

What software do you need to manage your business?

Doing it (the day-to-day operations of the business);

- ☐ What application are you going to use to do the basics: Email / Diary / Task / Contact / Word-processing / Spread-sheeting and a Presentation Editor?
 - Google
 - Microsoft
 - A mismatch of apps available (usually for free)
- ☐ How are you going to take notes? 3M sticky notes, spiral notebook, scrap of paper in your handbag or use an app?
- ☐ Are you prepared to lose everything you have created? If so, don't worry about a backup solution. If not, get this happening today.

Reference Information:

Google Business Apps:

http://www.google.com/intx/en_au/enterprise/apps/business/

Office365 App:

<http://office.microsoft.com/en-au/>

Evernote:

<http://www.evernote.com>

Dropbox:

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

Counting money (the Finance);

Budget Planner

	Receipts	Expense Manager Pro	Receipts2Go	Invoices2Go	Xero
PC				Y	Y
Android tablet		Y		Y	Y
Android phone		Y		Y	Y
Mac				Y	Y
iPad	Y		Y	Y	Y
iPhone	Y		Y	Y	Y
Cost/Mth					
Cost/Annual					
Buy					

Reference Information:

Receipt Scanning Apps

Go! Expense Pro: <http://www.rivetapps.com>

Receipt scanner: <http://www.icubemedia.net>

Receipts2Go: <http://www.invoice2go.com>

Expense Manager Pro: <http://www.bishinews>

Invoice and Receipt Apps

Receipts Pro: <http://www.tidalpool.ca>

Invoices2Go: <http://www.invoice2go.com>

Accounting Apps

Xero: <http://www.xero.com/au/>

Quickbooks: <http://www.reckon.com/>

MYOB: <http://myob.com.au/>

PS: (Quickbooks has been rebranded to Reckon)

Getting and keeping customers

Name	Website	iPad/Android
ContactBook Pro	Tidalpool.ca	iPad
Contacts, journal CRM Pro	Contactsjournal.com	iPad
Organizer Simple CRM	Organizer.iseeds.fr	Both
CRM Journal	Siyamiapps.com	Android
Insightly	insightly.com	Both

Reference Information:

“WebMarketing that works” by Adam Franklin and Toby Jenkins,
Publisher: Wiley (available in both paperback and as an eBook version)

Aweber:

<http://www.aweber.com/>

MailChimp:

<http://mailchimp.com/>

ContactBook Pro:

<http://tidalpool.ca>

Contacts, journal CRM Pro:

<http://contactsjournal.com>

Organizer Simple CRM:

Technology Made Simple

<http://organizer.iseeds.fr>

CRM Journal:

<http://siyamiapps.com>

Insightly:

<http://www.insightly.com>

Privacy Act:

<http://www.oaic.gov.au/privacy/privacy-act/the-privacy-act>

Anti-Spam Act:

<http://www.acma.gov.au/Industry/Marketers/Anti-Spam/Ensuring-you-dont-spam/key-elements-of-the-spam-act-ensuring-you-dont-spam-i-acma>

For Start-Up Businesses

The team

I bet you are the:

- Principal income producer
- Sales manager
- Administration assistant
- HR manager
- Finance manager
- Networker
- Receptionist
- Social media manager
- The web developer
- IT manager (Have I missed any?)

Two tools I have used to manage projects and team members are:

1. BaseCamp: <https://basecamp.com/>
2. Asana: <https://asana.com/>