



Warm Email Prospecting for Freelancers

How To Use Google Alerts

Pete Savage: Hi, it's Pete Savage. Today, we're going to talk about how to use Google alerts, what they are, why they are important to solo professionals, and how easy they are to set up and start integrating into your daily practice.

So very quickly, what are Google alerts? They're email updates on important topics, topics that you specify that get delivered to your email inbox every day. So with this free service, Google will go out and search terms that you specify, collect all the instances of those search terms, and then send them to you each day so that you can quickly scan and see what's going on and happening out there.

Why should you use them? It's an easy way for you stay up to date on news and happenings, things that are relevant and going on in your industry in terms of your clients as well as your prospects. Google alerts also allow you to build your knowledge and expertise in a certain subject matter. Of course, hopefully as part of your solo business, you're creating your own thought leadership materials. These might be articles or blog articles, special reports or white papers, the types of materials that distinguish you as a professional and demonstrate your expertise in a certain subject matter.

With Google alerts, it's a great resource, a place to find ideas and materials for those thought leadership pieces that you're putting together. And of course, one of the best reasons to use Google alerts is because it's going to save you time. All you really need to do is check your email and you're being brought this information that you've specified as important to you as it happens. So how do Google alerts look? Let's take a quick look at this over at google.com/alerts to show you how easy it is to set it up, run through a quick example, and then we'll come back here and talk about the assignment for this week.

So here we are over at google.com/alerts. On the left is where you're going to set up your alerts, and on the right, it gives you instructions on exactly how to do so. You also see they've got a bulleted list here that shows you some of the different handy uses of Google alerts, so monitoring a developing news story, keeping current on a competitor or industry, and even keeping up on celebrities and your

favorite sports games. You can, of course, use Google alerts for whatever you like. So what you want to do here in the search term box is enter the search term that's relevant for you and you can go down the list here and specify any changes you'd like to make in terms of a type of Google alerts you'd like to receive. On the first dropdown box, you can select your search terms in blogs or videos, for example. You can click through these options if you like, but I recommend just leaving it on the default setting.

In the email box, you just simply specify the email where you'd like these Google alerts to show up. You don't have to have a Google mail address or a Gmail address in order to receive Google alerts. These alerts can go to any email that you specify. However, if you do have a Gmail address, you can sign in to your Gmail account and manage your alerts there a little bit easier. It's a little more user friendly. So we'll take a quick look at how to do that, and then we'll go back and talk about the assignment.

So here I am inside my Gmail account, and you can see that the search terms that I've already set up for this particular account are all listed here for me; see freelance, freelancer, freelancing, Pete Savage. It's always a good idea to create a Google alert for your own name. I also have the Wealthy Freelancer here, which is the name of our book. And you know this list can be as long as I want it to be. But if you have a Gmail account, you basically have this little dashboard that allows you to manage the alerts right from one screen. You can click some of these and delete them if need be. And you can also quickly and easily add new ones just by clicking on the 'Create Alert' button. When you do that, you just enter the new alert in the field here and specify any of these configurations that you'd like to change.

Next, I'd like to give you one important tip on using Google alerts and then get into this week's assignment. So here is the best ever tip on Google alerts. Once you've gone in and set up your Google alerts, the best thing you can do is to check them regularly. There's no point going to the trouble of setting up this really easy and handy automation tool if you don't actually use it. Now checking your Google alerts is just as simple as checking email. I recommend you set aside 5 to 10 minutes to scan Google alerts every morning. And then each day as you're scanning them if you find an item that you feel is worth acting on, you might want to explore something a little bit more deeply or read an article that is presented to you or you might want to look at an article and then decide I'm going to send this to a client.

Whatever action tasks that come out of that, just schedule the tasks right into your calendar so that you'll carry them out. So some days, the 5 or 10-minute scan is all you're going to need. And on other days you'll decide to spend a little bit more time taking action on some of the articles that come up.

So let's talk about the assignment for this week. It's a really easy one. First of all, just brainstorm a list of search terms that are relevant to you in your business. Think about your industry, your clients, the prospects that you're going after, and come up with a list of search terms that you want to start monitoring on the web. Start with maybe 10, 15, maybe 20 Google alerts. Keep it down to a manageable number and just get into the habit of using the tool each day. You can always go back and add more and you saw how easy it is to do that.



So once you have your list of search terms, the second step is to just go ahead and set up your alerts. You can do this at google.com/alerts or you can go in and sign in to your Gmail account and then access the Google alerts section that way. If you don't have a Gmail account, you can go and sign up for one at mail.google.com.

And then the third step, this is where I'm going to ask you to make a commitment. For the next month, schedule 10 minutes at the start of your day to check your Google alerts. If you do this for a month, you'll develop a habit. And a month is enough time to give you a sense for what type of information you're going to be getting from those search terms. So you'll start to see the value in spending those 10 minutes. Throughout any of these if you need help, Google has a help page for Google alerts. Just go to google.com/support/alerts.

I want to thank you for watching this week's training episode. Come back and visit us at internationalfreelancersacademy.com and have a great day.

