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Google Forms for Business User Guide



Creating Forms to increase your Efficiency

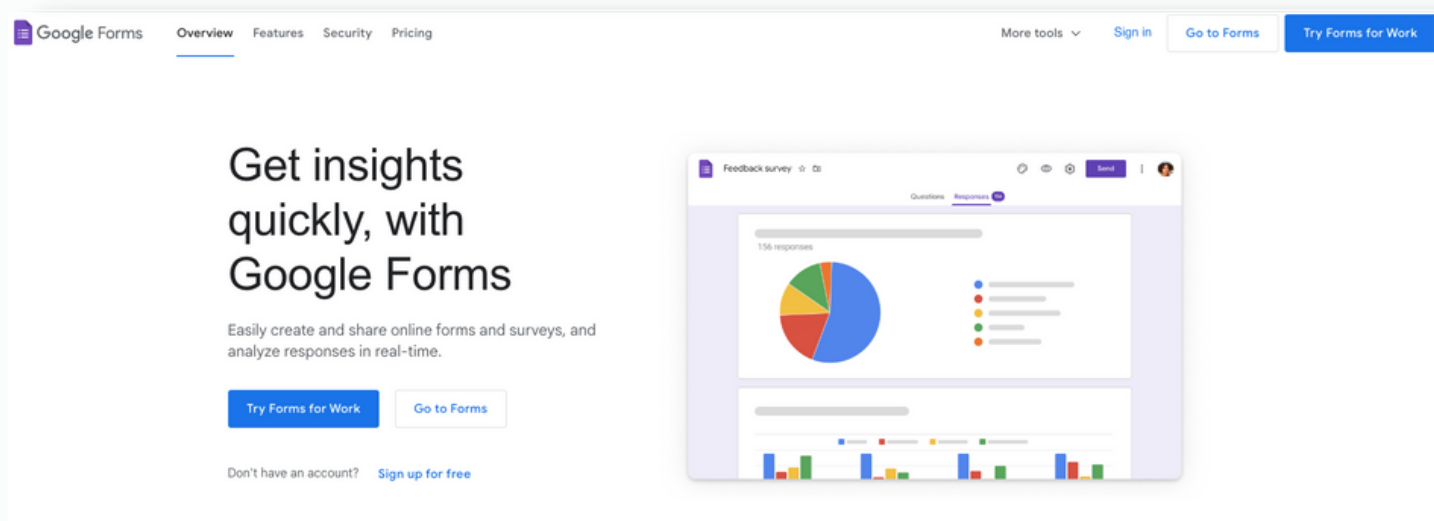
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Google Forms for Business User Guide

Google Forms makes it easy to collect contact information for your business or personal life. You can get information from customers, create surveys and quizzes, and gather other data.

- Google Forms is an easy-to-use and powerful tool that allows you to create everything from simple RSVP forms to complicated surveys.
- Google Forms offers more than a dozen templates as starting points, which you can fully customize to fit the needs and aesthetics of your use case.
- You can use it other functions with Google Forms through Google's Apps Script and add-ons.



If you own a business or run an organization, you should use Google Forms. Whether for marketing, operations, or internal purposes, Google Forms can elevate your communication and operations to become fast and efficient.

What are Google Forms?

Google Forms is online software that allows businesses or individuals to create an online questionnaire to collect information from a group of people. Once all individuals have completed the form/survey, the creator can access the data via a spreadsheet and an analytics platform. **For personal use, Google Forms is FREE**, and for business, pricing starts at \$6.00 per month for Google Workspace (which includes Google Forms).

The forms are customizable, allowing the creator to stick to a brand or theme. In addition, the platform is highly user-friendly, and customizations are relatively simple to implement.

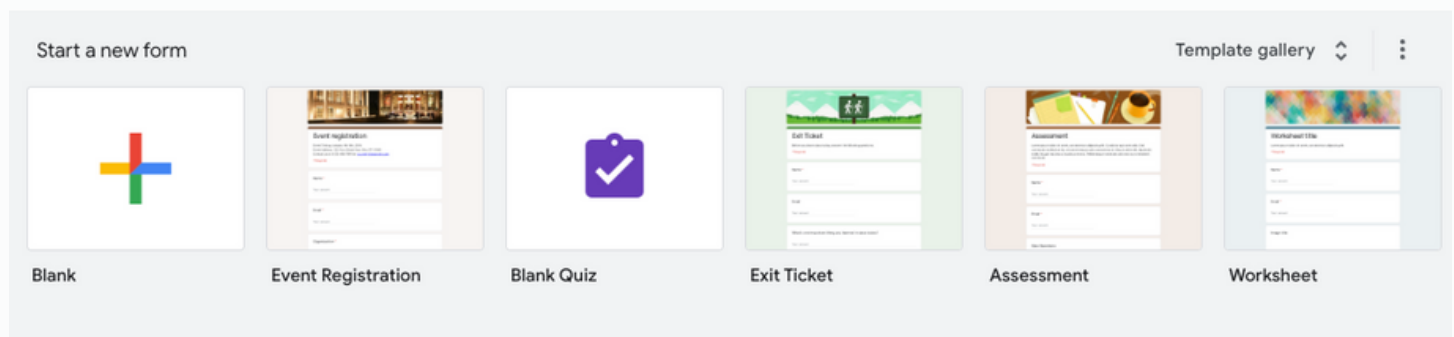


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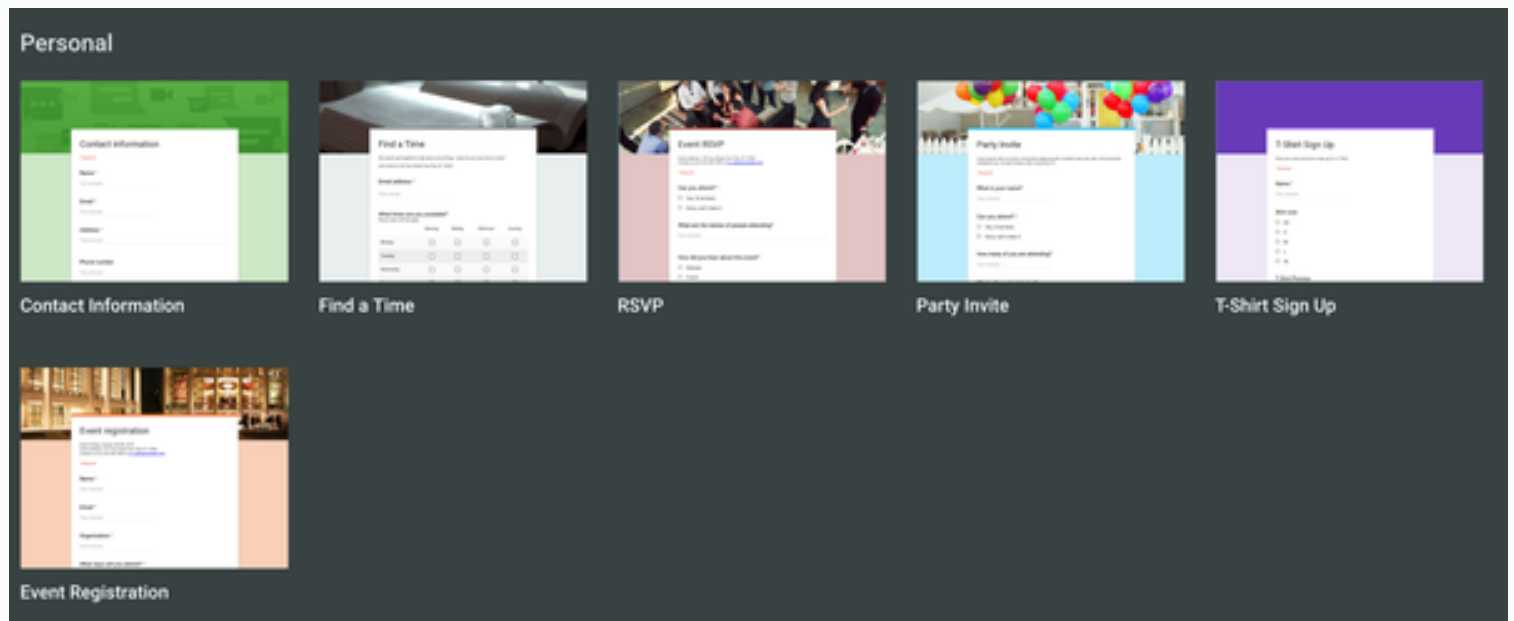
How do I make a Google Form?

Using Google Forms to create an online form is as easy as signing in to your Google account, navigating to docs.google.com/forms, and following the onscreen prompts.

Step 1: Click 'Start a New Form' and select a template from the Template Gallery in the screen's upper-right corner.



Google Forms offers templates across three categories (Personal, Work, and Education). While they don't cover everything, there's a good chance that one of these templates will be a better jumping-off point for you than a blank for



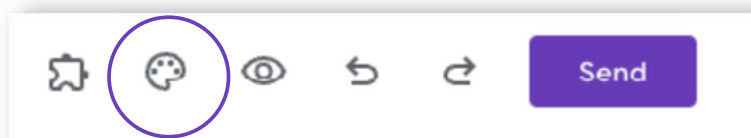
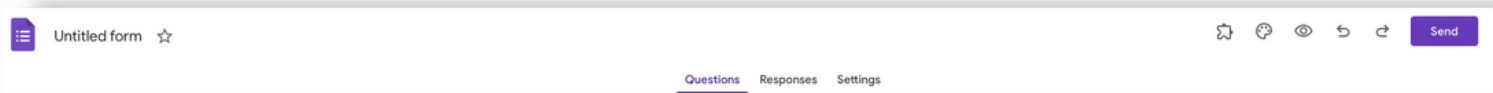
Choose from a series of templates to start with the best form layout for your needs.



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Step 2: Click the palette icon at the top.

This allows you to select a simple color for your theme or an image (stock images are available or you can upload your own) for the header. While a default header image and theme are selected, you can always customize this by clicking the Image Uploaded box under the Header option.

A screenshot of the 'Theme' customization panel in Google Forms. The panel has a title bar with a palette icon and a close button. It is divided into two main sections. The first section is titled 'Text style' and contains three rows: 'Header' with a font dropdown set to 'Roboto' and a size dropdown set to '24'; 'Question' with a font dropdown set to 'Roboto' and a size dropdown set to '12'; and 'Text' with a font dropdown set to 'Roboto' and a size dropdown set to '11'. The second section is titled 'Header' and contains a 'Choose image' button. Below this is a 'Color' section with a grid of 12 color swatches. The first swatch (red) is selected with a checkmark. At the bottom, there is a 'Background' section with four circular color swatches; the first one (light purple) is selected with a checkmark.

You can customize your form to include your branding and color scheme, making your form unique to your business.

A complementary color will automatically be selected for the sides. If you want to see your form as a respondent will see it, just hit the eye icon at the top of the screen for a quick preview.

PRO TIP: Choose a color (or colors) that match your brand. It provides a professional appearance to your customers or external parties when your form's colors match your branding or logo.

Need a Header? Create a custom header for your business/organization in Canva. Use the LinkedIn Header Template and edit/adjust for your brand. Download the photo and upload it to your Google Form as a header.

Your header should include your business/organization name, slogans or mission statements, and contact info.



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Step 3: Click the Settings tab and select form options.

A screenshot of the Google Forms 'Settings' tab. At the top, there are three tabs: 'Questions', 'Responses', and 'Settings', with 'Settings' being the active tab. Below the tabs, the 'Settings' section is displayed. It has a title 'Settings' followed by a horizontal line. The first setting is 'Make this a quiz', which is currently turned off (toggle switch to the left). Below it is the description 'Assign point values, set answers, and automatically provide feedback'. The second setting is 'Responses', which is followed by a downward arrow icon. Below it is the description 'Manage how responses are collected and protected'. The third setting is 'Presentation', also followed by a downward arrow icon. Below it is the description 'Manage how the form and responses are presented'.

The first toggle is whether or not the form should act as a quiz. If you toggle this on, you can assign correct answers and point values to all your questions.

The Responses section allows you to choose whether you collect email addresses. If this checkbox is toggled, respondents will be asked for their email address just before submitting. Additional options can limit users to a single response per Google account and allow for editing of responses.

The Presentation settings lets you add a progress bar. For multi-section forms, this gives users a percentage complete at the bottom of each page and can be helpful for keeping users going on longer surveys, as well as allowing for other options like shuffling question order and customizing a confirmation message.

At the end of the settings section is the Defaults section. There are only two toggles here, one of which is for collecting email addresses by default across all forms you create. The other option is to make questions required by default in forms.



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Step 4: Create the body of the form.

Click the Questions Tab to return to the body of the form.

The main toolbox appears to the right of the content of your form with six icons that will allow you to add a question, import questions, add a title or description, add an image, add a video, or add a new section.

This screenshot shows the 'Questions' tab of a Google Form. At the top, there are three tabs: 'Questions' (which is selected and highlighted with a purple underline), 'Responses', and 'Settings'. Below the tabs is a large white box with a purple border. Inside this box, the text 'Untitled form' is displayed in a large, bold, black font. Below this, the text 'Form description' is shown in a smaller, grey font.

New questions are the most important of these options, the default is a multiple-choice question, but you have 11 total options, varying from a text box for a short answer question to a linear scale for providing ratings. The question templates are easy to understand, with a text box at the top for the question itself and prepopulated information in the question box that helps guide you through filling it out.

At the bottom of each question box are icons to duplicate or delete the question, a toggle for making the question a required response, and a menu icon for any additional options.

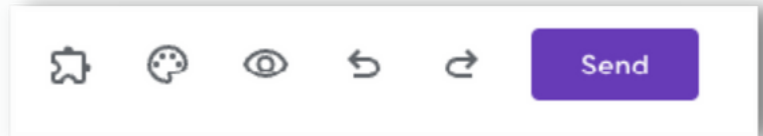
This screenshot shows a single question box within a Google Form. The question box has a title 'Untitled form' and a description 'Form description'. Below this, the question itself is titled 'Untitled Question'. To the right of the question text is a dropdown menu currently set to 'Multiple choice'. Below the question text are two radio button options: 'Option 1' and 'Add option or add "Other"'. At the bottom of the question box, there are three icons: a duplicate icon (two overlapping squares), a delete icon (a trash can), and a 'Required' toggle switch which is currently turned on. To the right of the question box is a vertical toolbar containing six icons: a plus sign in a circle (add question), a document icon (import questions), a text icon (add title or description), an image icon (add image), a video icon (add video), and a list icon (add new section). This entire toolbar is circled with a purple oval.



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How do I distribute a Google Form?

To get the form to users, simply hit the “Send” button in the upper-right corner of your form. This takes you to a pop-up menu with your sharing options.

A screenshot of the "Send form" pop-up menu. At the top, it says "Send form" with a close button (X). Below this is a checkbox labeled "Automatically collect respondent's Build Resilient Inspired Communities of Color (BRICC) email". Underneath is a "Send via" section with three options: Email (selected with a purple underline), URL (represented by a chain link icon), and Embedded code (represented by code symbols <>). To the right of these are Facebook and Twitter icons. The "Email" section has fields for "To", "Subject" (with the text "Untitled form"), and "Message" (with the text "I've invited you to fill out a form:"). At the bottom of the email section is a checkbox labeled "Include form in email". At the very bottom of the pop-up are three buttons: "Add editor" (with a person icon), "Cancel", and "Send".

At the top of this menu is a checkbox to collect the email addresses of any respondents if you didn't already select this option in the settings. This is particularly helpful for business users looking to build a mailing list.

There are three main methods for distributing the form: email, a URL, and embedded code. There are also icons for sharing on Facebook and Twitter.

Email allows you to personalize the subject and add a brief message, and it offers the option to include the form in the email. The URL method is self-explanatory; the only option there is to shorten it. Finally, the embedded HTML code method lets you place the form directly on your website. You can customize the pixel width and height of the form.

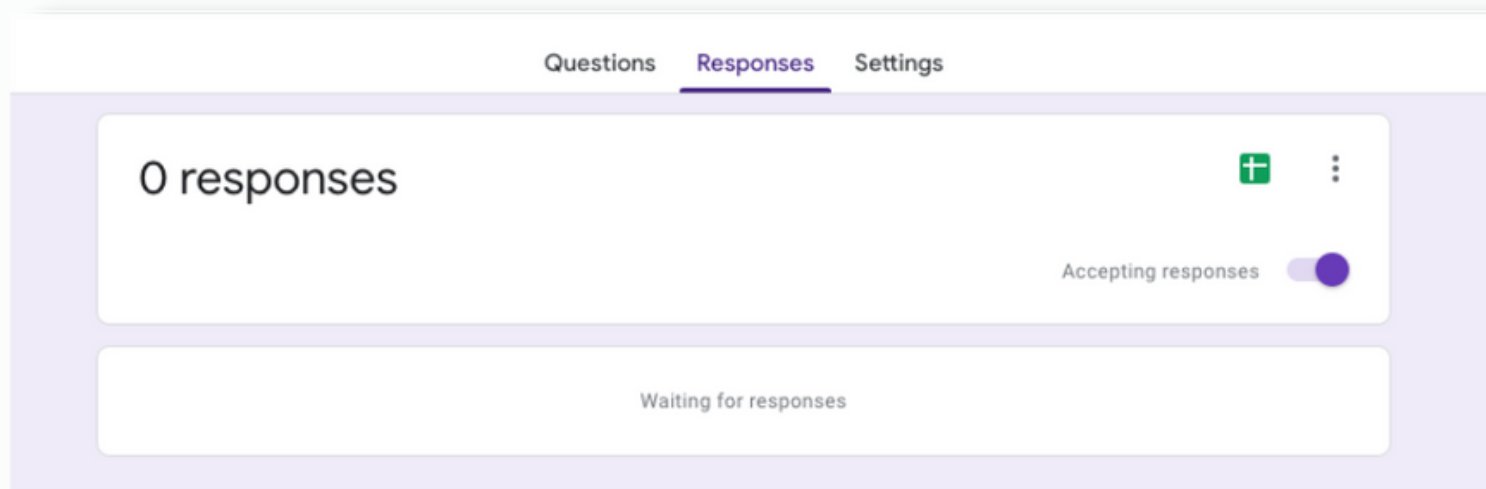
PRO TIP: You can embed your forms into your email marketing campaigns to send to your contacts or even on your website for your clients and the community.



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How do I view Google Form responses?

The second tab on the top of your form is Responses, which collects user responses as they come in. Once you have some responses, you can view response data in a summary view, which provides basic graphs of the response data. You'll also have access to an individual view, which shows you a single respondent's completed form. In the individual view, you can delete a single user's responses if you feel they should not be included.

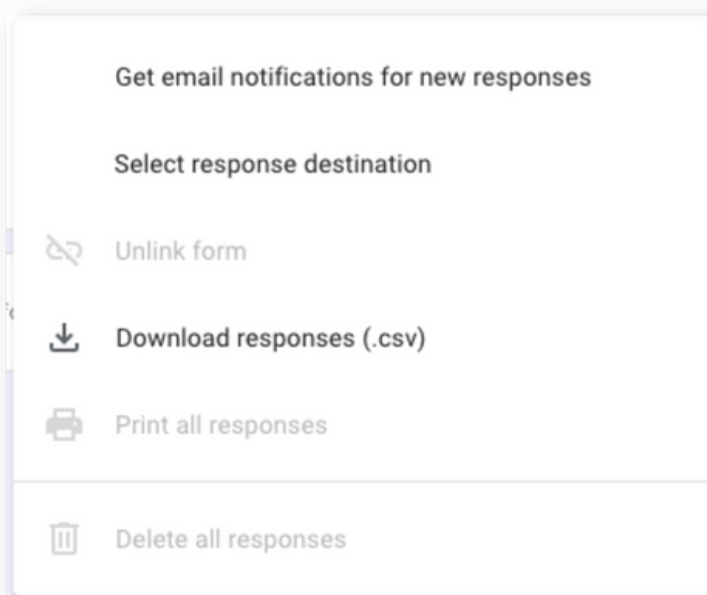


Google Forms responses

The response tool shows how many people filled out your form and what their responses were.

Some additional options are available under the menu icon in the upper-right corner of the Responses tab. You can opt to receive email notifications for all new responses, choose where the response data is saved, unlink the form from a spreadsheet, download all responses as a CSV file, print all responses, or delete all responses.

When you are done collecting responses, this is also where you will toggle the form off. This option is prominently displayed in the upper-right corner of this tab and will stop new data from coming in.





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What Else Can I do with Google Forms?

While the standard features are pretty extensive already, there are extra tricks to be mined in Forms. Google now has Google add-ons to Forms. These tools add a lot of functionality to the core Forms product. You can find these by clicking the menu icon in the upper-right corner of any Google Form. Add-ons are typically quite accessible from Google's Apps Script, but some of the add-on's may require some familiarity with JavaScript.

Google Workspace Marketplace

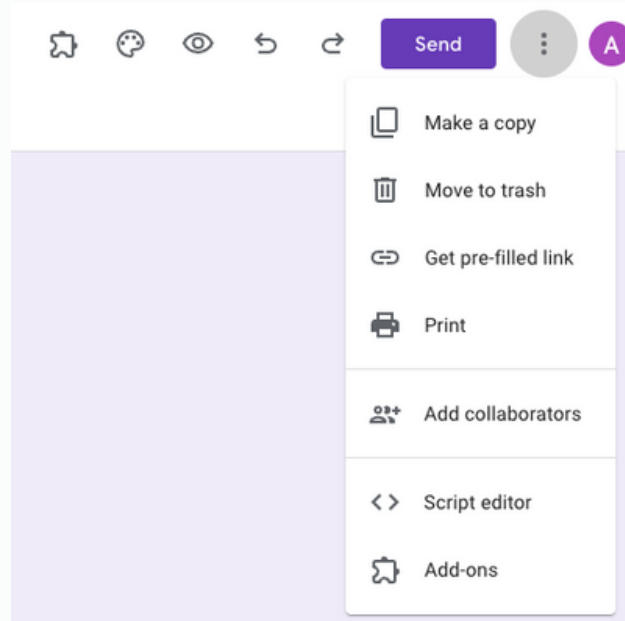
Google Workspace Marketplace offers a wide range of add-ons that can enhance Google Forms. Some of the most helpful add-on's are:

Form Publisher

One of the most popular add-ons is Form Publisher, which takes the data submitted via your form and generates a Google Docs, Sheets, or Slides file based on a template. It can even automatically export a PDF of the file and send that to a specified email address or multiple addresses.

Some of the more common use cases are for contracts and invoices, but this would work for any instance that requires a cleaner output than the raw data available directly in Google Forms.

This is a GREAT add-on for sending invoices, quotes, or other professional documents to external parties from your forms.

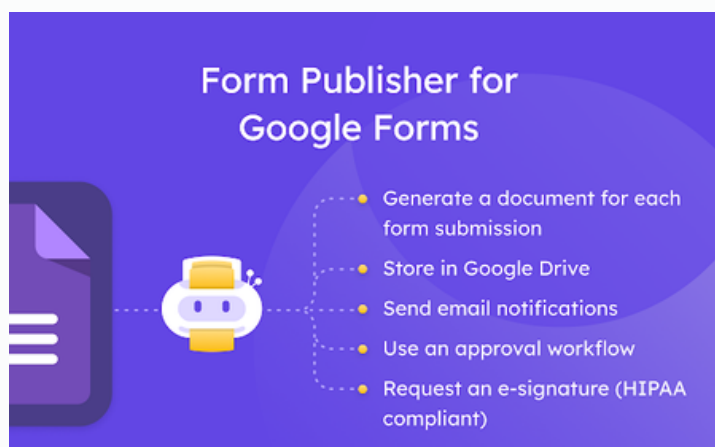


Form Publisher

Form Publisher is a document generator or document merge solution: generate PDF, Google Docs™, Sheets™, Slides™, Microsoft Word, Excel, Powerpoint customized...

By: [Talarian](#)

Listing updated: September 14, 2022





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Email Notifications for Forms

Email Notifications for Forms is another powerful add-on for business users. As mentioned previously, you can receive email notifications for all responses to your Forms, but this allows you to customize the content of the emails and specify to whom they are sent. You can even use conditional formatting to send notification emails to a specific account based on responses to questions in the form. This can turn a basic customer feedback form into a customer service workflow.

PRO TIP: Use this add-on if you collaborate with multiple people in your business or organization. This helps with your communication workflow and ensures all parties are notified when your form(s) are submitted.



Email Notifications fo...

Get form answers in an email after users submit the form. Send emails to different people based on form answers. Receive push notifications on phone, also send webhooks...

By: [Digital Inspiration](#)

Listing updated: September 8, 2022

Use an `{{Field Names}}` in the subject and body for customized email notifications

Or use the `{{All Answers}}` variable to include all form fields, displayed in tabular form

Format the content of message body with `HTML` tags

AppSheet

The AppSheet add-on allows you to transform a Google Form into a **custom mobile app** that you can deploy to your team or even customers. There's no coding involved.

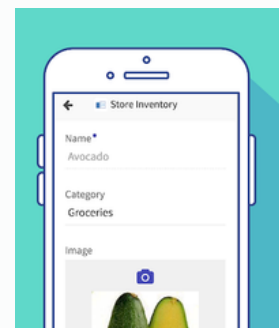
Simply take your Form and build on top of it with the AppSheet App Editor. Some of the capabilities available are barcode scanning, GPS and Maps, offline access, and image capture. The possibilities with this add-on are almost endless; for example, you could build an equipment inventory management app that uses a barcode scanner to check items in and out or an app for lead tracking with built-in charts and sharing capabilities.



AppSheet

Build a custom mobile app from the response spreadsheet of your Google Form. It is quick, easy, and no coding is involved.

By: [AppSheet](#)



Collect Data

Customize the app to display specific information, manage users, and to capture and display data.



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Remember, there are so many ways to maximize your time with Google Forms

All Businesses and Organizations

- Job Application
- Newsletter or Email List Sign Up
- Client or Community Survey
- Event Registration or RSVP
- Scheduling Request

Events or Activities

- Event Registration or RSVP
- Event Participant Waivers
- Vendor Application
- Event Survey

Business (For Profit)

- Request for Quotes or Services
- Booking Form for Services
- Order Form for Food/Catering Services
- Order Form for Clothing or Items
- Inventory Management

Business (Non-Profit)

- Volunteer Registration
- Distribution Registration (for free giveaways or donations)
- Grant Surveys

**Visit BUILD206.com/BlackWealth to
check out the video of our Google Forms Workshop**