BUSINESS BETTERMENTS
DISCOVERING WHAT v CAN BE
SALES

FREE(CHEAP) TOOLS FOR PERSONAL & PROFESSIONAL USE
Updated October, 2017
Highlighted item(s) are new or updated

CONFERENCING / WEBINAR:

- www.zoom.us: Very much in-line with join.me and others, this product has a free version with all the bell and whistles. Only catch is a 40 minute meeting limit for the free version. However, for $14.99/mo./host, you get everything you need.
- www.teamviewer.com: Impressive. This free program offers web conferencing, pc sharing and remote access logon.
- www.skype.com:
    o From SKYPE: "Need to share a great idea with your team? Get up to 10 people together on a Skype call and share your screen with everyone. As well as being able to see your screen, you can let your audience see you too – perfect if you want to show off your presentation skills". I've used it and it's great (and free).
    o Very inexpensive international long distance rates:
- www.freeconferencecall.com
    o NOTE: The service is free but depending upon your phone service, long distance or other charges may apply.
- www.freescreensharing.com: Great options with free screen sharing and conferencing.
- www.join.me. It is **free** and they offer a premium service too (allows setting up meetings in advance and other features) for $19/month or $149/yr. Webex and GoToMeeting are $50/month. NO ADS.
- www.anymeeting.com: Allows sharing, others to show their screen, phone conferencing, surveys, recording and other options.
- http://www.webinarjam.com: WOW! This program offers unlimited webinars and attendees along with a number of marketing services built in. According to their site, their only competitor is GoToWebinar which charges $499/month. Webinar Jam charges $4297 / YEAR. NOTE: They are suggesting they will raise the price to $497/Year on or about mid Feb 2015.

NOTE: Be sure to check the conference call details. While many services are free to the host, there is a good chance participants will be charged long distance or other charges by their respective phone carrier.

CONVERSION FROM POWERPOINT TO FLASH:

www.ispringsolutions.com/free_powerpoint_to_flash_converter.html

EMAIL MEASUREMENT / MONITORING / PERFORMANCE:
- www.getsidekick.com: Hubspot owns this company. Be In Control! Know Who Opens Your Emails, When, How Many Times And From Where. Always Be In The Know And Communicate The Smart Way, By Having Data At Your Side. They offer a free and premium programs.

EMAIL SEARCH (FINDING):
You know in today's environment, it is difficult to make direct contact with those you don't know and having an email address would be helpful. Here are some resources to help you:
- www.socialtalent.co: This free service offer help with searches (LI, Google and a whole bunch more) as well as how to search for email addresses. Watch this video by Social Talent to get 7 recommendations:
  https://www.youtube.com/watch?v=J1rIn-ac3rg

EXCEL, WORD, POWERPOINT, CRM & SHARE APPS:

- GOOGLE DOCS (www.docs.google.com): Like Microsoft Office and ZOHO (below), this well acclaimed program enables you to create, save and share all sorts of file types such as WORD, EXCEL and POWERPOINT along with thousands of available templates for personal and business use and email (GMAIL).
- ZOHO (www.zoho.com) is a cloud based program offering a number of free applications such as file sharing and mobile device usage. Check carefully for offline file usage but it appears you can do everything Microsoft Office offers plus Salesforce.com and many other apps.
- www.dropbox.com: Similar to Google Docs except it automatically backs up files for laptops, desktops and phones and sends updates to all others who have access.

FORMS (FOR ONLINE OR OTHER USE):

https://www.acrobat.com/formscentral/en/home.html. Full version cost $200/year.

FREE TOOLS FOR CREATING INFOGRAPHICS:

- www.vizualize.me: Create a "picture" resume.
- https://developers.google.com/chart/: Google chart tools are powerful, simple to use, and free. You can choose from a variety of charts and configure an extensive set of options to perfectly match the look and feel of your website. By connecting your data in real time, Google Developers is the perfect infographic generator for your website.
- http://www.easel.ly/: Use their pre-designed templates to create and share visual ideas.
- http://piktochart.com/: this 3 step, easy-to-use program enables infographic creation by non-designers in as little as 10 minutes.
- https://infogr.am: Infogram is the data visualization product that brings out the best in your data. Our infographics and charts are quick to use, fast to share, and easy on eye. Our customers range from small businesses to global media organizations, and we've been awarded multiple times during our short but fast-paced history.
- http://visual.ly/: Visual.ly offers both free and paid services to create visual content covering: Infographics, presentations, web experiences, videos, micro-content and native analytics.
- https://venngage.com/: Create beautiful infographics, reports, or data visualizations. Thousands of ways to customize, infinite possibilities. Hundreds of Charts and Icons available. All the charts, maps and icons you need to get started.
- http://www.dipity.com/: Dipity is a free digital timeline website whose mission is to organize the web's content by date and time. Users can create, share, embed and collaborate on interactive, visually engaging timelines that integrate video, audio, images, text, links, social media, location and timestamps.
- http://apps.microsoft.com/windows/en-GB/app/getabout-me/b576abe3-c64a-44a3-8146-c8b7f888d59d: This free Windows app lets you monitor your social media activity and generate infographics that help you visualize how you connect and share with your network.

GRAPHIC DESIGN:

- www.99designs.com: Submit an online RFQ for design ideas with a budget in mind and receive proposals which you can then send to others to vote on. Use this to create a website, packaging or other creative needs.
- www.fiverr.com: Like 99designs.com but well beyond designs, this site allows selling and buying of products and services with prices beginning at $5.

MOBILE APPS:

Scanning:
- www.topapp.si/my-scans: My Scans allows you to use your phone to scan, then forward via email or other. They offer both free and premium options.
- www.camscanner.com: Like My Scans, this program also scans using your phone. They too have a free verison which I use and find easy to use.

MULTI-FUNCTIONAL MEDIA CONVERTER (WINDOWS ONLY):

www.formatoz.com:
- Format Factory is a multifunctional media converter.
- Provides functions below:
- All to **MP4/3GP/MPG/AVI/WMV/FLV/SWF**.
- All to **MP3/WMA/AMR/OGG/AAC/WAV**.
- All to **JPG/BMP/PNG/TIF/ICO/GIF/TGA**.
- Rip **DVD** to video file, Rip Music CD to audio file.
- MP4 files support iPod/iPhone/PSP/BlackBerry format.
- Supports **RMVB**, **Watermark**, **AV Mux.**

Format Factory's Feature:
1. support converting all popular video, audio, picture formats to others.
2. Repair damaged video and audio file.
3. Reducing Multimedia file size.
4. Support iphone, ipod multimedia file formats.
5. Picture converting supports Zoom, Rotate/Flip, tags.
6. DVD Ripper.
7. Supports 60 languages

LINKEDIN LIMITS:
- "You have reached your commercial limit": Here are a couple workarounds:
  - Offered by Tom Humbarger, Product Marketing Manager at Vision Internet use this link to get a full description of how you can search for people on LI w/o worrying about your search limit: https://www.linkedin.com/pulse/20140809193731-82754-get-better-linkedin-results-with-x-ray-vision.
  - Sourcehub.com: Checkout this video: https://www.youtube.com/watch?v=ICHgR7cYDJI

www.recruitmentgeek.com: While this and other resources target
  - recruiters, this and the others can be used by anyone.

NETWORKING/COLLABORATION:

- www.collaberex.com: This private NYC area company brings networking to a whole new dimension. Unlike typical networking groups, this group is about immediate results whereby the members are first qualified and when approved, required to come with specific names of people they wish to meet and offer the same in return to the other members. Bring your laptop, you're going to need to access your LinkedIn contacts to help the group. First meeting is free, second one with a referral and then you can buy future needs.
- www.awesomescreenshot.com: This is a free and useful tool to share notes with others on designs. I have used it when working with graphic designers to help us clarify what we want something to look like or how something reads.
- www.trello.com: Great for managing projects. Allows you to create "boards" and "cards" to capture ideas and exchanges.

PHONE SERVICE:

- Google Voice: You can setup any phone (and pc using VoIP) to go through Google to receive and place calls and a number of options. In my case, I have setup my cell phone (Verizon, very basic flip phone, no apps) using this program. Benefit? There are 3 that come to mind: 1) You can place and receive calls from anyone nationwide FOR FREE (As a Verizon user, I established my new Google Voice number as one of my friends and family numbers). 2) International calls are cheap ($.02 and $.06/ min to China and India respectively). 3) You can setup the calls to download to your pc and be converted to text as well as voice.

PHOTO/IMAGE RESIZNG:
- www.photoresizer.com. On PhotoResizer.com you can resize, shrink, grow and crop your photos, images and pictures online, for free. For example, reconfigure your rectangular logo to a square one for use on Facebook.

PREMIUM RESEARCH DATABASES:
- Thanks to Sam Richter, author of Take The Cold Out of Cold Calling (I recommend his book).
- Obtain a library card from your local library and in many states, once you have a card from your local library, you can obtain a card from your closest "large" library (typically in a large metropolitan area) and from your home/office, logon and use the vast number of premium databases such as D&B, Reference USA, etc.…

PROJECT MANAGEMENT:

- www.trello.com: Trello is the free, flexible, and visual way to organize anything with anyone. 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.

SEO SUGGESTIONS:
The subject of SEO is dynamic and will surely remain that way for the foreseeable future. With that in mind, here are some ideas to help you.
- Attachments: Many don't realize you can add information to a file which will help with SEO and rankings. Here are a couple websites offering advice and tools to see how your uploaded files would look on a Google search:
    o https://moz.com/learn/seo/title-tag
    o http://www.seomofo.com/snippet-optimizer.html
    o If you have PDF files, you can open your file and then click file/properties and edit a number of fields there. HOWEVER, the free version of Adobe does NOT allow this. You can download one of their premium (Pro is the least expensive) products for a 7 day free trial to see how this works.
    o PDF File Formatting: http://placemakinggroup.com/seo-for-pdfs/

SMALL BUSINESS ADMINISTRATION:

- (www.sba.gov). My best advice is spend some time on it. There's so much there. Check the state site for offices and help as well.
- Check out www.score.org too.

SOCIAL MEDIA:
- Competitive website SEO info: Download your competitors' most profitable keywords and ads for paid and organic searches at www.spyfu.com
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STREAMING VIDEO SOFTWARE:

- www.camstudio.org. This site allows you to download all the necessary software to record all screen and audio activity on your computer and create industry standard AVI video files and using its built-in SWF Producer, turn these into lean, mean, bandwidth-friendly Streaming Flash videos (SWFs). Use it to demos of products or programs on your pc along with narrative to boot.
- **Free picture and short video of your computer** monitor view, share instantly via web, email, IM, Twitter or your blog and enhance your fast-paced online conversations. Check out www.techsmith.com/jing for this and a host of other applications offered by TechSmith. BUY the Pro version for $15 FOR A YEAR and get extra bells and whistles that make your social media presence much better!

- **Free voice over** offered by www.goldmail.com. Send an email with your own tutorial.

  > NOTE: While Camstudio, Techsmith(Jing) and Goldmail offer similar services, each has a little difference in offering. Check each out for your individual needs.

SURVEYS:

- www.kwiksurvey.com: Like Surveymonkey.com., Kwiksurvey offers both a free and premium service. Their free service is super and allows up to 1000 participants (Surveymonkey is 100).
- www.surveymonkey.com . There is a paid version but heck, you can ask 100 people 10 questions for free.
- www.surveygizmo.com: Like others, but this one has more options available with their free plan.

VIDEO ANIMATION:

- www.rawshorts.com: RawShorts helps businesses create beautiful explainer, demo and marketing videos for web with an easy to use drag and drop video builder in the cloud. They offer a free and premium plans.

VIDEO/GRAPHICS/PRESENTATIONS:

- www.animoto.com: A video creation service (online and mobile) that makes it easy and fun for anyone to create and share extraordinary videos using their own pictures, video clips, words and music. They offer a free version a 30 second video as well as upgrade programs.
- www.vimeo.com: Also a free video program for uploading. They also offer upgrade programs
- www.videoblocks.com: Video Blocks offers a 7 day free trial.

WEBSITE DESIGN:

- www.joomla.com: Free website development.
- www.weebly.com: Free website (and design options) development. EXCELLENT option since they (Weebly) give you full access to their HTML and CSS codes.

WEBSITE SOCIAL MEDIA RATING:
- Want to know how your website URL ranks on social media (Facebook, Twitter, LinkedIn, Google+, etc.)? Check out this free tool: www.socialdebug.com.

WEBSITE TRAFFIC:

- In addition to Google, try www.hotjar.com. They offer free and premium services and can show you details about your website traffic including which pages and timeframes are being used (there are more options).

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