Twitter Thread by Blake Burge ■



Blake Burge ■
@blakeaburge

The ultimate guide to Gmail, Gsheets, and Mac Productivity:■

■ -Explore:

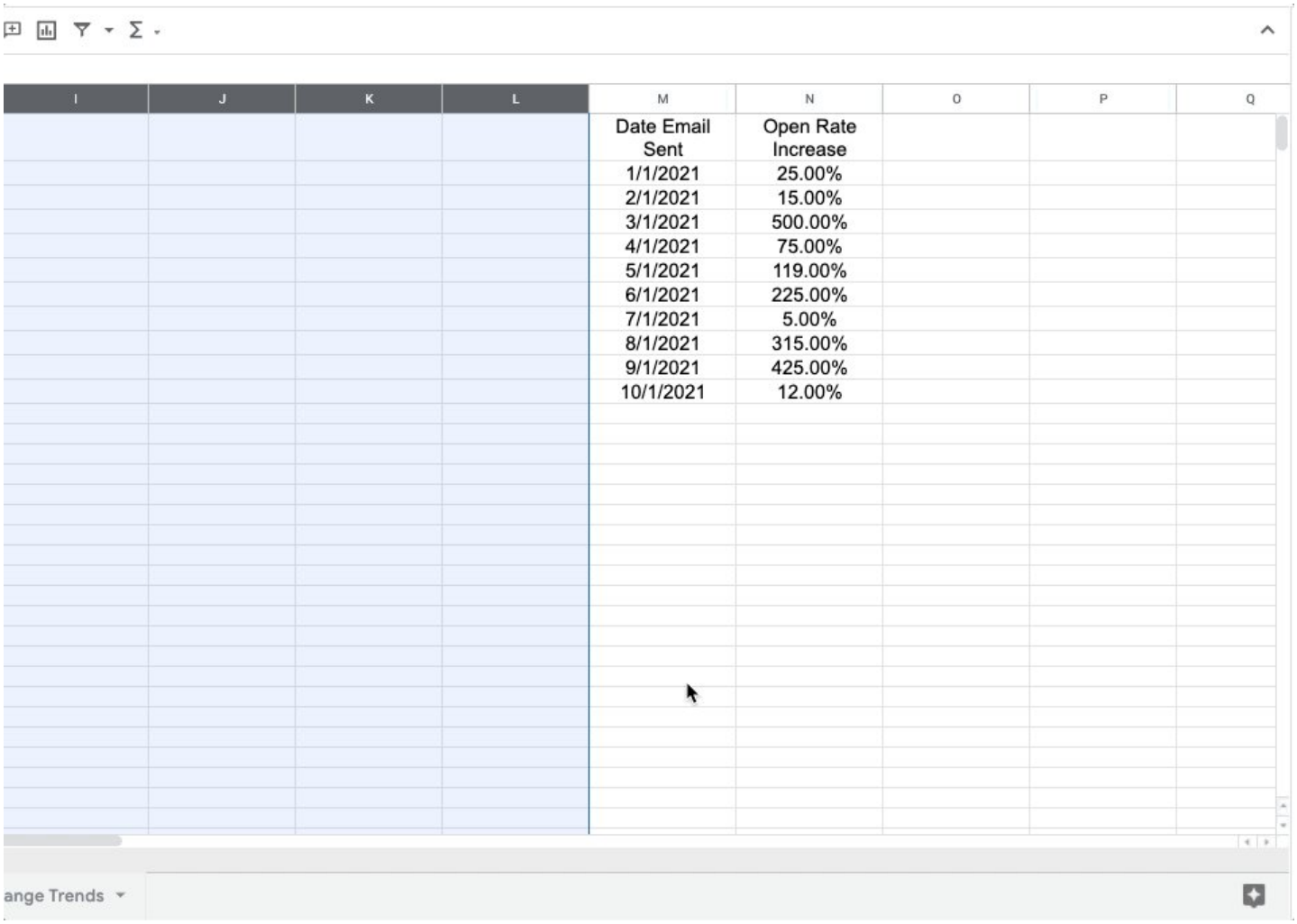
Need to do some number crunching?

Let Google's AI do the work for you.

•Highlight the range of data.

•Move your cursor to the starburst-shaped icon in the bottom right corner.

•Click "Explore" – Charts, analytics, & detailed info. generated automatically.



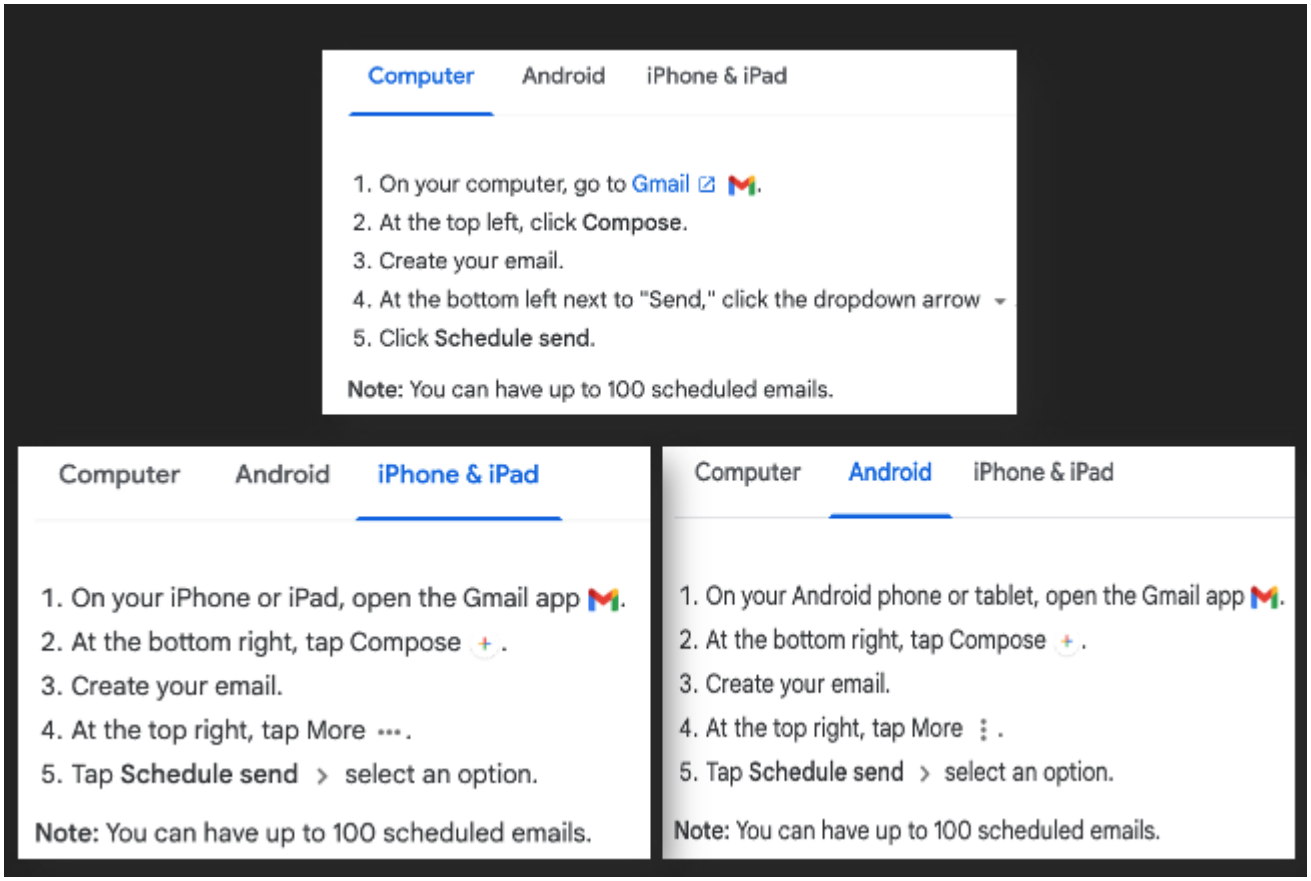
Date Email Sent	Open Rate Increase
1/1/2021	25.00%
2/1/2021	15.00%
3/1/2021	500.00%
4/1/2021	75.00%
5/1/2021	119.00%
6/1/2021	225.00%
7/1/2021	5.00%
8/1/2021	315.00%
9/1/2021	425.00%
10/1/2021	12.00%

■ -Look like you're working (when you're not)

Gmail offers scheduling... Who knew?

No need to be physically sitting at your desk, or hammering out emails on your phone after hours.

•Compose your message
•Click the dropdown next to "send"
•Click "schedule send"



■ -Specific Screenshots:

SHIFT+CMD+3 will capture your entire screen.

Did you know you can also narrow your capture to a specific portion?

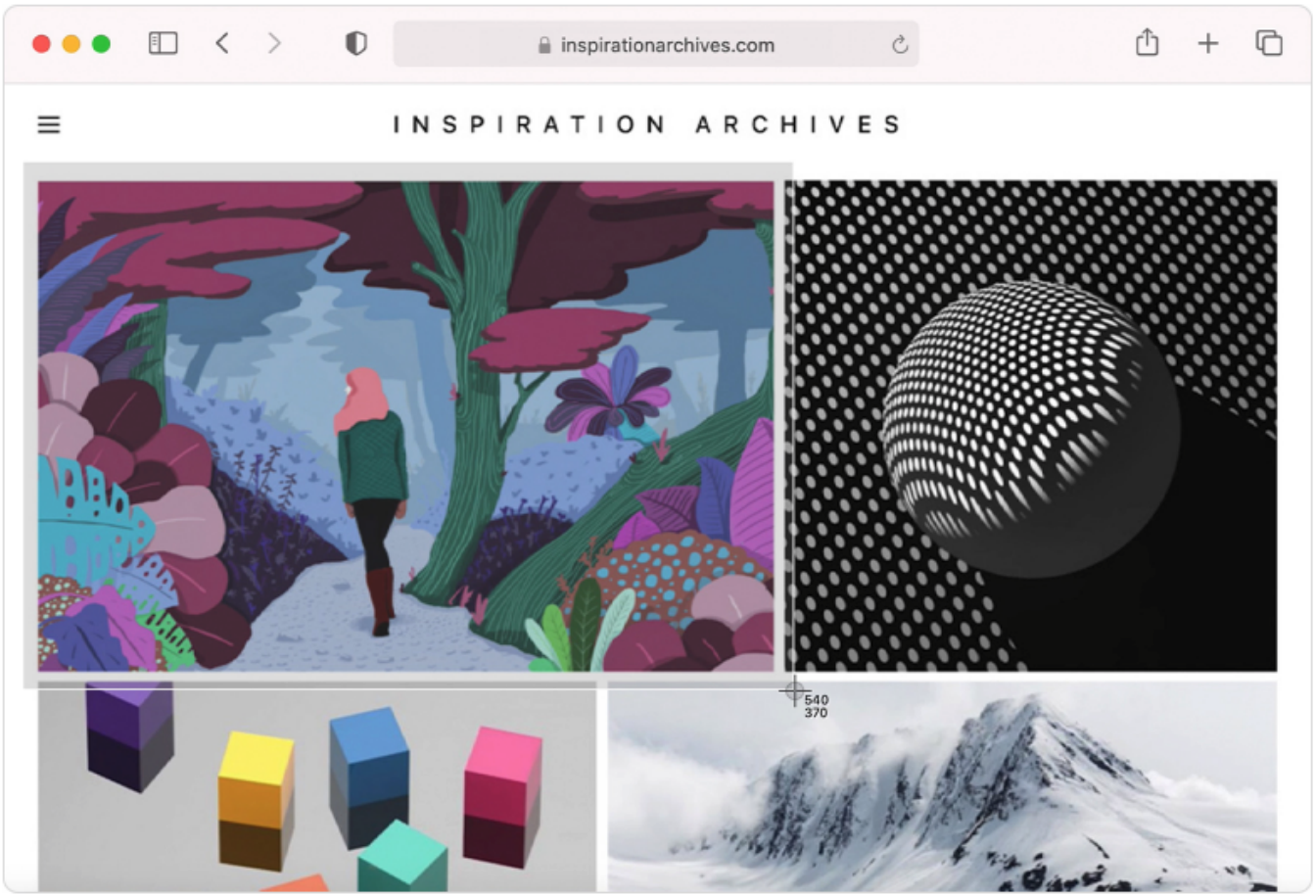
It's easy, & now that I know it exists, I use it every day.

A simple SHIFT+CMD+4 and you're on your way.

How to capture a portion of the screen



1. Press and hold these three keys together: Shift, Command, and 4.
2. Drag the crosshair to select the area of the screen to capture. To move the selection, press and hold Space bar while dragging. To cancel taking the screenshot, press the Esc (Escape) key.



3. To take the screenshot, release your mouse or trackpad button.
4. If you see a thumbnail in the corner of your screen, click it to edit the screenshot. Or wait for the screenshot to save to your desktop.

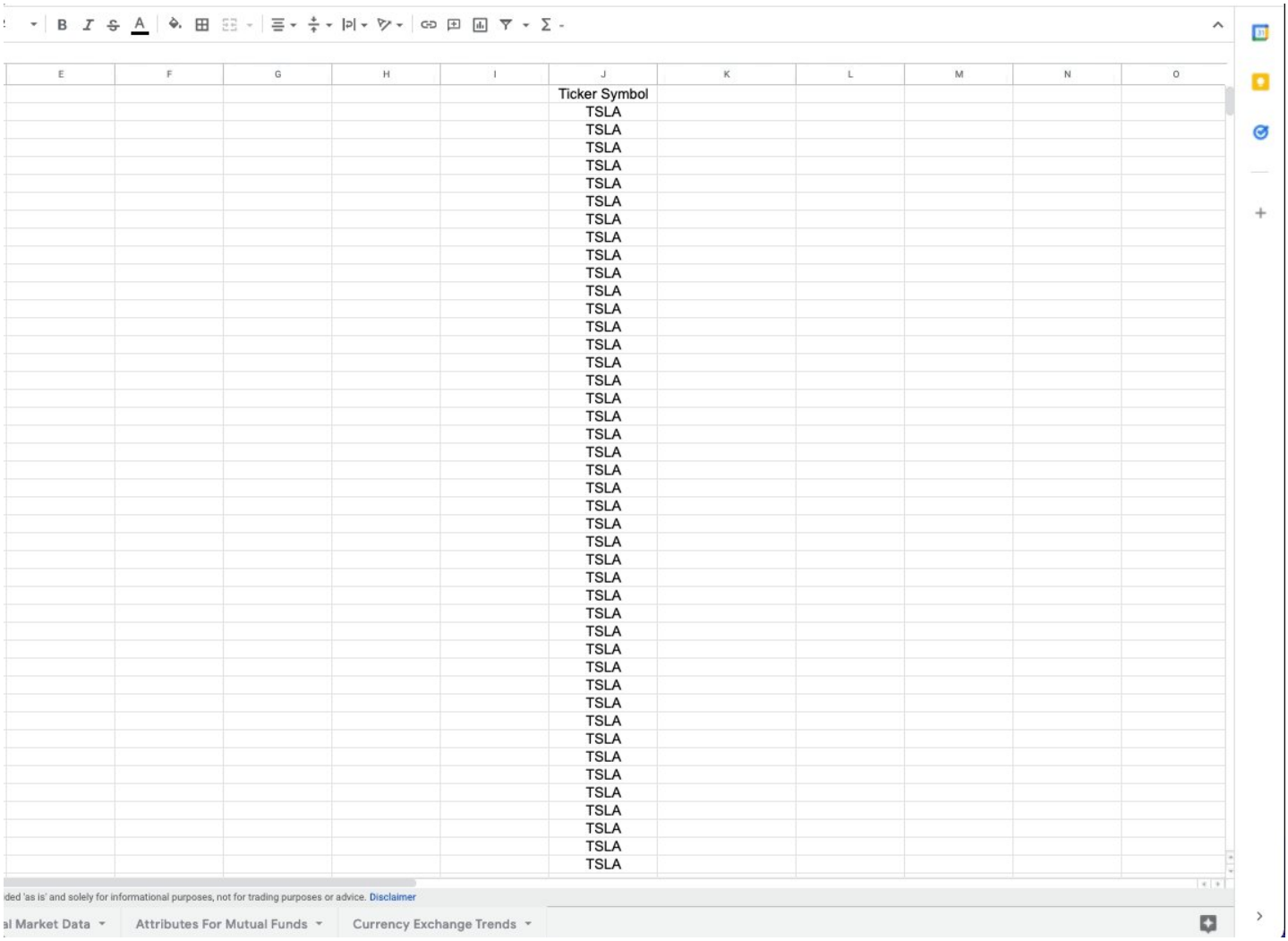
■ -Finance:

Monitor stock prices, spot trends, & quickly review historical data using =GOOGLEFINANCE.

Want to see the last 60 days of closing prices for a specific ticker symbol?

Paste the formula below & voila!

=GOOGLEFINANCE("NASDAQ:TSLA","price",TODAY()-60,TODAY())

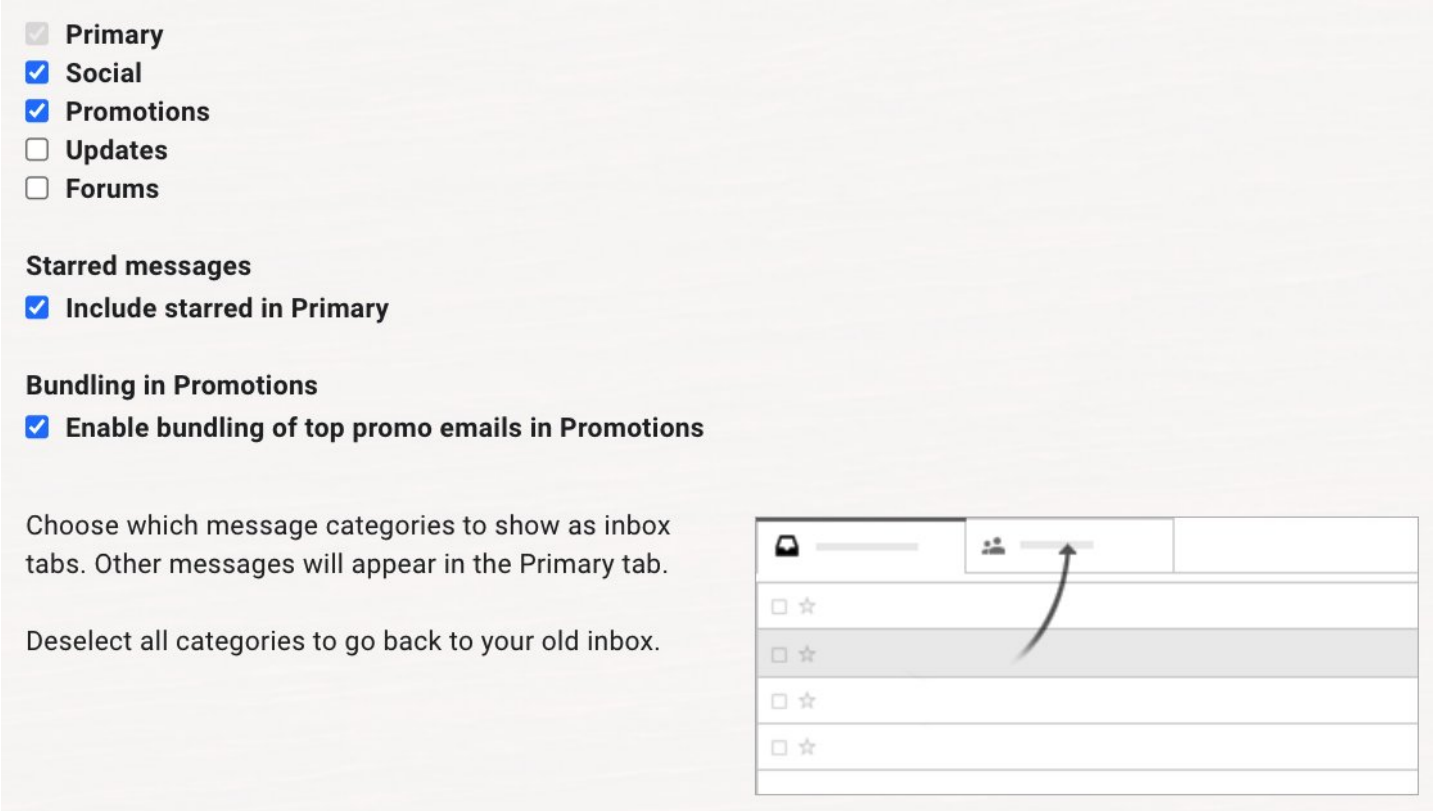


■ -Remove those annoying tabs:

Maybe it's just me, but I hate the "social & promotions" tabs that come with the standard Gmail setup.

Let's trash them, & get all your mail in one place.

•Head to settings > all-settings
•Inbox > categories
•Choose which to show as tabs



■ -Keyboard Shortcuts:

I was sitting in my office recently & noticed one of my coworkers seemingly flying through tasks.

Without ever using his mouse.

I thought, "man, I've got to learn keyboard shortcuts."

With this in mind, here are the basics to get us started.

Keyboard shortcuts on your Mac

You can press key combinations to do things on your iMac that you'd normally do with a trackpad, mouse, or other device. Here's a list of commonly used keyboard shortcuts.

Shortcut	Description
Command-X	Cut the selected item and copy it to the Clipboard.
Command-C	Copy the selected item to the Clipboard.
Command-V	Paste the contents of the Clipboard into the current document or app.
Command-Z	Undo the previous command. Press Command-Shift-Z to redo.
Command-A	Select all items.
Command-F	Open a Find window, or find items in a document.
Command-G	Find the next occurrence of the item you're searching for. Press Command-Shift-G to find the previous occurrence.
Command-H	Hide the windows of the front app. Press Command-Option-H to view the front app but hide all other apps.
Command-M	Minimize the front window to the Dock. Press Command-Option-M to minimize all windows of the front app.
Command-N	Open a new document or window.
Command-O	Open the selected item, or open a dialog to select a file to open.
Command-P	Print the current document.
Command-S	Save the current document.
Command-W	Close the front window. Press Command-Option-W to close all windows of the app.
Command-Q	Quit the current app.
Command-Option-Esc	Choose an app to Force Quit.
Command-Tab	Switch to the next most recently used app among your open apps.
Command-Shift-5	Open the Screenshot utility. You can also take screenshots using the following shortcuts: • Press Command-Shift-3 to take a screenshot of the entire screen. • Press Command-Shift-4 to take a screenshot of a selected area of the screen.

■ -SPARKLINES/Progress Bars

What good are goals if you can't track against them?

Sheets make it simple to see a visual representation of your progress using SPARKLINES.

Easily embed a miniature bar chart inside any cell.

=SPARKLINE(B2:C2,{"charttype","bar";"max",C2})

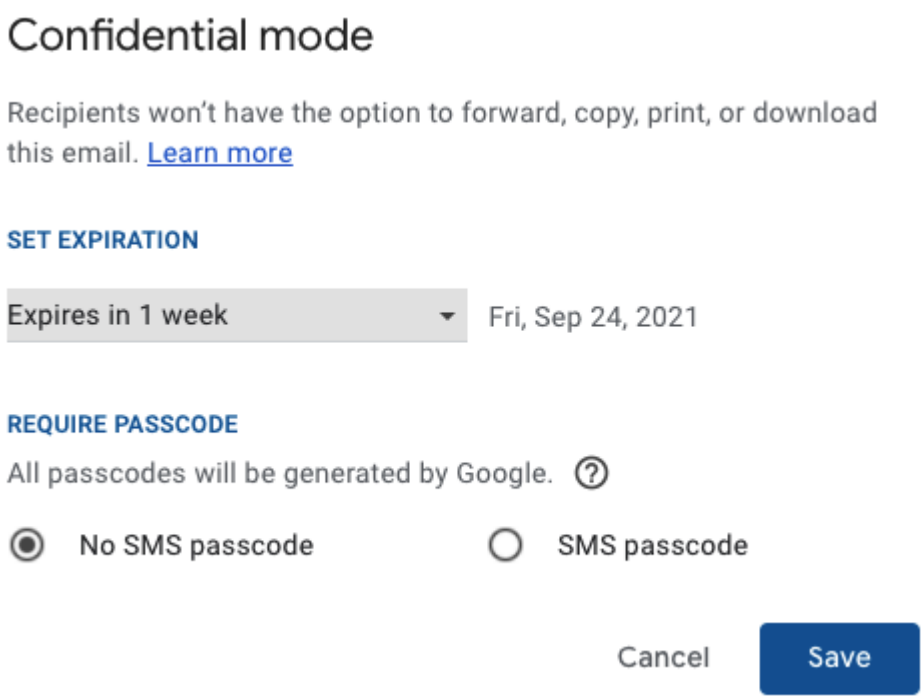
	A	B	C	D	E	F
1	Sales Rep	YTD Sales	Sales Goal	Progress		
2	A	$275,000	$1,000,000	=C2/B2		
3	B	$325,000	$1,000,000	Tab C2/B2 3.636363636		
4	C	$159,000	$1,000,000			
5	D	$456,000	$1,000,000			
6	E	$678,233	$1,000,000			
7	F	$785,289	$1,000,000			
8	G	$365,777	$1,000,000			

■ -Self-destructing emails:

In Gmail, this is known as "Confidential Mode"

•Navigate to compose an email
•Locate the ■ icon at the bottom
•Click & set the expiration date

You can even require an SMS passcode for the recipient to open the message!



■ -Split View:

If you're like me, you never have enough screen real estate.

Here's how to 2X your viewable area:

Hover your pointer over the full-screen button ■ in the upper-left corner.

->Tile left or right
->Click a window on the other side

BOOM!

2 apps, 1 screen

Use two Mac apps side by side in Split View

With Split View, you can fill your Mac screen with two apps, without having to manually move and resize windows.



Enter Split View

If you're using macOS Catalina or later:

1. Hover your pointer over the full-screen button in the upper-left corner of a window. Or click and hold the button.
2. Choose "Tile Window to Left of Screen" or "Tile Window to Right of Screen" from the menu. The window then fills that side of the screen.

■ -QR CODES

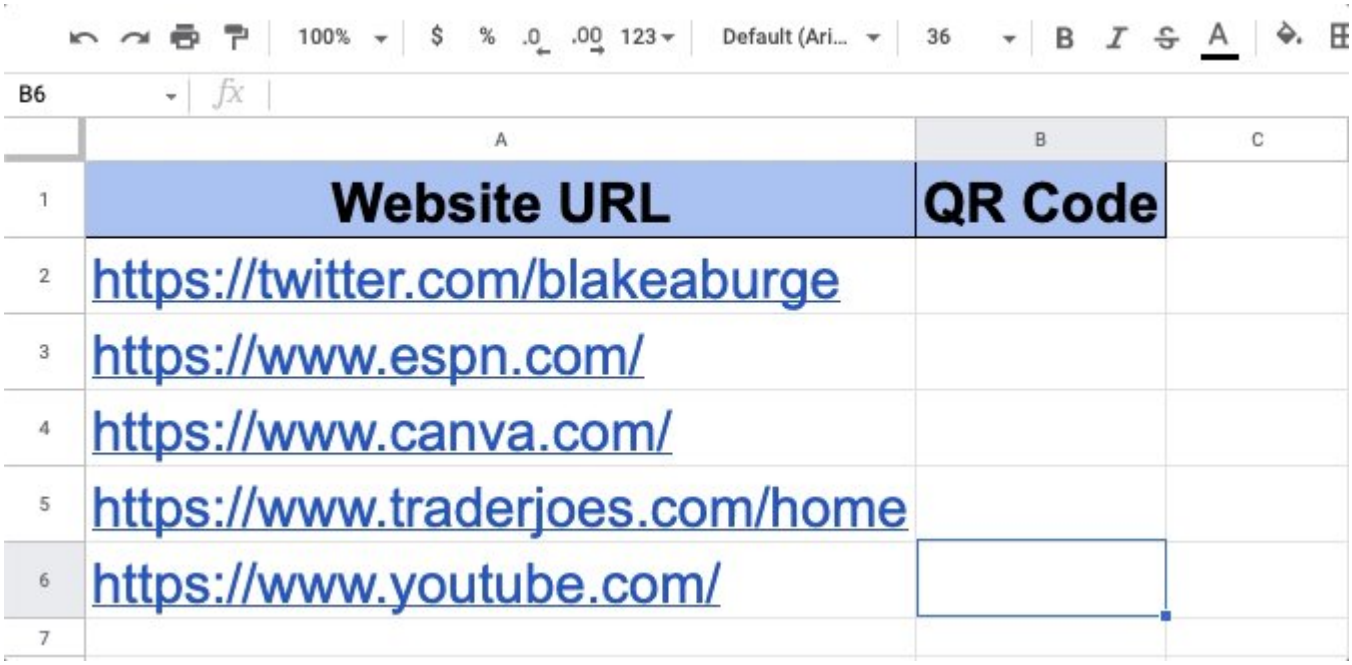
Everyone has a smartphone these days...

Generating an easily scannable image to drive traffic to your site seems like a no-brainer.

•Copy + paste formula below
•Change "A1" to the cell with your URL

•■ Free QR code

=IMAGE("https://t.co/WUIcmxXEDY"&A1&"")



	A	B	C
1	Website URL	QR Code	
2	https://twitter.com/blakeaburge		
3	https://www.espn.com/		
4	https://www.canva.com/		
5	https://www.traderjoes.com/home		
6	https://www.youtube.com/		
7			

■ -Mute Conversations:

We've all been there.

Copied on an email chain with several other people, on a topic that's somewhere south of relevant to you.

No worries. Just mute the conversation.

•Select the message
•Click the 3 dot icon above
•Select "mute"

If you're part of an email conversation that's no longer relevant to you, mute the conversation.

Muting keeps future responses to that thread out of your inbox so you can focus on important messages.

Mute a conversation

1. In Gmail , select the conversation you want to mute.
2. Click More ⋮ and select **Mute**.
3. After you mute a conversation, it's removed from your inbox and archived. You can still see the conversation in **All Mail** with a **Muted** label applied.

■ -Digital Signatures:

Have a PDF you need to sign?

Let's skip all the printing, physical signing, scanning, etc.

Using the "preview" app you can easily create a digital signature.

All you need is a pen, a white piece of paper, & your Mac's camera.
https://t.co/3ACdKofm0I

■ -ARRAYFORMULA

Why enter 3 formulas when 1 will do the trick?

Array formulas allow you to process data in a "batch" rather than individual calculations.

Here we pull the monthly sales for each "widget" & calculate the Q1 total.

Formula:=ARRAYFORMULA(C3:C5+C7:C9+C11:C13)

	A	B	C	D
1		Company X		
2		January	Revenue Per Item	
3		Widget #1	$25,356.00	
4		Widget #2	$23,339.00	
5		Widget #3	$21,569.00	
6		February	Revenue Per Item	
7		Widget #1	$25,555.00	
8		Widget #2	$26,789.00	
9		Widget #3	$27,456.00	
10		March	Revenue Per Item	
11		Widget #1	$30,125.00	
12		Widget #2	$31,255.00	
13		Widget #3	$31,269.00	
14				
15		Item	Q1 Total Revenue	
16		Widget #1		
17		Widget #2		
18		Widget #3		

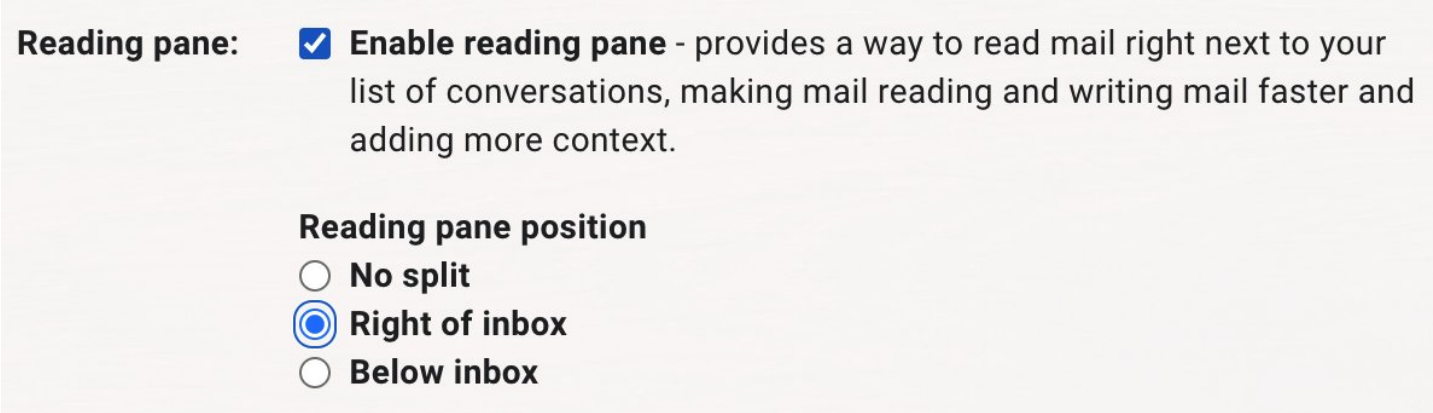
■ -Preview emails:

Converting from Outlook & miss your "preview pane?"

Gmail lets you preview as well.

•Head to settings > all-settings
•Locate Inbox > enable reading pane

Now you can read mail right next to your inbox - Read & write faster while adding more context.



■ -Digital Signatures:

Have a PDF you need to sign?

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Using the "preview" app you can easily create a digital signature.

All you need is a pen, a white piece of paper, & your Mac's camera.
https://t.co/3ACdKofm0I

■ -QUERY

Search large data sets to find & extract items that meet specified criteria.

Formula:=QUERY(B3:C14, "select B where C>50000")

Here, we'll pull out the names from column B with over 50K followers in column C.

This is only the beginning of what QUERY can do!

Twitter Accounts	# of Followers
Sahil Bloom	446,900
Amanda Natividad	61,100
David Morris	8,948
Jaime Schmidt	52,400
Dickie Bush	144,400
Wes Kao	76,600
Jesse Pujji	106,600
Katelyn Bourgoin	44,800
Dave Kline	11,500
Codie Sanchez	110,700
Nathan Baugh	49,600
Steph Smith	67,800

Accounts Over 50K Followers

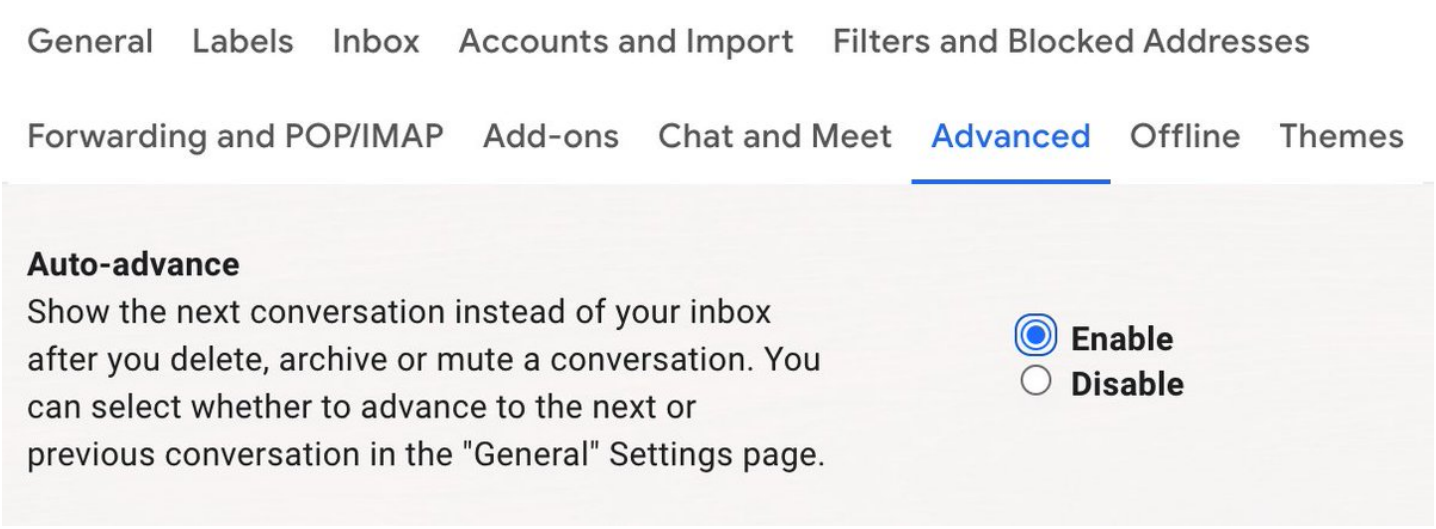
■ -Auto-advance:

"Inbox zero" sure sounds nice.

Speed up the process of deleting emails by enabling "auto-advance."

Once on, Gmail won't send you back to your inbox each time you delete an opened message.

•Head to settings > all-settings
•Advanced > auto-advance
•Enable



■ -Annotate PDF's

While the preview app doesn't allow for text editing, it does provide some other pretty cool features.

By selecting the "markup" toolbar, you can unlock multiple collaborative options:

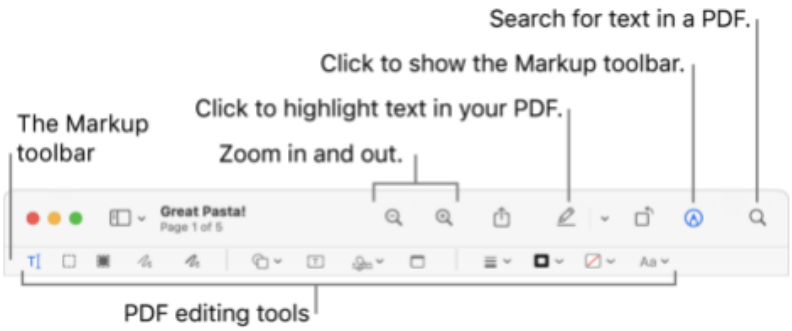
•Add notes

•Suggest changes
•Sketch, draw, & share ideas.

Here's how:

Annotate a PDF in Preview on Mac

Although you can't edit the text of a PDF in Preview, you can use the markup tools to provide feedback or write down something you want to remember. The editing tools in the Markup toolbar are ideal for collaborating—use them to suggest changes to a PDF and to respond to suggestions.



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1. In the Preview app on your Mac, click the Show Markup Toolbar button (if the Markup toolbar isn't showing).
2. Use the tools in the toolbar to mark up the PDF (or use the Touch Bar).

■ -SPLIT

Split text from one cell into multiple.

Formula: =SPLIT(B3," ")

This will take the contents of B3 and separate it into C3 & D3 based on the delimiter you place inside " ".

In this case, we'll separate the First & Last names based on the "space" in between.

	A	B	C	D	E
1					
2		Twitter Accounts	First Name	Last Name	
3		Sahil Bloom			
4		Amanda Natividad			
5		David Morris			
6		Jaime Schmidt			
7		David Zabinsky			
8		Wes Kao			
9		Jesse Pujji			
10		Katelyn Bourgoin			
11		Dave Kline			
12		Codie Sanchez			
13		Nathan Baugh			
14		Steph Smith			
15					

■ -Keyboard shortcuts:

Save time using Gmail's built-in shortcuts.

Navigate your inbox, format text: Archive, delete, & more.

•Head to settings > all-settings
•Locate general > keyboard shortcuts
•Select "on"

Need a complete list?

Type "shift + ?" with Gmail open.

Shortcuts you can use

You can use keyboard shortcuts to navigate your inbox and messages, format text, and complete actions like archiving and deleting.

To see a complete list of keyboard shortcuts, including which need to be turned on, type ? when you have Gmail open.

Note: Keyboard shortcuts work differently on PC and Mac computers. On PCs, you'll use **Ctrl** instead of ⌘.

Compose & chat

Action	Shortcut
Previous message in an open conversation	p
Next message in an open conversation	n
Focus main window	Shift + Esc
Focus latest chat or compose	Esc
Advance to the next chat or compose	Ctrl + .
Advance to previous chat or compose	Ctrl + ,
Send	⌘/Ctrl + Enter
Add cc recipients	⌘/Ctrl + Shift + c
Add bcc recipients	⌘/Ctrl + Shift + b
Access custom from	⌘/Ctrl + Shift + f
Insert a link	⌘/Ctrl + k
Go to next misspelled word (Mac only)	⌘ + ;
Open spelling suggestions	⌘/Ctrl + m

Formatting text

Actions

■ -Custom shortcuts:

Did you know you can make a keyboard shortcut for almost anything?

Go to:

System Preferences->Keyboard
->App Shortcuts->Click the +

Have a menu option you use all the time, but a shortcut doesn't exist?

No worries. Create your own!

Create keyboard shortcuts for apps on Mac

You can create your own keyboard shortcuts for menu commands in any macOS app, including the Finder. This might be useful if a global shortcut, which works the same with most apps, conflicts with a specific app shortcut. In this case, you could create a new key combination.

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1. On your Mac, choose Apple menu > System Preferences, click Keyboard, then click Shortcuts.
2. Select App Shortcuts on the left, click the Add button +, click the Application pop-up menu, then choose a specific app or All Applications.

   For example, to set a shortcut for a TextEdit command, choose TextEdit. If an app isn't in the list, choose Other, then locate the app using the Open dialog. Some apps may not allow you to set keyboard shortcuts.

   If you want to set a shortcut for a menu command that appears in many apps, choose All Applications.
3. In the Menu Title field, type the menu command for which you want to create a shortcut, exactly as the command appears in the app, including the > character (type ->), ellipses (type three periods without spaces or press Option-; (semi-colon)), or other punctuation.

   For example, to set a shortcut for the default ligature command in TextEdit (Format > Font > Ligatures > Use Default), you would type Format->Font->Ligatures->Use Default in the Menu Title field. To set a shortcut for the Export as PDF command (File > Export as PDF...), you would type File->Export as PDF... in the field.
4. Click in the Keyboard Shortcut field, press the key combination that you want to use as the keyboard shortcut, then click Add.

   For example, press the Control, Option, and Z keys at the same time. You can use a key only once in a key combination.

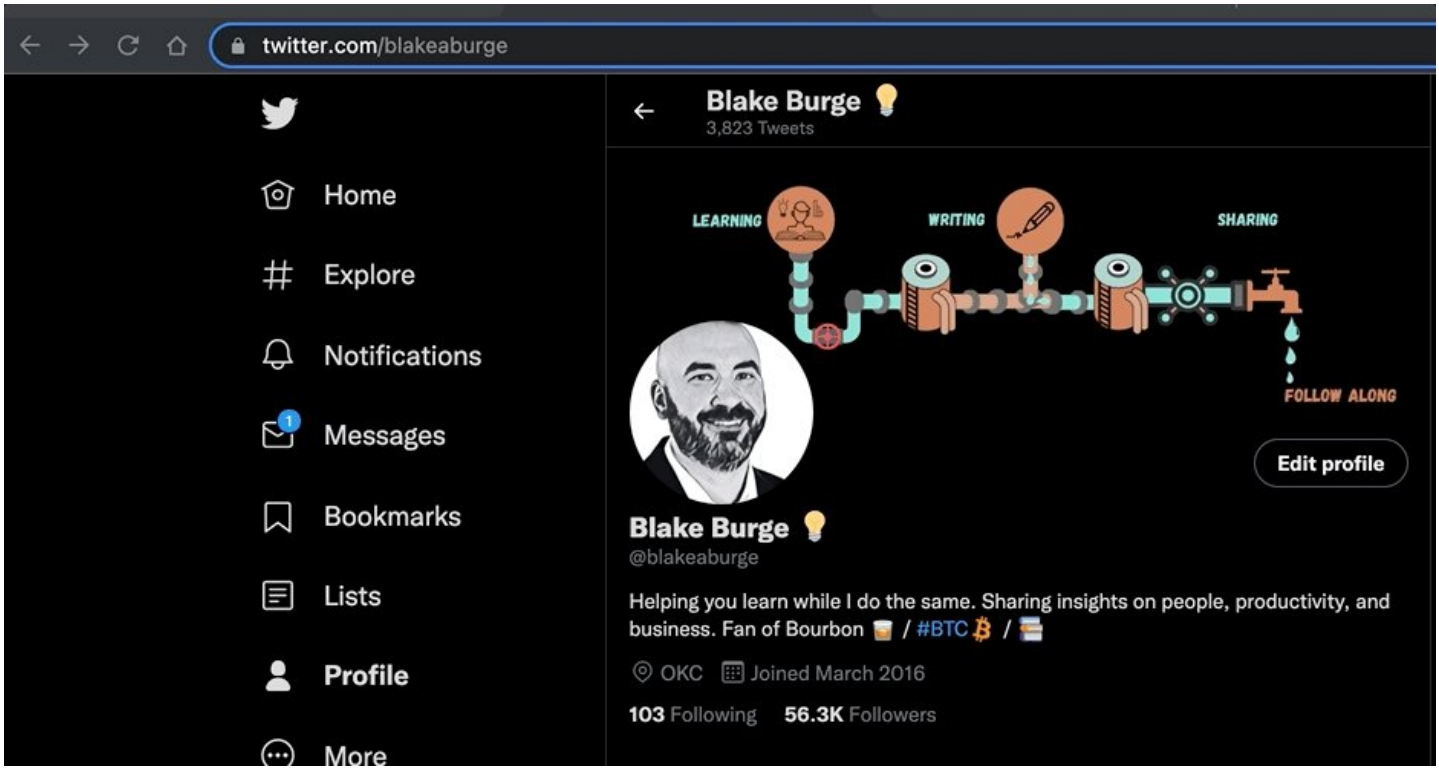
■ -Timesavers:

Assuming you're signed in to your Google account, head on up to your browser's address bar:

From there type: "https://t.co/BeKgYV7g31"

Boom! A new Google sheet is created for you on the fly from anywhere on the web.

(Works for docs, slides, calender, etc.)



Thanks for reading!

If you learned something new...

Follow me @blakeaburge for weekly threads on business, productivity, & building a better you.

Check out my newsletter:

"While You Were Away"

•The best of Twitter
•In your inbox
•Every Sunday
https://t.co/O8nkCLIEIV