90 SECOND TECHNOLOGY TIPS
WWW.90SECONDTIPS.COM

Denny Andrews - www.InTheCloudMarketing.com

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I Pad and I Phone Tips

The I Pad is changing the way people interact with the internet and technology in much the same way the I Phone changed the way people use their phones. Statistics state that by the year 2012 more people will be purchasing I Pads then Apple's laptop products.   Initially I had a bit of a problem with the I Pad as I couldn't really see the hardcore business use for it of course that was before I started doing any research. Now that I have explored the device fully I see that with the right applications and information the I Pad can effectively be used as a laptop replacement and a fantastic business presentation tool. The following tips are a result of the research and hands on experience I have with the I Pad and will help any I Pad owner to be able to effectively use their I Pad for business right out of the box.

I Pad and I Phone Technology Tip Email Customization
When you first begin using your I Pad every email you send with it has the signature "sent from my I Pad". This is a very easy thing to fix and then to add the signature that you would like.
Click on the settings icon
Click on the mail, contact, calendar section
Click on the Signature section
A note box opens and you can then delete the "sent from my I Pad" text and add any signature you would like such as your name and website address
Up above you will also see a Preview section and if you click on this you can set the preview to 5 lines which will help you get through your email quickly on your I Pad.

You Tube Video Link: http://www.youtube.com/watch?v=2e5-PKzy_zM

I Pad Tips and How To Download The Manual
When you buy your I Pad it comes in the box with the charger however no manual and there is a 154 page manual for the I Pad. You can go and google it however it took me awhile to find it so I put a link on my website which makes it very easy to find and download.

Link: www.InTheCloudMarketing.com   Technology Tab

You Tube Video Link: http://www.youtube.com/watch?v=3RaWIHgQ8r4

Great App For The I Pad and I Phone With Lots of Freebies
There are literally thousands of applications for the I Pad and one of the most valuable ones I have found is an application called App Advice. This application not only give you all the current info and article on your I Device but it also on almost a daily basis has a list of applications that usually cost money and are free for a 24 hour period. It is so easy to load and delete applications that it is worth it just to download the free apps during the 24 hour period and try them out then delete the ones you don't like.

Application Link: http://itunes.apple.com/us/app/appadvice/id364906378?mt=8&ign-mpt=uo%3D6

You Tube Video Link: http://www.youtube.com/watch?v=o5UNahk43Cw

I Pad Tuesday Time Saving Keyboard Tips
One of the issues with the I Pad is getting used to the virtual keyboard when trying to type or create documents. Apple has put in some keyboard shortcuts that make it much easier to get used to typing with it.
Double click the spacebar and it skips to spaces, puts a period behind the last word and capitalizes the next one automatically
Press on the .?123 button and hold it and you can then slide your finger to the key you want and it will jump right back to the original keyboard
Press and hold the comma button and it will switch to an apostrophe and add it

You Tube Video Link: http://www.youtube.com/watch?v=OVgEBHRQIas

Internet Browsing Tips For The I Pad
Apple included some shortcuts to make it easier to browse the internet using you I Device too and these will come in very handy.
Put your finger on a web link and hold it and then you can click open in new page
The plus sign will allow you to add a button to your home screen that links to a site
Touch the bar at the top of a site and it will bring you right back up to the top of the page.

You Tube Video Link: http://www.youtube.com/watch?v=8OWlo6QPPds

I Pad Tuesday Text and Audio Notes Sound Paper Application
As I stated earlier I am always looking at ways to use the I Pad for business and this is a great one. The application is called sound paper and is a very useful program. What it does is allows you to create and save pages and pages of notes but the cool part is that while you are taking notes you also have the option to record everything that is going on in the room using the I Pad's built in microphone. It even goes one step further and actually links the recording to the notes you take so you can go back and click on the words you typed and the recording will start playing back from that word forward. No need to listen to an entire recording anymore just to get to the part you are looking for, a huge timesaver plus you can email the notes and recording to yourself or anyone else.

Application Link: http://soundnote.com/

You Tube Video Link: http://www.youtube.com/watch?v=4y0qs1P5GEs

I Pad Tuesday Tips Posting Photos To Social Networks
The I Pad doesn't have a typical hard drive and filing system like most of us are used to so posting pictures to social networks or blogs can be difficult. The solution to that is to get the posting email address for the website or network you would like to post to and add that address to the contact section of your I Pad. From then on whenever you would like to post a photo from your I Pad all you have to do is click on the photo and then email it to the posting address and boom your photo gets posted to whatever blog or social network you would like.

You Tube Video Link: http://www.youtube.com/watch?v=xuGtwtjgoRY

I Pad Tuesday Goodreader Application and I Pad Overheat
This is another great application that makes great strides in moving your I Pad towards a laptop replacement. Goodreader allows you to upload and organize documents, spreadsheets, powerpoints, images and any other business information you would like and then access them anytime you want whether you are online or not. Not only can you access them but you can also email them from the application to anyone you would like. Great for business documents you send repeatedly.
Also covered in this tip is if your I Pad overheats from being in the sun for more than 20 minutes performing a hard reset will fix it. That is where you hold the on / off button and the home button together until you see the apple logo come up on the screen.

Application Link: http://www.goodiware.com/goodreader.html

You Tube Video Link: http://www.youtube.com/watch?v=YW3lZQAnPL4

I Pad Tuesday Taking Screenshots

Taking screen shots using your I Pad is very easy to do and can be a very helpful tool when you are trying to save images, save directions, or take pictures of websites. Its very easy to do you simply tap the on/off button and home button at the same time and click you have a new picture in your photo library of whatever was on the screen. This can be used very effectively to crop photos also as you can zoom in using the pinch move with your fingers and then snap a picture of the zoomed image effectively cropping the photo and adding the new photo to your photo library.

You Tube Video Link: http://www.youtube.com/watch?v=_uirPH0KASw

Turn Your I Pad or Computer Into A Phone

This is another handy application that is actually free and can be used not just on the I Pad but also on your desktop computer as well. The application is called whistle and it gives you a phone number and a 2 line phone for you computer or I Pad. Using this phone you can call anywhere in the United States for free as long as you are connected to a wireless connection. Another great feature of this phone is it is always free to call any United States phone number no matter where in the world you are calling from.

Application Link: http://itunes.apple.com/us/app/whistle-phone/id322326573?mt=8

You Tube Video Link: http://www.youtube.com/watch?v=xiE0_Xcym3E

Save Time Emailing With Your I Phone or I Pad

Writing a long email can become tiresome using the keyboard on the I Pad and this application will make sending long messages much easier. The application is Say It and Mail It and it allows you to record as long a voice message as you would like and then send it via email to anyone you would like. It's a great tool not just to save time from typing but it also makes the email much more personal. This is an especially great application for the I Phone as it makes it easy to send off emails.

Application Link: http://www.carnationsoftware.com/SayitMailit_Pro.html

You Tube Video Link: http://www.youtube.com/watch?v=WrIjoK9QbNk

Create, Upload and Manipulate Documents On Your I Pad
This is another great application to help you do business on your I Pad. It is much like Goodreader however with this application you can actually manipulate the documents and use the app to create new ones. The application is called Office HD and works much the same as Microsoft Office however it only works with documents and spreadsheets.

Application Link: http://www.bytesquared.com/products/office/ipad/default.asp

You Tube Video Link: http://www.youtube.com/watch?v=mrRfLuClRII

I Pad Tips For Time Saving Searches
These are a couple more of Apple's built in timesavers.
The first one is if you press the home button twice it will take you right to the first page of applications. This can be very handy when you have 7 or 8 pages of applications and want to get to the home screen. The other tip is from the home screen if you push the home button it will take you to the left which gives you a search bar and you can enter an application name or contact or email keyword and it will search your entire I Pad and give you the results as a list of links so you can go right to what you are searching for.

You Tube Video Link: http://www.youtube.com/watch?v=gQqBMizqCwg

Google Tips

Google which started out as a search engine now supplies many of the fortune 500 with their email, collaboration, and storage systems. They have made these tools available to everybody and at no charge. There are literally hundreds of free services and technologies that you can use from Google as long as you know how to access them and make them work for you. The tips I have here will show you how to do just that. Most of them start from setting up a Gmail account and then implementing their other services. You can take a look at many of the services Google offers by logging into your Gmail account then clicking on the More tab at the top of the page then the even more tab at bottom of the drop down. The list you see there covers many of the free services you can access and that I will be covering in the following tips.

Google's Equivalent of the Yellow Pages Only Much Better
Google's equivalent of the yellow pages is their business listing service where any business can go and at no cost set up a profile for their company. This service is much better than the yellow pages for many reasons:
It's worldwide
It's free
You can upload photos and video
You can add descriptions
You can create and add coupons
You can link to other sites
It's indexed by Google's search engine
It's very easy and can be set up in 20 minutes or less by going to the following link

Site Link: http://www.google.com/places

You Tube Video Link: http://www.youtube.com/watch?v=SyKh9Cl3rlA

Simple Password Management in the Cloud
There are dozens of sites and internet technologies that businesses now need to be able to operate and that number goes up as time goes on and they start to implement the tips from this book. It can be quite a chore trying to keep all the sites organized and keep the logins and passwords in a place where they can be located and more importantly be kept safe. Google Docs is a secure file storage system and their spreadsheet creation system works great to store domain names, logins and passwords however I suggest leaving one common part of all the passwords off for added security.

Site Link: www.docs.google.com/

You Tube Video Link: http://www.youtube.com/watch?v=BOE7jB1XuZk

Google's RSS Reader Is a Very Easy and Great Tool To Use

RSS stands for really simple syndication and the easy explanation is that it allows you to sign up and have any updates or posts to web sites delivered to you in your RSS reader. Google has a great RSS reader that is part of your Gmail account. The link to it is at the top of your Gmail interface and once you set it up you can then subscribe to and search for any RSS feeds you want information to stream to you from.

Site Link: www.google.com/reader

You Tube Video Link: http://www.youtube.com/watch?v=g6bXYoLGs24

Make Your Bookmarks Available Everywhere

Google also has a fairly sophisticated web site bookmarking system that comes with you Gmail account. You can bookmark sites, put them in categories, and include notes with each bookmark. They recently just added a system to convert your bookmarks to lists and share or email them to people. Of course because they are stored online you have access to them from anywhere you are online as opposed to them being browser specific in which case you can only access them from the computer you bookmarked them on.

Site Link: www.google.com/bookmarks

You Tube Video Link: http://www.youtube.com/watch?v=s_RJdVLQO8c

Gmail Now Has A Built In Telephone

Google is constantly updating their services and one of the most recent updates to the Gmail interface is the ability to use your Gmail account to make phone calls anywhere in the United States for free. The link to make phone calls in down the left side of the interface and uses your computer speakers and microphone to make the calls. This is an excellent tool to use when you know you will be on hold for awhile as you can make the call and work on other programs while you listen.

Site Link: www.google.com/chat/voice/

You Tube Video Link: http://www.youtube.com/watch?v=NPpjqUAxuSA

Let Gmail Handle Your Standard Email Replies
Gmail has a link on the upper right that says settings. Clicking on that link will allow you to engage all kinds of different applications and functions that your Gmail can perform. One of those is called canned responses. With canned responses you can save standard email replies and add them to any outgoing email you might be sending. You can also set filters so that specific emails that are received by you get sort and a canned response is automatically sent back to the sender. Similar to a vacation responder except it is only mailed back to the contacts or email addresses you set up.

Site Link: http://gmailblog.blogspot.com/2008/10/new-in-labs-canned-responses.html

You Tube Video Link: http://www.youtube.com/watch?v=2HVaeVbIMik

Google Voice Does A Lot More Than Just Voice Mail
Google Voice is another free service from Google that not only will allow you receive voice mail messages but it also
Will transcribe them and text message them to you
Ring up to 5 phones for you simultaneously
Give you your own phone number
Email them to you
Has Embed code for your website or blog
Allows you to send text messages for free

Site Link: www.google.com/voice

You Tube Video Link: http://www.youtube.com/watch?v=53TD_1OCfzM

Create Your own Free Search Engine For Your Web Sites or Social Networks
Google is the premier search engine in the world and they will allow you to use their search algorithm to set up your own custom search engine. You get to choose a list of websites and those are the only sites your custom search engine will access when looking for search results. You can use this to search just one web site like you company site or you can set it up to search every site, blog and profile site you have on the internet so people can easily search all of your online content from one place. Once you set up the search engine you can get the embed code and place the search engine anywhere you like online.

Site Link: www.google.com/cse

You Tube Video Link: http://www.youtube.com/watch?v=nOixJhH2qNE

Google Docs Is For More Than Just Documents
I mentioned Google Docs earlier as a great place to keep and store passwords for your all of your sites and networks online. In addition to being a great system for creating and storing documents such as spreadsheets, documents, forms and presentations there are many other features that Google Docs gives you access to:
Share and collaborate on documents with others
Embed documents and presentations in websites and blogs
Email documents to other people
Unclick the convert to Google Docs format check box and then you can upload any type of file for storage or to share, videos, photos, database files, any file you can upload can be stored and shared.

Site Link: www.google.com/docs

You Tube Video Link: http://www.youtube.com/watch?v=FFUf6F7ABpY

Setting Up Your Online Desktop and Control Panel
Google has a great system that is part of your Gmail account that allows you to create and customize a desktop online with access to every site, blog, network and profile that you have online. I refer to it as an online desktop and control panel however when you are looking for it in your Gmail account it is called I Google. Once you take the 30 seconds it takes to create it you simply click the add stuff link and you can add as many bells and whistles as you would like to it including the ability to view you email, calendar, google voice messages and social network updates.

Site Link: www.google.com/igoogle

You Tube Video Link: http://www.youtube.com/watch?v=41X18V2Pd4c

Google Advanced Search
Google is a fantastic search engine however most people never come close to using its full power. When you go to Google on the right there is a small link that say advanced search. This is extremely powerful as it lets you search for specific key words but also tell it what you don't want to see in the same search. You can also search for specific document types such as only PowerPoint presentations or only PDF's. This is very important when you are trying to do research because you will find content that the average person would never see which will help you to create compelling and interesting content.

Site Link: www.google.com

You Tube Video Link: http://www.youtube.com/watch?v=H-rQrM-MdM8

Daily Auto Search Assistant
This is another instance where I call something a little different than Google does. I like to call this a daily auto search assistant and Google calls this Google Alerts. This is basically an assistant you set up to do a daily internet search of whatever keywords you like and deliver those results to you in one email with all the links to the content. This is a very powerful tool as you can automatically be kept up to date with the most current information on any topic or series of topics you choose. At the very least it is a good idea to setup an alert to send you everything it can find on a daily basis on your name and your company name.
Site Link: www.google.com/alerts

You Tube Video Link: http://www.youtube.com/watch?v=dVbB6VkLrSM

Save Yourself 30-60 Minutes Per Day Using Email Filters
The average person spends more than 30 minutes every day just sorting there email. That is 30 minutes you can get back by learning to use the filters that Gmail has built into it. It is as easy to set up a filter as it is to delete an email and then you never need to sort that email again. It's very simple. You just check the box to the left of the email then click on more actions. Next you click on filter messages like these and set up a filter. You can set the email to delete in the case of spam or you can set up a folder and from then on the email will be moved to the folder when it shows up. It can be set so it skips your inbox if you would like then you don't even see it unless you decide to look in that folder. This is a great time save and will help to keep you organized.

Site Link: http://mail.google.com/support/bin/answer.py?hl=en&answer=6579

You Tube Video Link: http://www.youtube.com/watch?v=15OQOgKqd9s

Communications

The internet and social media has changed the way people communicate forever and continues to change it on almost a daily basis. Communication is one of the most important skills in our lives and that is the reason why it is one of the core skill sets we concentrate on at Denny Andrews Consulting. There are plenty of web sites and technologies to help facilitate communication and many of them are free. The tips I cover below are all free and will give you multiple options as to how you would like to communicate with all the people in your life including friends, family, business associates and clients.

Send More Personal Emails Using Your Voice
Email has really taken over as the most common method of communicating however text written in an email can at times be very impersonal and at worst case cause misunderstandings. Using the free web site Vocaroo allows you to record voice mails using the microphone in your computer and then send those voice mails via email. This gives a much more personal feeling and the receiver can hear the inflections and emotion in your voice. If you take the time to set up an account on the site it will save and store all the voice mails you send for retrieval in the future.

Site Link: www.vocaroo.com

You Tube Video Link: http://www.youtube.com/watch?v=Ccg_wtXRHKw

Video Conferencing Tips for Business
Video conferencing is becoming more and more popular with all laptops coming with web cams built into them as a standard and worldwide access to people with little or no cost. It is actually cheaper to video conference to London from the US then it is to make a phone call. In addition to being less expensive when trying to create, strengthen and manage relationships with people looking at them face to face while you speak to them is much more compelling and powerful than simply talking on the phone or emailing.

Site Links: www.skype.com   www.oovoo.com   www.google.com/chat/video

You Tube Video Link: http://www.youtube.com/watch?v=bPj4sKKLPdY

Use Internet Web Conferencing to Connect With Clients
There is nothing like being able to present to a client while you are talking to them on the phone. Dimdim.com is a great free site that you can schedule online presentations with up to 20 people at a time. If you go above 20 there is a charge but for less than 20 attendees you can show them your desktop, documents, even powerpoint presentations just by scheduling it and sending out the link.

Site Link: www.dimdim.com

You Tube Video Link: http://www.youtube.com/watch?v=m_nBRhQUF1Y

Make Unlimited Free Conference Calls
Conference calls are a great way to communicate with lots of people at the same time and what used to be a very expensive tool is now available for free. The site free conference call .com will give you a personal conference call number and pin code which will allow you to host calls with up to 96 people for up a 6 hours at a time. Another nice feature is that you can host the call at the spur of the moment with no prior set up or phone line reservations. Once you start using this tool you will find all kinds of ways for it to help you in your business from sales trainings with your reps to a weekly call for clients to answer questions about your area of expertise.

Site Link: www.freeconferencecall.com

You Tube Video Link: http://www.youtube.com/watch?v=m1aFqz6Moio

Phone and Return Call Management
Returning phone calls in timely manner is one of the most important business skills and priorities however often there just isn't enough time. This is where slydial comes in. Using slydial you can send a half second ringtone to a person's cell phone so you show as a missed call and then it drops you right into their voice mail. Return any call an know you won't be on the phone for more than 30 seconds. Another great use is if you want to touch base with let's say 20 of your best clients you can leave all 30 of them messages in under 20 minutes and get credit for the phone calls without having to take half of your day to do it.

Site Link: www.slydial.com

You Tube Video Link: http://www.youtube.com/watch?v=oyzxQewy2VI

Send 100 Megabyte Files With Confirmation For Free

Occasionally you need to communicate with someone by sending them a PowerPoint Presentation or a large video file or book. Many email systems will bounce back such big files and you may not even know if your intended receiver ever got it. Using transfer big files you can send files up to 100 megabytes in size and bcc yourself so you can be sure your email and the file got through to them.

Site Link: www.transferbigfiles.com

You Tube Video Link: http://www.youtube.com/watch?v=sGesuJBvG-k

Marketing and Promotion

Marketing and promotion is the life blood of any business and had never been more important or more affordable then it is right now. With the internet it is extremely important to be getting you message out there and controlling what people think and feel when they are exposed to your business. If you are not actively promoting and marketing your business there will still be information available about you and your business online but you won't have any influence over it and will basically be leaving up to chance. The following tips and tools will not only help you to promote your brand and company image but they will also insure that when people are looking for information about you and your company they will find the message you work so hard to develop and not some piece of information you didn't even know was out there.

Get Business and Marketing Help $5.00 At A Time
The internet connects hundreds of millions of people all over the world instantly and provides many people with a way to make money that they never had before. The site I'm talking about here just does that. Fiverr is a website that is searchable and is full of thousands of people posting what they are willing to do to help you and your business for $5.00. You can find people willing to write short articles for you all the way to people willing to send out your message to their tens of thousands of connections on various social networks.

Site Link: www.fiverr.com

You Tube Video Link: http://www.youtube.com/watch?v=aFvnplbFEsM

Find The Best Blogs To Make Comments On For Publicity
An excellent way to find current information on subjects and to get publicity for your own internet sites is to visit popular blogging sites. You can review and read the content to learn about what is happening with your subject. You can also make comments and leave a link to your site or network profile that thousands or even millions of people will see and some click on and follow. There are two key sites in the blogging world that will help you find the top blogs on the Internet out of the millions that exist. For the most popular you want to look at Top 100 Bloggers .com and for subject specific blogs the best site is Technorati.com, which is sometimes called the Google of the blogospere.

Site Links: www.top100bloggers.com   www.technorati.com

You Tube Video Link: http://www.youtube.com/watch?v=pcBKimQJkFg

Article Marketing Is A Great Way To Promote Your Company or Event
Article marketing is becoming more and more productive as a way to get you and your company publicity online and you known as the expert in your field. Internet article are typically shorter than traditional articles 350-450 words in length. Posting these articles to the following sites can generate thousands and even millions of views and at the same time enough interest to get the readers to click on your link in your author's bio section and go to whatever site you are trying to publicize.

Site Links: www.ezinearticles.com

www.articleranks.com

www.freearticlesubmission.org

You Tube Video Link: http://www.youtube.com/watch?v=meLJfFlLbkA

Check all The New Social Sites and See What Usernames Are Available
Deciding on a username can be difficult and then only to find out that it's only available on one or two sites. Check Your Username .com is a site that lists close to a hundred of the most popular social networks and will do a free automated search of every site to see if the username you are looking to use is available. In addition to using this site to choose a username it is also an excellent resource to keep an eye on how many social networks are out there and what new ones have just come out.

Site Link: www.checkyourusername.com

You Tube Video Link: http://www.youtube.com/watch?v=9B9Mj2VlP-Q

Great Free Gifts to Send Via Email
One of the oldest and best ways to promote you and your business is to take great care of the current business relationships that you have. Gutenberg.org is a website that has tens of thousands of books whose copyrights have expired and are now available free in the public domain. Going to this site and doing a quick search let's say for a golf manual from 1900 to send to a client that you know is interested in golf will take you less than 2 minutes and mean a lot to the client when you email it to them and thank them for their time, the sale, whatever you would like to show appreciation for. It also helps them to understand that they mean a lot to you and you were really paying attention as they were speaking with you.

Site Link: www.gutenberg.org
You Tube Video Link: http://www.youtube.com/watch?v=uH0OPdDvPfw

Get Free Publicity By Helping The Media
Nothing can take the place of the traditional media when it comes to gaining publicity and credibility and the Internet has an answer for that. The following sites behave in much the same way and that is to send you a daily list of topics that reporters are looking for professionals to interview in regards to. The sites are free and once you sign up you will receive daily emails with the topics and the reporters contact info. You simply email them and offer to be interviewed for their article or report and for that you and often your website are mentioned in the story. Once the story is published that gives you an excellent piece of content that you can then post to your social networks and announce in any newsletter or other client correspondence you might be doing.

Site Links: www.helpareporter.com   www.pitchrate.com

You Tube Video Link: http://www.youtube.com/watch?v=symxmxJJUIg

Automatically Update All Your Social Networks
There are literally hundreds of social networks available now and trying to post to even a dozen of them on a consistent basis could be a full time job. Ping.fm is what is known as an automatic updater site as it will allow you to enter all your usernames and passwords for as many sites as you like then automatically update all of them for you at once. You simply type in the content you would like posted and it will log into every one of the social networks you entered your login information for, make the post for you and then log out. You can literally update 50 social networks in less than 60 seconds, so much for this becoming a full time job.

Site Link: www.ping.fm

You Tube Video Link: http://www.youtube.com/watch?v=90qVz1GhUJ8

The Best Way To Shorten and Track URL's
The way a URL shortener works is you enter the regular URL of a website or address of internet content. The shortener gives you a much shorter URL that forwards to the address you typed into it.
Shortening and tracking URL's has many benefits
Takes up less room when posting
Different links can be used on different sites to check effectiveness
You can get IP address and location information
You can get the times the links were clicked on
It hides the URL that the people are being forwarded to
They can be managed much like domain names can

Site Link: www.snipurl.com

You Tube Video Link: http://www.youtube.com/watch?v=L64bSYQ4o8s

Great Tip For How To Find The Best Keywords For Anything
Keywords are extremely important when it comes to being found on the Internet whether it's you, your company or the content you are uploading. Finding the right keywords is just as important as using them and can be a difficult task. Compete .com is great site for getting ideas as to what the best keywords are to find the right people and to make sure the right people find you. You can enter websites such as a competitor's website and see what keywords they are using to attract visitors and you can put in keywords and find out what sites those keywords are sending traffic to. Going back and forth between the two can help you develop a great list of keywords to help you promote and bring traffic to your site or content.

Site Link: www.compete.com

You Tube Video Link: http://www.youtube.com/watch?v=OsxYtQuo92Y

Business Tips

There are web sites and internet technologies to help business owners with just about any project or business function they may need. The following tips just barely scratch the surface as far as what is available as business tools. These were chosen because they are technologies that I use and find very valuable. They were also chosen due to the fact that my work as a business consultant gives me a lot of insight into the main areas that businesses need additional help in and these sites and technologies address those issues.

Knock Out Business Technologies
This is a document that I created that covers over 60 different web sites that provide help to businesses in areas from finding templated legal forms to book keeping and project management.

Site Link: http://inthecloudmarketing.com/wp-content/uploads/2010/09/Knock-Out-Business-Technologies.pdf

You Tube Video Link: http://www.youtube.com/watch?v=fKorGz7o2II

Great Sites To Help You With Any Presentation
Presentations have been a necessary business tool since the beginning of business and the following sites are excellent resources when preparing any presentation whether it's to a small group or a huge auditorium. The first site is slideshare which is a site that indexes thousands of powerpoint presentations and allows you to search by topic and then review them. It's a great place to start when you are trying to figure out your content and message. The second site is a great place to go and find some clean humor to use which is extremely important to keep the audience involved and to keep their attention.

Site Link: www.slideshare.net   www.jokesclean.com

You Tube Video Link: http://www.youtube.com/watch?v=PbwwqVe1N6o

Great Free Mind Mapping Tool for Individuals and Teams

Mind mapping is the exercise of mapping out a project or plan with all the off shoots and possibilities of what may happen once the project or plan is underway. It is extremely effective to help anticipate problems and to put together action item lists to make sure that nothing gets missed. The site Bubble will not only help you to mind map any project, plan or event but it allows you to create images of the plan and allow others to sign in to the site and to collaborate from any where they have internet access.

Site Link: www.bubbl.us

You Tube Video Link: http://www.youtube.com/watch?v=JenhsBCX6HA

Free Cloud Based Customer Relationship Manager

Customer Relationship Managers are a must especially with all the contacts that most of us deal with now and all of the different ways we can communicate. We have never had more data to keep track of for each contact. There are plenty of CRM's available however many are not cloud based, which mean stored, operated and backed up online. In addition they may be tough to customize which is very important as no two businesses are exactly the same. Zoho has a very sophisticated system with a very easy to use interface. Another benefit is that it is a free service up to three users and beyond 3 it is very inexpensive around $15.00 a month per person.

Site Link: www.zoho.com

You Tube Video Link: http://www.youtube.com/watch?v=ky82wmG3tKg

Use Free Company Information To Build Your Database

Keeping a database of potential customers is very important for any growing business. Jigsaw is a site that keeps data on millions of companies and allows access to that data. The data can be downloaded into databases and can be sorted by location, company size, revenues, number of employees and many more variables. Company info in groups of 100 is free, for larger downloads or consumer information there is a charge but the data is as clean as it gets.

Site Link: www.jigsaw.com

You Tube Video Link: http://www.youtube.com/watch?v=z--QO-tE4D8

Out Source Projects Just Like The Fortune 500

Most large companies including those in the fortune 500 use out sourcing as a way to

Cut costs

Keep the number of full time employees down

Bring in experts in certain areas

Get an outside view

Staff up and staff down easily

Keep employees focused on the business while projects are handled offsite

With big companies using out sourcing so effectively there is no reason for small businesses not to have the same advantage. The internet has made that possible. The following sites have thousands of contractors available to any size business and for any project.

Site Links: www.elance.com   www.guru.com

You Tube Video Link: http://www.youtube.com/watch?v=2iNnMiuPfdY

Content Publishing

Content publishing I have to say is the number one activity on the internet. If you think about it every time someone does a face book post or uploads a video or comments on a blog they are publishing content. Content is what fuels the internet and whether we like it or not we are all publishers now. With that being the truth, that everyone is a publisher, to gain a competitive advantage we need to learn to produce compelling content and present it in the best most entertaining way possible. The term infotainment is really starting to take hold and that is what we are all becoming infotainers. The following tips are some of the best and most creative ways I know of to take our content and publish it to the internet to get people's attention and then once we get it, keep it.

Easily Get Started With Video Online
Video is king! You Tube now gets 2 billion views per day and every 60 seconds 24 hours of video is uploaded. Over 80% of what is being posted online is now video and if that doesn't tell us that's what the people want then I don't know what will. Getting started with video online is a very simple process and doesn't require anything more than a webcam. You Tube actually has a video recorder built into it and a video editor once you have recorded the video. It's a very simple process and the following video was actually recorded using You Tube's system and a webcam.

Site Link: www.youtube.com

You Tube Video Link: http://www.youtube.com/watch?v=24wQflPc53k

Wordpress Is An Easy Way To Do Much More Than Blogging
What started out as a blogging platform has now become a full blown web site creation and content publishing platform. In less than 10 minutes anybody can have a professional looking site to upload articles, videos and content to. Like almost every other site and technology I cover it's completely free. The main draw to this platform and away from typical websites is the ability to easily publish content, daily if you choose, and easily assign key words to the content so it can be found efficiently.

Site Link: www.wordpress.com

You Tube Video Link: http://www.youtube.com/watch?v=t2WPS-6LF1I

Publish Your Reports and Documents In Your Own Library

As I said earlier it is important to publish content in an interesting and easy to digest format. The site Issuu does just that. It takes any documents, articles, e books or spreadsheets and makes them look just like a book or magazine. It gives you a book shelf to store and present everything, you can even use your mouse to grab and turn the pages just like you were leafing through a real book or magazine.

Site Links: www.issuu.com   www.issuu.com/dennyandrews

You Tube Video Link: http://www.youtube.com/watch?v=1-Z9rojSDEs

Use Screen Captures and Screen Casting

An easy way to dress up content is to add images or as I just talked about video. Jing is a free download that allows you to zero in on and snap screenshots. It also will let you take 5 minute videos of whatever is happening on your desktop with audio from your computer microphone. You can even use a webcam and include that in the screencast that you record.

Site Link: www.jingproject.com

You Tube Video Link: http://www.youtube.com/watch?v=7WTaZO1BuPk

Get A Personalized Domain Name For 99 Cents

When publishing content online it's important to make it easy to find and use keywords. When you buy a domain name it makes it easier for people to find it and you can just forward the domain name to any page or content you would like. Additionally when you forward a domain name you can add keywords which will get it indexed by the search engines. I use godaddy to purchase domain names because they are usually onlu $10.00 and include free email and web forwarding. Recently they have been having a sale and selling .info domains for 99 cents. I purchased www.dennyandrews.info and just forwarded to my virtual resume, definitely worth 99 cents.

Site Links: www.godaddy.com   www.dennyandrews.info

You Tube Video Link: http://www.youtube.com/watch?v=_zFDKo2QnO8

Internet Research

Everybody uses the internet for research. We have all heard the term "Google It". The problem is we are all pulling the same data off Google and the statistics say that over 80% of people never even look past the first page of results. The following tips will help increase the speed at which you get your searches done and help you to find content that you wouldn't normally find.

Search Facebook Like Never Before For Better Networking
There are millions of fan pages, events and groups on face book and finding the ones that are most relevant to you and what you want to accomplish on face book can be difficult. This is a free application that will allow you to pinpoint your searches when you are looking for fan pages, groups and events to join for networking and information. The application name is advanced search 2.2 and you just type that in the face book search bar and install it. Now it will show up on your profile and be available for you to use anytime you are looking to do additional networking.

Site Link: www.facebook.com   advanced search 2.2

You Tube Video Link: http://www.youtube.com/watch?v=rwjR_416uWs

Great Tips To Help You With Your Internet Searches
Google is the king of searching but here are a couple tips to help you get better results than you will see from them. Scroogle.org actually does a Google search but it has a function called scraping that scrapes out the advertising and the pay per clicks. Often times you will find very different results then searching Google with all the ads and pay per clicks. Another site that will help automate your searching is addictomatic .com. This site searches 20 other search sites and pulls all the results together into one page then segments the results by search engine so you can see the results of 20 different search engines all on one page.

Site Links: www.scroogle.org   www.addictomatic.com

You Tube Video Link: http://www.youtube.com/watch?v=xVrccRKSlDc

Do People Searches Like An Investigator

Trying to find an individual on Google can be almost impossible, even yourself. These sites were created to do nothing but people searches. It pulls together the information based on a name and location and then segments it into pictures, emails, phone numbers, videos, social networks, etc. These are the best sites when you are trying to find out information about anyone. You definitely want to do these searches on yourself to see what is out there and on any new business partners to find different ways to try to strengthen your relationship.

Site Links: www.123people.com   www.pipl.com

You Tube Video Link: http://www.youtube.com/watch?v=DNuMUW_M0xQ

Find Hundreds of Local Networking Meetings

You can only spend so much time online until you actually want to meet somebody in the real world. These are the best sites to find real world networking events in your area with times, dates, and what the subject of the event is.

Site Links: www.meetup.com   www.upcoming.yahoo.com   www.biznik.com

You Tube Video Link: http://www.youtube.com/watch?v=h9izy1Gt9fs

Goals, Time and To Do List Management

Using the internet to help with goal setting, keeping your calendar and to do lists is a very efficient way to manage your business and your life. Everything has the ability to sync and with handheld internet devices like the I Phone, Droid and Blackberry any work that you do online in regards to setting and tracking goals, to do lists or events now goes with you wherever you go. The following tips are some of the best resources on the internet to perform these actions and sync them to all your devices.

Keep Track Of and Manage All Your To Do's In The Cloud
To do lists these days can literally be 10 pages long. This application Toodledo will allow you to keep a list that long but you can also split it up into folders, due dates, priority level, hot list, and progress. Any work you do on one of your devices sync to all the other ones so you are always up to speed on your entire to do list.

Site Link: www.toodledo.com

You Tube Video Link: http://www.youtube.com/watch?v=WRKZwvlYiRI

Priorities Management For Business Owners
Setting long term goals and working those back to daily activities take a lot of thought and can be very difficult without a system. Goal Based Priority Management is an e-book and spreadsheet that will walk you through the process to set your goals, convert them to action items and incorporate them into your calendar.

Site Link: http://inthecloudmarketing.com/goal-based-priorities-management/

You Tube Video Link: http://www.youtube.com/watch?v=6UYEGGmkYQI

Manage Your Time Online Effectively
The internet is set up to distract us and take us off our game. Pop ups, videos, links, it's all there to waste our time so it is very important to track the time we spend online. Online Stopwatch will let you track down to the second the time you are spending online and make sure you get what you need to get done and then log out.

Site Link: www.online-stopwatch.com

You Tube Video Link: http://www.youtube.com/watch?v=_9JIloeIes0

Save Time By Learning Browser Commands
If you can save 5 minutes every time you are online that will add up to hours a week that you can spend working toward your goals. By simply right clicking on links and opening the links in a new tab or window you will easily save that much time and more as you won't be waiting for sites to open and you won't ever need to hit the back button on your browser because the main window will still be open.

You Tube Video Link: http://www.youtube.com/watch?v=1pRETZbXo-A

Set Reminders and Alerts For Everything
The calendar that is built into Gmail will remind you with pop ups, text messages and emails when you have appointments but you can also use it for other things. To remind you to do whatever action items you need to, to move toward your goals every day. You can set recurring appointments to remember to review you goals, do follow up, make calls, whatever it is you need to do to be a success.

Site Link: www.google.com/calendar

You Tube Video Link: http://www.youtube.com/watch?v=eFmDcznGWv4

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