

NEW MEXICO BROADBAND PROGRAM

INTERNET TOOLS FOR SMALL BUSINESS SUCCESS – MODULE 2 HANDOUT

Terms to be able to recognize and define

Operations The recurring (cyclic) activities involved in running a business for the purpose of producing value for the stakeholders (profitability).

Profitability There are three generally accepted ways to increase profitability: Increase Sales, Increase Prices, Reduce Costs.

Online tools for business operations impact communication and collaboration by speeding communication, lowering communication costs, facilitating collaboration, and increasing mobility and data access.

VoiP VoiP stands for Voice-Over Internet Protocol and refers to computer based voice communications, such as Skype or other computer phone systems such as Google voice.

Email signatures The signature space at the end of an email that allows you to customize your signature information. This has become the new “business card,” providing details about the sender’s title, institutional affiliation, and contact information. It also provides an opportunity to add a link to a website and a tagline by which to promote your business. Email signatures help reduce cost by eliminating or reducing the expense of business cards and promote communication by easily providing contact information.

Google Docs This tool, offered by Google, allows individuals to share documents, spreadsheets, and presentations in an online location which all can access. This makes access, updating, and collaborative tasks easier and quicker, with no associated cost.

Skills

Email signatures

To set up an email signature in your Gmail account:

- Log on to Google and Gmail
- Click on “Settings” in the upper right
- Scroll down to “Signature” and click the radio button that allows you to add one
- Type in the appropriate information
- When you are finished, click “Save” at the bottom of the page.

The signature will automatically be added at the bottom of the emails you send.

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Using Google Docs

- Log into Google
- Click on the “Documents” tab at the top of the menu
- Use the menu at the left to create or upload a document that can be saved in Google, rather than on your computer.
- Share your documents by checking the document you want to share, then clicking on the

“Share” icon in the top left of the Google docs icon menu.



- In the textbox that appear, enter the contact information for the persons with whom you want to share the document. Once contact information is entered, you can simply click on the persons name, and they will receive a Gmail invitation to share this document.