

# MY FAVORITE TOOL FOR BASIC BUSINESS OPS

If you're just getting your business set up online, or you're tired of sending client emails from a personal Gmail address, here's the one tool I recommend to almost every client I work with: Google Workspace.

## What it gives you

A professional email address at your own domain, **you@yourbusiness.com** instead of **yourbusiness247@gmail.com**. Your email, calendar, documents, and file storage all live in one connected system instead of scattered across five different apps and logins. And since almost everyone has already used Gmail, Google Calendar, and Google Docs for years, there's almost no learning curve.

## Why I recommend it

I use Google Workspace myself, for Carmichael Pro Studio and everything I run. It's one of the first things I set up for nearly every client, because it solves the professional-email problem cheaply, and it keeps everything in one place instead of adding five new logins to remember.

## The cost

The starter plan runs around \$9/month per person, though it's worth double-checking the current price on Google's site since pricing can shift. For what it replaces, a separate email host, a separate calendar tool, a separate file storage subscription, it's one of the best values in a small business's toolkit.

## Side Note

I'm not sponsored by Google, and nobody's paying me to recommend this. It's just the tool I actually use and actually trust, and I'd rather tell you the real thing that works than sell you on something flashier.

If you want help getting this set up for your business, or figuring out whether it actually fits what you need, feel free to [book a call with me](#).

# Google App Breakdown + Use Cases

## Google

This is the single account that unlocks everything else below. One username and password gets you into your email, your files, and your documents, so you're not juggling five different logins.

## Gmail

Your business inbox, named after your website instead of a personal address. Customer questions, invoices, and anything tied to your business should go through here, so your business and personal email stay separate.

## Drive

Think of this as a filing cabinet in the cloud. It's excellent for organizing your digital files and folders, along with anything else you may want to include, like photos or documents, as they relate to your business.

## Docs

A simple word processor that lives in your browser, similar to Microsoft Word. Useful anytime you need to write something up, whether that's a letter, a set of notes, or anything else text based, without installing any software. You can download documents that you've created as PDF's for professional formatting of invoices, quotes, etc.

## Sheets

The same idea as Docs, but for spreadsheets. Handy for tracking jobs, expenses, or anything you want organized in rows and columns, without needing to buy Excel.