

# Google This!

## How Smart Business People Are Using Google To Increase Their Profits



### **DURING THIS PRESENTATION GENE WILL DISCUSS HOW SMART BUSINESS OWNERS AND MANAGERS USE GOOGLE TO:**

- Setup GMail to effectively replace their in-house email systems;
- Share documents, spreadsheets and presentations using Google Docs;
- Use Google Calendar overlays to see when people are available, send invitations and get RSVPs and integrate with GMail
- Send out and manage surveys using Google Docs;
- Synchronize documents and files on your desktop to Google Docs using Google Gears;
- Use GMail, Google Calendar and other apps from a mobile device;
- Publicize external company events by publishing a calendar to make it searchable in the Google Calendar gallery. Easily embed calendars into web pages;
- Use Google Sites to centralize documents, spreadsheets, presentations, videos, slideshows and more to help keep teams organized;
- Best ways to use AdWords to grow your business;
- And more....

### **Google has gone way beyond search.**

*And smart business people are figuring out how to use these tools to change the way they're doing business.*

The world of online applications has exploded over the past few years. And the way we're doing business is changing along with it. Are you keeping up?

Google has lead the way with free and inexpensive tools that are helping business people cut costs and increase profits. Are these offerings better than Microsoft or other software companies? Some are. Some aren't. But good managers are no longer ignoring Google. They're adopting the technologies that make sense for their companies.

During this user friendly, easy to understand presentation Gene Marks will walk attendees through his favorite Google applications that are helping him and his clients run their businesses quicker, better and wiser. Gene will demonstrate a few of these tools, share many links and resources and discuss with participants his no-nonsense opinions of what applications work best for a small or medium sized business.

Whether you're a beginner or an advanced Google propeller head, you'll walk away with new ideas for running your business more profitably.

*Small business management expert and entrepreneur Gene Marks is a popular columnist for Forbes, Business Week and American City Business Journals and a best-selling author of four small business management books. Drawing on his experience running his own ten person company, 20 years of "Big 4" experience at KPMG and interviews with thousands of other business owners, Gene shares his Quicker! Better! Wiser! secrets in this presentation.*

**WHO SHOULD ATTEND?**  
Business Owners  
Executives  
Managers

### **To Book Gene for your keynote or breakout session contact:**

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**To see Gene in Action visit:**  
[www.quickerbetterwiser.com](http://www.quickerbetterwiser.com)

# GENE MARKS

## Quicker! Better! Wiser!



Gene's books include the #1 Amazon Small Business Best Seller *The Streetwise Small Business Book of Lists* (Adams Media), *The Small Business Desk Reference* (Alpha Books, 2004), *Outfoxing The Small Business Owner — Crafty Techniques for Creating a Profitable Relationship* (Adams Media, 2005) and *The Complete Idiot's Guide To Successful Outsourcing* (Alpha Books, 2005).

Gene writes online columns monthly for both Forbes and Business Week. Gene's column, "The Penny Pincher's Almanac" appears nationally in American City Business Journals ([www.bizjournals.com](http://www.bizjournals.com)) publications bi-weekly.

Gene frequently appears on MSNBC, Fox Business News and numerous TV and Radio talk shows. He has authored dozens of articles for many publications and is often quoted in the national media including The New York Times, USA Today, The Chicago Tribune and The LA Times. He is also a member of the National Speaker's Association.

Through his keynotes, workshops, seminars and executive retreats, Gene helps small business owners, executives and managers learn about all of the great products and services available to manage their companies quicker, better and wiser.

Gene owns and operates the Marks Group PC, a highly successful ten-person firm that provides customer relationship, service and financial management services to small and medium sized businesses. The Marks Group PC, launched in 1994, has grown to help more than 500 companies and more than two thousand individuals throughout the country.

Prior to starting the Marks Group PC Gene, a Certified Public Accountant, spent nine years in the entrepreneurial services arm of the international consulting firm KPMG in Philadelphia where he was a Senior Manager.

### TESTIMONIALS

Gene guided our audience of business owners through the jungle of the internet and revealed some real jewels to help small businesses think differently and be more profitable.

— Thomas Schaub, Marketing Manager,  
*The Muskegon Chronicle*

Gene's tips give small business owners new opportunities so they can find success in the future.

— Justin Kitch Chief Growth Officer,  
*Intuit Corporation.*

One of the most informative and entertaining speakers we have had in a while. Gene's relaxed style and sense of humor makes his presentation a very enjoyable experience for any audience.

— Rod Serianni, Chair, *Union League Business Network*

Gene Marks packs in so many great profit building tips during his presentation our attendees were running out of notepaper! He left us laughing and wanting more.

— Therese Flaherty, Director,  
*Small Business Development Center Wharton School, University of Pennsylvania*

### QUICK FACTS ABOUT GENE MARKS

- Originator of the Quicker! Better! Wiser! and Penny Pincher strategies
- Owner of The Marks Group
- Author of four best selling small business books
- Monthly Online Columnist for Forbes
- Monthly Online Columnist for Business Week
- Bi-Weekly Columnist for American City Business Journals
- Frequent presenter at small business conferences and events
- Member of the National Speakers Association

### SELECT CLIENTS

- American Association of Microbusinesses
- Bank of America
- Intuit Corporation
- Symantec Corporation
- Sam's Club
- Citrix Corporation
- eLance Inc.
- Wharton and National Small Business Development Centers

### RECENT MEDIA

- "How Small Business Will Profit Under An Obama Administration" — *Business Week/Entrepreneurs*
- "Improving Productivity Through Consistency" — *Forbes*
- "The Technology Tipping Point" — *Business Week/Tech*