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**SESSION 6:**  
GOOGLE APPS AND MORE

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[WWW.GOOGLE4BUSINESS.COM](http://WWW.GOOGLE4BUSINESS.COM)

[WWW.SOCIALNETWORKCONSULTING.COM](http://WWW.SOCIALNETWORKCONSULTING.COM)

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# SESSION 6: APPS & MORE

1. Sign In
  2. Apps Overview
  3. And More
  4. Final Thoughts
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# SECTION 1 - INTRODUCTION

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*Sing In - See Session 4 for directions..*

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# SECTION 1 - TAKEAWAYS & TO-DO:

*This section - Write down your five actionable takeaways from your answers and notes*

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: \_\_\_\_\_

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# SECTION 2 - APPS OVERVIEW

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## *Gmail:*

Is the cell phone access capability useful for you?

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How do you want to connect and utilize your gmail account with your other email accounts?

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## *Google Calendar:*

What advantages and disadvantages are there for you to use google calendar?

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How will you use google calendar?

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How will you connect this with any other calendars you may have?

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*Google Drive:*

How can you use google drive to enhance your business?

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Is the ability to use this as hard drive useful to you?

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How can you utilize the file sharing capability to support your business?

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How can the integration of this with google docs be useful in your business?

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*YouTube:*

How can you use YouTube to promote your business?

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How can you use the YouTube analytics to improve your marketing efficiency?

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# SECTION 2 - TAKEAWAYS & TO-DO:

*This section - Write down your five actionable takeaways from your answers and notes*

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: \_\_\_\_\_

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# SECTION 3 - AND MORE

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AppNotes	Notes	Your Notes	Useful For You Yes/No?
Translate			
Books	Can access classic books		
Wallet			
Shopping			
Blogger	Similar to Wordpress		
Finance			
Photos			
News			
Web Search			
Toolbar			
Bookmarks			
Chrome	Web Browser		
Helpouts	Open Forum - Can Have Fees		
Mobile			
Products			
Search			
Maps			
AdWords			
YouTube	Video		
Picasa	Photo storage, editing, etc.		
Google Play	Online Store		
Image Search			
Video Search			
Maps			
Panoramio			
Earth	Maps & places data is here		

AppNotes	Notes	Your Notes	Useful For You Yes/No?
Blog search			
Patent search			
Finance			
Alerts	Set these for your business		
Custom Search	Search within your website		
Google Shopping			
Scholar			
Trends	What people are searching		
Gmail	Open Forum - Can Have Fees		
Docs	Create & share in circles		
Slides			
Drawing	Charts, animation, etc.		
Calendar			
Voice	Can set phone numbers		
Cloud print	Remote print capability		
Drive			
Sheets	Like Excel		
Forms			
Sites	Create basic websites		
Translate			
Wallet			
Google Keep	Like Evernote		
Google+			
Groups			
Orkut			
Hangouts	In personal account		
Fusion tables			
Code for developers			

Which options are useful for you?

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How will you integrate these into your workflow?

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# CHAPTER 3 - TAKEAWAYS & TO-DO:

*This section - Write down your five actionable takeaways from your answers and notes*

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: \_\_\_\_\_

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# SECTION 4 - MEASUREMENT

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*What capabilities of Google are most useful to you?*

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*How can you integrate these with each other?*

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*How will you integrate these into your strategies?*

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*How will you integrate these into your work flow?*

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*How will you maximize their impact?*

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# SECTION 4 - TAKEAWAYS & TO-DO:

*This section - Write down your five actionable takeaways from your answers and notes*

Key Thought	Actions or To-Do Items - List Them	Rank 1-5 1 = Do 1st

Final Thoughts: \_\_\_\_\_

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