



Evernote: The Little App That Could

October 2013

[Excerpts taken from the Evernote website]

What is Evernote?

- Evernote makes it easy to remember things big and small from your everyday life using your computer, phone, tablet and the web.
- Key features of Evernote:
 - Create text, photo and audio notes
 - Clip web pages including text, links, and images
 - Synchronize your notes across your devices
 - Search for text within snapshots and images

What platforms are supported?

- iPad, iPhone, iPod Touch
- Android
- Windows Phone
- Windows 8 touch
- Blackberry
- HP WebOS
- Mac OS X
- Windows Desktop

What does it cost?

- One can create an Evernote account for free, though they also offer a premium service.
 - Free accounts can upload up to 60 MB of data per month, with unlimited storage.
 - Premium accounts can upload up to 1 GB of data per month, with unlimited storage. Premium also offers extra features such as offline notebooks, collaboration, passcode locks, smarter searches, and more.
 - Premium is \$5/month or \$45/year.
 - Visit <http://evernote.com> or your app store to download and install the free version.

Security of your data

- Evernote's 3 Laws of Data Protection
 - Your Data is *Yours*
 - Your Data is *Protected*
 - Your Data is *Portable*
- Evernote claims that they will never mine your data. Even on the free accounts.

Getting started with Evernote

- One can create notes, organize the notes into folders, and organize folders into stacks.
- A basic note can consist any combination of:
 - Text
 - Image
 - Audio
 - Audio/Video (for example, from a webcam)
- Notes can be assigned tags, which are keywords that help in organizing and searching.
 - These tags may or may not appear in the note itself.
- The notes then are stored in the Cloud and synchronized with Evernote running on your other devices.

To-Do Lists

- The notes editor is a basic word processor, with many different formatting tools.
- One of these is a checkmark box that will permit you to create a list of items preceded by boxes, and you can checkmark them as each task is completed.

- Each note also can be associated with reminders.
 - Basic reminders form a reminder list that can be used as a note-based to-do list. Notes can be checked off as their associated tasks are completed.
 - Reminders also can have alarm dates and times associated with them. When the alarm “goes off”, you will receive a notification on your mobile device(s) and an email. Either can take you directly to the note to which the reminder is attached.

Tips and Tricks

- Create an “inbox” where you put notes as you create them. Then, get in the habit of refileing these notes into folders later.
- If you are using a mobile device and find the virtual keyboard difficult to use, write/draw your note, then create a note by taking a picture of the handwritten note.
- Become comfortable with applying tags to your notes. This is a great way of organizing a large collection of notes for later searches.
- Use the highlighter to highlight important sections of your notes.
- Integrate Evernote with other Evernote products.

Other Evernote products

- Evernote Web Clipper
 - From interests to research, save anything you see online—including text, links and images—into your Evernote account with a single click.
- Skitch
 - Get your point across with fewer words using annotation, shapes and sketches, so that your ideas become reality faster.
- Penultimate
 - Easy-to-use handwriting app for iPad. This app gives you the fun and natural experience of writing on paper, with the added power of Evernote and the flexibility of a tablet. Lose the paper, keep the handwriting.

- Evernote Hello
 - Remembering people is hard. Evernote Hello makes it easy by creating a rich, browsable history of individuals, encounters and shared experiences.
- Evernote Food
 - Preserve and relive memorable food experiences. From fine dining to family gatherings to a local food truck, remember every delicious moment.
- Evernote Clearly
 - Evernote Clearly makes blog posts, articles and webpages clean and easy to read. Save them to Evernote to read them anywhere, any time.
- Evernote Peek
 - Turn your notes into study materials with Evernote Peek. Prepare for a quiz or brush up on a language by simply lifting your iPad's Smart Cover.
- Smart Notebook by Moleskine (for use with premium service)
 - A physical notebook, into which you write/draw notes and affix stickers that represent tags.
 - Take a picture of the note and it automatically tags your note based on the stickers.
 - These notes are searchable using handwriting recognition.

Want to learn more?

- Go to <http://youtube.com> and search for “Evernote” or “Evernote tutorial”. (Those by “Evernotevideos” are from the Evernote company.)
- A guide that gets good reviews is *Evernote Essentials* by Brett Kelly. This is an e-book that currently costs \$14.99. (<https://members.nerdgap.com/order-evernote-essentials>)
- Interesting articles on LifeHacker. (<http://lifelacker.com/5989980/ive-been-using-evernote-all-wrong-heres-why-its-actually-amazing>)
- A free training module, “Busy People’s Guide to Using Evernote”. (Free registration required, <http://busyness.com/evernote>)