



71  
MUST-HAVE  
TOOLS  
FOR SMALL  
BUSINESSES



CLASSY CAREER GIRL  
CAREER FULFILLMENT FOR ALL WOMEN

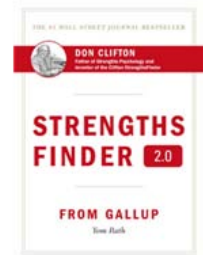
# BEGINNER TOOLS

## SELF-ASSESSMENT

01

### STRENGTHSFINDER ASSESSMENT (\$24)

The most important thing about today is that you remember that the only way to move forward is to look inward first. So, carve out 20 minutes and take the assessment. You will learn what your top 5 strengths are and how you can develop them more in your work and life.



02

### MISSION STATEMENT GENERATOR (FREE)

Creating your mission statement is not easy. That's why I love this mission statement generator created by Franklin Covey. They will ask you some simple questions and you'll answer them. Then, it will email you your mission statement based off their answers. I loved it!



## TIME MANAGEMENT

03

### THE ONE THING (\$18)

Have you read our required CRP book, The One Thing? Be honest.

I'm putting the pressure on to read this book because I am seeing so many of you overwhelmed. It's not easy starting a business being pulled in a lot of different directions. If I make anything look easy, it's not! It's late nights and early mornings and I didn't have a team when I started. Don't give up on your dreams. I can honestly say I have zero regrets and that's how I want you to live your life too.



04

### CREATE YOUR FUTURE 90-DAY PLANNER (FREE)

You'll put together your 90-day plan and this planner will help you create your ideal future. Each week you'll review your priorities and determine what needs to get done. The planner will help you implement everything you learn in the Productivity Bootcamp. Happy Planning!



# BEGINNER TOOLS

05

## RESCUE TIME (FREE)

Our goal is to become as efficient and productive as possible. So, we need to take a step back and see where you might be wasting time that you didn't even know about it. Rescue Time is a free resource to help you not feel scattered.



06

## WEEKLY TO-DO LIST (FREE)

This weekly to-do list is digital, and you can edit it right on your computer. This is the same to-do list in the 90-day planner above. Use this every week to outline the priorities for your business this week and add any administrative and personal items that you also need to get done. This will be what you create during your weekly review session. Spend more time planning and prioritizing and you'll be less stressed and more productive!



## MINDSET

07

## AFFIRMATIONS (FREE)

We've put together a selection of powerful success affirmations for you to print off, cut out and stick on your wall, pin to your vision board, keep with you all the time... use them however you want. We recommend saying these to yourself every day. You must stay positive on your journey to a full-time entrepreneur.



08

## UNROLL.ME (FREE)

It's important to stay focused only on what you need to see in your email inbox. It's easy to get distracted and overwhelmed by 100 emails coming in everyday. Use this service to get those yucky emails from coming into your inbox. Pick your 1-3 mentors and only accept those emails. Make sure you don't unsubscribe from our weekly emails or you won't get your weekly success plan! Remember, unsubscribe, unfollow and LEAD. You have a message and purpose and you have to be 100% you. Don't try to be like anyone else!



# BEGINNER TOOLS

## STORAGE

09

### **DROPBOX (FREE - \$9.99 PER MONTH)**

You need a good organization system for your online files because we've got some good stuff for you! You need cloud storage for all your files that you can access on every computer. Dropbox has made sharing files and videos with my team so easy! Another thing I don't know what I would do without!



10

### **EVERNOTE (FREE - \$3.99 PER MONTH)**

I used Evernote a lot when I first started my business to help me brainstorm and get my ideas out. I set up notebooks that help me focus on what is really important. I also save all of my files and emails that I don't necessarily need on a daily basis in Evernote as well. It's so easy to search for things you need. So glad I started using this a few years ago! Evernote is also where I host all of my training PDFs that I download from various websites as well and it's a great place to save articles that you might not have time to read but can go back to later with the Evernote Clipper.



11

### **GOOGLE DRIVE, EMAIL AND CALENDAR (FREE)**

You can't go wrong with Google calendar. It really sets the bar for staying on track with your time. And you can share it with the people you work with so that you are all on the same schedule. This helps my assistant know when she can schedule my coaching calls and handle interview requests. We also use google drive a lot to share meeting minutes and other docs with the team. I also use gmail every day to check my email.



# BEGINNER TOOLS

## PROJECT MANAGEMENT

12

### ASANA (FREE)

Whether it comes time to manage your own tasks or the tasks of your future team, Asana can help you prioritize. I use Asana everyday to get tasks out of my email inbox. I set deadlines and priorities as well as task my team. John and I also have a “to-discuss” project that helps us prioritize what we need to discuss each week. I love it for creating editorial calendars, generating blog ideas as well as staying organized and checking things off my list!



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### TRELLO (FREE)

Trello is another great place to create a to-do list. It's more visual and reminds me of Pinterest so if you are a creative person, you'll love it. We have our operations manual loaded onto Trello so everyone on our team can get the training they need. You can use Trello for anything though from organizing documents to organizing your to-do list. Well and it's a great place to save articles that you might not have time to read but can go back to later with the Evernote Clipper.



# INTERMEDIATE TOOLS

## MARKET RESEARCH

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### **SURVEY MONKEY (FREE)**

It's now time to start thinking like your customers!! You'll have to know what their frustrations and challenges are so you can help them right? We use [surveymonkey.com](https://www.surveymonkey.com) everyday to get feedback from our current customers and potential customers. Start your first survey today!



15

### **WUFOO (FREE)**

This is the best software to use for applications. I used this everyday when I was collecting applications for strategy sessions. I have also used wufoo for collecting applications for an event I was having. I loved that I could embed the application right on my website. It looked very professional! You can also use wufoo for your market research surveys as well.



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### **LIBSYN (STARTS AT \$5/MONTH)**

This is what we use to host our podcast. It allows you to easily setup your various publishing destinations including; your RSS feed, Blog Page, Flash Player, and for some users Podcast Companion App. Such as Android App, iHeartRadio, Google Play Music, iTunes, and spotify. You can start 50mb storage for \$5. Also, we use this to host our audio recordings for direct download.



## KEYWORD RESEARCH

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### **KEYWORDSPY (FREE)**

Every blog post we create, we check the keyword first with [keywordspy.com](https://www.keywordspy.com). You want to make sure that there are a lot of searches for the keywords that you are using in your blogs and articles. This is a great check before you start your blog to see what people are searching for. You want to make sure what you topic is that you'll have lots of people interested in your topic!



## INTERMEDIATE TOOLS

## GOOGLE KEYWORD PLANNER (FREE)

This is another application you can use to find out the best search terms for your industry. You do not have to pay for this and set up an ad to use this service. You will have to “pretend” like you are setting up an ad to be able to use the keyword search tool BUT you can save it as a draft and not pay for it. (Hint...Hint....)



## BRAINSTORMING

## BUSINESS NAME GENERATOR (FREE)

Generate your business name and check domain name availability instantly. You'll love this to get ideas for creating your business name. Remember, to get feedback in our Facebook group as well!



## NAMEMESH (FREE)

Here's another business name generator to help you uncover the perfect business name and URL.



## TRADEMARK SEARCH (FREE)

You'll want to search the US Trademark Electronic search system to ensure that you aren't using someone else's business name when you start. See a lawyer for more information on this.



# INTERMEDIATE TOOLS

## BUSINESS PLANNING

22

### BUSINESS PLAN (FREE)

You'll complete your business plan!! So exciting!! This business plan template I created because I couldn't find a good one out there that applied to my business. I hope this helps you decrease your overwhelm and gets you set up to succeed. Please let us know when you complete your business plan! We'd love to cheer you on!

## FINANCIAL FORECASTING

23

### ANNUAL EXCEL FORECASTING SPREADSHEET (FREE)

A financial forecast is an estimate of future financial outcomes for a company.

## WEBSITE

24

### BLUEHOST (HOSTING: \$5 PER MONTH)

When you are creating your website, you'll need hosting. Bluehost is our recommended website host for beginning website owners.



25

### WORDPRESS.ORG (FREE)

When you are creating your website, you'll need hosting. Bluehost is our recommended website host for beginning website owners.



# INTERMEDIATE TOOLS

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## STUDIOPRESS (\$50 AND UP)

You'll also need a WordPress theme. This is what makes your site look different from everyone else. Studiopress has some great options for themes and it's right where I started. My first site was built with the Genesis Theme.



27

## GOOGLE ANALYTICS (FREE)

You'll want to add Google Analytics to your website immediately so you can track where your traffic is coming from and what blog posts are performing the best. I look at this every single day (sometimes multiple times per day).



## EMAIL LIST

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## MAILCHIMP (FREE OR \$10/MONTH FOR AUTOMATION)

The best thing I ever did was start my email list on mailchimp. You will grow out of mailchimp as you grow but it's the best place to start learning about sending emails and creating automated funnels and lead magnets.



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## AWEBER (\$19-\$50/MONTH DEPENDING ON NUMBER OF SUBSCRIBERS YOU HAVE)

If you are looking for the next step in email marketing, dive into a free trial at Aweber. This is a step up from mailchimp and I have actually never used it but I have heard great things about it from my friends and partners.



30

## CONVERTKIT (\$29-\$79/MONTH DEPENDING ON NUMBER OF SUBSCRIBERS YOU HAVE)

Here's another email marketing platform I have never used since it wasn't around when I started my business. I have heard great things about the automation that is provided in Convertkit and you all know I love automating!!



# INTERMEDIATE TOOLS

31

**ACTIVE CAMPAIGN** (\$9-\$100/MONTH DEPENDING ON NUMBER OF SUBSCRIBERS YOU HAVE)

[ActiveCampaign >](#)

Another one to investigate! This email marketing system is another one that is specialized in automation and I have heard great things!!

## PAYMENT PROCESSORS

32

**PAYPAL** (SELLING IS 2.9% + \$0.30 PER SALE)



Another one to investigate! This email marketing system is another one that is specialized in automation and I have heard great things!!

33

**SHOPIFY** (\$29-\$79 PER MONTH)

This is a great shopping cart to investigate if you are an e-commerce site or if you are selling physical products. You'll be able to set up an online store that looks professional and modern.



34

**SQUARE** (2.75% FEE)

Square is feature-rich and advanced mobile processing (mPOS) solution you can find without a monthly fee.



35

**ISHOPPINGCART** (\$75 PER MONTH)

When I was ready for the next level after mailchimp, I switched to Ishoppingcart. Why? Because I could integrate my shopping cart AND my email list. This way I can make sure that customers who already bought a product, don't receive additional sales emails about those products. Make sense? This is for you when you want to synch your email system and your shopping cart for less headaches and more automation. You'll also need a merchant account and a payment processor.



# INTERMEDIATE TOOLS

## LEAD MAGNET COORDINATION AND LANDING PAGE/SALES PAGE BUILDER

36

### LEADPAGES (\$25 PER MONTH)

This is a great shopping cart to investigate if you are an e-commerce site or if you are selling physical products. You'll be able to set up an online store that looks professional and modern.



37

### OPTIMIZEPRESS (\$97 TO \$297 ONE-TIME FEE)

If you are using WordPress, you'll want to investigate this plugin to see if it can benefit you. I use Optimizepress for every online course and membership site I create. There are so many other landing page options as well. I use this to create every single sales page I create as well. There's so many drag and drop options it makes creating sales pages easy.



## SOCIAL MEDIA SCHEDULING

38

### BUFFER (FREE-\$10/MONTH)

Our team uses buffer to schedule our social media posts. This works great for Facebook and Twitter. All of our FB group posts are also pre-scheduled in buffer too!



39

### HOOTSUITE (\$0 TO \$19 PER MONTH)

Hootsuite is great if you want to pre-schedule all of your social media platforms including LinkedIn and Instagram.



# INTERMEDIATE TOOLS

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## LATER (\$0 TO \$9 PER MONTH)

This is one of the best instagram schedulers that you can set up and use. Plan your content ahead of time and get reminded on your phone when it is time to post!



## DESIGN AND PHOTOS

41

## CANVA (\$0 TO \$9 PER MONTH)

We use canva to create all of our photos on social media and our website!! We do use the premium version so we can upload our own fonts and colors but you don't have to! You can use hundreds of templates and design images for each social media platform.



42

## ADOBE SPARK (FREE)

We also love to use spark to create impactful social graphics, web pages, and short videos for our website and social media.



## LEGAL

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## CHRISTY WESTERFELD

The best you can do is speak directly to a Lawyer and we recommend Christy Westerfeld. It is good to become as knowledgeable as possible. Christy is an attorney and legal resource for online entrepreneurs and coaches. So if you want to work with her, let her know Classy Career Girl sent you.



# INTERMEDIATE TOOLS

## BOOKKEEPING

44

### FRESHBOOKS (VARIES)

One of the best cloud based small business accounting software. Some of its features are sending invoices, tracking time, managing receipts, expenses, and accepting credit cards. You can try it out for free because they offer Free 30-day trial.



45

### QUICKBOOKS (\$15-25 PER MONTH)

This is one of the best small business cloud accounting softwares. (Note: I have a bookkeeper and she uses Quickbooks. This is the advanced route but I wanted to give you a good option to get started).



## DELEGATE

46

### FIVERR.COM (\$5 AND UP)

If you are low on cash, start here. We have had many members have great experiences only paying \$5. I know it sounds too good to be true but check it out!



47

### 99DESIGNS (\$299 AND UP FOR A LOGO DESIGN)

The best part of this is that you get to see a ton of options and have people vote on the one you like the best before you actually make the purchase. This is great for you if you want lots of options.



48

### UPWORK (VARIES)

Post a job and Upwork will send you a list of qualified candidates. This is a great place to find qualified candidates but it will be no the more expensive side. Do you want to hire an expert and not have to worry about training? This is the place to start.



# INTERMEDIATE TOOLS

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## ONLINEJOBS.PH (VARIES)

This is right where I started! My business would never have grown without my rockstar VA found right through this site. Think monster.com for a Filipino virtual assistant. This is the world's largest and safest marketplace for finding rock star Filipino workers. Explore over 250,000 virtual-worker profiles; find and hire the talent you need.



## MEMBERSHIP SITE/ONLINE COURSE TECHNOLOGY

50

## TEACHABLE (\$39 TO \$99 PER MONTH)

This is a great place to start for your first course. You'll have to pay monthly but the design is done and you can get set up quickly without outsourcing to a developer. The down side is that you will have less customization and won't be able to make it look exactly like you want it to possibly.



51

## RUZUKU (\$75 TO \$83 PER MONTH)

This one is similar to Teachable to review it when you are making your decision. This is right where I started. I never used Teachable so I had to include the one that I started on. It was very simple to start and get up for that first course. After my first course though, I moved to Wishlist Member so I would have more customization and I wouldn't have to pay a monthly fee.



52

## WISHLIST MEMBER (\$197 TO \$297 ONE-TIME FEE)

This is a plugin for WordPress that lets you set up your membership/course levels and drip out content for your membership site or online course. If you don't know WordPress, there will be a sharp learning curve but it's by far the best course technology for the long term. I paid the \$297 one-time fee in 2012 and have built ALL of my online courses and 2 membership sites on this one-time fee. and I wouldn't have to pay a monthly fee.



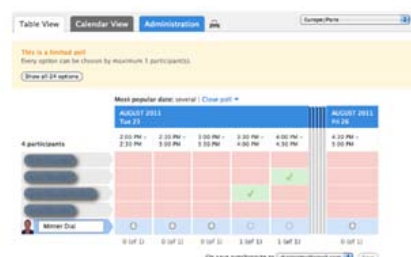
# INTERMEDIATE TOOLS

## MEETING AND SCHEDULING SOFTWARE

53

### DOODLE (FREE)

Free and easy to use, this is a great place to start for meeting scheduling.



54

### ACUITY (\$0-\$29 PER MONTH)

This is a great way to have your clients self-book their appointments.



55

### CALENDLY (\$0-\$12 PER MONTH)

Another great option that many of our members are using!



56

### TIMETRADE (\$140 PER YEAR)

This is the scheduling software that I have used for 5 years. I love it because I don't need an assistant to go back and forth scheduling meetings for me. Instead, I just put open spots on my calendar and give the link to people to schedule a time that works best for me. It decreases the headaches of scheduling in multiple time zones.



# INTERMEDIATE TOOLS

## WEBINAR AND TELESEMINAR SOFTWARE

57

### DEMIO (\$34-\$163 PER MONTH)

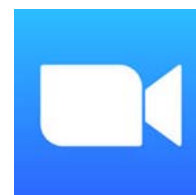
This is Anna's favorite option for live webinars and automated webinars. Very classy and great support. Its perfect for small businesses and solo entrepreneurs getting started with webinars to growing companies that need a bigger room size. They also offer 14-day trial with all Growth plan features and a 25-attendee room size if you are interested to try it out.



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### ZOOM (FREE-\$15 PER MONTH)

You can have eliminated one-one-one individual sessions for FREE on zoom!! And if you want to have a meeting with more than 1 person, you just have to make sure it doesn't go longer than 40 minutes. If you want it longer, you'll have to upgrade. The audio quality is great and I use this to record interview podcasts and live videos for our membership site trainings. I also love that I can put my picture on the screen while also showing my screen to make it more personal.



59

### FREECONFERENCECALLHD.COM (FREE)

This is where I first started when recording my own audios and my interviews. It's free and a great place to start!



# INTERMEDIATE TOOLS

## VIDEO EQUIPMENT

60

### VIDEO SETUP TUTORIAL (VARIES)

John is the expert with all this video tech stuff. He created this tutorial/cheat sheet for you to see what video equipment we use. Feel free to reach out in the FB group if you have any questions for him. Tag him!



61

### IMOVIE (FREE ON MACBOOK)

This is what we use to edit all of our videos for Youtube and for our membership sites. We can also edit audio for the podcast with iMovie. If you have an Apple computer, it should be on your computer. Try it! You may need to watch some tutorials on Youtube but it's pretty simple to pick up. You can make professional videos in no time!



# ADVANCED TOOLS

## SALES FUNNEL

62

### INFUSIONSOFT (STARTING AT \$80/MONTH)

A powerful sales & marketing software integrates with thousands of apps to get you more organized, deliver personalized service and close more sales.



63

### PLUSTHIS (15% OFF BECAUSE THEY LIKE YOU GUYS)

Top add-ons for small businesses using Marketing Automation Software. Works with your favorite marketing automation software including: Infusionsoft, Drip, Ontraport, ActiveCampaign, and Hubspot.



## ADVANCED TOOLS

64

### SIXTHDIVISION



Taylor McArthur 480-740-8464 (Cell) [taylor@sixthdivision.com](mailto:taylor@sixthdivision.com)

Turn your team into super-employees, have a process for implementing, get better reporting and visibility, get more clients, and be more confident to grow your business.

65

### DIGITAL MARKETER (FREE)



The Premier Online Community for digital marketers. A great source for up-to-date digital marketing tactics and strategies (that actually work).

## EXTRA RESOURCES

66

### FOR PAYROLL



69

### PHONE NUMBER



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### HELP DESK/TICKETING SUPPORT SYSTEM



70

### SHOW SOCIAL PROOF OF BUYERS ON SALES PAGES



68

### CHAT SUPPORT



71

### SHOW NAMES OF EMAIL RECIPIENT ON AN IMAGE IN THE EMAIL



**Note:** Some of these are affiliate links and I may receive a small commission if you purchase the tools through my link