



Small Business Toolkit
Tool & Resources For Entrepreneurs



Hello There!

As an online business owner, I know how it's hard to start your business and grow it up and keep it running. There are many tools and resources out there so I put together a resource that I find helpful when I started working as a Virtual Assistant.

I can tell you that over the years I have invested a lot of time and money to different apps/software out there, and honestly, not all were worthy purchases. Over time I have found the tools that work best, are simple to use, offer support, grow with your business, and are affordable.

Many of these links & resources have free version and they work perfectly for solopreneurs and even a small group of team members. I really hope you find this list of resource helpful for you!

Jezza

WORK TOOLS & OFFICE ORGANIZATION

Tools that I use every day. Can't seem to get going without them.

Asana — Talking about life & sanity saver! I'd probably say the best project management tool out there. I have a pretty organized place where I can keep track of everything from client due dates to marketing due dates. I also love that I can share and assign tasks to my team and my clients. I even put my personal due dates in here in a separate projects with my personal tasks at home.

Trello — Can improve your work productivity. equipped with boards, lists, and cards. A great tool for work collaboration especially if you have a team to manage at work or remotely.

Google Drive & Dropbox — my file storage for both business and personal documents. A great tool for file sharing too!

G Suite — my one-stop-shop for my business email, calendar, docs, drive, meet, etc.

Grammarly — World's best grammar and spelling checker and can be integrated into your browser (Safari, Chrome). This is a great resource for book writing, blog post writing, and email writing. Grammarly finds all the stuff your regular checker misses, plus provides suggestions.

Evernote — save notes, write up blog post drafts, clip articles from the web, upload photos and syncs up between the web, your desktop and mobile devices so you can get whatever you saved, no matter where you are!

Skype & Slack — communication tool

Zoom — video/web conferencing, meetings/chats, equipped with workspaces and give discounts to students, teachers and non-profits

Toggl — free time tracking software

PHOTOS & GRAPHIC DESIGN

Canva — every featured image in my blog posts is made out from Canva. It is a web-based graphic design software that allows you to create beautiful imagery perfect for social media posts, posters, presentations, logos, infographics, etc.

WEBSITE TOOLS

WordPress — need I say more? The most reliable, diverse and is definitely the best website creator out there! (*wink)

Namecheap — I've been with Namecheap since 2015 and I use it for my web hosting, security and domains. Their technical support is great also which is a plus! They help me set up and go through my cPanel. Affordable and reliable domain registrar ever! (*wink)

Google Analytics — powered by Google this is a free metric/statistics program to monitor the growth of your website/online platform. The moment you create your site, you should install this so you can track the traffic coming to your site. [Here](#) is how to install it onto your site.

Google Webmaster — (formerly Google Search Console) a great tool to learn how to track your sites search performance. Set this up at the same time as your analytics!

Sumo — Sumo is an advanced website tool that helps you get email subscriptions through amazing opt-ins PLUS they have website analytics so you will know your website traffic.

ACCOUNTING & TAX SOFTWARE

QuickBooks — for ALL of your accounting/bookkeeping needs. QuickBooks is my hands down best recommendation for small business bookkeeping. QuickBooks is simple and straightforward to navigate, even for the non-accountant, and since every accountant knows how to use QuickBooks, it's easy to hand your bookkeeping off to a bookkeeper when your business grows!

TurboTax — option for self-employed which really works great for freelancers during tax time.

MERCHANT SERVICES/PAYMENT PROCESSORS

Paypal — send and receive money from your clients worldwide.

ELECTRONIC DOCUMENT SIGNING TOOLS

DocuSign — conveniently sign and receive agreements between you and your clients.

APPOINTMENT SETTING TOOLS

Calendly — help with scheduling appointments coordinates with all of my calendars through calendar integration feature.

SOCIAL MEDIA TOOLS & EMAIL MARKETING

Hootsuite — my go-to social media marketing and management tool. Schedule and automate your social media postings.

ConvertKit — is a fantastic email service provider. It has many advanced features available, yet is simple to use. Plus, your first 1,000 subscribers are free! Don't waste time with other email service providers. Use Convertkit from the be

Days of the Year — a calendar of events and you can draw hashtags for a specific event from here and can help you put up your social media calendar, key marketing dates.

Google Trends — keep up with the latest stories and trends

Keyword Tool — Keywords are so important to achieve SEO for your website. Thankfully, Neil Patel, a very well known marketing and SEO guru, has provided a FREE keyword research tool you can use so start to dig in!

RECOMMENDED WEBSITES

VANetworking.com – Virtual Assistant Training Resources / If you're interested in becoming a VA but don't know where to start, head on to **VANetworking.com** and get access to free VA resources and over 400 training webinars geared towards training Virtual Assistants. The VAinsider membership includes everything you'll ever need to make your VA business ROCK and start making money right away! [Click here to find out more](#)

The Penny Hoarder – resources on how to earn, save and manage money, work from home tips and online job boards

Rat Race Rebellion – work from home jobs and side gigs leads

'Twenty years ago was the best time to plant a tree, the next best time is now' – Chinese Proverb