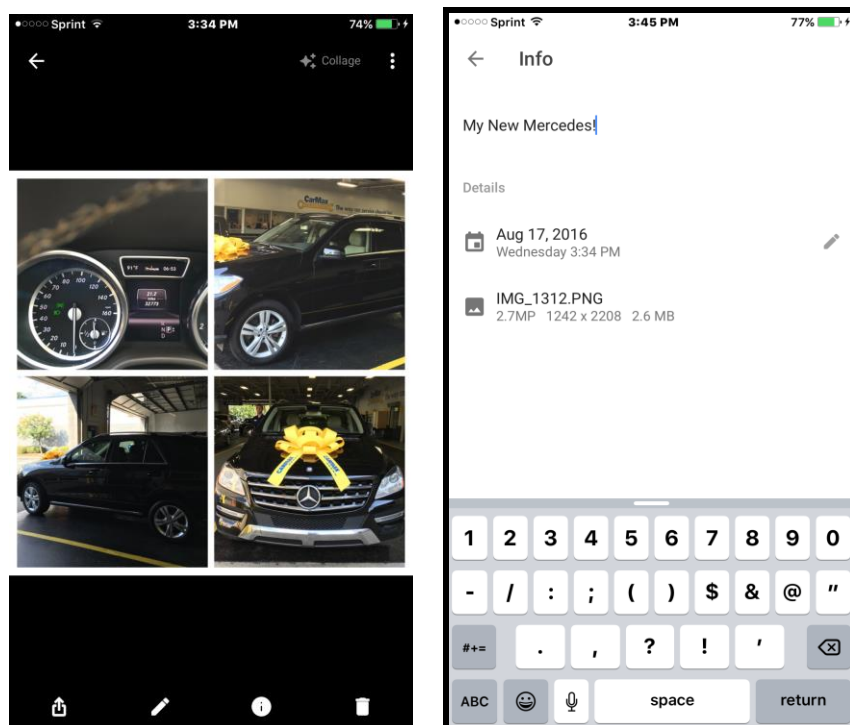


The **Animation** feature allows you to collect from 2-50 photos and display them in a more rapid succession than a slideshow. If you have a number of photos that illustrate a progression, such as a person diving into a pool you can create the sequence leading to the splash into the water. Simply select the photos in sequence, and select Animate.



Press the center icon to type in information about the photo sequence.

Finally, the Collage feature will organize related photos into a common frame. Simply select the photos, tap the + icon and select Collage. As with Animate, tap the center icon to name the collage photo.

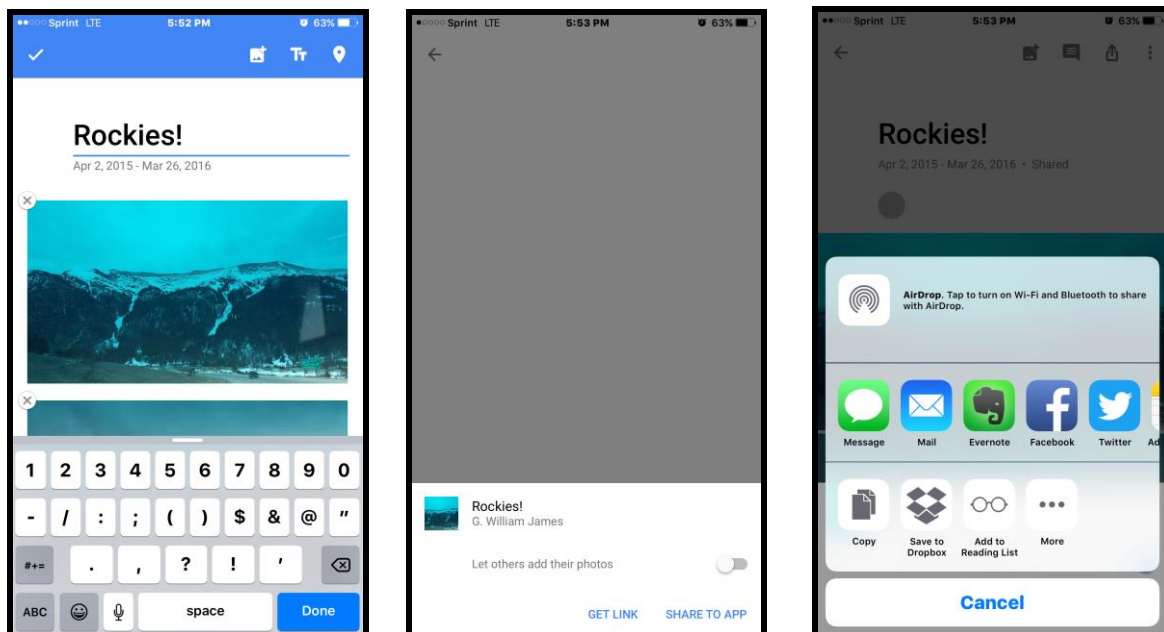


How To Share Photos, Movies and Albums in Google Photos

Sharing images in Google Photos is an easy, convenient and powerful way increase your brand presence, introduce your products or service, and provide prospects with all they need to choose you as their provider. Using images of your business in social media is essential in today's business landscape, because people respond to images. Recording short videos that people can access easily is a marvelous way to establish yourself as a source of knowledge in your industry, and will make you attractive as the go-to person when a need for your service has been established.

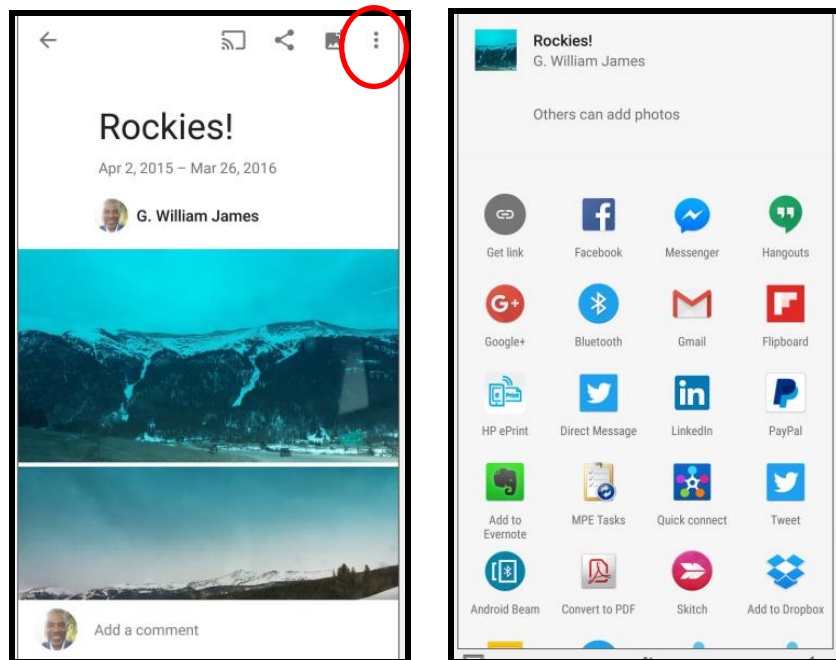


On the **Apple iPhone**, Select the photos, tap the + icon and select Create album. Now tap the Share icon and choose to create a link or share to an app. To create a link makes the album accessible by a URL that can be pasted anywhere on the Internet it can be opened, or by email or text. If you choose to share to an app, the menu window will open with the choices to upload the photo album to, such as to Facebook or Twitter. What appears on this menu depends upon the current apps on your phone.



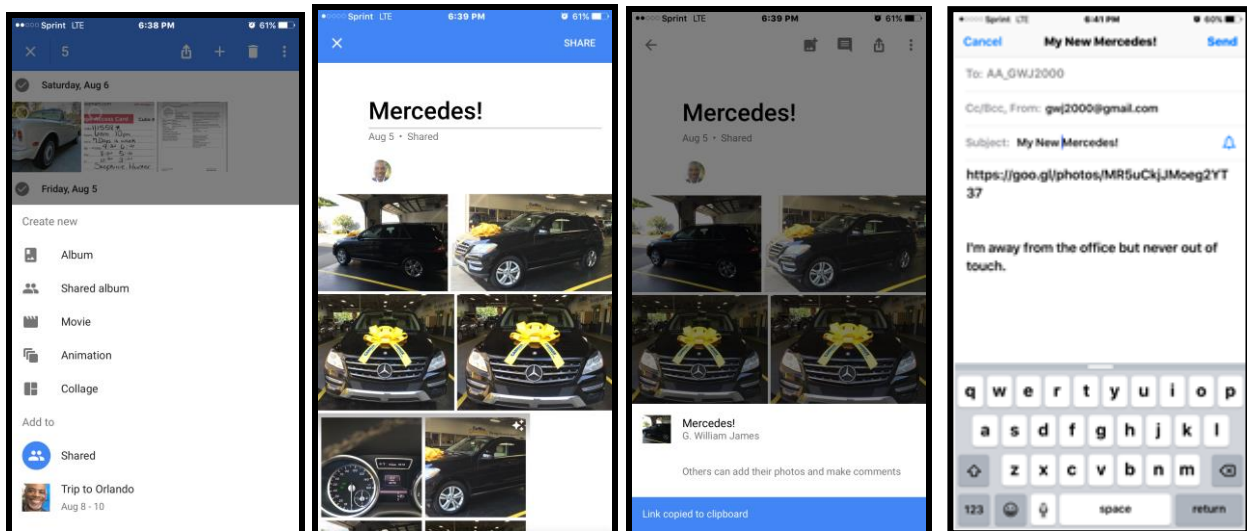
Apple iPhone Sequence

On the **Android phones**, Select the photos, and tap **create**. Now tap the Share icon and choose to create a link or to which app you choose to share the album, such as Gmail, Google Drive, Facebook or Twitter. Just as with the iPhone, what appears on this menu depends upon the current apps on your phone.



How To Share Photos, Movies and Albums To Other Users' Accounts

If you are working with a team and need to have the same photo albums available wherever you are, this is a great way to do so. As the owner of the photo album, you have the ability to share the contents with other Google Photos accounts, and will update with the latest changes you make to the album to all with whom you have shared it. Here's the Sequence:



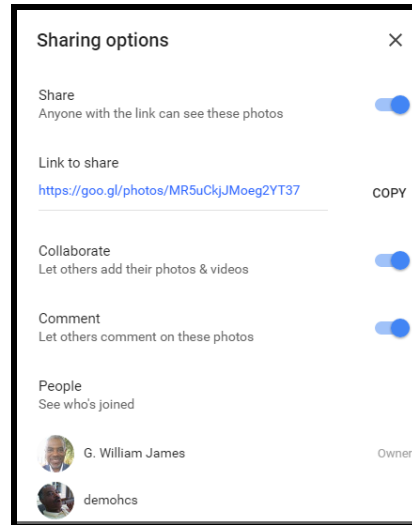
Create The Album

Select Shared Album

Copy Link To Clipboard

Send by Email or Text

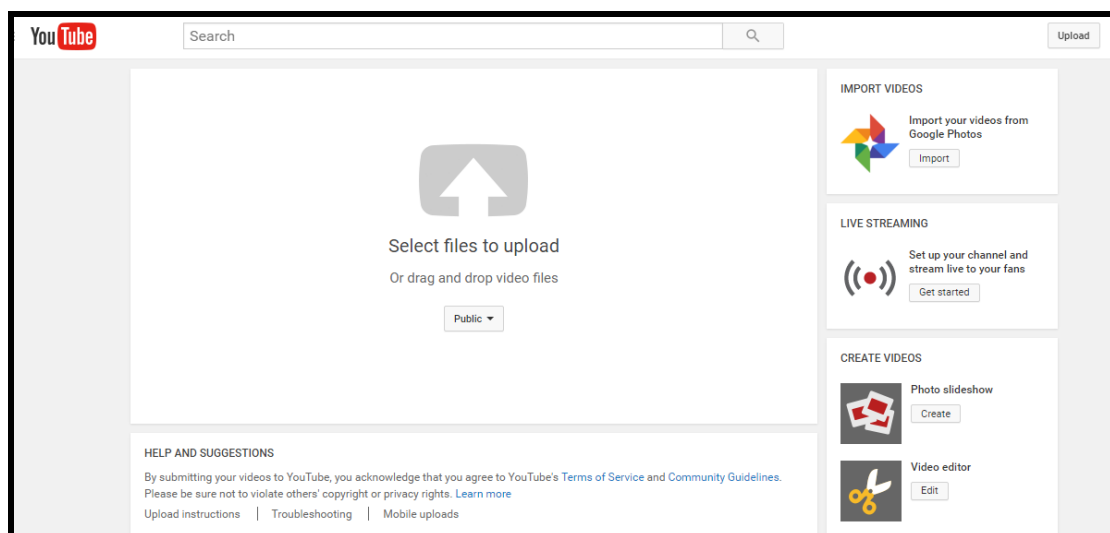
Once you have selected the album as one to be shared, create a link or share to an app. When the recipients receive the invitation to join the photo album and opens the link, based upon the settings you made in Sharing Options, they may have the option to collaborate, meaning they can add photos of their own to the collection. You will see them as soon as the account updates. Another option is to allow comments to photos.



The Sharing Options

Photos Tip: Create a photo slideshow in YouTube

In YouTube, one of the upload options is to create a YouTube video using Google photos. Starting in Google Photos, select all the images and download them to a folder on your computer. Open YouTube, select **Upload**, choose **Create Slideshow**. Select the downloaded photos, and YouTube will convert the slideshow into a video that you may set to music, annotate, or make other useful edits as explained in the previous chapter on YouTube.



Useful favorite Apps for Android and Apple

●**SMS Backup** If you can't find this in Google Play, go here on your computer using Chrome where you are signed into your Google account and install from there:

<http://www.apk4fun.com/apps/tv.studer.smssync/>

If it doesn't work after signing into the app on your device, or if it says you must update your IMAP settings in Gmail, you may have to change the security settings to allow other apps to have access. Do that here: <https://www.google.com/settings/security/lesssecureapps>

Allowing less secure apps to access your account

Google may block sign-in attempts from some apps or devices that do not use modern security standards. Since these apps and devices are easier to break into, blocking them helps keep your account safe.

Some examples of apps that do not support the latest security standards include:

- The Mail app on your iPhone or iPad with iOS 6 or below
- The Mail app on your Windows phone preceding the 8.1 release
- Some Desktop mail clients like Microsoft Outlook and Mozilla Thunderbird

Change account access for less secure apps

To help keep Google Apps users' accounts secure, we may block less secure apps from accessing Google Apps accounts. As a Google Apps user, you will see a "Password incorrect" error when trying to sign in. If this is the case, you have two options:

Option 1: Upgrade to a more secure app that uses the most up to date security measures. All Google products, like Gmail, use the latest security measures.

Option 2: Change your settings to allow less secure apps to access your account. We don't recommend this option because it might make it easier for someone to break into your account. If you want to allow access anyway, follow these steps:

Go to the "Less secure apps" section in My Account.

Next to "Access for less secure apps," select **Turn on**. (**Note to Google Apps users:** This setting is hidden if your administrator has locked less secure app account access.)

If you still can't sign into your account, the "password incorrect" error might be caused by a different reason.

My Fabulous Finish

Cloud computing is the way we will communicate, be informed and entertained from now on. Television networks and print media all understand that if they want to keep us attentive they have to be online, as this is where we spend our time.

Google TV, Netflix, Hulu, Amazon, Roku, Apple TV and others offer on demand viewing of their content from anywhere, while the most popular newspapers and magazines don't rely on us at the newsstand anymore. They offer us the content on the web.

The computer itself is being replaced by devices with only minimal storage space, and no media drives, because we all have apps that direct us where we want to be on the Internet. The same goes for our personal data, as we have discussed in this guide to the Google suite of cloud-based apps. There will be many more to come, in fact there are other choices out there today; however it is Google that has made it easy for us to integrate these tools into one useful system, for free, as Facebook has done for social networking.

About The Author

G. William James has since 2000 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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