So, welcome to Video #8. In this particular video, I'm going to show you how to use Evernote. As you will see, it’s actually very, very basic and it really comes down to creating notes. It’s a very, very basic editor. Really, what the power comes into play is your understanding of the fundamentals and merely using the tools as a means to organize your notes.

So, as I showed you in the previous video, in Video #7 on how to utilize Wunderlist – Wunderlist is great for To-Do list but the problem with it is when it comes to gathering notes, taking documentation, it gets really tedious when it comes to that point. And that’s why Evernote is used in our line of productivity tools. So, what I want to do now is just walk you through quickly and then we’ll jump right into utilizing the actual tool.

You can go to Evernote.com/products to get access to Evernote. As you will see in just a minute, there are three different versions as of now and I’ll show you what they do, how they differ, and the features and options and benefits, so that you have an idea of what's actually going to be good for your business.

So, let's talk about the features. Well, it allows you to create notes and notebook (collection of notes) and stacks (collection of notebooks). So, essentially, what it allows you to do is really, really, really organize everything. So, you can assign notes to a notebook. So, you can categorize a particular notebook as specifically maybe a category of tasks. You can assign notes to a notebook .You can assign a default notebook for new notes to go to, say for example, Events. You can also build a stack by dragging-and-dropping the notebooks together.

When it comes to sharing, this is something that you want to have and you want to make sure that it’s effective, especially if you are running a business or if you have a career that requires some sort of team collaboration. This is what happens and where it comes to into play where it becomes productive for you and your team itself. So, you can actually share notes via link or URL. You can share notes by posting to Facebook, LinkedIn and Twitter. You can share notes by email. You can have other people edit your notes and collaboration.

There are some mobile app features as well. For those of you who have an Android or iPhone, it’s good to have. That’s why we like the tool as well because it’s compatible with different platforms essentially. You can actually convert a picture to text by accessing your phone camera. It also has a business card reader accessible by using the phone camera. And it automatically adds it to your contacts list as well.

There's also a browser add on that you can get access to. If you go to Evernote.com/webclipper – that is the browser plugin. And you can also do what we call Task Clone. You can automatically copy Evernote notes to Wunderlist. There are also 3 different versions, which I’ll talk about right now.

When you go to Evernote and you sign up, this is what you're going to see. You're going to see three different levels. As you can see, there are different options for different levels. I've actually used the Premium version. As you can see here, you can clip from anywhere on the web so you can actually grab it and turn it into a note. So, this is not just merely creating notes; it’s about grabbing stuff elsewhere from your research; you can share and discuss within Evernote; you can sync it across phones; access notes when you're offline, which is convenient especially if you're in a business meeting or something that doesn’t have access to Wi-Fi. You can save an email into Evernote so essentially, you can turn emails into notes as well. You can search for office documents and attachments, which is great for finding things really quick when you need it. You can also annotate attached PDFs and you can do a lot more. Now, if I go down, as you can see, this is $49/year plus 6 months free. Now, if you go down the line, only these are available for the Plus version. To be honest, what I found is – what I recommend is you start from the lowest point. And as you realize that, okay, I need a little more, move up. And you're like okay, I feel like I need all these other options to move up. That way, you're able to not spend as much money and you'll save money in the long term and you'll be able to test it out to see what's good for you.

What I'm going to do is I'm going to click on the Free just so that we can all see the same system, because I assume that most of you will start with the Free version. So, we’ll click that here and this is what we see here. So, as you can see, it’s very, very basic. But you have Business Trash, we have All Notes, we have First Notebook, and we have Trash.

Right here, this allows you to create new notebooks. So, we could create a new notebook for, say for example, Personal Events and click Save. And then maybe we can make another one and call it Personal – Urgent Important. And then if you run a business, you might want to say Business – Urgent Important. So, really, what it comes down to is you figuring out and creating those notebooks. And then after that, you can click the notebook and as you can see, you can click on New Note up at the top – it’s really, really easy but you click here and then you can actually add the note right here.

For example, Business – Urgent Important; let's say for example that we have Project A. so, we put all our notes in here. As you can see, it’s very, very basic. You can change your font size, color, bold. You can also set a reminder, which is actually very convenient because you always want to set reminders because you will likely forget about stuff. So, personally, I like the reminder setting, just like what I do with Wunderlist. As you can see, you can open it up in a new window if you wish so that you can have more room to edit. As far as that goes, it’s actually very, very basic to do. When you're done, all you have to do is click Share and you can share via Facebook, Twitter, LinkedIn, Email or a link. And then of course, you click Info – you can also set this up with the specifics like the Title, the Notebook, the tags. Having additional tags is actually quite convenient, especially when they cross-reference other notebooks as well. You can see that it was created on a certain day at a certain location. You can set a URL and also the author as well. So, if you have team collaboration, you can see the author and it will make life a lot easier. But as far as that goes, that’s really what it comes down to. Evernote is really, really basic compared to Wunderlist but it does what you need it to do as long as you have the fundamentals that you can apply to the tools.