

Google

Workbook

Presented by: Kim Wood

<http://TheTechByte.com>

Save the Dates!

Check our website for upcoming FREE webinars (online classes).

Google Training Camp

6-weeks packed full of Google training focused on the real estate practice. Kim will delve deep into how to use many Google applications to help you in your business. A 60+ page workbook is included as well as access to all recordings. Live webinars held every Tuesday at 2:00 PM Eastern time. Homework will be assigned.

<http://TheTechByte.com/Google-Camp>

Classes begin: Tuesday, October 30th (You will have access to recordings if you can't attend live).

Let's Connect!

The Tech Byte is on Facebook – <http://FB.com/TheTechByte>

The Tech Byte is on Twitter – <http://Twitter.com/TheTechByte>

Kim is on Twitter – <http://Twitter.com/KimWood>

Creating a Google Account

Before you get started with any of the Google Applications and Products you need to set up a Google Account. This is FREE and can be completed in five minutes.

Visit <https://accounts.google.com/SignUp> and fill in the form with the information requested.

Make note of your new Google User Name: _____
and password _____ so you don't forget it 😊

👉Tip

When selecting your *User Name*; keep in mind this will also be a GMAIL email address. Some suggestions to try:

- FirstName
- FirstName.LastName
- LastName.FirstName
- FirstInitialLastName
- Other user names you already use online

***Be cautious about using your location or brand – those things just may change in the future.
Before using the word REALTOR® in your name – check the trademark policies and make sure you are compliant. (Reference: <http://www.realtor.org/letterlw.nsf/pages/trademarklogointernet>)***

Google Profile

Your Google Profile is a place for you to be found online and if you optimize it with your websites, you will make the search engine happy for all of your sites.

Tip

This profile will become linked to your Google+ profile if you venture into that Social Network.

If you already have your profile set up – take the time now to go back and review it. Make sure that you have it all complete so it is working for you.

Create your profile at <https://profiles.google.com/>.

Here is a checklist for you to complete the important elements of your profile:

- Photo: Select a recent photo of YOU (not a logo or business).
- Introduction: A short BIO describing what you do and love to do (not just real estate/business oriented).
- Occupation: Go all out business here.
- Employment: You can list your company and any volunteer positions you have (Association involvement, etc).
- Places Lived: This is valuable for clients whether you have always lived in one place (the area you practice) or if you have moved a lot.
- Work: Let people know how to contact you.
- Profile Discovery: Be found. Select [Profile Visible in Search].
- Other Profiles: You may want to link to other online profiles you have (Twitter, Facebook, LinkedIn, etc)
- Contributor To: Do you blog? Have a website? List the links here.

Accessing Google Tools

To access the Google Goodness of tools available for you, visit <http://Google.com> and select [MORE] and [Even More].



GMAIL – Google Email

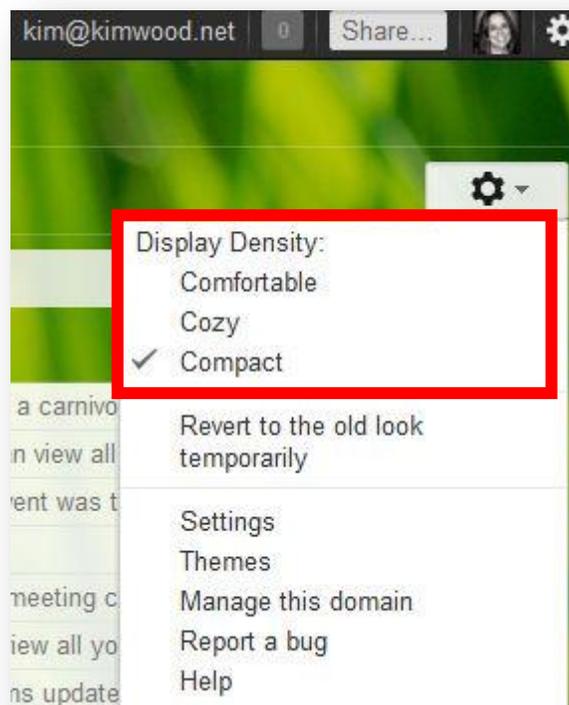
<http://GMAIL.com>

As a past die hard Outlook user, I fought the move to Google’s GMAIL, but once I took the plunge I’ve never looked back.

GMAIL is top-notch, offering many features that no other email program can match including:

- Cloud: Having your email available via a website (with an option for Offline) makes it easy to access from any computer or mobile device without taking up space on your hard drive.
- Search : It takes seconds to search through over 20,000 (*and probably more, I just can’t testify to that yet*) emails and take a single word out of the subject, sender, and body of the email message to give you results that you are looking for.
- Organization: Using labels with optional color and various Inbox views, you can stay organized and keep your email exactly how you want it.
- Extras: With various labs and extensions you can customize your email to offer the things that you will use in your business.

There are three views available for how to display your mail. Try out each one to find your preference. You will find the settings in the upper right hand corner below the mail settings wheel.



Staying Organized

There are many ways Google Email can help with organizations and emails.

Labels

Labels can be set up to keep emails filed and in one place for easy access. You can set up labels with subcategories as well. If you like colors, you can also apply a color to each label 😊 . I like to keep my real estate files using Seller's Address or Buyer's Last Name.

REAL ESTATE

- BUYERS
 - Smith
 - Brown
- SELLERS
 - 555 Main St
 - 123 Anywhere Rd

You can dismiss the emails from your INBOX by clicking the X next to Inbox on the tag of your email.

👉Tip

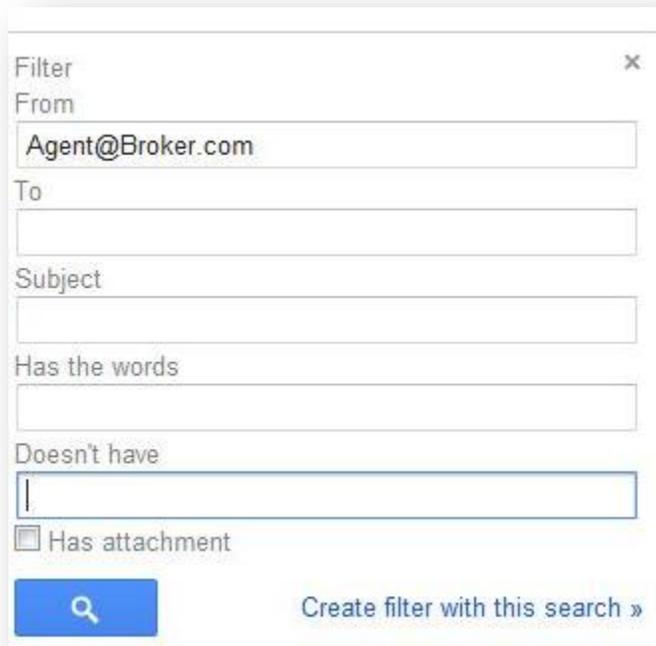
Send a text message to GOOGLE (466453) with your search query and you will receive a text message with the results from Google.

Filters

By using Filters (aka “rules) you can cut down on the clutter in your inbox and read the messages when you select to.

Examples:

1. Transaction: Create a filter showing emails from Co-op Agent and Client all skip the inbox and go directly to a Label (folder).



Filter

From
Agent@Broker.com

To

Subject

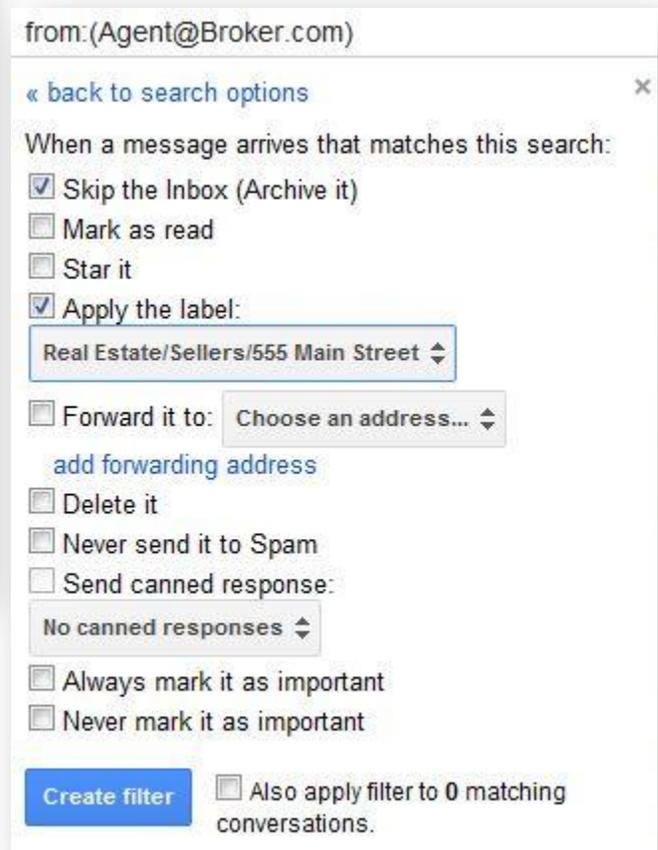
Has the words

Doesn't have

Has attachment

[Create filter with this search »](#)

To also apply the filter to the emails currently in your inbox, be sure and check the box.



from:(Agent@Broker.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:
Real Estate/Sellers/555 Main Street

Forward it to: Choose an address...
[add forwarding address](#)

Delete it

Never send it to Spam

Send canned response:
No canned responses

Always mark it as important

Never mark it as important

Also apply filter to 0 matching conversations.

2. Junk: Create a filter to weed out most of your notifications.

Filter ✕

From

To

Subject

Has the words
facebook or linkedin or activerain

Doesn't have

Has attachment

[Create filter with this search »](#)

[« 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: [Junkie Type](#)
- Forward it to: [Choose an address...](#)
[add forwarding address](#)
- Delete it
- Never send it to Spam
- Send canned response:
[No canned responses](#)
- Always mark it as important
- Never mark it as important

Also apply filter to **15** matching conversations.

Tip

You can use a filter and canned responses (installed from the Labs) to automatically reply to the parameters you specify.

Picture This! You can set up to respond to your internet leads with an automatic response if you aren't quick on replies. Internet leads need to be answered in **minutes** or they will go to the next person that might answer their inquiry.

GMAIL Extensions

There are many extensions that work with your GMAIL box and Chrome. Peruse the Google Chrome Extensions at <https://chrome.google.com/webstore> for a library of available add-ons. We highlighted Rapportive (<http://Rapportive.com>) which I find useful to connect quickly to the person I'm replying to and their recent social media profile updates.

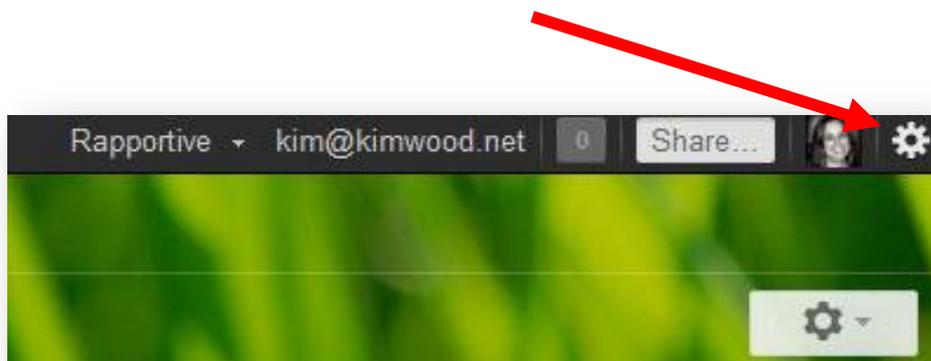
Rapportive looks like this in the sidebar of GMAIL when replying or reading an email.

Make changes to your Rapportive profile by mousing over the section you would like to EDIT or REMOVE.



GMAIL SETTINGS

You will want to customize many settings in GMAIL so your email box is working the way you want it to work. The "Mail Settings" can be found in the drop down menu under the wheel in the very uppermost right hand corner of your browser.



You'll want to go through each of the settings and customize your preferences.

Don't miss:

General:

Browser Connection: Always use https

This will give you the most secure connection when accessing your email.

Conversation View: On or Off

This changes the way the email string is grouped together by subject.

Signature:

Save time by developing a unique, simple signature that will automatically attach itself to the bottom of your emails. You can select a different signature for each email account you have routed through GMAIL.

Vacation Responder:

This is similar to an "out of office" reply.

Attachments:

If you typically send more than one attachment in an email you will want the : Advanced Attachment Features selected.

Labs:

Labs are a gathering of experimental add ons for GMAIL. There is a variety of options available and can be enabled with a click of a button. (And if you don't like it – disable is just as fast😊)

Inbox:

This is where you can select the Priority Inbox or other views of your inbox and how many messages appear in each section.

👉Tip

Make sure and download the GMAIL app for your smart phone. One of the nicest things about email in the cloud is you can access it from any computer or mobile device! Just visit <http://GMAIL.com>.

Google Calendar

It's so hard to choose a favorite application that Google has, but the calendar ranks up at the very top of my list. GCAL allows you to create various different calendars which are then color coded in the main view of your calendar and can be shared with users to contribute or just view your calendar details.

Google Calendar is accessed at <http://Google.com/Calendar>.

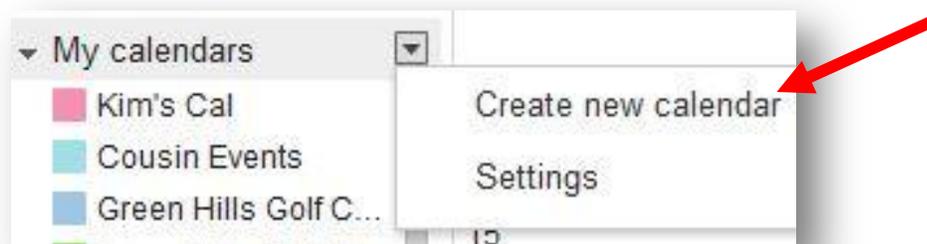
You can view your calendar by the Day, Week, Month, 4 Days, or Agenda. Just click how you want it to appear. You can further customize the view by selecting the wheel to the right and choosing your display preference.

Printing your calendar can be done by using the [MORE] option to the right of your calendar view. Various options to print are available. (If you want a blank calendar, just make sure you unclick your calendar(s) on the left toolbar.)

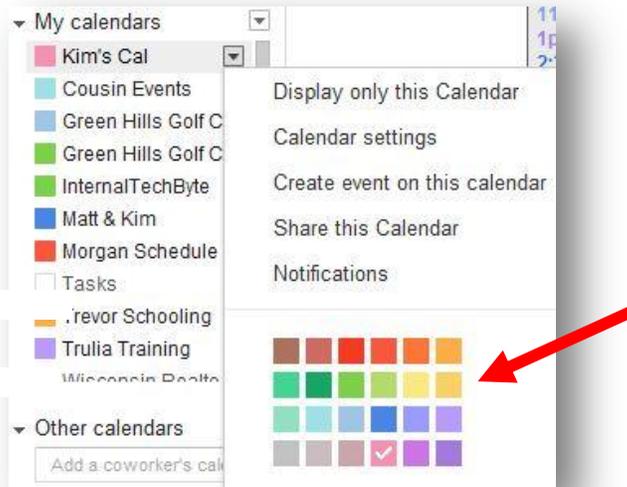
Some suggestions for different calendars you might want to create:

- Personal
- Business
 - Transaction
- Child(ren) Activities
- Volunteer / Civic Groups
- Education

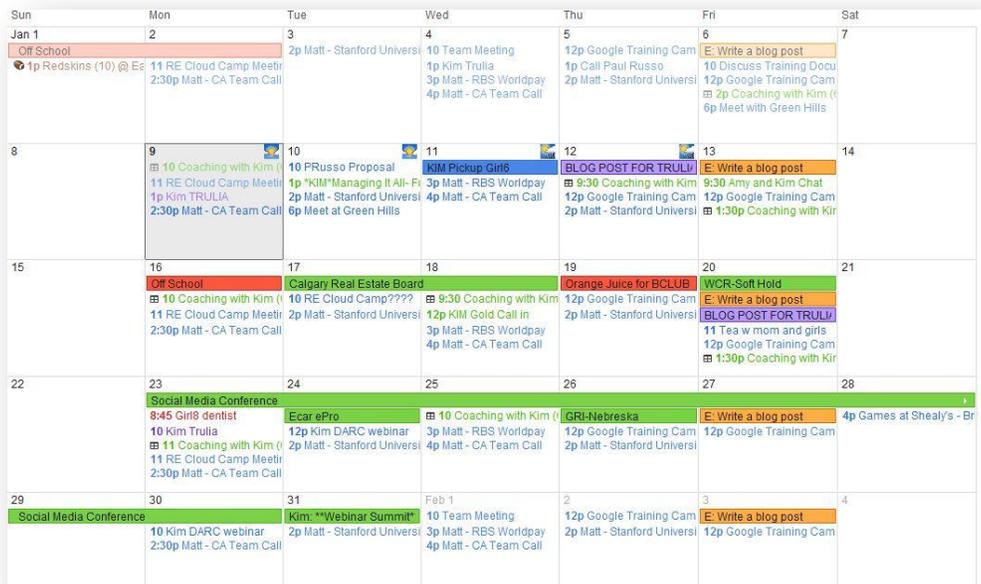
To create a calendar, go to the drop down arrow next to [My Calendars] on the left. Select [Create New Calendar].



Customizing the color is done by selecting the drop down arrow next to the specific calendar and picking the color.



Using colors and different calendars allows for quick view of what is on task in each area.



Additional calendars are available by selecting [OTHER CALENDARS] and [Browse Interesting Calendars] on the bottom of the left side bar. There are weather calendars, sports calendars, holidays and more.

Sharing your Calendar

By sharing calendars with people you can give them access to view and also Edit and/or View the details of events within the calendar. Your shared calendars that are owned by others are shown on the left and visible as a part of your main calendar, if you elect to do so.

To share a calendar, access your calendar settings with the wheel in the upper, right corner of your page and choose [Calendar Settings] and [Calendars].

You can add users by email address and give permissions. They will be notified by email that you have shared a calendar with them. (NOTE: They need a Google Account to access the calendar.)

Tip

Create a calendar for a business transaction you have in process and share it with all parties involved.

Embedding your Calendar

You can select a calendar to embed on your blog/website that people can see the details of the events you have scheduled.

Within the calendar settings/calendar page, click on the calendar name to select more preferences like Embedding.

Simply grab and paste the code onto your website or customize the look by selecting the link above the code.

Embed This Calendar

Embed this calendar in your website or blog by pasting this code into your web page. To embed multiple calendars, click on the Customize Link



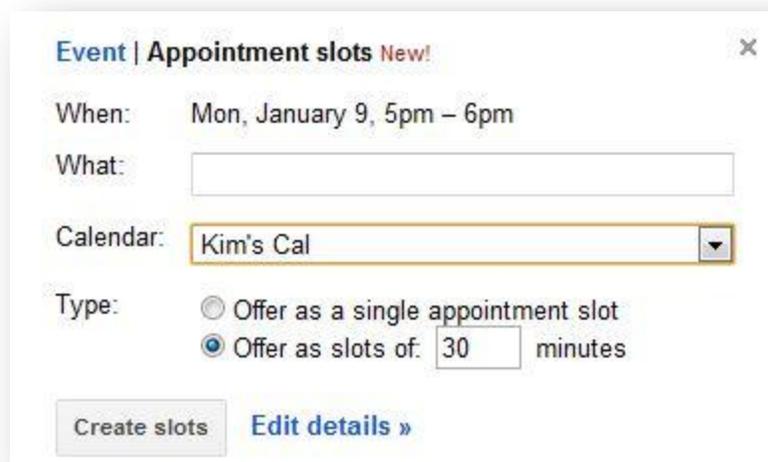
Paste this code into your website. Customize the color, size, and other options

```
<iframe  
src="http://www.google.com/calenda  
r/embed?  
src=10dakjbfk5ktrkq29jtcgh0uao%40  
group.calendar.google.com&ctz=Am
```

Appointment Slots

Creating available appointment slots are easy with GCAL. Just select the day and time and left click. You will see a box appear where you can edit the information. Select the link [Appointment Slots]. Use the same description each time you create an appointment slot because you will get a URL address to distribute to your clients to book an appointment with you.

Your clients can go to the URL address provided and book an available appointment slot with you at a time that works for them and their appointment will show up on your calendar. (They do need to have a Google Account).



Event | Appointment slots **New!**

When: Mon, January 9, 5pm – 6pm

What:

Calendar: Kim's Cal

Type: Offer as a single appointment slot
 Offer as slots of: 30 minutes

Create slots Edit details »

If you select [Edit details], you will see the URL you can distribute.

Tip

Use a URL Shortening Application before you distribute the URL. Services like Bit.ly, tinyurl.com, or BudUrl.com can make your URL more appealing to give out.

Calendar Labs

Labs are available in the calendar settings which allow for some extra little goodies to be added onto your calendar. You can add a lab for various time zones, viewing a yearly calendar and much more! Check them out under [Calendar Settings] and [Labs].

Google Documents

Collaborating with others and storing files in the cloud are the main features of Google Documents. Access Docs from the menu from within Google or directly at <http://google.com/docs>.

Uploading Files

You can upload various file types from your computer to Google Docs by using the upload button



File types accepted vary from including document types, photo types and video types. Files are converted to an acceptable Google Docs format upon upload, when there is a choice, you'll be given an option to select.

Creating Files

You can also start from scratch within Google Docs and create your file from within Google Docs.

Select the Create button



Choose what type of file you would like to create:

- Document (similar to a Word Doc)
- Spreadsheet
- Presentation
- Drawing
- Form

Keep your Docs organized by using the folders that stay listed in your left sidebar. You can add a new collection (folder) by using the [CREATE] button and choose [COLLECTION].

Sharing Files

To share individual files, use the Share button in the upper right corner when you have your file open. The default chosen for you is that the file is private, unless you select [CHANGE].

You can select to change the document privacy by selecting:

- Public on the web
- Anyone with the link
- Or keep it private

If you select public or anyone with the link, your next window will show you the URL Address Link directly to the file that you can distribute.

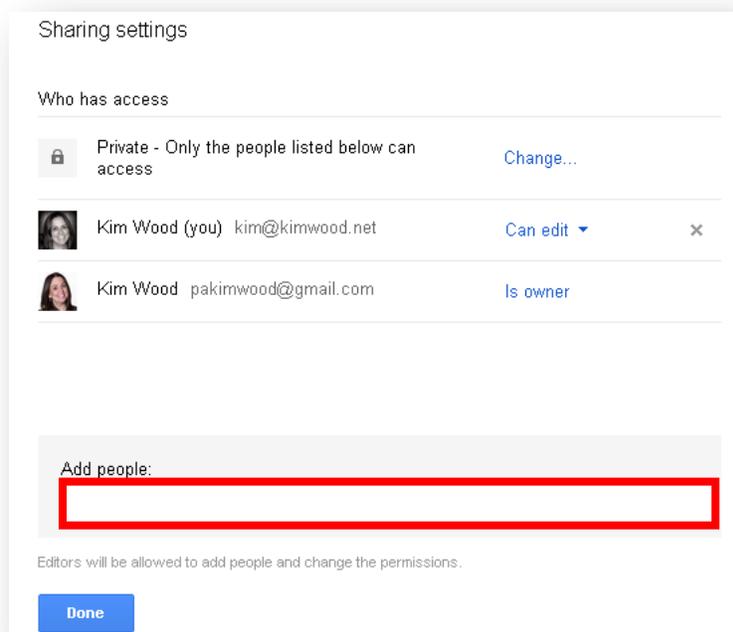
Tip

Shorten a long URL Address at various sites online including:

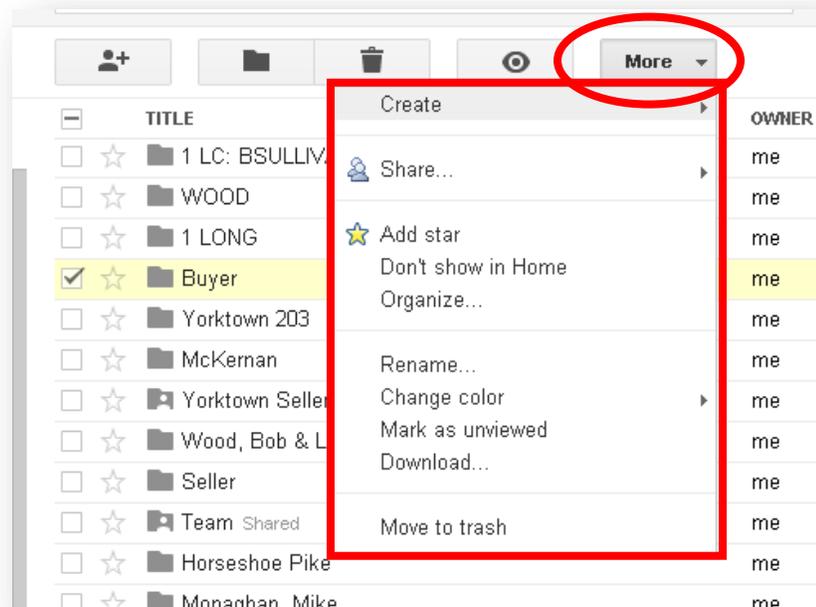
- <http://Goo.gl>
- <http://TinyURL.com>
- <http://Bit.ly>

Some sites even allow customization of your shortened URL.

If you want to share your file with individuals, keep the setting as Private and use the [ADD PEOPLE] box at the bottom to add email addresses with what permissions you would like to give them.



Sharing an entire collection can be done while in the view of your collections. Click the [MY COLLECTIONS] menu on the left sidebar. Check the folder you would like to share and select [MORE] [SHARE] and [SHARE] to select your options.



Tip

For a closer look at the Buyer and Seller Forms that were shown during the Presentation, reference:

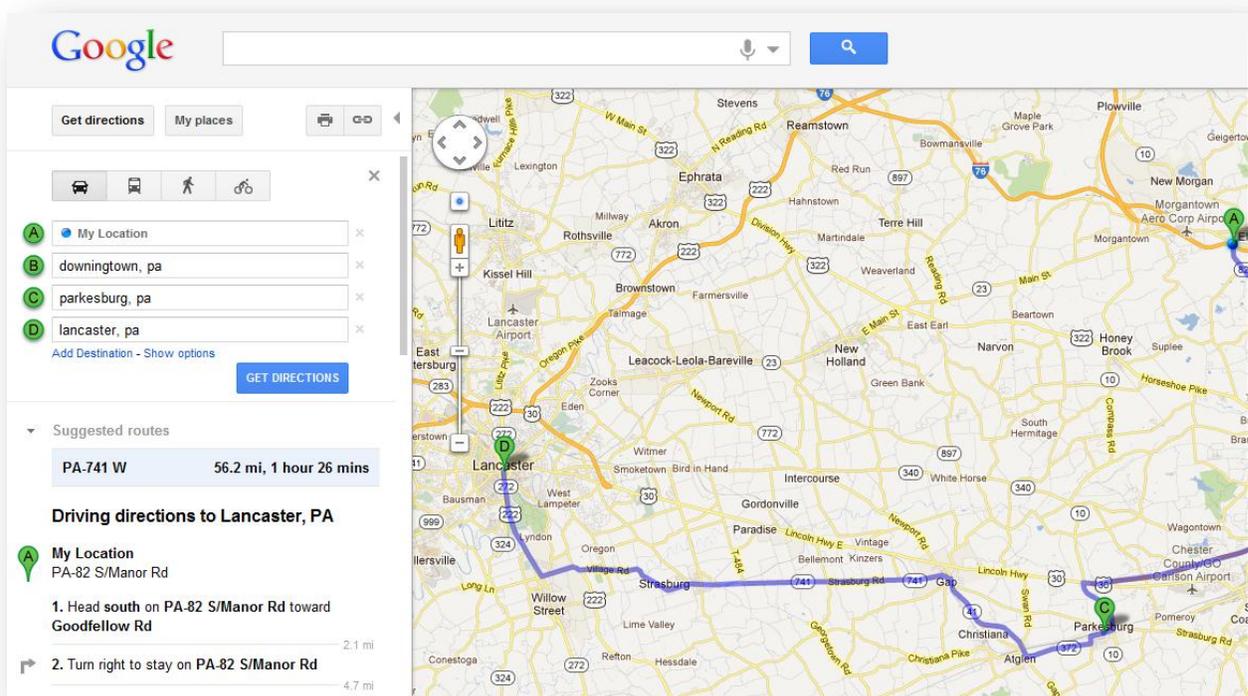
<http://www.newmediacoffeetalk.com/2011/06/23/using-google-docs-with-real-estate-clients/>

Google Maps

Access Google Maps at <http://Google.com/Maps>. You will find lots of other options besides just searching and finding a place on a map.

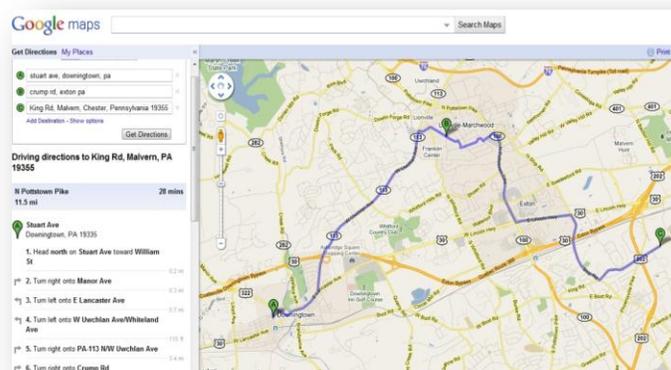
Directions

Get driving directions with multiple stops along the way by adding a destination. You can drag and drop to change your route.



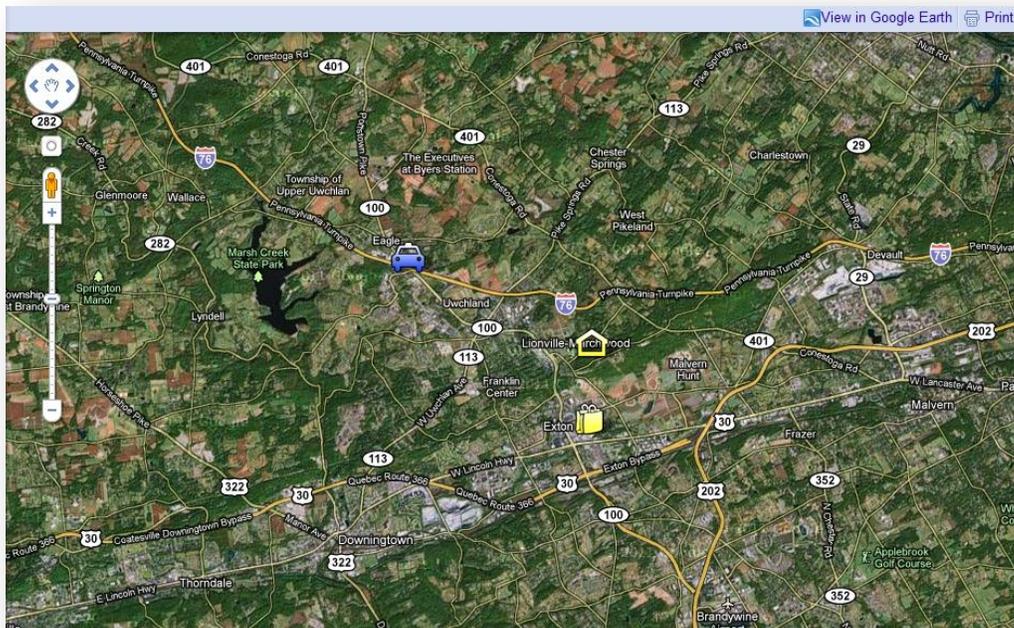
Create a Buyer Tour Map

Using addresses of your tour, you can plot out the map and route you will be taking your buyers and give them a bird's eye view. The map below is shown using the Map View.



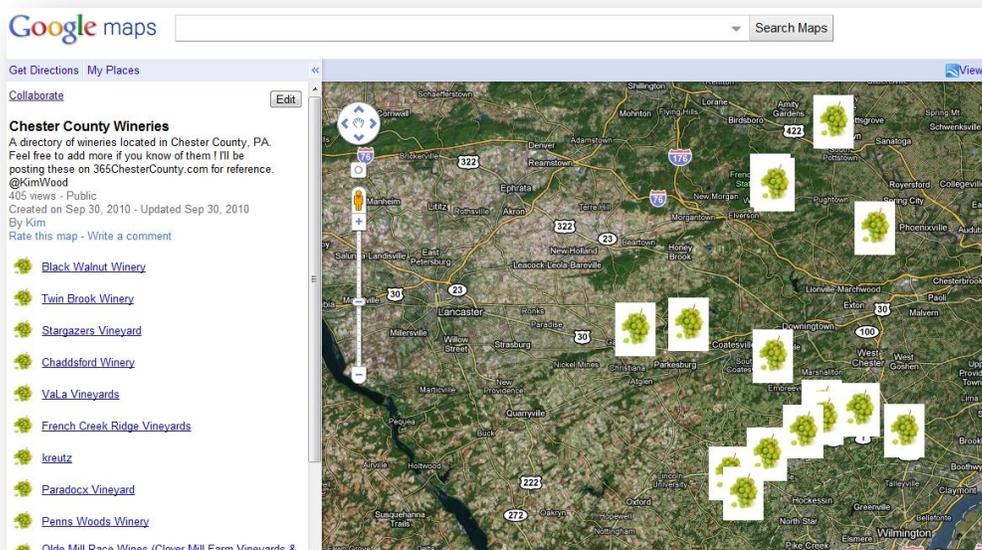
Create a Listing Highlight Map

You can create a map to leave at your listing or place on your property website/article featuring the points of interest nearby the house. This shows the map using the Satellite View.



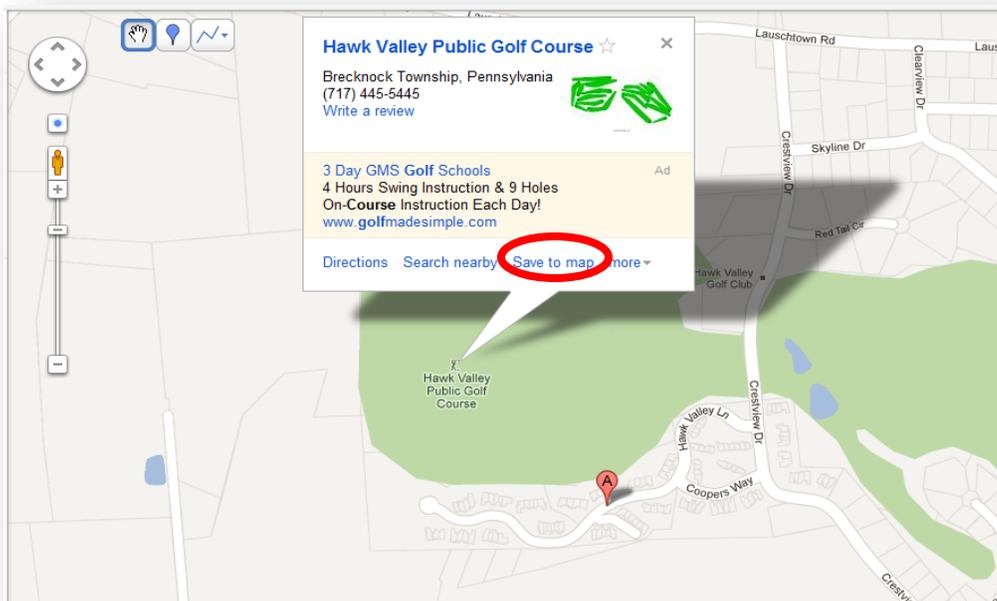
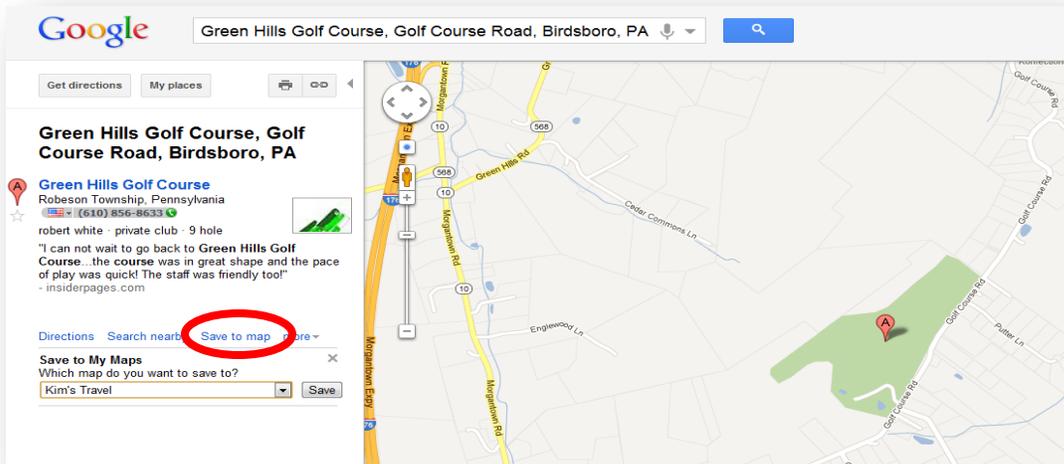
Create a Directory Map for your Website/Blog

Use a Google map to highlight and feature golf courses, parks, wineries, ski slopes, historical sites, and more!



Map Creation

Input the address of the site you would like to add to your map. Look for the [Save to Map] button and select either a pre-saved map or use [Create New Map]. Continue to map your points and save to map.



Edit your Map

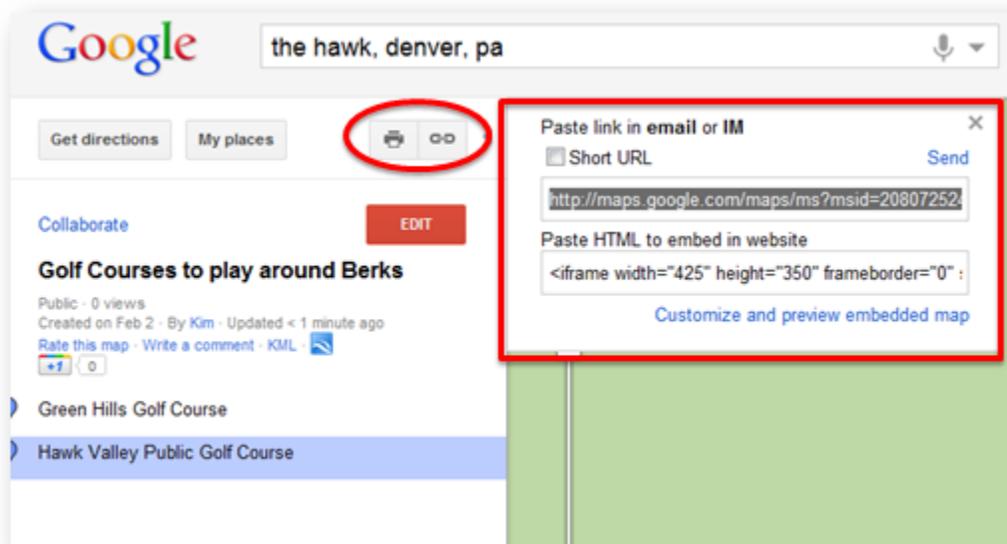
To edit points on your map or change the description and icon of your marker. Click [My Places] on the left sidebar when you are logged into your account. Click on the name of the map you would like to change and you will a box where you can select edits for your map in its entirety. If you click on one of the points you added, you will have an option to change the specific information about the location. If you click on top of the icon/marker, you can choose another one or upload your own photo.

Embed your Map

Placing your map onto your website/blog is as easy as 1-2-3!

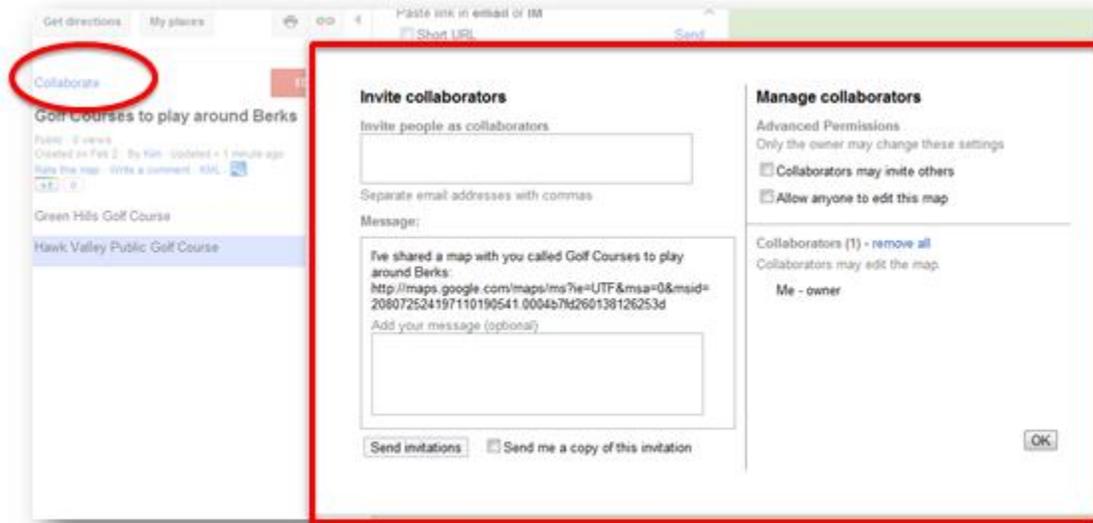
1. Select the link next to the printer icon from your map.
2. Go to [Customize and Preview Embedded Map] and make your selections.
3. Copy the code given and paste it into your website/blog.

Presto! You have embedded your map onto your website/blog.



Collaborate your Map

You can share and collaborate your maps when you choose the [Collaborate] option.



Look no Further!

The Tech Byte coaching programs can help you implement technology into your real estate business. Check out our programs and monthly free webinars at <http://TheTechByte.com>.

