Hello,

Below you will find your customizable ecourse.

To edit the course quickly and easily just copy

the code phrases below into the "find/replace"

feature in your text editor. This is usually found

under the "edit or search" menu at the top of

the page.

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**Instructions**

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- Highlight and copy the copy and paste phrases including

 the quotation marks. One at a time and paste them in

 to the "find what" box.

- Type your own information in to the "replace with" box.

- Click the replace all button.

You're done now just check to see if all of the information

is correct and then paste your messages in to your follow

up auto-responder and start sending it.

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**Copy and paste phrases**

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"autoresponder code here" (found in your autoresponder service)

"confirmation link" (found in your autoresponder service)

"add your name here"

"your email address"

"your URL here"

----------------------------------------------------------------

Conformation message:

Hello "autoresponder code here"

Thank you for your interest in the Google+ For Business Crash Course.

It is very important that you confirm your subscription so that we can

start sending your messages.

Please take a minute and click the link below to confirm.

"confirmation link"

We will send your first lesson as soon as we receive your conformation.

Remember we value your privacy. We will never rent, share or sell your

email address.

"add your name here"

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1

Subject line: First Lesson - Google+ Basics Crash Course

Hello "autoresponder code here",

Welcome to the first lesson in the Google+ Basics Crash Course. Over

the next few days you will receive several lessons that will help you

learn the ins and outs of Google+ and what it can do for you.

In this first lesson let's talk a little about what Google Plus is, how it

functions, so you can make the most out of your Google Plus

experience.

According to Wikipedia Google Plus (pronounced and sometimes

written as Google + or G+) is a social networking and identity service

operated by Google Inc. Its doors opened in September of 2011 to

anyone over the age of 13, in the US and many other countries.

Google Plus integrates social services such as Google profiles,

Circles, Hangouts, Pages and Sparks. It is available on websites and

mobile devices worldwide. Many say that Google + is Google's biggest

attempt to rival Facebook, which currently has over 800 million users.

Currently Google + is considered to be one of the top five social

networks online.

When it comes to visiting our favorite social networks we have come to

expect certain things like twitters 140 character limit, Facebook pages

and LinkedIn's focus on business connection.

Google Plus as done a good job integrating many of our favorite

features into its own social network in an attempt to make it more

popular and draw users away from other networks.

For instance, one of the main things that most people do on social

networks is post updates. While Facebook and Twitter have limited

space for updates, Google plus has removed that limit giving users the

freedom to include as much content as they like, so if you want to post

an entire article or a 2000 word report you can.

Google Plus also allows its users to have more control over who sees

their postings by using Circles. They make it easy to share the right

things with the right people. With circles, you can make your postings

public, private or limit them to a small group of people. So if you want to

post an update about a family event you can be sure that your business

colleagues won't see your personal information and vice a versa.

They have also made chatting with friends, family and colleagues easier

too! Unlike Facebook's chat feature, Google Talk and Gmail chat,

Google+ is taking instant messaging to the next level by introducing

circles into the mix. Similar to groups on traditional IM buddy lists, with

Google Plus you can start a chat (or video chat) with several people at

the same time within your circles as well as add and remove people

you from your chat list too.

This is only a brief overview of the many features that Google Plus has

to offer it's users and we will be going into more details about them

throughout this course, so that you can fully understand how to use

Google Plus to your advantage.

That's it for today's lesson. We have a lot to go over in the next few days

if you want to learn how to use Google Plus, so make sure you look for

your next lesson soon. In your next lesson we will be talking more about

the Google Plus features and what they do.

Thank you again for joining, If you have any questions or need any

assistance please feel free to contact me at anytime using the contact

information below. I will be happy to help,

Until then,

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"your email address"

"your URL here"

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2

subject line: Second Lesson - Google+ Basics Crash Course

Hello "autoresponder code here",

It’s time for your second lesson in the Google+ Basics Crash

Course. I hope you found lesson one informative and that you have a

better understanding of what Google Plus is and how it functions.

In this lesson we are going to go over some of the Google+ features

and what they do. Let's get started!

- Circles

Google Plus circles are how you organize your contacts within your

Google Plus account. They give you the ability to group your contacts

into different categories.

You can have as many circles as you like. Once you joined Google Plus

you will have the option of using the default circle set up by Google or

creating your own customize circles. You can name your customized

circles anything you want. For instance, you could have a circle for

acquaintances, coworkers, family members, friends or even your

favorite movie stars.

Every time you post an update you will have the option of which circles

will be able to see the update. As we touched base on in your first

lesson this will give you greater control over who sees your content

giving you the ability to add content on a wide variety of topics.

Tip: When you are first getting started the fewer circles you have the

easier it will be for you to manage them. Then as you get more familiar

with the way, Google + works you can add more circles.

- Streams

Google Plus Streams are much like the news feed in Facebook. Every

time you login to your Google + account you'll be taken to the home

page where you'll be able to see the most recent activity from friends in

your circles. This is where you will be able to post your own content too.

One nice thing that makes posting to the Google+ Stream more user

friendly is that you have the ability to edit your Stream posts after they

are posted.

- Hangouts and Huddles

Hangouts and Huddles are another great way that Google + helps

people stay in touch with family, friends, customers, and co-workers.

These are two features that business owners should definitely take

advantage of, especially Hangouts because it allows users to socialize

with up to 10 people using live webcam videoconferencing. During the

chat users can share links as well as watch YouTube videos simultaneously.

While videoconferencing is nothing new, Google Plus is one of the first

social networks to offer it in this way.

- Sparks

This is a very nice feature that automatically loads, posts, articles and

videos based on your interests onto your Stream. It functions similarly to

an RSS feed and in true Google fashion users see the most recent and

most relevant information on their chosen topics as they happen! It also

makes it easy to share photos, videos and links with everyone within

your circles, as well as those who have added you to their list of

contacts.

With so many users migrating to Google Plus there is no doubt that it is

a

good idea to explore all of the opportunities that it has to offer,

especially when it comes to using social media and social networking

for business!

That's it for today's lesson. In your next lesson we will be talking about

setting up your profile for maximum exposure.

Again, I appreciate your joining me for this short ecourse. If you have

any questions or need any assistance please feel free to contact me at

anytime. I will be glad to help.

Until then,

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3

subject line: Third Lesson - Google+ Basics Crash Course

Hello "autoresponder code here",

It’s "add your name here", with your third lesson in the Google+ Basics

Crash Course. Today we are going to talk about setting up your profile

for maximum exposure.

According to Google, your profile is the way you represent yourself on

Google, Google Plus and across the web. From within your profile you

can manage the information that other people see such as your bio,

contact details, and links to other sites created by or about you.

Google believes that your profile is all about you and they have given

you a complete control over the information you share publicly. So while

you're profile is public all they require you to share publicly is your full

name and your profile picture. You don't have to share anything else

unless you are comfortable doing so. Giving you complete control over

your privacy.

If you already have a Google Plus account you can edit your privacy

settings by going to: <https://www.google.com/settings/privacy>

Here is a quick overview of the different settings available:

- Visibility settings.

Allow you to customize your public visibility for specific profile sections.

This allows you to keep specific information on your profile private,

while allowing other information to be seen by the public. The only thing

that you cannot make private from within your profile is your name and

your profile photo.

If you want to check your profile visibility settings you can do that by

clicking on the on the icon next to each section while in edit mode. This

will let you know whether the section is private, visible to your circles,

extended circles, or to the public.

- Contact information

This is where you can set up how people are allowed to contact you

through your profile. You can allow them to contact you directly from

your profile or give them the option of contacting you privately without

exposing your email address.

- About

Under the about tab you can add your personal or business Bio to your

profile. It is a good idea to include as much information about yourself

or your business as possible on the about page, because this is one of

the first things people gravitate to when they find you on Google Plus.

Be sure to include a solid tagline as well. The tagline shows up directly

under your name in your Google Plus profile and also shows up in the

search engines, so make it count!

- People in your profile

By default people in your circles and people who have added you to

their circles are publicly shown in your profile. You can control who

appears there as well as who can see this information.

- Posts

The Posts tab organizes all the posts shared by the profile owner.

When you view someone else's Posts tab, you'll be able to see all of

the posts the profile owner has shared with you or posted publicly.

- Indexing

While your profile is public, you can choose whether were not you want

it indexed by search engines. This can help increase your visibility and

is especially important if you're using Google plus for business

purposes.

Here are a few more tips that you should keep in mind when using

Google Plus:

- When you change your name in your profile it changes your name in

your Google Accounts, including your Gmail and Docs profile.

- Deleting your profile won't delete your Google Account.

- You can add a personal badge linking to your Google Profile to your

website or blog (if you have one) so that visitors can find your

profile or add you to their circles directly from your site.

- You can see what your profile looks like from another user’s

perspective.

To do this just look under "view profile" in your account and you will see

a box labeled "view profile as" in that box just type the name of one of

the people in your circles and you can start viewing your profile as that

user. This can help you see exactly how your profile looks to other users

so that you can make any necessary changes.

- You can edit and delete comments on your own posts as well as posts

you made on other people's content.

At the bottom of every post or comment you make you will see an edit

button, so when mistakes happen you can edit or delete the comment

even after it has published.

There's so many more tips and techniques available when it comes to

learning how to take full advantage of everything that Google Plus has

to offer. Far too many to share in this short email lesson, but I hope we

touched base on a few of the more important ones to help get you

started.

If you're ever stuck all you have to do is perform a simple search online

and you will find literally thousands of little tips that you can use to

enhance your Google plus experience.

There's no doubt that Google Plus have brought flexibility to a whole

new level when it comes to social networking, by allowing its users to

complete control over their privacy, contact information and content.

That's it for today's lesson. In your next lesson we will be talking about

circles, targeted sharing and how it works.

Until then,

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4

subject line: Fourth Lesson - Google+ Basics Crash Course

Hello "autoresponder code here",

How are you? We are winding down to the end of this short course, but

we still need to go over a few things. Today we are going to jump right

in and talk about the Google Plus circles, targeted sharing and how it all

works.

Google Plus was developed on a very simple yet powerful premise.

Rather than adding friends or followers you create circles that allow you

to easily segment your contacts.

As we discussed in lesson two, you can label your circles as anything

you like, such as; acquaintances, coworkers, family members, friends,

favorite movie stars or even customers. You can also have as many

circles as you want without any limit making it easy for you to expand

your network of contacts.

Let's take a quick peek at some of the things that circles can do:

- They can help you organize content and people.

- Save time by allowing you to read posts by people in specific circles.

- They can be easily shared with others.

- You have the ability to share specific information with specific circles.

Let's quickly go over the different types of circles:

- Public Circles - Anyone on Google Plus who views your profile, has

included you in one of their circles to see your content.

- Your Circles - Everyone who is in one of your circles can see your

content.

- Extended Circles - Everyone who is in a circle of someone in one of

your circles

- Specific Contacts - You can add individual email addresses for

contacts even if they don't have a Google Plus account.

Creating individual circles for each group of contacts gives users the

ability to post content that goes out to specific audiences. This makes it

easier create content and updates based on which circles they will be

shared with. Unlike Facebook and Twitter posts this gives users the

ability to connect with the people in their network in a far more

personalized manner. This is targeted sharing at its best.

From a business standpoint this can be an explosive marketing tool

allowing business owners to create specific campaigns geared

towards targeted audiences and connect with them through circles.

Let's go over a few quick ways to beef up your Google Plus circles:

- Optimize your profile

We touched briefly on this in your last lesson. It's important to optimize

your profile, especially if you want to be added into relevant

circles. Remember your profile is your introduction to the world so be

sure to take some time completing the “About” section. include

compelling information about yourself including what you do, what you

enjoy and what type of content that like to you write or share.

If you don’t tell others about yourself, it’s difficult for people to circle you,

or even know what type of circle to add you into.

- Circle people with common interests

On way to start getting active and noticed in Google Plus is to find

interesting people to follow and circle. keep in mind that circling them

doesn't mean they'll circle you back. if you really want to get them to

circle you back try engaging with them by posting helpful and thoughtful

comments.

There are several ways that you can go about finding people to add to

your circles. You can find them by doing a search from within Google

Plus by topic.

This will provide you with the most recent postings on the topic you

chosen, when you hover over the names of the people who contributed

the post a box will pop up giving you the option of adding them to one of

your circles.

There are also several websites that help you find people to circle.

Here is a quick list of some of the most popular:

<http://findpeopleonplus.com>

They have Over 45 Million Google+ users indexed.

<http://plusfriendfinder.com>

The yellow pages for Google Plus

<http://gpeep.com>

To help you improve you ranking.

<http://www.recommendedusers.com>

They help you find people based on specific topics.

<http://www.circlecount.com>

Helps you better understand Google+ with rankings and statistics.

There are many more, just do a search for "Google Plus directory" and

you'll find listings for many different directories where you can find new

people to circle as well as add your own profile, so they can find you.

That's it for today's lesson. I hope you found it helpful and now have a

better understanding of how circles work and how you can use them to

your advantage.

Don't forget to keep an eye out for my next email. There will be some

great stuff in your last lesson.

Until then,

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5

subject line: Fifth Lesson - Google+ Basics Crash Course

Hello "autoresponder code here",

Well, we have come to the final lesson in the Google+ Basics Crash

Course. I sure hope you have enjoyed your lessons and learned a lot

about how Google Plus functions and how you can use it to your

advantage.

In today's lesson were going to talk about Google Plus pages, how they

work and how they differ from your regular Google Plus account.

According to Google, Google Plus Pages provides businesses,

products, brands, and organizations with a public identity and presence

on Google Plus .

Pages are extremely similar to profiles, but there are a few slight

differences when it comes to setting up Google Plus Profiles

and Google Plus Pages.

Let's go over a few of those differences very quickly:

- Pages can’t add people to circles until the page is mentioned or

added first. They can use circles to share with and follow other people,

however pages can only add followers of the page to its circles.

- Pages can be made for a variety of different entities and can have

multiple administrators.

- Pages automatically have the +1 button making it easy for visitors to

endorse them.

- Pages can’t play games and they don’t have the option to share to

‘Extended circles’.

- Pages can’t use hangout on a mobile device and local pages have

special fields that help people find the business’ physical location.

To create a Google Plus page you first have to have a personal profile

on the network. You can then create a page from inside your profile by

clicking on the more tab and choosing pages.

Pages can be created based around five different categories:

- Product or Brand

This is where you would create page to promote a specific product or

build your business brand. There are a variety of categories to choose

from under the product or brand tab including, apparel, cars,

electronics, financial services and more.

- Company, Institution or Organization

This category should be used if you are building a page to promote

companies, institutions, organizations or non-profits or similar

entities.

- Local Business or Place

This is perfect for business owners who want to promote locally

including, hotels, restaurants, places, stores or services. This can be a

powerful tool if your location is important because you can add a map

to your Google+ page that directs customers right to your door. s.

- Arts, Entertainment or Sports

Under this category you can create pages for movies, TV, music,

books, blogs, sports, art shows and more.

- Other

If you don’t feel your page fits in any of the other categories mentioned

you can select Other, where you can enter your page name and website

without any additional category selection.

Just like with creating your profile from within Google Plus you'll want to

spend some time creating a public profile for your individual pages as

well. Make sure that you include a profile picture, a professional tagline,

along with compelling information and relevant links.

There is no doubt that pages are a powerful tool for anyone looking

to promote their business, brand or institution. They can help people

find you, plus learn about services, products, promotions, and pretty

much anything else you want to share.

While we have only scratched the surface of working with pages I hope

that this lesson has given you some valuable insight that you can use to

start your first Google Plus page. There are literally thousands of

tutorials available online that can help you expand on this topic.

As we close this final lesson I would like to thank you again for joining

me and I sincerely hope that you have learned a lot about how Google

Plus functions and how you can take full advantage of everything that it

has to offer.

Please feel free to contact me if you have any questions about how to

get the most out of your Google Plus account.

Until then,

"add your name here"

"your email address"

"your URL here"

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