Recommended Apps and Software Tools

Here are the tools that were mentioned throughout the course, plus some of my other favorites, for example, social media, content creation and management, traffic and performance growth, time management and productivity, business operations, automation and more!

Take the time to explore each software tool to see what interface and features work best for you and your business.

Tools for Productivity

<u>Rainbow Reality, Mindset Reset Method:</u> The Rainbow Reality Method or RRM for short, is a seven-step process that was consciously created to help you check in with yourself, quiet the noise inside your head, rewire your thinking, and live on purpose. RRM will help you gain a deeper awareness of your thoughts, feelings, and stories so that you can challenge them and replace them with more helpful thinking patterns.

<u>Calm:</u> Calm is the #1 app for sleep and meditation. Join the millions experiencing better sleep, lower stress, and less anxiety.

<u>Google Drive:</u> Easy and secure access to all of your content.
Store, share, and collaborate on files and folders from any mobile device, tablet, or computer.

<u>Microsoft OneDrive</u> is an online file system that you can create, edit, and collaborate on Word, Excel, and PowerPoint documents.

<u>Google Calendar:</u> Google Calendar is a time-management and scheduling calendar service developed by Google.

<u>Calendly:</u> Calendly helps you schedule meetings without the back-and-forth emails.

<u>Linkcard:</u> Linkcard gives you the freedom to create, design, manage and customize your digital presence and business card exactly the way you like. Be unique, stand out from the crowd!

<u>JotForm:</u> JotForm is a powerful online application that allows anyone to quickly create custom online forms. Its intuitive drag-and-drop user interface makes form building incredibly simple and doesn't require you to write a single line of code.

<u>Linktree:</u> Linktree is a free tool for optimizing your traffic, especially on Instagram. Whether you're a small business owner, blogger, or run a content platform, you'll get one bio link streamline and direct followers to specific pages that are most priority.

<u>Zapier:</u> Connect your apps and automate workflows, it is easy automation for busy people. Zapier moves info between your web apps automatically, so you can focus on your most important work.

<u>Hootsuite:</u> With Hootsuite, you can monitor keywords, manage multiple Twitter, Facebook, LinkedIn, Foursquare, Ping.fm and WordPress profiles, schedule messages, and measure your success.

<u>MailChimp:</u> MailChimp is the world's largest marketing automation platform. 15 million customers, from small e-commerce shops to big online retailers, use MailChimp to reach their customers and grow their business.

How to Work Smarter Not Harder: Save Time, Money, and Increase Productivity

with Chelsea Krost

Trello: Trello lets you work more collaboratively and get more done. Trello's boards, lists, and cards enable you to organize and prioritize your projects in a fun, flexible, and rewarding way.

TSheets: TSheets allows you to easily track time on any device to streamline payroll, send accurate invoices, and save thousands each year.

Fivver: Fivver allows you to find the perfect freelance service providers for your business that are specialists in industries, skill sets, and tools.

Content Creation and Management

Canva: Canva is a free, graphic design tool website. It has an easy to use drag-and-drop interface and provides access to over a million photographs, graphics, and fonts. It is used by non-designers as well as professionals. The tools can be used for both web and print media design and graphics.

Animoto: Online application that allows you to turn your photos and video clips into professional marketing and slideshow videos. Includes features such as song selection, text addition, voice over and collage layouts.

Bitly: Bitly allows you to easily shorten, share, manage, and analyze your favorite links from around the web. After you sign up for a free account, you will see the option to "Create Bitlink" at the top of the page. Once you shorten a link, you can customize and share your link across social channels, email, SMS, print, or anywhere else you can think to put a link! Great tool for influencer Marketing as well! Track individual link analytics, gather audience intelligence and measure campaign performance in one location.

PDFelement: Combine and transform multiple file formats like PDF, Word, Excel, PowerPoint, images, and so on. PDFelement has no restrictions on the format, size and content of documents.

LEARNING

Social Media Automation and Traffic Tools

Google Analytics: Google Analytics gives you the digital analytics tools you need to analyze data from all touch points in one place, for a deeper understanding of the customer experience. You can then share the insights that matter with your whole organization.

Buffer: Buffer makes it super easy to share any page you're reading. Keep your Buffer topped up and we automatically share posts for you through the day.

Sprout Social: Sprout Social is another leading social media management software that provides engagement, publishing, analytics and team collaboration tools.

Later: With the help of Later you can schedule all your posts for Instagram. This can be done from any device. On the scheduled time, it will send you a notification asking whether you want to post or not. If you approve the post the photo will be posted on your Instagram account. It is very simple yet very useful.

E-Commerce and Sales Tools

Shopify: Shopify is a fully hosted ecommerce website solution that will help you sell online. It only takes a few minutes to open a store and start selling to customers around the world. We provide hundreds of professionally designed website templates, secure hosting and lightning fast servers to process your online sales.