

BUSINESS HACKS

BUSINESS START-UP TOOLKIT



**40 page guide with links to free and
low-cost tools and applications to
help you run your business**

<https://sbecertification.com>

Business Startup Toolkit

If anyone must watch the bottom line, it's a small business owner. To help, we have compiled this list of 40 pages of free & low-cost software tools and resources that can help your company achieve its big dreams, without breaking the bank.

That being said, just implementing a bunch of tools doesn't guarantee success. You need to be strategic about how you operate your business. But fear not, more tips, strategies, tactics, and training are available for less than the cost of lunch.

Subscribe to [Business Hacks](#), our **FREE** membership portal for access to tons of learning modules, videos, and templates on Lead generation, marketing & advertising, social media, web design and SEO, and much, much more.

Desktop Applications

Microsoft 365 (formerly Office 365)

<https://www.microsoft.com/microsoft-365>



Low-cost productivity cloud designed tool with Office apps, intelligent cloud services and advanced security. Starts for as little as \$5.00 user/month for Microsoft 365 Business Basic that includes web and mobile versions of Word, Excel and PowerPoint with secure cloud services for Teams, Exchange, OneDrive and SharePoint.

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Microsoft OneDrive

<https://www.microsoft.com/onedrive/business>



This cloud storage is best for those who already use Microsoft Office because if you have Office, you'll automatically get 1 TB of space per user for **FREE**; otherwise, it's only 5 GB free.

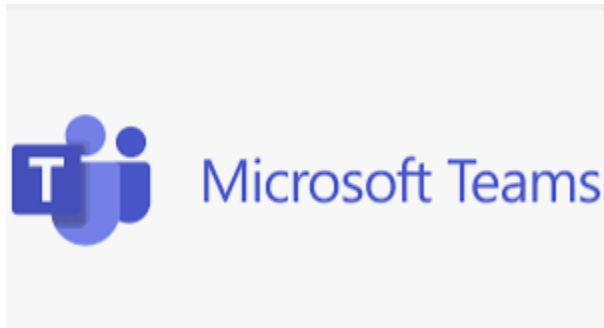
- Edit files online without downloading
- Share files with people who don't have OneDrive
- Integration with Outlook and Windows 10
- Offline access available
- Compatible with Android, iPhone, and iPad

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Collaboration Tools

Microsoft Teams

<https://www.microsoft.com/en-us/microsoft-teams/compare-microsoft-teams-options>



A **FREE MS Teams** comes with a suite of services, including videoconferencing, instant messaging and access to applications like Word, PowerPoint and Excel. The free version now supports videoconference meetings for up to 24 hours for a maximum of 300 people.

Google Meet

<https://meet.google.com>



Google Meet is **FREE** easily accessible videoconferencing solution. Businesses that get Google Workplace Essentials can also get advanced Meet features and access to **Google Drive** and **Google Docs** (documents).

Dropbox

<https://www.dropbox.com/basic>



A **FREE** cloud computing app that allows you to sync files and folders across various platforms, **Dropbox** has a very basic free tier with just 2 GB of storage

- Works with Windows, Apple Mac, Android, and iOS
- File previews and collaboration
- File sync and recovery

Video Conferencing & Messaging Tools

Zoom

<https://zoom.us>



Free Basic Personal Meetings hosts up to 100 participants.

Unlimited group meetings for up to 40 minutes.

Skype

<https://www.skype.com>



<https://sbecertification.com>

FREE calls if you are both using Skype. Audio and HD video calling, screensharing, call recording and more.

Free Conference Call

<https://www.freeconferencecall.com>



FREE screen sharing, a dedicated number, video calls, call recording and detailed call reports.

Join.me

<https://join.me>



<https://sbecertification.com>

Offers a **FREE** trial that lets you invite up to 10 video participants, share screens, and supports up to five video feeds.

Slack

<https://www.slack.com>



Slack is a messaging app that gives you one platform for all your communications, offering real-time messaging, file sharing, archiving, and search. It's built for modern teams so you can have all your communication in one online location, instantly searchable, and immediately accessible from whatever connected device. Features include:

- Conversation channels
- Private groups
- Messaging
- File sharing
- File browsing
- Voice/video calls

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- Feedback
- Progress archive
- Notifications

Antivirus software

Avast One

<https://www.avast.com>



FREE Avast One combines an award-winning free antivirus with advanced protection to help you safeguard your privacy, connect securely, speed up devices, and stay safe from cybercrime. And, yes, it's still free.

<https://sbecertification.com>

AVG

<https://www.avg.com>



Scheduling Calendar

Calendly

<https://calendly.com>



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FREE easy-to-use online appointment scheduling software. It allows prospects to connect with you right away. You just set your availability preferences, share the link with clients or prospects and let them pick a time to meet that gets automatically added to your calendar.

CRM (Customer Relationship Management)

Hubspot CRM

<https://www.hubspot.com>



A **FREE CRM** solution that promises to stay free forever and offers automation features that help track customer

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interactions. You can also create and follow sales-related tasks and get a good overview of your sales funnel at any given time. You can hook up HubSpot to your communication platform or business phone app to make it possible to call your prospects and customers straight from your HubSpot dashboard

Zoho CRM

<https://www.zoho.com>



Good for small businesses, as it allows up to three (3) users for **FREE.**

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- Lead management
- Automated workflows
- Advanced analytics
- A.I. assistant is included
- Apps for both iOS and Android

Zoho Docs

<https://www.zoho.com/docs>



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Zoho Docs is a great document management solution for small businesses with light document workloads. In addition to plugins to the rest of Zoho's software ecosystem, the Zoho Docs **FREE** plan is available for up to 5 users and includes 5 GB of storage per user.

Note Taking

Evernote

<https://evernote.com/free>



Evernote **FREE** version lets you make plans, keep a journal, clip anything from the web. Collect information quickly, organize it easily, and find it when you need it. It quickly scans business

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cards, notes from a meeting, and documents by using nothing more than your smartphone and its camera.

Collaboration & Communication

MS Teams

<https://www.microsoft.com/en-us/microsoft-teams/free>



Get started for **FREE** quickly with secure online meetings, chat, and cloud storage in one app.

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Google Drive

<https://www.google.com/drive>



With this **FREE** app, you can create and save files online, share them with team members, and access them from any device.

That said, it's best for those who are already using Google Workspace. It is available for iOS, but Android users will find it already integrated.

- Lots of free storage
- Sharing: you can invite others to edit or download files

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- Offline access to files

Google Docs

<https://google.com/docs>



Google Docs is an online word processing program and spreadsheet, which allow you to share and collaborate online.

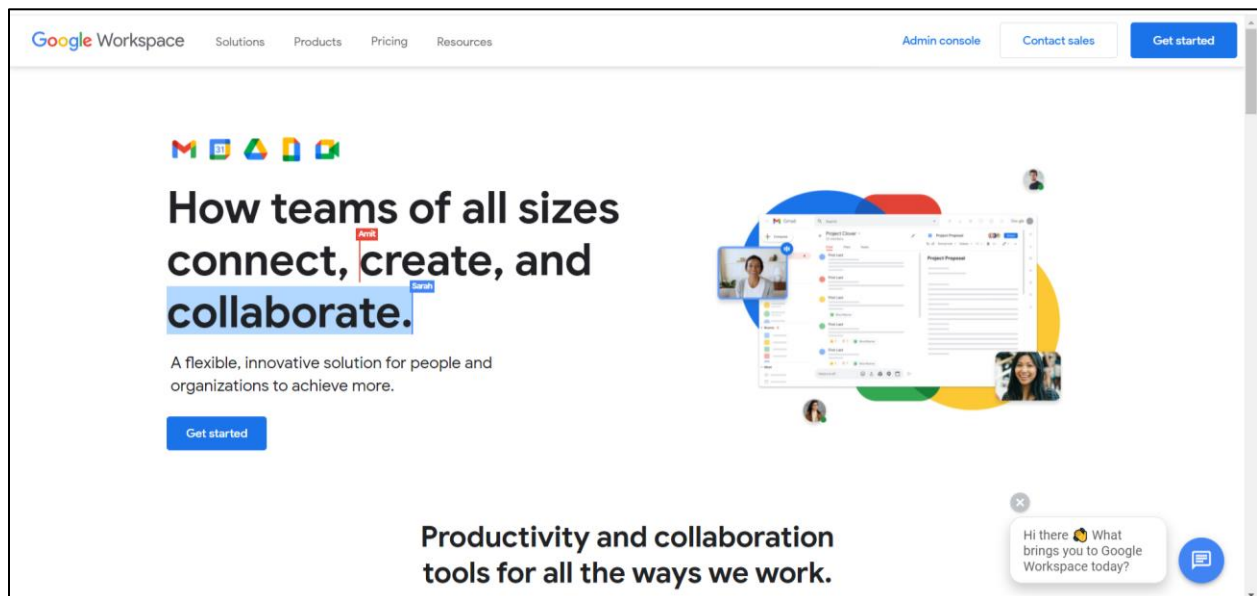
Google Docs accepts most popular file formats, including DOC, XLS, ODT, ODS, RTF, CSV, PPT, and more. Google Docs also enables collaboration between colleagues. As the document is saved in the cloud, the creator can share the link to the file for

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editing to other people. The application automatically saves the document at regular intervals

Google Apps/Workspace

<https://workspace.google.com>



Productivity and collaboration tools for all the ways we work,

Helps teams to connect, create, and collaborate.

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Finance

QuickBooks (Accounting, Payroll, Taxes and more)

<https://quickbooks.intuit.com>



QuickBooks is the industry leader for small-business accounting software, it's easy to find an accountant or bookkeeper who will support it. Its multiple tiers of service can easily scale with your company, too. QuickBooks Online, the cloud-based version, can also be accessed anywhere. Simple Start plans begins at \$12.50/month.

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Wave

<https://www.waveapps.com>



With the **FREE** version of Wave, you'll receive accounting, invoicing and reports functionality, you'll be able to create and scan invoices, and you'll be able to scan receipts directly into the system. This isn't a one-stop shop for all of your bookkeeping needs. But if you keep things simple, you'll be able to get pretty far using this basic service. For things such as

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payments and automatic integration with direct deposit payroll, you'll have to upgrade to a payment plan.

Payment Processing

PayPal

<https://paypal.com>



PayPal is an online payments system supporting credit card processing, money transfers and services.

- Express checkout
- Barcode scanning

<https://sbecertification.com>

- Inventory tracking
- Mobile card reader
- Online invoicing

Square

<https://squareup.com>



Offers credit card processing from anywhere

- Free reader to swipe credit cards
- Pay, tip, and sign right on your device
- Invoice sending and tracking
- Send receipts via email or text

<https://sbecertification.com>

- Real-time sales data and history

Stripe

<https://stripe.com>



Offers suite of payment products for online and in-person retailers, subscription businesses, and marketplaces.

Email Marketing

MailChimp

<https://mailchimp.com>



MailChimp is one of the best and most popular email marketing platforms on the market that offers a **FREE** version that is very powerful for most of your needs. Use built-in signup forms to gather subscribers from across the web and drag-and-drop designer and email templates to craft the perfect message. The service is free for up to 2,000 subscribers and 12,000 emails.

Mailerlite

<https://mailerlite.com>



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Mailerlite automated email marketing directed towards small businesses, giving them a robust and powerful platform that is easy to use and easily complements existing content marketing platforms and strategies. This simple and straightforward application comes with all features professional email marketers look for in an email marketing software. **FREE** plan includes up to 1,000 subscribers and up to 12,000 emails / month.

Campaign Monitor

<https://campaignmonitor.com>



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Smallpdf

PDFescape (best for annotation) <https://www.pdfescape.com/>



Formswift (best for forms) <https://formswift.com/edit-pdf>

FormSwift

PDF-Xchange Editor (best for Windows users offline use)

<https://www.tracker-software.com/product/pdf-xchange-editor>



Legal Documents

Docracy

<https://www.docracy.com>

<https://sbecertification.com>



An open source website where users can share and sign legal documents. Has an open collection of legal contracts and the best way to negotiate and sign documents online. These online tools will help you operate legally and effectively.

Rocket Lawyer

<https://www.rocketlawyer.com>



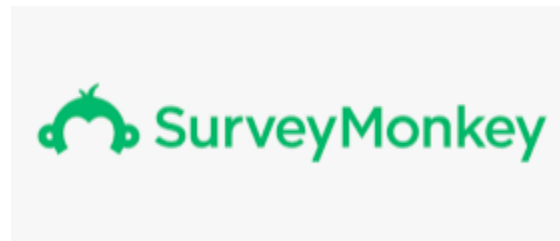
<https://sbecertification.com>

The Online legal documents and advice. These online tools can help you incorporate your business or stay in compliance.

Survey Tool

Survey Monkey

<https://www.surveymonkey.com>



Create and send **FREE** surveys, quizzes, and polls easily in minutes. Conduct market research and learn about your customers experiences.

Website Tools

<https://sbecertification.com>

WordPress

<https://www.wordpress.com>



Create a **FREE** website or build a blog with ease

on **WordPress.com**. Dozens of free, customizable, mobile-ready designs and themes. Free hosting and support.

SEO Tools

Google Analytics

<https://analytics.google.com>

<https://sbecertification.com>

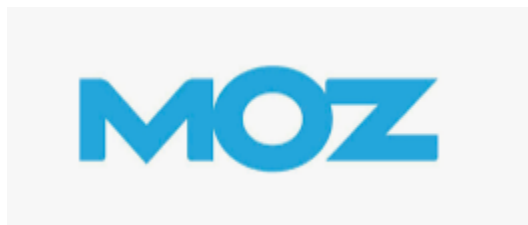


Google Analytics shows you how and from where your customers are coming from on your website. This allows you to enhance your marketing strategy to generate more leads.

Analytics is the **FREE** version. Analytics 360 is the premium (paid) version.

MOZ Tools

<https://moz.com/tools>



Stay ahead of your competition with MOZ's online tools for SEO and local marketing. Your all-in-one suite of SEO tools for keyword research, link building, site audits, page optimization, rank tracking and reporting. Great tools for online marketing and local small business marketing.

Buzzsumo

<https://buzzsumo.com>



Online content research tool. Buzzsumo allows you to research what's popular online and how that content can relate to your

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business. **FREE** plan allows you 10 free searches a month for one user.

Social Media Management

HootSuite

<https://www.hootsuite.com/plan/free-account>



With **HootSuite FREE**, you'll be able to manage multiple social networks, schedule posts, and interact with your followers. You'll also be able to track how many followers you have on each of your social networks and monitor which posts are generating the most clicks. Core features of the free version

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include one user, two social accounts and five scheduled messages. If your business grows, you can move up to one of three premium plans, which give you access to additional profiles, analytics, and multiple users.

Buffer

<https://www.buffer.com>



Application for managing social media content. Its primary function is for sharing content across today's well-known social media sites. The app has the ability to connect to all social media accounts while making it easier to create and schedule posts. Instead of traditionally logging in on Facebook, LinkedIn,

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Twitter, Google+, and other social media sites, Buffer will do it all at once. It also makes it convenient for users to create posts and have them uploaded with a single click.

Business Cards & Print Materials

Vistaprint

<https://www.vistaprint.com>




Design and order custom printed marketing materials and signage. Offers business cards, brochures, clothing and bags and other promotional products that you can customize and order.

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Want access to more tools, tips, and templates?

Check out [Business Hacks](#)



 Get FREE access to the Business Hacks Membership Portal where you'll be able to find business tips, useful information, tools, guides and so much more.

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 Whether you need help with HR and staff management, or you simply want to improve your marketing, Business Hacks is here to help you overcome every challenge on the way to skyrocketing your business with minimum effort:

- ✓ Learning Modules
- ✓ Business Templates and Tools
- ✓ Marketing Strategies
- ✓ Tips on Website Design and so much more

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