



Business Tools You Might Use

Free Tools For Your Business

- **Gmail/Google Workspace** - Various tools, email, drive, reminder lists,
- **Wave** - Accounting and Finance Software
- **Square** - E-commerce & Point of Sale Software
- **Homebase**- scheduling, time tracking, communication.
- **Toggle or Clockify** - Keeps track of time spent on various projects
- **Hubspot** - CRM for interactions, leads, automations
- **Mailchimp/Mailbox Power** - email lists and marketing campaigns.
- **Canva** - Templates for various print and social media needs.
- **Trello/Asana** - Organizational software for individuals and teams.
- **Social Media** - free opportunities for promotion/branding.
- **Weebly** - Basic website builder and online store
- **WeTransfer** - software that allows you to transfer large files for which you can't use google or email.
- **Chat GPT** - analyze information, write copy in your voice, help you say something more succinctly, do research, etc.
- **Vecteesy/Pexels** - find free vector images and video for use in materials/social media.
- **Otter.ai** - take notes in meetings/zoom
- **Loom** - computer screen recorder for tutorials or communication.
- **Wix** - Website builder
- **Evite** - invitation software
- **Sign-up Genius** - sign-up lists
- **Survey Monkey/Google Forms** - Surveys

- **Tools you already own**
 - **Phone**- Create tutorials for customers or employees from your phone.
 - **Alexa** - use to set timers or make lists
 - **Office** - Use organization tools embedded.
- **Business focused entities** - Chamber, Main Street, SBDC, etc.

With some Investment

- **Ipad/Remarkable/Surface** - note taking +
- **Quicken** - financials for more complicated situations.
- **Thinkifik/Synthesisia** - Create an online course.
- **GoDaddy** - Website build, email
- **Shopify** - E commerce
- **Wordpress** - Website & E-Commerce
- **Social Media/Advertising**

