BIG-ASS GUIDE TO BUSINESS

Over 200 free resources for entrepreneurs

handmade brooklyn

Bootstrapping your business can be a difficult journey, especially in the beginning (or, let's face it, even when you've been in business for awhile but the money is tight).

Over the years, I've found that if you need something to help you achieve your goals, then it's probably somewhere out there on the internet, and many times it can be free. The trick is to find it, but it can take hours or even days to find just the right tool.

That's why I've created this guide: I want to help you grow your business with tools that are beautifully designed (and beautifully priced) so that you can get on with your business and waste less time.

I truly hope this collection of free tools helps you achieve success and wish you all the best! Feel free to let me know how this guide has helped you by shooting me an email at hello@handmadebrooklyn.com

Megan

handmade brooklyn

CONTENTS

handmade brooklyn

COMMUNICATIONS

www.gotomeeting.com	Save your time and costs and simultaneously help yourself get more done with Online Meetings.
www.yugma.com	Instantly connect over the internet to communicate and share content and ideas.
www.setmore.com	A one stop solution to all scheduling necessities.
www.30boxes.com	A simple webtop, which summarizes daily appointments and to-do items.
www.assistant.to	A quick and easy way to schedule meetings in email without the back & forth.
www.convo.com	A Social network for Real-Time Collaboration. Stay connected to your team and projects.
www.join.me	Free, simple, fast online meetings. Share your screen instantly with anyone.
www.uservoice.com	Integrates easy-to-use feedback, helpdesk, and knowledge base management tools in one platform that empowers users to speak and companies to support.

handmade brooklyn

4

www.slack.com	Slack brings all your communication together in one place. It's real-time messaging, archiving and search for modern teams.
www.asana.com	A web and mobile application designed to enable teamwork without email.
www.nutcache.com	With Nutcache's collaborative boards, invite your coworkers, clients and other collaborators to work with you on your projects, and share comments,
www.hipchat.com	HipChat is a Web service for internal/private chat and instant messaging. As well as one-on-one and group chat, it also features cloud-based file storage.
www.fring.com	Fring is a simple application that you can use to make voice calls via Skype, directly from your Android phone
www.doodle.com	Doodle radically simplifies the process of scheduling events, meetings, appointments, etc. Herding cats gets 2x faster with Doodle.

handmade brooklyn

www.skype.com	Keep in touch with video chat, IM and more from anywhere.
www.mural.ly	Speed up your creative process. Collaborative online walls that help you organize your ideas.
www.freeconferencecall.com	Free Conference Call is the leading conference call service provider offering free conference calling with a full suite of collaboration tools.
www.bitrix24.com	A free service that lets you communicate and collaborate with your customers, partners and colleagues instantly.
www.highrisehq.com	Web-based contact manager and conversation tracker from 37signals.
www.faxzero.com	Send faxes online to the United States, Canada, or Puerto Rico. Users can choose to send a free fax that contains an advertisement of the company etc.
www.google.com/voice	Google Voice gives you one number for all your phones, voicemail as easy as email, free US long distance, low rates on international calls, and many calling facilities.

handmade brooklyn

CUSTOMER ENGAGEMENT

www.compete.com

Optimize your digital marketing, business development, media planning and competitive strategy with Compete's online consumer behavior insights.

www.wufoo.com

Power your contact forms, online surveys, and event registrations.

www.surveymonkey.com

Create and publish online surveys in minutes.

www.appointlet.com

Appointlet allows customers to pay for and book appointments in their own timezone without lifting a finger. They get faster service and save time

www.getsatisfaction.com

A customer community software platform for technical support based in San Francisco, California, United States.

www.vtiger.com

Get organized, grow sales, improve marketing ROI, and deliver delightful customer experiences.

www.unbounce.com

Make A High Converting Landing Page In Minutes

handmade brooklyn

DESIGN

www.myfonts.com	Let cloak-draped font enthusiasts lend a hand to identify fonts for your image at "What the Font".
www.1001fonts.com	Offers you a huge selection of free fonts
www.fontdiner.com	Check out the tastiest selection of fonts on the web. dig in, you'll love 'em.
www.wordmark.it	Helps you choose fonts by previewing a word of your choice with the fonts installed on your computer.
www.visual.ly	A community platform for data visualization and infographics
www.coolors.co	The super fast color schemes generator for cool designers!.
www.colorhexa.com	A free color tool providing information about any color.
www.colorcombos.com	If you are looking for colorcombo ideas, check out the Combo Library.
www.checkmycolours.com	A free, online tool for testing foreground and background color combinations of all DOM elements

handmade brooklyn

www.color.hailpixel.com	Color picker for data driven design.
www.patternizer.com	An easy way to use stripe pattern generator. It's lots of fun and free.
www.canva.com	Amazingly simple graphic design. Start designing.
www.picmonkey.com	A free online photo editor that says Booyah! to whatever your creative heart desires.
www.brusheezy.com	A HUGE collection of Photoshop Brushes, Photoshop Patterns, Textures, PSDs, Actions, Shapes,
www.design-seeds.com	Color palettes inspired by and found in nature.

E-MAIL

www.mailtester.com	Online tool to test an e-mail address
www.followupthen.com	Free & Easy Email Reminder. Clear out your inbox. Shorten your to-do list. Never forget to followup.
www.wisestamp.com	Empower Your Emails with Free Email Apps.
www.unroll.me	Unsubscribe with one click
filehippo.com/download_thunderbird	Makes e-mailing safer, faster, and easier with latest features
www.fileapartment.com	Email large files, Send large files, Share large files, Store large files
www.boomeranggmail.com	Boomerang adds scheduled sending and the easiest, most integrated email reminders to Gmail, helping you reach Inbox Zero
www.rapportive.com	Rapportive shows you everything about your contacts right inside your inbox

handmade brooklyn

www.zoho.com/mail	Business Email Hosting with rich web mail client, POP/IMAP access, integrated Calendar, Contacts, Notes, Tasks apps
www.constantcontact.com	With Constant Contact, one can create effective email marketing and other online marketing campaigns to meet business goals
www.nutshellmail.com	A free summary of your social media activity — delivered to your email inbox on your schedule
www.mailchimp.com	Online email marketing solution to manage contacts, send emails and track results. Offers plug-ins for other programs
www.madmimi.com	The easiest way to create, send, share and track email newsletters online. Mad Mimi is for people who want email marketing to be simple
www.email-format.com	Find Quickly the email address format for large and small companies alike

handmade brooklyn

FINANCES & INVOICES

www.youneedabudget.com — Personal home budget software built with Four Simple Rules to help you quickly gain control of your money, get out of debt, and reach your financial goals.

www.starinvoice.com — Free online invoice generator. Manage unlimited companies, employees, invoices, clients, products and much more

www.ad-spend-calculator. qwilr.com/ — This tool helps you understand what you can afford to pay for advertising, based on the economics of your business and the conversion rate of your advertising and sales funnel.

download.cnet.com/Snap-Payroll... /3000-2064_4-7570 7573.html — Snap Payroll is a new free paycheck calculator app from Intuit. It eliminates the hassle and guesswork..

www.freshbooks.com — Online invoicing, accounting & billing software

www.waveapps.com/invoice — Unlimited, customizable invoices. Easy-to-use invoicing software in the cloud from Wave makes it easy to get paid. Connects seamlessly with Wave's free

www.invoiceberry.com — Simple & fast online invoicing and accounting software for small businesses and freelancers

handmade brooklyn

MISCELLANEOUS

www.greenrope.com	Turbocharge your sales & marketing with a full suite of powerful tools.
www.github.com	The best way to design, build, and ship software.
www.feedly.com/	a news aggregator application for various web browsers and mobile devices running iOS and Android.
www.hellosign.com	secure electronic signatures are business-caliber, easy-to-use, and legally binding.
www.lastpass.com	LastPass, an award-winning password manager, saves your passwords and gives you secure access from every computer and mobile device.
www.crunchbase.com/ organization/cardflick	CardFlick is a mobile application enabling users to create and share online business cards with others.

handmade brooklyn

www.manta.com	An online small business service directory and search engine which provides small businesses with networking information.
www.replicon.in	Replicon offers the leading hassle-free web timesheet software to track employee time, project time and expenses, streamlining attendance, payroll and billing.
www.zoho.com	An integrated suite of business apps. Zoho offers everything you need to grow your business.
bit.ly	Own, understand and activate your best audience through the power of the link.
www.emaze.com	Emaze is the next generation of online presentation software. Simply select any of our professionally designed free presentation templates to easily create an amazing visual experience for your audience..
www.insperity.com/products /performance-management	Insperity Performance Management provides a full range of software products that help you build a more effective business.

handmade brooklyn

www.openoffice.org	The leading open-source office software suite for word processing, spreadsheets, presentations, graphics and databases.
www.apple.com/mac/pages	Pages is a word processor and a page layout application developed by Apple Inc. It is part of the iWork productivity suite and runs on the OS X and iOS.
www.echosign.adobe.com	EchoSign is a web-based electronic signature and enterprise content management system with specific focus on the document management and verification .
www.keepass.info	The free, open source, light-weight and easy-to-use password manager

PHOTO & AUDIO

www.screenr.com

A web-based screen recorder makes it a breeze to create and share screencasts around the web.

www.screencast-o-matic.com

Online screen recorder for one-click recording for free. A handy tool for recording screenshots and sharing them with friends or colleagues for a number of different purposes.

awesomescreenshot.com

It allows you to take an image of the website you are viewing and save it to your computer or share.

mwsnap.en.softonic.com

Small application that enables you to take snapshots from programs or any selected part of your screen.

www.picresize.com

The ultimate photo, image, picture resize tool that allows you to resize your photos before uploading them.

www.techsmith.com/jing.html

Captures anything you see on your computer screen, as an image or short video, and lets you share it instantly.

www.evernote.com/skitch/

Free screenshot software for Macs.

photo:

nos.twnsnd.co	Vintage photos from the public archives..
www.stockvault.net	Free Stock Photos and Free Images for personal, educational and non-commercial usage.
www.kaboompics.com	Look out! For a good working of the site, we use cookies and your device will take them over
www.picjumbo.com	It allows you to take an image of the website you are viewing and save it to your computer or share.
www.unsplash.com	Download 10 new free stock photos every 10 days.
www.sxc.hu/	A website providing free-to use stock photography and illustrations, its name being a reduced version of "stock exchange.
office.microsoft.com/en-us/images	Free stock images for your blog.

handmade brooklyn

video:

www.powtoon.com — Online business presentation software tool that allows to create free, cool, and awesome animated video explainers..

www.wevideo.com — Leading online video creation platform for video editing, collaboration, and sharing across iPhone, iPad, Android, Chromebook, MAC, PC.

www.camstudio.org — Free Open Source Streaming Video Software.

www.animoto.com — Automatically Create Videos of your Life. Fast, Free & Shockingly Easy!

audio:

www.soundcloud.com — The SoundCloud app lets you hear more.

www.audacityteam.org/ — A free multi-track audio editor and recorder

www.vocaroo.com — Free, online audio recording creator. Quick and easy way to share voice messages over the interwebs.

handmade brooklyn

PRESS, MEDIA & PUBLICITY

www.pitcherific.com

How do you make a good pitch? Pitching ideas is hard, but our free pitch-training tool helps to improve your pitch with templates, timer and teleprompter.

www.helpareporter.com

HARO: Help A Reporter Out. Respond to media outlets and their pitches for free.

www.free-press-release.com/

Online press release distribution service.

www.prlog.org

Free press release distribution service for all businesses - Increase traffic and visibility - Online press release submission..

www.24-7pressrelease.com

Offers several different press distribution options, including a free plan to submit up to one posting per day. They also provide great press release writing tips on their "PR Resources" page.

handmade brooklyn

PRODUCTIVITY

www.todoist.com   ToDoist: The best online task management app and to-do list..

www.tadalist.com   Ta-Da List: A free web application that lets you create, share and subscribe to lists of your making.

www.ifttt.com   Puts the internet to work for you. Create simple connections between the products you use every day.

www.addons.mozilla.org/en-US/firefox/addon/leechblock   Leechblock -- A simple productivity tool designed to block those time-wasting sites.

www.e.ggtimer.com   E.ggTimer is a simple online countdown.

www.workflowy.com   WorkFlowy is a beautiful tool for lists and notes. It's simple enough for a shopping list, and powerful enough to run a company

www.tomato-timer.com   TomatoTimer is a flexible and easy to use online Pomodoro Technique Timer

www.toggl.com   Online time tracking tool featuring 1-click time tracking and helps you see where your time goes.

handmade brooklyn

PROJECT MANAGEMENT

www.dayboard.co/   Dayboard lets you find out what your team is working on and helps everyone complete their most important tasks each day

www.prezi.com   Set your best ideas using hundreds of templates, cloud based.

www.doc2pdf.net   Word to PDF converter

www.smallpdf.com   The platform that makes super easy to convert and edit all PDF files

www.proofhub.com   Cloud based project management software and online team collaboration tool which helps you to manage, plan, organize and deliver projects.

www.basecamp.com   Basecamp helps you wrangle people with different roles, responsibilities, and objectives toward a common goal: Finishing a project together

www.evernote.com   Bring your life's work together in one digital workspace. Evernote is the place to collect inspirational ideas, write meaningful words and more!!

handmade brooklyn

www.trello.com

Drop the lengthy email threads, out-of-date spreadsheets, no-longer-so-sticky notes, and clunky software for managing your projects. Trello lets you see everything about your project in a single glance.

www.process.st

A simple, free and powerful way to manage your team's recurring checklists and procedures

www.icharts.net

The unrivaled leader in collaborative visual intelligence

www.wridea.com

An idea management service and a brainstorming tool . It allows its users to Create new idea entries in seconds, update details, discuss in depth

www.streak.com

Run your entire CRM from your Gmail inbox

www.wunderlist.com

Wunderlist is the easiest way to get stuff done. Whether you're planning a holiday, sharing a shopping list with a partner or managing multiple work projects

handmade brooklyn

www.scheduleonce.com   Easily schedule customer appointments,
                            group meetings and one on one meetings

www.online-convert.com   Convert files like images, video,
                            documents, audio and more to other
                            formats.

www.markup.io   Share ideas with co-workers by drawing
                            on any webpage with a variety of tools.
                            Lets you express your thoughts, make a
                            point, or simply edit.

handmade brooklyn

SOCIAL MEDIA & MANAGEMENT

www.google.com/trends	Explore Google trending search topics
www.infogr.am/	Webapp that ingests spreadsheets and .csv files, and spits out gorgeous, interactive infographics.
www.followerwonk.com	Helps you explore and grow your social graph - an amazing Twitter analytics tool
www.socialmention.com	A social media search and analysis platform.
www.sharedcount.com	Track URL shares, likes, tweets, and more.
ww.socialrank.com	the easiest way to identify, organize, and manage your followers on Twitter and Instagram.
www.hootsuite.com	The Best Tool for FB & Twitter. Hootsuite allows social users to easily schedule posts .
www.buffer.com	Buffer is the easiest way to publish on social media .

handmade brooklyn

www.pinplugins.com/pincount   Check your Pinterest Pin Count on Any Page or Blog Post. It's that simple!

www.regram.me   The first app on the market that allows you to reshare your favorite Instagram pictures.

www.itunes.apple.com/us /app/pindex /id590048155?mt=8   Pindex is an index of places you've visited throughout your travelling life, allowing you to create a pin board of cities and locations. Tap the bookmark button to modify the list of places you've pinned, and add or remove as many locations as you want.

social media platforms:

www.pinterest.com   A visual bookmarking tool that helps you discover and save creative ideas.

www.snapchat.com   Enjoy fast and fun mobile conversation! Snap a photo or a video, add a caption, and send it to a friend.

www.instagram.com   Capture and Share the World's Moments. Instagram is a fast, beautiful and fun way to share your life with friends and family.

handmade brooklyn

www.delicious.com	Keep, share, and discover the best of the Web, the world's leading social bookmarking service.
www.twitter.com	Twitter Helps You Create And Share ideas instantly. Connect with your friends and other fascinating people within seconds.
www.facebook.com	Facebook is a social utility that connects people with friends and others who work, study and live around them.
www.youtube.com/	Share your videos with friends, family, and the world
www.periscope.tv/	Periscope lets you broadcast live video to the world. Going live will instantly notify your followers who can join, comment and send you hearts in real time. The more hearts you get, the higher they flutter on the screen.
plus.google.com	Social media owned by Google that can connect your friends and family and allow you to make custom privacy settings via "circles".
plus.google.com/hangouts	Realtime chat with video, great for webinars..

handmade brooklyn

STORAGE

aws.amazon.com

Simple web services interface to store and retrieve any amount of data from anywhere on the web.

www.box.com

Secure your content Management and Collaboration enabling secure file sharing and online access to your files.

www.dropbox.com

Dropbox keeps your files safe, synced, and easy to share.

www.google.co.in/drive/

Get access to files anywhere through secure cloud storage and file backup for your photos, videos, files and more

handmade brooklyn

WEB RANKING & SEO

internetmarketingninjas.com/ seo-tools/seo-compare	Page Comparison Tool allows you to compare Content, titles and meta data .
adwords.google.com/Keyword Planner	Keyword Planner is a free AdWords tool that helps you build Search Network campaigns by finding keyword ideas and estimating how they may perform.
www.ubersuggest.org/	Keyword ideas. The free keyword suggestion tool that makes good use of different suggest services.
tools.seobook.com/seo-toolbar	Gives quick access to many on-page SEO factors, Domain & Page Authority plus a quick nofollow toggle.
www.inboundnow.com/apps /kill-writers-block	This app will help you generate SEO-friendly, human readable, catchy blog post titles that perform well in search & social media.
www.buzzsumo.com	Most important tool that I use for content marketing and SEO campaigns. The ability to quickly identify what content is working well.
internetmarketingninjas.com/ seo-tools/free-optimization	This tool analyzes existing on page SEO and will let see data as a spider sees it allowing for better web page.

www.socialcrawlytics.com	A free tool that analyses URLs to establish how popular they have proved across the social sphere.
www.woorank.com/	Website analysis and SEO rank checker tool.
www.pearanalytics.com/	Website analysis and SEO rank checker tool.
www.marketing.grader.com/	Free grading tool and checklist for SEO, blogging, and social media.

handmade brooklyn

WEBSITES & ANALYSIS

www.moctopus.com	An inventory will be published on the most popular websites allowing customers to see, browse, and buy directly from you, no matter where u r.
www.joomla.com	Joomla is an award-winning content management system (CMS), which enables you to build Web sites and powerful online applications
www.weebly.com	easy to create a high-quality website, blog or online store
www.wix.com	Can Create a free website. Customize with Wix' free website builder, no coding skills needed. Choose a design, begin customizing and be online
www.zen-cart.com	The art of e-commerce; free, user-friendly, open source shopping cart software.
www.wordpress.com/	free and open-source blogging tool and a content management system (CMS) based on PHP and MySQL
www.tumblr.com	Tumblr (stylized in its logo as tumblr.) is a microblogging platform and social networking website

handmade brooklyn

angel.co/launchrock	A platform for launching anything - View company info, team members, fundraising and more
www.simplify.com/commerce/partners/prestashop#/	Simplify Commerce by MasterCard gives you a merchant account and payment gateway. Use the link here for your first $10,000 in transactions for free
www.issuu.com/	Publish Your Content on the World's Fastest-Growing Digital Platform
www.justuno.com	The premier social marketing tool to convert website visitors into social and email leads via a simple instant offer widget on your site
www.cubecart.com	CubeCart is a hugely popular ecommerce solution enjoyed by merchants globally
www.prestashop.com	Create your online store with PrestaShop's free shopping cart software. Build an ecommerce website for free and start selling online

www.drupal.org	An open source content management platform powering millions of websites and applications
websitegrader.com/	Website analysis tool from Hubspot.
blog.grader.com	Blog analysis tool from Hubspot.
developers.google.com/speed/pagespeed/insights	A Tool to analyze and optimize your site following web
gtmetrix.com/	A free tool that analyzes your page's speed performance
whatwpthemeisthat.com/	A free online tool allows you to easily detect what WordPress theme a site uses.
www.browserstack.com	Test your website for cross browser compatibility on real browsers

browsershots.org	Generates screenshots of how websites appear at vraious resolutions in several commonly used web browsers.
piwik.org/	The leading open-source analytics platform that gives you more than just powerful analytics: Free open-source software
www.pingdom.com	With website monitoring from Pingdom you will be the first to know when your website is down
statcounter.com	A free web tracker, highly configurable hit counter and real-time detailed web stats.
uptimerobot.com	An excellent service that monitors your websites at five minute intervals

handmade brooklyn

WRITING

poetica.com	A browser-based text editor that allows you to give and receive feedback on written articles in real-time.
wordcounter.net	Will automatically count the number of words and characters as you type
www.fontdiner.com	Check out the tastiest selection of fonts on the web. dig in, you'll love 'em.
dev.bukkit.org/buk kit-plugins /wordrank	Create 'words' that can redeemed for groups
www.wordle.net	The king of word cloud generators generating awesome results with full editing capabilities.
otranscribe.com	A free & open source web app to take the pain out of transcribing recorded interviews
builtvisible.com/content-strategy-helper	Easily consolidate news from across the web, and find inspiration for your research
www.textcleanr.com/	Clean up spaces, line breaks, HTML, Word formatting and other perform basic text operations
draftin.com	Write better with Draft. Easy version control and collaboration to improve your writing

www.copyscape.com	A free plagiarism checker. The software lets you detect duplicate content and check if your articles are original
www.portent.com/	Content Idea Generator
www.hubspot.com/blog-topic-generator	A week's worth of custom blog ideas, free Blog Topic Generator
contentgems.com	Allows to use advanced searches, custom sources and preferred social signals to identify and discover content

Megan Brame-Finkelstein is an award-winning small business owner who loves to share her knowledge and connect with other small business owners! Visit her at handmadebrooklyn.com.

ebook design by CatherineShefski.com

photos via startupstockphotos.com