

The Hero Academy

Professional Development Video Library

Overview

The Hero Academy is a resource for the ongoing Personal Professional Development of your GP Hero. These include 517 professionally created training videos around many of the world's top tech tools for running a successful clinic. The goal of this training centre is to supplement any training that you are doing internally within your organisation and to help ensure the continued development of your new GP Hero.

Training Videos: 517 Videos

Website Management

WordPress Basic

- What is WordPress?
- [Intro to the WordPress Dashboard](#)
- How to add and Edit Posts
- How to Add and Edit Pages
- How to Manage Media
- How to Embed Media
- Customising WordPress Websites
- Using Menus in WordPress

WordPress Advanced

- Installing Themes in WordPress
- Changing Permalinks
- Getting the Classic Editor Back in WordPress
- Using the Classic Editor in WordPress
- Moderating Comments and Setting up Akismet

How To Use Squarespace

- [What is Squarespace](#)
- Getting Started with Squarespace
- Creating and Editing a Page on Squarespace
- Customising Page Settings in Squarespace
- Customising the Design of your Squarespace Site
- How to Customise Squarespace Domain and Add a Custom Domain

How To Use Woocommerce

- What is WooCommerce?

- Installing Woocommerce
- Overview of Woocommerce
- How to Add a Product to Woocommerce
- Categories and Tags in Woocommerce
- Payment Systems in Woocommerce

How To Use Yoast SEO

- How to Install Yoast SEO
- Setting up Yoast for the First Time
- Using Yoast Inside a Post
- How to Bulk Edit SEO Titles and Descriptions

How To Use Google Search Console

- Google Search Console - Video 1 - Product Overview
- Google Search Console - Video 2 - Adding Your Site

How To Use HotJar

- What is HotJar and Who is it for?
- What is HotJar Dashboard
- How to Create a Heatmap Report
- How to Access HotJar Tutorials

How To Use Shopify

- [An Introduction to Shopify and How It Works](#)
- Get to Know the Perfect Shopify Plan for Your Business
- [How to Add Products to Your Website](#)
- How to Customise Theme for Your Website
- How to Add Domain to Your Website
- Explore Shopify's Dashboard
- How to Verify Your Sales Channels
- Dive Deep Into Shopify's User Account Settings
- Review Your Shopify Account and You're Ready-to-Go

Email Management

How To Do Inbox Zero Disciplines

- Get to Inbox Zero Today
- Start from the Bottom
- [Triage and the 2 Minute Rule](#)
- Using Action Labels
- Live Inbox Demo
- [Archive, Don't Delete](#)

- Bringing it All Together

How To Do Inbox Zero Set-up

- Google Chrome
- Rapportive
- Yesware
- Multiple Inboxes Lab
- Undo Send Lab
- Auto Advance Upwards Lab
- Send and Archive
- View Modes and Snippets
- Keyboard Shortcuts
- The Newsletter Filter

Task Management

How To Use Airtable

- How to Sign Up
- Setting Up a Base From Scratch
- [How to Organise Your Data](#)
- Using Blocks to Create Pivot Tables & Charts
- How to Create a Form in Airtable

How To Use Asana

- [Asana - Product Overview](#)
- Setting Up Your Account
- Overview of All Features
- Best Practice Project Setup

How To Use Trello

- What is Trello and Pricing
- Creating an account
- Overview of Boards and Cards
- Teams in Trello
- [Power-Ups in Trello](#)

How To Use Teamwork

- [Teamwork - Understanding Everything](#)
- Understanding the Hierarchy of a Project
- Understanding User Permissions on a Project
- Getting Started with Teamwork
- Adding a Project to your Teamwork Account
- Archiving a Project in Teamwork

- Adding a User in Teamwork
- Adding a Task
- 5 Power Tips for Teamwork Projects
- Teamwork Projects - Adding a Milestone
- Teamwork Projects - Bulk Edit Sub Tasks
- Teamwork Projects - Adding Multiple Milestones
- Teamwork Projects - Adding Tasks within the Task Area
- Teamwork Projects - Bulk edit My Tasks & My Active Tasks
- Teamwork Projects - Bulk Edit Tags
- Teamwork Projects - Bulk edit tasks by editing a Milestone
- Teamwork Projects - Change completed dates for Milestones
- Teamwork Projects - Changing a Project Category
- Teamwork Projects - Changing the Order of Task Lists in the Tasks Area
- Teamwork Projects - Create Task Defaults from a Task
- Teamwork Projects - Custom Sorting of My Tasks
- Teamwork Projects - Default Task Lists
- Teamwork Projects - Editing a Milestone Date
- Teamwork Projects - Embed a Google Doc
- Teamwork Projects - Embed a Google Form
- Teamwork Projects - Enable Google Drive on your Projects
- Teamwork Projects - How to Assign Tasks to Multiple Users
- Teamwork Projects - How to copy a Project
- Teamwork Projects - How to Save a Tasklist as a Template
- Teamwork Projects - Manage Users for Task Templates
- Teamwork Projects - How to Subscribe to your Calendar in Google calendar
- Teamwork Projects - Managing User Access and Permissions on Multiple Projects
- Teamwork Projects - How to Quickly Add Subtasks
- Teamwork Projects - Mark a Project Complete
- Teamwork Projects - Milestones Options
- Setting up the Desktop Timer in Teamwork
- Exporting Billable Time into GetHarvest
- Exporting Time to Freshbooks
- Setting up OneDrive Integration
- Move a Task to another Task List
- Move or Copy a Task List to Another Project
- Move or Copy a Task to another Project
- Multiple Sub Tasks
- Project Role Mentions
- Project Summary
- Quickly Assigning Tasks to a Person or a Role
- Quickly Edit a Task Description
- Set a time for the Daily Project Report
- Set Defaults for New Tasks

- Set up Dependent Tasks
- Setup the Daily Project Report Email
- Start a Chat with another User
- Switch Projects
- [Task List Options](#)
- Task List Reports
- Task Reminders
- Task Templates
- Using Task List Templates
- Viewing Milestones in a Project

Google Workspace

How To Use Gmail

- Logging Into Gmail
- Display Density _ Configure Inbox
- Themes
- Email Signature Set Up
- Gmail Interface and Inbox Layouts
- Stars
- [Working With Labels](#)
- Composing Emails
- Replying Emails - Editing The Subject Line
- Conversation View
- Archiving Emails
- Search
- Filters
- Out of Office
- Enable Working Offline
- Keyboard Shortcuts

How To Use Google Calendar

- Getting Started with Google Calendar
- [Setting Work Hours and Availability](#)
- Calendar Sharing
- Calendar Reminders
- Working With Multiple Timezones
- [Calendar Booking Systems](#)

How To Use Google Drive

- Getting Started With Google Drive
- [Uploading and Storing Files](#)
- Organising Files and Searching
- Viewing and Updating Files
- [Creating Docs, Sheets, and Slides](#)
- Sharing File
- Collaborating With Others
- Drive Priority View
- Using Google Drive Filestream on a Mac

How To Use Google Apps

- Google Apps - Introduction
- Getting Started with Chrome
- Gmail Getting Started
- Calendar Getting Started
- Hangouts Getting Started
- Drive Getting Started
- Docs, Sheets, and Slides Getting Started
- Sites Getting Started

How To Use Google Chrome

- Chrome Getting Started
- Chrome and Google Identity
- Chrome Bookmarks Tips & Hacks
- How and When to Pin Tabs
- Working with Chrome Plugins

How To Use Google Hangouts

- Setting Up Hangouts on your Devices
- [Who's Online and Who's Read your Messages](#)
- Starting a Single or Group Conversation
- Searching Hangouts Conversation History
- Pausing Hangouts Notifications
- Helping Someone New Get Started with Hangouts

How To Use Google Basics

- Chrome and Google Identity
- The Problem with Email
- Key Changes from Outlook
- Archiving Emails and Advanced Labels
- Overview of Search
- Big Picture Culture Changes
- Our Favourite iOS Apps

How To Use The New Google Sites

- How to Create Your Google Site
- How to Customise Your Logo, Headers, and Themes
- How to Create Your Page Structure
- How to Customise Your Navigation
- How to Add Basic Page Content
- How to Add Content from Google Drive & YouTube
- [How to Embedding Your Training Videos](#)
- How to Crop and Manage Images
- How to Add Collaborators and Publish Your Site
- How to Bookmarking Your Intranet

How To Use Google Alerts

- What is Google Alerts
- [Creative Uses of Google Alerts](#)
- How to Set Up Google Alerts

Google Email For Business (Use this password to play each training video: **V1pk#t%@HI**)

- What is Google GSuite & Account Creation
- How to Verify Domain & Set up Email
- Other Options for Email Hosting
- How to Explore Your Account
- How to Use Google Share Drive
- How to Create a Drive with Share Drive
- Useful Apps Google docs, Slide & Sheets
- Other Settings for Google Email for Business
- How to Create an Email Template
- How to Create an Email Signature

Google My Business (Use this password to play each training video: **V1pk#t%@HI**)

- [How to Use Google My Business](#)

Google Ads (Use this password to play each training video: **V1pk#t%@HI**)

- Overview
- How to Create An Account
- How to Navigate in Dashboard
- Tools & Settings

Google Analytics (Use this password to play each training video: **V1pk#t%@HI**)

- Overview and Setting Up
- [How to Install Tracking Code to your Website](#)
- How to Add Access or Permission

- Familiarising the Main Navigation
- About Real Time Information
- Understanding Website Insight
- Overview of Audience
- How to Set Up Search Console
- Learning About Acquisition
- How to Analyze the Behavior of your Visitors
- How to Set up Goal
- How to Set up Campaign

Facebook

Facebook Pages & Groups

- [How to Create a Facebook Page](#)
- How to Create a Facebook Group

How To Setup Facebook Pixel & Google Tag Manager

- How To Add The Facebook Pixel To Your Website

How To Use Facebook (Basics)

- Introduction and Statistics
- Setting Up A Facebook Account
- Following and Friend Requests
- [Accepting Friend Requests](#)
- Suggested Friends and Friend Shortcuts
- Edit Your Profile - Cover Image
- Edit Your Profile - Work and Education
- Edit Your Profile - Customising The Rest Of Your Profile
- Edit Your Profile - Starting To Like Pages
- Who and What Do You Like
- Privacy Basics
- A Look Around Your Home Page
- Updating Your Status Guidelines
- Updating Your Status - Sharing
- Updating Your Status - What's On Your Mind
- Updating Your Status - Tagging - Links - Photos - Videos
- [Like Comment and Share](#)
- Stalking

How To Run Facebook Ads (Set-up)

- [Essential Terms and Applications](#)
- Google Tag Manager
- Create Facebook Tracking Pixel

- Add Facebook Tracking Pixel to Tag Manager

How To Run Facebook Ads (Traffic)

- Campaign Objectives
- Location Targeting
- Demographic Targeting
- Interest Targeting
- Connection Targeting
- [Ad Structure](#)
- Budget and Adsets
- Select Images
- Copy Text
- Campaign List

How To Run Facebook Ads (Engagement)

- Create A Website Custom Audience
- Create A WCA Ad
- [Concept of Lookalike Audiences](#)
- Duplicate Adsets In Power Editor

How To Run Facebook Ads (Nurture)

- Using Page Post Engagement

How To Use Facebook Business Manager

- What is Facebook Business Manager
- How to Set up Facebook Business Manager Account
- How to Invite People to Your Facebook Business Manager
- How Do I Add an Ad Account to My Business Manager
- How to Request a Facebook Page
- How to Claim a Facebook Page
- How to Set up Payment Method
- How Do I Remove a Partner from Pages and Ad Accounts in Business Manager

Facebook Ads (Use this password to play each training video: V1pk#t%@HI)

- How to Create Facebook Ads by Facebook Page
- How to Add Placement & User Engagement
- Other Ways to Promote a Business on Facebook
- How to Set Up CTA Button
- Other Ways to Promote a Business on Facebook
- What is Ads Manager
- How to Create Ads by Ads Manager
- How to Add Payment Method on Ads Manager
- How to Add Facebook Pixel on your Website

Facebook Page (Use this password to play each training video: **V1pk#t%@HI**)

- How to Create Facebook Page for Business
- Familiarising the Main Menu
- What is Facebook Messenger
- What are the Page Roles
- How to Update Profile Picture & Cover Photo
- How to Create Facebook Group

Facebook Event Page (Use this password to play each training video: **V1pk#t%@HI**)

- [How to Create FB Event Page](#)

Social Media

How To Use Youtube

- How To Upload A Video
- [Titles Descriptions and Tags](#)
- [Advanced Video Settings](#)
- Video Enhancements
- How To Replace Audio
- Annotations
- Keyword Planning
- How To Embed A YouTube Video On Your Website
- How To Add Captions To Your Video
- Basics Of Setting Up A Channel
- Creating Playlists
- Engaging Others In The Community
- Creator Studio
- YouTube Video Editor

How To Use Vimeo

- Vimeo Features and Plans
- [Vimeo Settings](#)
- How To Upload And Embed A Video
- How to Edit Settings of an Uploaded Video
- How to Change Embed Options
- Vimeo Albums
- Vimeo Statistics
- How to Use Vimeo Review

How To Use Pinterest

- What is Pinterest

- Helpful Resources from Pinterest
- Setting Up A Business Account
- Customising Your Profile
- [Creating A Board and Adding a Pin](#)
- Finding and Following Users
- Who Is On Pinterest
- Networking On Pinterest
- What To Pin
- Getting More Activity
- Creating A Secret Board
- Wrap Up and Best Practices

How To Use Instagram (Use this password to play each training video: **V1pk#t%@HI**)

- What Is Instagram
- Downloading the Application to Your Phone
- Finding and Following People
- Liking and Commenting
- Adding a Photo or Video
- Activity Feed
- Personal Settings
- Getting Involved and Building Followers
- [What To Post On Instagram](#)
- Overview & Signup
- How to Create Account Through Mobile App
- How to Switch to Business Account

How To Use LinkedIn

- Introduction and Other Blueprint Resources
- Editing Your Profile Part 1
- Editing Your Profile Part 2
- Making Connections
- Profile Picture
- [Improving Your Profile By Modelling Others](#)
- Updates and Feed
- Creating A Company Page
- A Closer Look At Connections
- Jobs
- A Quick Look At Tabs Available
- Endorsements and Recommendations
- Creating Posts
- Final Thoughts and Wrap Up

How To Use Twitter

- 10 Tips and Techniques For Twitter (Part 1)
- 10 Tips and Techniques For Twitter (Part 2)
- 10 Tips and Techniques For Twitter (Part 3)
- 10 Tips and Techniques For Twitter (Part 4)
- 10 Tips and Techniques For Twitter (Part 5)
- 10 Tips and Techniques For Twitter (Part 6)
- 10 Tips and Techniques For Twitter (Part 7)

How To Use Buffer

- What is Buffer and Who Is It for?
- How to Set Up Buffer Account
- How to link your Social Media Sites
- [How to Schedule Posts](#)
- How to Use Buffer Extension

How To Use Sprout Social

- What is Sprout Social and Who Is It for?
- How to Set Up Account with Sprout Social
- How to link your Social Media Site to your Sprout Social
- How to Manage your Inbox in Sprout Social

How To Use HootSuite

- [What Is HootSuite and How To Get Started](#)
- Creating Tabs and Streams
- The Power of Having Different Social Networks On One Dashboard
- How To Post From Within HootSuite

How To Use Lucidchart

- Creating a Master Template
- [Creating Your First Chart](#)
- Finalising and Publishing
- Intro and Setup
- Sign Up for Lucidchart
- Themes, Colours, and Styles

How To Use Freemind

- Colours, Lines, and Formatting
- [Creating Your First Mindmap Part 1](#)
- Creating Your First Mindmap Part 2
- Exporting Your Mindmap
- Intro and Downloading
- Navigating Freemind

Software Tools

How To Use JotForm

- Product Overview
- [Building Your Form](#)
- Customising Form Settings
- Creating PDF Forms
- Publishing Forms and Viewing Submissions

How To Use SurveyMonkey

- [SurveyMonkey Features and Plans](#)
- How to Create a SurveyMonkey Account
- How to Create a Basic Survey in SurveyMonkey
- How to use Templates in SurveyMonkey
- How to Edit Colours and Themes in SurveyMonkey

How To Use Stripe

- [Product Overview](#)
- How to Set Up Stripe
- How to Add Customers
- Subscriptions and Taking Payment

How To Use Dialpad

- [Welcome to Dialpad](#)
- Getting Started with Dialpad
- Desktop Walkthrough
- Chrome App Walkthrough
- Using Dialpad on your Mobile
- Using Dialpad on your Tablet
- Transferring a Call
- Adding a Caller
- [Recording a Call](#)
- Messaging
- Managing Voicemail
- Executive Assistant
- Blocking Outbound Caller ID
- Accessing Analytics
- Admin Basics
- Admin Call Handling

How To Use We Transfer

- What is WeTransfer and WeTransfer Plus
- [Sending Files Using WeTransfer](#)
- Generating a Download Link in WeTransfer

How To Use Otter

- What is Otter
- Creating an Account on Otter
- How to Record Live Audio in Otter
- Importing Audio into Otter
- Automatically Tagging Speakers in Otter

How To Use DropBox

- [What is Dropbox](#)
- How to Sign Up and Install Dropbox
- How to Upload File to Dropbox and Share it
- How to Create a File Request

How To Use Skype

- [What Is Skype](#)
- Basics Of Skype Interface
- Skype Call Credit And Subscriptions
- Additional Features - Skype In And Call Forwarding
- Setting Up Your Free Voicemail
- Sending An SMS

How To Use EchoSign

- What Is EchoSign
- How to Add A Document To EchoSign
- Sending an EchoSign Document
- How To Keep Track of Documents in EchoSign

How To Use Xero

- Product Overview
- Setting Up Your Xero Account
- How to Pay Bills in Xero
- How to Create Invoices in Xero
- How to Reconcile
- How to View Reports
- Stripe and Xero Integration
- How to Use Xero Projects

Graphic Design

How To Use Placeit

- What is Placeit and How much does it cost?
- Creating an account on Placeit
- Using Mockups in Placeit
- Using Designs in Placeit
- Using Logos on Placeit
- How to Make an Image Mockup
- Placeit's Licensing
- How to Download Mockups on Placeit
- Resizing and Positioning Uploads on Placeit
- How to Make a Video Mockup
- How to Filter Mockups on Placeit
- How to Make Online Banner Ads
- Bookmark Your Favorite Mockups on Placeit
- How to Make a Screenshot for the App Store
- Show off Your Website or App on Several Devices at Once
- How to Make an eBook Facebook Ad
- How to Make a Facebook Ad for Your Iphone App
- How Image Download Packs Work on Placeit
- How to Add Text and Effects to Your Mockup
- How to Make a Demo Video for Your iPhone App
- How to Make a T-Shirt Design
- How Subscription Plans Work on Placeit
- How to Make a Book Cover
- How to Make a Logo with Placeit
- Free T-Shirt Design Maker _ Placeit Design Templates
- How to Buy a Mockup on Placeit
- How to Make a Mockup from a URL on Placeit

Canva (Use this password to play each training video: **V1pk#t%@HI**)

- Overview of Canva
- How to Create Account
- [Familiarising Canva Tools & Menus](#)
- How to Make a Facebook Cover
- How to Make a Graphic From Scratch
- How to Make a Graphic Using your Own Images
- How to Make a Graphic with Embedded Video Clip
- How to Make a Video Graphic
- How to Add Music to your Video Graphic

- Other Settings & Tools

How To Use Canva

- [What is Canva](#)
- How to sign up for a Canva account
- How to Select the Type of Media you Wish to Create
- How to Create a Facebook Cover using Canva (Part1)
- How to Create a Facebook Cover using Canva (Part2)
- How to Create an eBook Cover using Canva (Part1)
- How to Create an eBook Cover using Canva (Part 2)
- How to Access Canva Design School
- Creating Your Canva Account

Graphic Design - Basic (Use this password to play each training video: V1pk#t%@HI)

- [How to Implement Alignment, Spacing & Grouping](#)
- How to Choose the Right Fonts
- How to Use Patterns, Shapes & Icons

Digital Marketing For Business

Overview of Digital Marketing for Business

(Use this password to play each training video: V1pk#t%@HI)

- Overview

SOCIAL MEDIA REPORT

Social Media Analytics (Use this password to play each training video: V1pk#t%@HI)

- How to Use Social Media Analytics
- How to Implement Benchmarking
- How to Integrate Data Studio for Making Reports
- How to Implement Hashtag Research
- Other Recommendations for Social Media Strategy
- How to Implement Social Media Audit

TAG MANAGER

Google Tag Manager (Use this password to play each training video: V1pk#t%@HI)

- Google Tag Manager

- How to Create an Account
- How to Add Tag Manager Code to the Website
- How to Create a Tag
- How to Use Tag Assistant

VA TOOLS

Common Tools (Use this password to play each training video: **V1pk#t%@HI**)

- What is Grammarly
- What is Gyazo
- [What is Lastpass](#)
- What is Screencastify

WEBSITE DEVELOPMENT

How to Create Pages (Use this password to play each training video: **V1pk#t%@HI**)

- Creating Pages

Impreza (Use this password to play each training video: **V1pk#t%@HI**)

- How to Create a Folder in Impreza
- How to Create a Header in Impreza
- How to Design the Homepage in Impreza

Website Branding

Overview of Website Branding (Use this password to play each training video: **V1pk#t%@HI**)

- Overview
- Additional Video