FIRSTST_PS
O N L I N E

Specialty Module: Ten "How-To" Video Tutorials
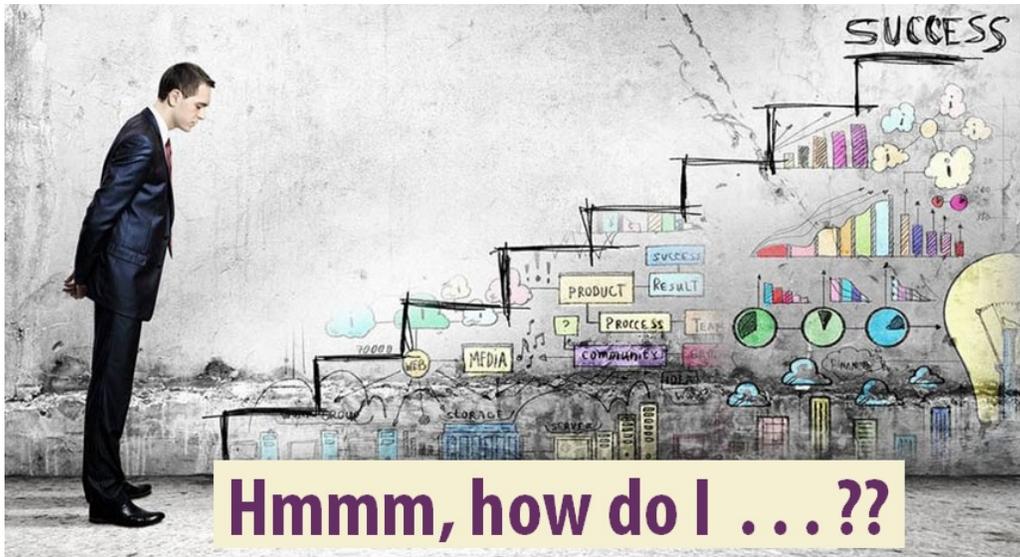
In this module I introduce the methods, tools, and programs to make your life a lot easier.

Microsoft and Apple have many standard programs, I call them free tools and helps, for online marketers. When starting out, you've no need to spend a lot of money on expensive tools. As you progress additional online-specific tools will need to be purchased.

Remember, as a First Stepper, learn to take it slow before committing to a lot of up-front costs. As you progress in your online experience, additional tools and programs may become a "must-buy." Don't rush it, and don't feel pressured into buying until you have grown into them and proven you can handle the free ones!

Each over-my-shoulder video shows you a free program you can easily download, access and use to begin lightening the load of a new online business.

The order of the 10 program tutorial is:

➔ **How to Zip or Unzip a folder or file**

➔ **Setting up a business email account with Gmail**

➔ **How to take a Screen Shot**

➔ **How to use a Snipping Tool**

➔ **How to use MS Paint to resize a photo**

➔ **How to use MS Paint for graphics**

➔ **How to use PixResizr**

➔ **How to use Notepad**

➔ **How to make a PDF**

➔ **How to shorten a URL**

To locate the program tutorial you wish to see, scroll down to locate in the order above.

➔ **How to "ZIP" or "UNZIP" a folder or file**

A "zipped" file is simply a file or folder that has been compressed in order to send it faster. Without being too technical, a small program takes the contents of a file or folder and by using a special algorithm reduces the size of the file. In addition, it "packs" the file into a protective covering so it can be sent easily and quickly.

In order to "zip" or "unzip" a folder or file, a small, free program is needed. While several are available, most of them free, the one widely used is "WINZIP."

Go to http://www.winzip.com/win/en/ and download it for a trial period or you can purchase it for about $40 USD. WINZIP is available as a free download, but will have reduced capabilities. For most things you do when you are taking your First Steps, the free version is more than adequate. You can download it here: http://bit.ly/2nuyeyn

Here's how to unzip a folder:

1. Download the zipped folder and place it in a folder on your computer.
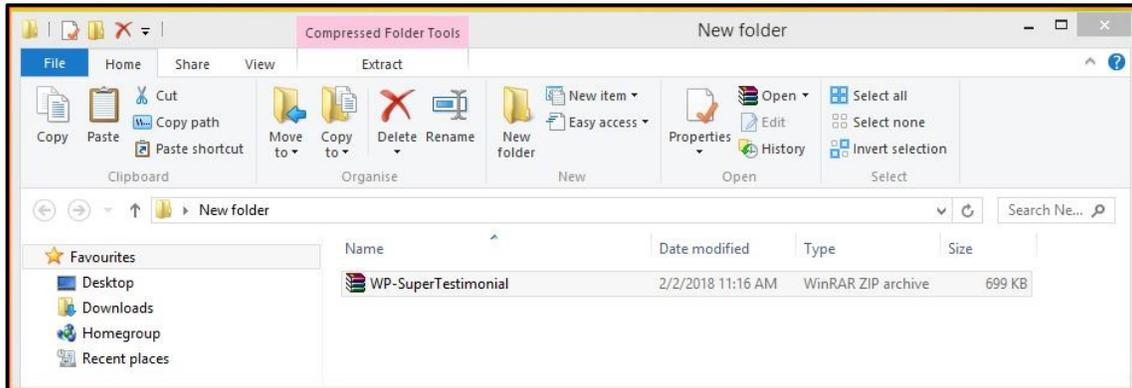

2. Then take your mouse and hold it over the file. It should be hi-lighted like this.
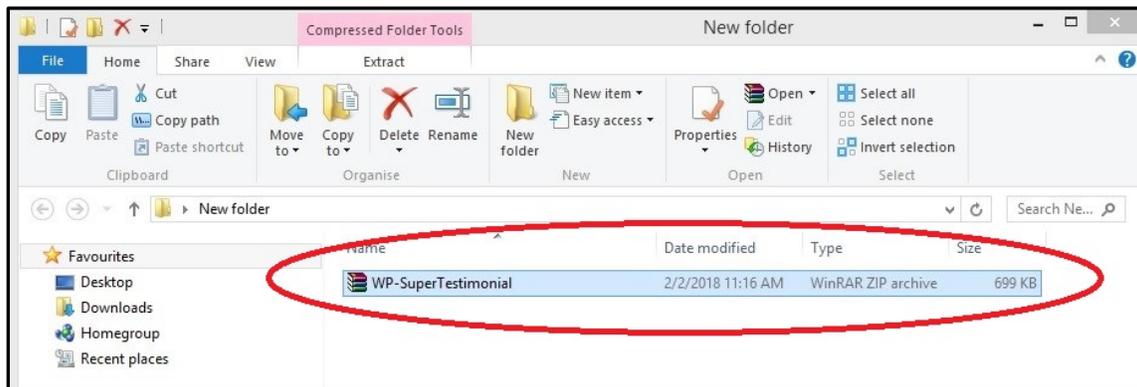

3. Right Click on your mouse to open up dialog window
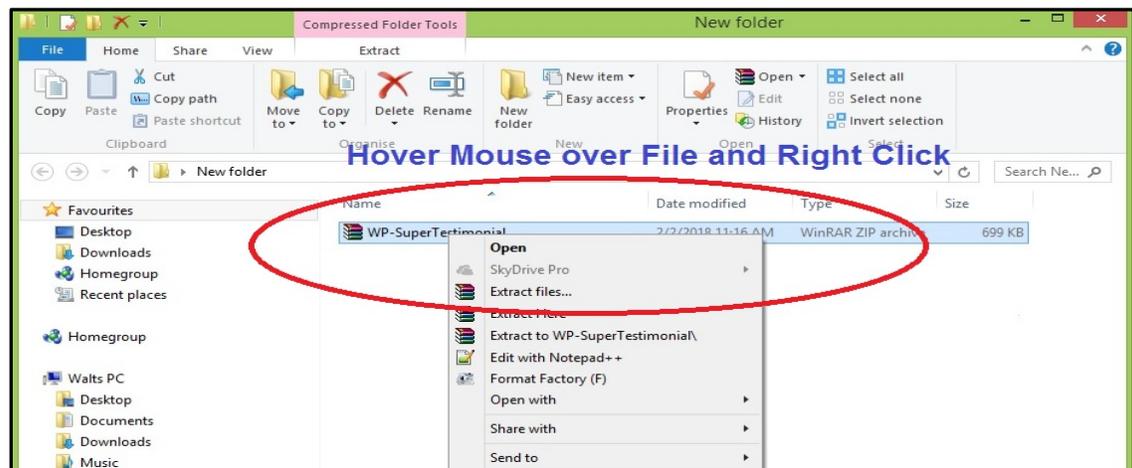
4. Scroll with your mouse down to "Extract to WP-Super Testimonials" and left click your mouse. Once clicked, a new folder will be created with all of the "unzipped" files.
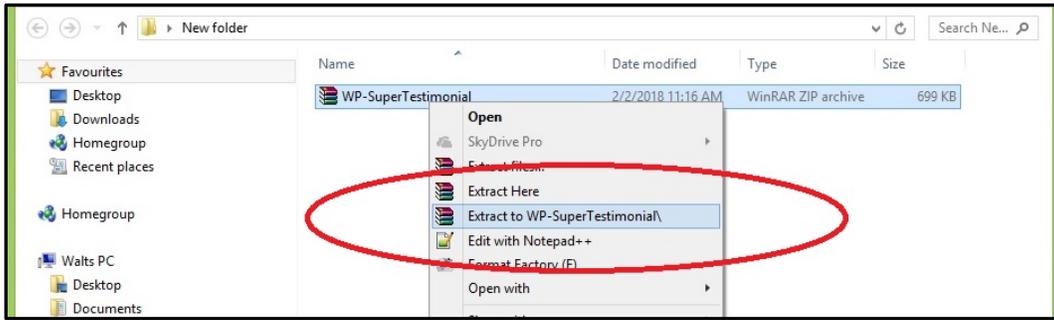

5. Take your mouse, hover over the original "zipped" folder to hi-light it, then left click and hold your mouse and drag the zipped folder into the new folder just created. This is an easy way to keep the files together under one "unzipped" folder.
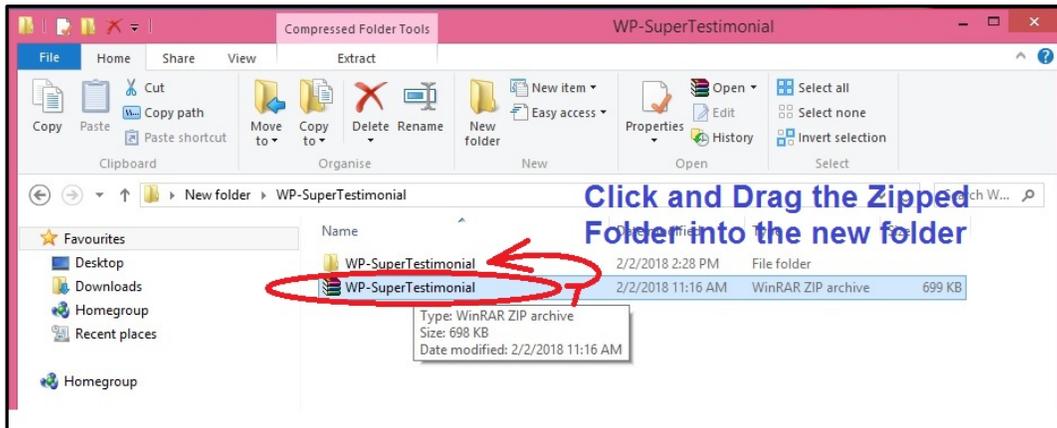

6. When you open up the folder, you will see the contents of your folder along with the original "zipped" file.
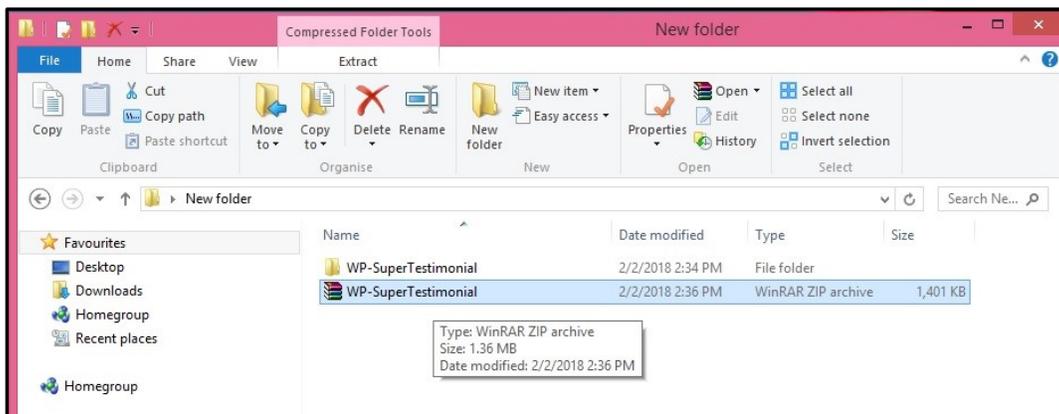
7. When you click on the folder to open it, you will see a complete listing of the individual files and folders contained within the original Zipped file.
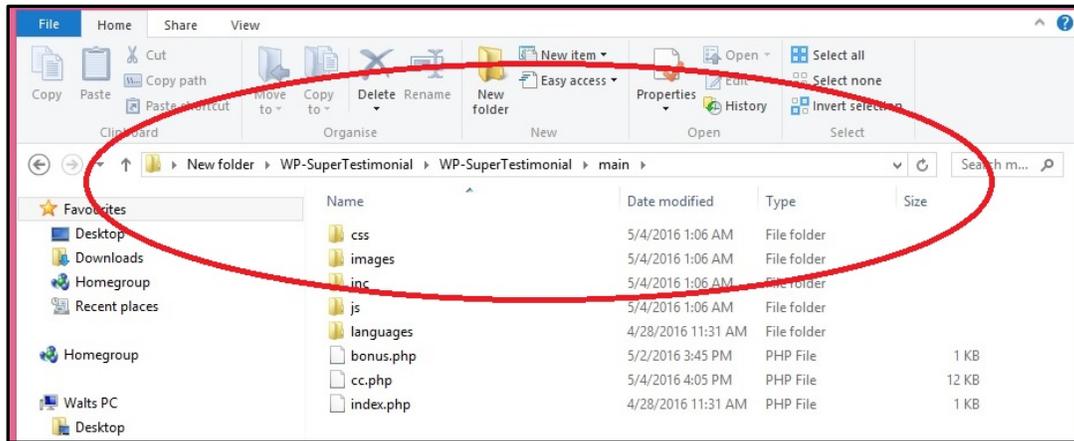
8. **How to create a "ZIPPED" file.** Hover your mouse over the file to be zipped, and right click your mouse. Scroll down to "Send to." When you do this an additional side window will open up with several options for you to choose. Choose the "Compressed Zip Folder" option.
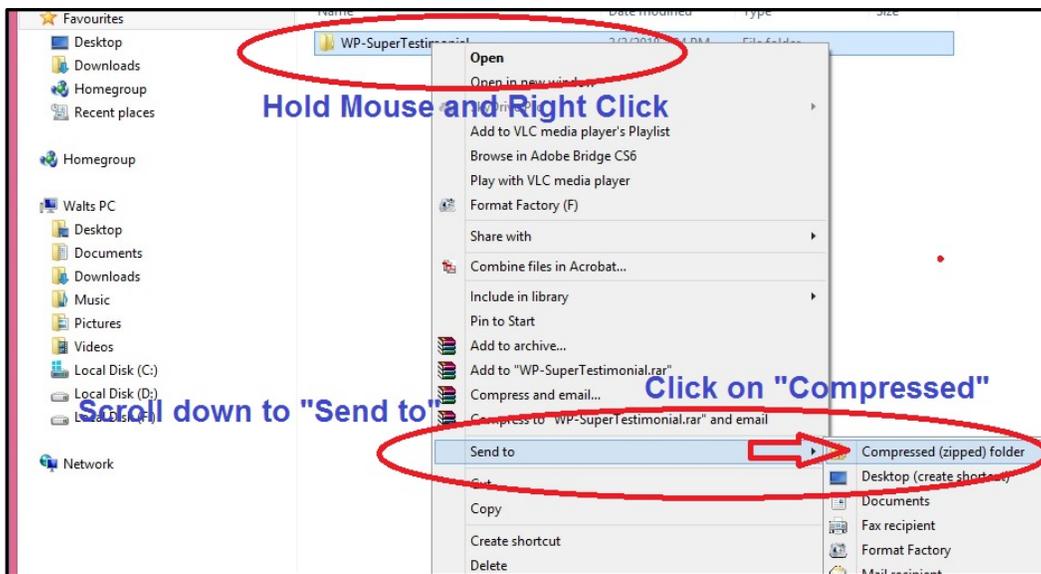
9. When clicked, your program will make a compressed "Zipped" folder easily and quickly sent.
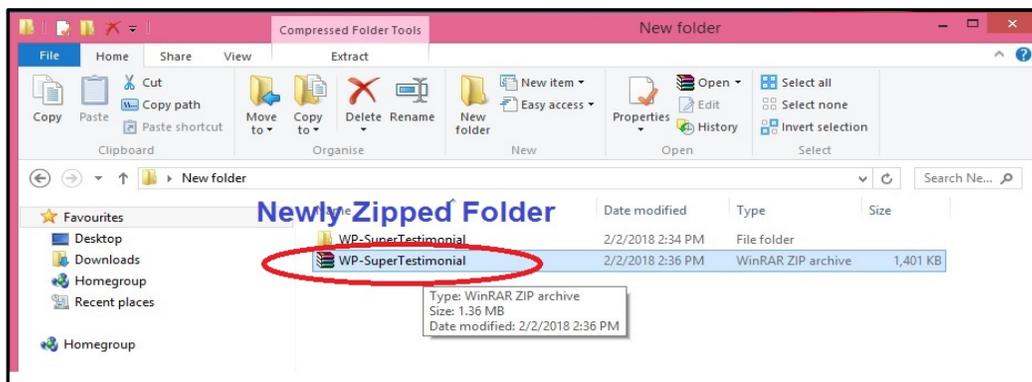
10. **Congratulations!** You have "Unzipped" and "Zipped" a folder. (You're back where you started! Feel like you've been going in circles?)

VIDEO TUTORIAL: <u>How to Zip and Unzip a Folder. Click HERE.</u>

➔ **How To Set up an GMAIL Email Account, and How to connect your Domain email account to GMAIL.**

Set up Gmail Account??

Click HERE to watch the video tutorial now.

Click Here to watch: How to set up your Business or Domain Email account through GMAIL

➔ **How to take a screen shot on your computer?**

There will be times when you want to take a screen shot or a picture of something on your screen. While each device is different as to what buttons to push, taking a screen shot is not difficult. If you are using a Tablet or smart phone, then each one has their own method of taking a screen shot, but basically you can press the Menu button at the same time as the ON/OFF button. The screen shot will be saved in your Gallery or Picture folder.

For our example, we will take a screen shot of the new **Google** logon page.

1. Open your computer to the file or location where you want to take a screen shot.

2. Depending on your keyboard configuration – they do differ – you may have to experiment with which one works for you.

3. Most keyboards have a button labeled, **"Print Screen."** This may be configured to your printer, to print whatever you have on your screen at the time, however, if you would press, "CONTROL," or "CTRL" then "Print Screen," your computer copies whatever is on your screen and saves it in your memory cache or clipboard. Some work by only pressing the "Print Screen" or by pressing the "Function" key along with the "Print Screen" button.
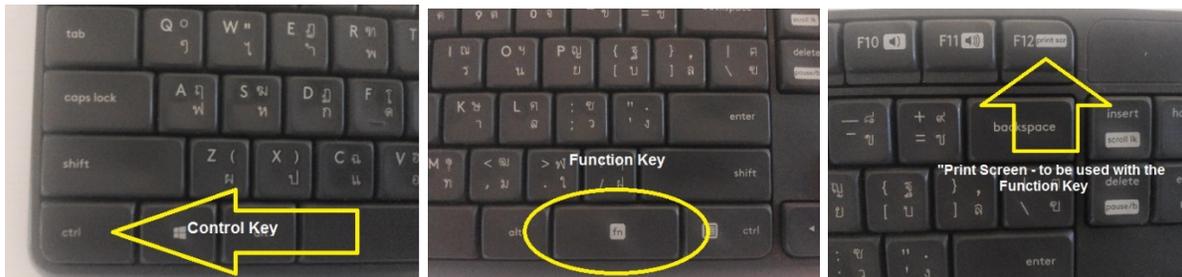
4. After pressing these buttons, open up a program called, **"Microsoft Paint."** This cool little program, while being somewhat limited in what can be done, will be able to turn your "Print Screen" into a photo. (Be sure to watch my video tutorial on how to use MS Paint!)
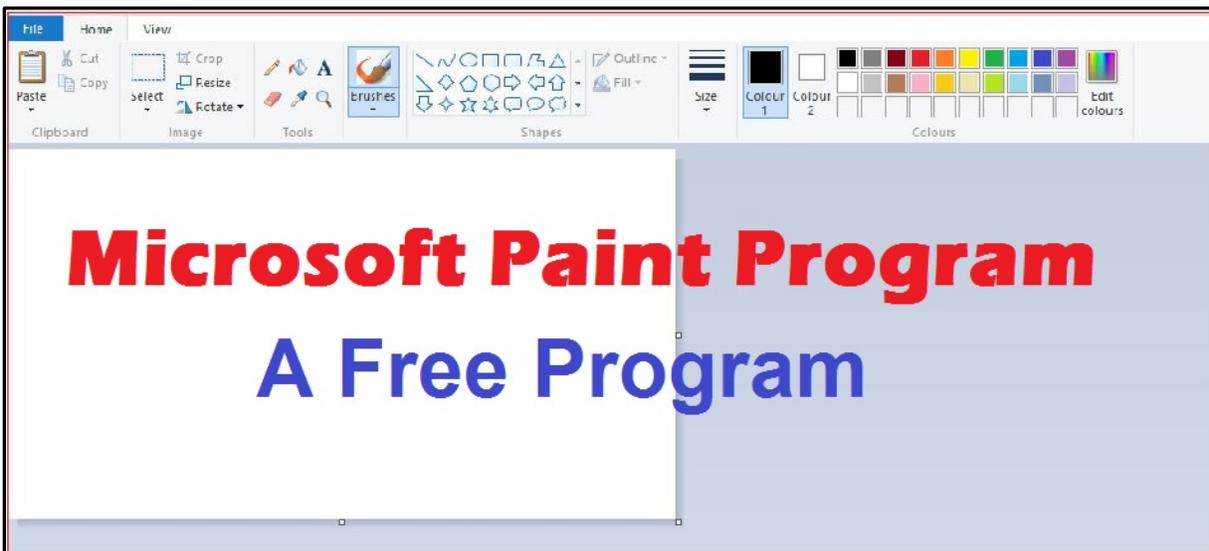
5. Upon opening MS Paint, click the "Paste" icon on the top left side. When clicked, a dropdown window will open up giving you two options: "paste and paste from." When you click "Paste" your computer will copy what is on your clipboard to the Paint canvas.
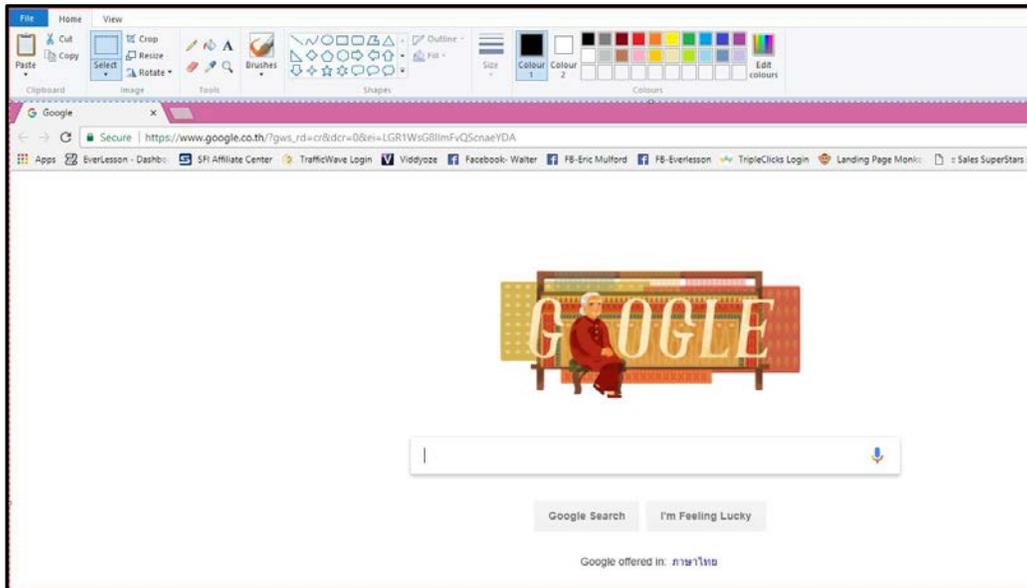
6. Once pasted, you can crop the photo, reduce the size, or position it on the canvas.
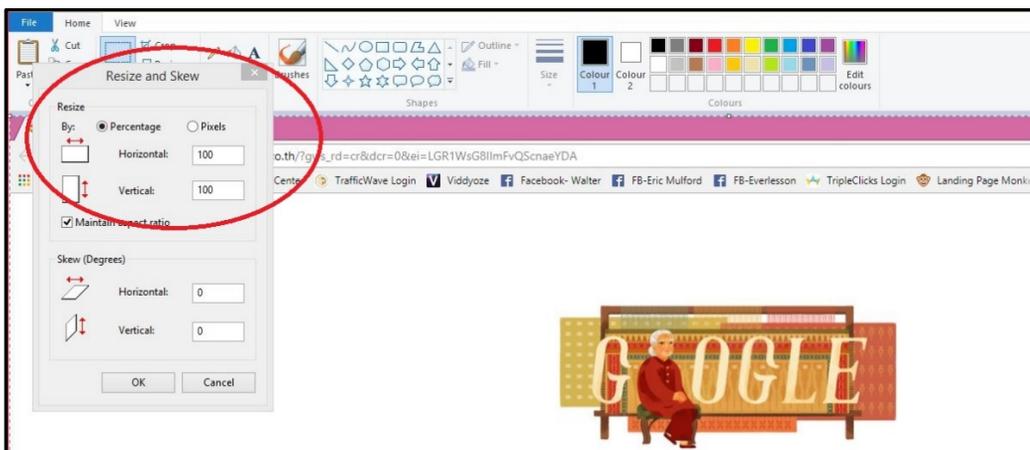
7. When you are finished with cropping and editing the photo, go to "File" and click "Save." A window will open up your computer directory. Locate the folder where you would like to save this photo.
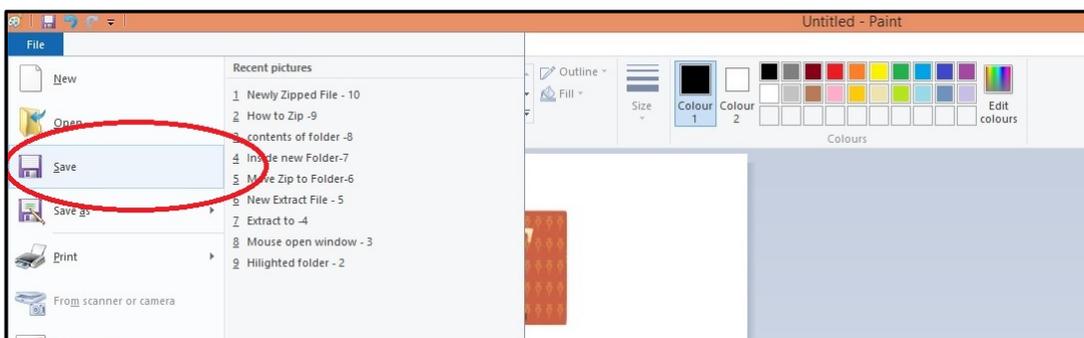
8. Open the folder, give the photo a name or number, **but do not click save yet!**
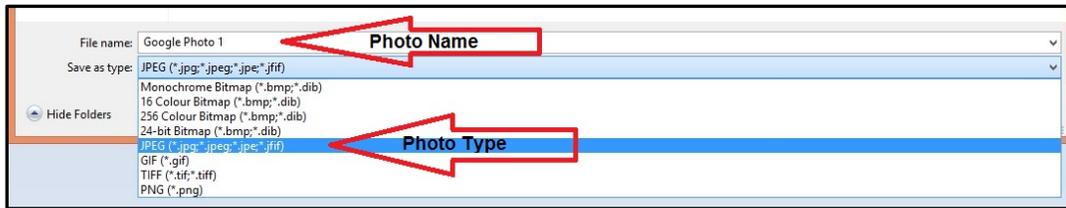
9. Right below where you name the photo is another drop down menu. The MS Paint default setting for the type of photo is "PNG." If you want to save it as another file type, like .btm, .jpg,. .tif, .gif, etc., then click the down arrow on the right and then select the type of photo you desire. Then click "SAVE."

10**. Congratulations!** You have just saved a screen shot, edited the photo and saved it to your computer device.

VIDEO TUTORIAL: How to Take a Screen Shot. Click HERE.

➔ How to use "Snipping Tool" for a screen shot

Free snipping tools are available on the internet with easy downloads. Here's a couple: **Snipping Tool Plus   Snipping Tool ++**
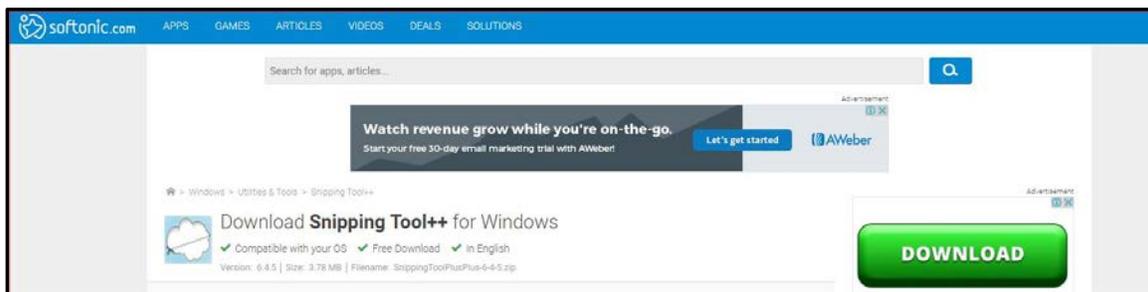
For myself, I use the "Snipping Tool" which comes in my Windows 8 program. Open up the program folder for your computer and look under Windows Accessories and Tools. If you do not see it then you will have to download this program separately. Click on one of the links above and you will be taken directly to the download page. After the download, you will need to activate the

program by clicking on the program and when prompted by a window, click "RUN." This will load the program on your computer and install a small icon on your desktop.

How to open the program and use this tool to take a snippet or screen shot of your computer screen:

1. Click on the "Snipping Tool" icon. Depending on which one you use, you may see something slightly different than what I am describing and using here.
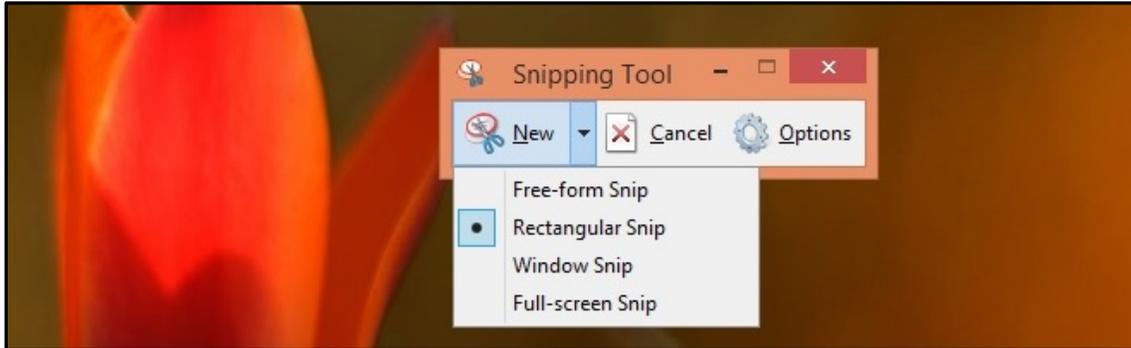
2. When open, you'll see a small box to choose what you want to do.

3. This box offers 3 different options for taking a Snip: "New, Cancel, and Options." These have drop down menus giving you additional settings for your snip.
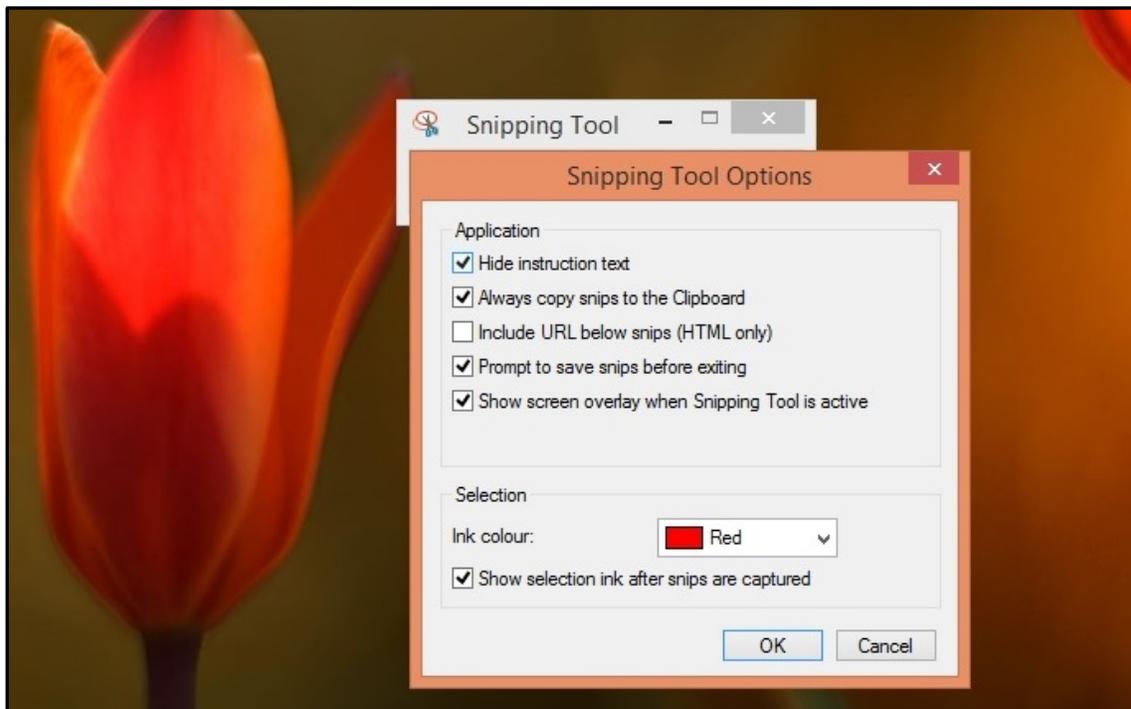
4. When you click on "New," a frosted panel will cover your screen. Take your mouse and position it on the upper left side of where you want to snip. Hold down the left button on your mouse and drag it in a square pattern to enclose the area you want to snip.

5. When you release the left button, another window will open with your snip in the middle. Then go to "File," click on Save, or Save As, and a window will open for you to save it to a folder on your computer.

VIDEO TUTORIAL: <u>How to Use Snipping Tool. Click HERE.</u>

➡ **How to edit and resize a photo in Microsoft Paint?**

VIDEO TUTORIAL: <u>Resize Photo in MS Paint. Click HERE.</u>

➡ **How to use Microsoft Paint - a Tutorial**

VIDEO TUTORIAL: How to Use MS Paint. Click HERE.

➡ **How to Use PixResizr?**

When working in the online space on landing capture pages, squeeze pages, or websites, it's necessary to size your photos correctly. Large photos take up a lot of space and take a long time to download. If your web page does not download within a few seconds, visitors will leave and likely not return. "**PixResizr,**" another free program, help reduce the size (pixels) of any photo or graphic and makes them quicker to load. Quality is reduced only if you change the resolution of the photo. Original photos, 1-3 MB in size, can easily be reduced to under 100 kbs without much quality loss.

Download "PixResizr" here: http://pixresizer.en.lo4d.com/

VIDEO TUTORIAL: How to Use PixResizr. Click HERE.

➔ How to use Notepad?

Why should I use this simple program?

Windows based word processing programs include: Microsoft Word, Wordpad, and Notepad. Notepad is a favorite to use due to its simplicity and quick ease of access. Notepad has few bells and whistles, like fonts, sizing, colors options found in Microsoft Word, but the use for this program is different.

VIDEO TUTORIAL: **How to Use Notepad. Click HERE.**

➔ How to make a PDF (Portable Document Format)

The **Portable Document Format (PDF)** is a file format developed in the 1990s to present documents, including text formatting and images, in a manner independent of application software, hardware, and operating systems. A PDF document can be viewed as originally designed on any computer platform or device. Generally, no alterations and changes can be made to a PDF once it has been made. To view PDFs a viewer program is necessary. The programs to make PDFs can also view them. Adobe – a designing software company – is the leader in PDF programming, but other brands of free PDF readers are available.

Here is the site for Adobe download: https://get.adobe.com/reader/

Another PDF program is "Foxit."https://www.foxitsoftware.com/pdf-reader/

"Softonic" offers a free PDF download as well:https://free-pdf-reader.en.softonic.com/

VIDEO TUTORIAL: How to make a PDF. Click HERE.

➜ **How to shorten a URL?**

Using Link Shorteners

Many companies offer free URL shortening services, namely: Google, Bit.ly, Tiny.CC, is.gd, LiveChat, Tinyurl, and others. These are good ones to start with, but as you grow your online business, you'll need to consider a paid service. For this "How to" I cover only BITLY and TINYURL.

For a much more comprehensive listing, go to: https://www.intelligenteconomist.com/url-shortener-services/

To shorten a URL with "BIT.LY:"

a. Go to https://www.bitly.com
b. Click the "Sign Up" button on the top right side of your screen.
c. Set up your Bitly account by entering your Username, Email address and creating a password. You can also set up an account by signing up with Facebook or your Twitter accounts.
d. When you click "Create Account" you will receive confirmation by email of the opening of your account your logon details. You will need to keep your details logged in a little "black book" to have when you need to log on.
e. When you log in, you are taken to your own BITLY dashboard which gives you a complete listing of the links you previously created with BITLY as well as tracking of hits and locations to your links. You'll find this valuable information to monitor and watch.
f. In the upper right corner is a small orange box "Create." When you click this button another window slides in from the right margin and offers a location to paste your long URL. Once pasted, click the orange button "create" at the bottom. Immediately a new shortened URL is visible in the window. You have options to copy this URL and paste to other

locations. Bitly stores your new link forever and will track clicks and activity to this link.

To shorten a URL with "TINYURL:"

a. Go to https://tinyurl.com/
b. Scroll down the page till you see a box with "Enter a long URL to make tiny:"
c. Paste the long URL into the box area and click the button, "Make TinyURL!"
d. Another page opens up with "Tiny URL was Created!" along with a listing of your new shortened URL.
e. Done, finished, completed! This service will be constant and never expire.
f. The only downside to this service is no record of the number of hits or locations of the clicks. Also, you can't see a listing of the Tiny URLS made. You'll need to set up a page in Windows Excel to keep these shortened links listed for your managing.

VIDEO TUTORIAL: How to Use a Link Shortening Service. Click HERE.

To view and read this module online, go to www.work-with-walt.com

Your purchase of this training tutorial includes free membership to the online version of **First Steps Online** which has more than 20 FREE downloadable resources.

If you have problems with login, please contact walter@firststeps.online