

# 20 Essential

## TOOLS OF THE TRADE

There are tons of resources and tools for small businesses, but which ones are the best? We're making it super-easy and offering our take on the top tools to help you save time and money. These must-have resources help us keep our business running smoothly and profitably. And you can use them too! We've added the links for you—just click!



### PAYPAL

PayPal allows companies to pay vendors and take payments. It's free and many of your customers are likely familiar with using it.



### ZOOM

If your team is remote, Zoom is an easy, reliable video communications tool that keeps teams connected. Zoom is free and widely used for audio conferencing, chat and webinars.



### USPS

United States Postal Service  
P.O. Box

For peace of mind and to keep your home address private, open a business P.O. Box. It's worth it!



### UPS

Even better than a P.O. Box, UPS offers a real street address. Give your business an edge by having mail and packages delivered to The UPS Store. Some locations even have extended hours or 24/7 access, so you can pick up fan mail at any time of the day.



### SITEGROUND

Once you have a domain, it's time to secure a host for your website. Web hosting is like a virtual leasing office where you pay rent just for the space. Siteground is one of the only hosting services officially recommended by Wordpress, and it's user-friendly and seamless.



### QUICKBOOKS

Keep track of revenue and costs, generate reports like profit and loss statements and balance sheets with QuickBooks. It is THE gold standard for accounting and bookkeeping software, and one of the best tools for small and medium-sized businesses.



### GOOGLE VOICE

Google has everything! Google Voice for businesses provides telephone service and text messaging. The best part - it's free and syncs with your Google account.



### G SUITE

G Suite houses all documents, email, calendars and allows employees to work in documents simultaneously. Ann Kane Consulting uses it on a daily, if not hourly, basis for its integration with scheduling platforms, document sharing and more.



### DIVITHEME

Ann Kane Consulting uses Divi Theme on almost all of its websites. Divi Theme makes website building and maintenance easy with its user-friendly drag and drop feature and commitment to consistent software updates.



### NAMECHEAP

Need a domain name? NameCheap is the go-to site to purchase and host cheap domains. And when it's time to renew, you don't have to remember because NameCheap does it automatically. Set it and forget it!



### THRIVE QUIZ BUILDER

With Thrive Quiz Builder, you can use quizzes to gather data and increase engagement with your audience. It simplifies and allows you to visualize extremely complex quizzes with branching logic.



### ASANA

Not a day goes by that your team can't use Asana. Keep your team on track using Asana to organize projects, manage work and divvy up assignments. It's especially useful when working remotely.



### FACEBOOK

Everyone knows Facebook. Use one of the world's biggest platform to increase brand awareness and sales by setting up a free Facebook business page.



### FREEDOM

Time management is key for small businesses. Freedom helps you allocate time and stay on track without getting distracted by the latest Instagram story.



### FIVERR

If there are one-off projects that you don't have time to learn or do, Fiverr is your online marketplace for freelance services. Before we had our amazing team, Fiverr was our go-to for skilled help.



### VISTAPRINT

Get professionally designed marketing materials and business cards using VistaPrint. Ann Kane Consulting uses VistaPrint to make beautiful business cards for new team members, and it is perfect for our budget.



### CANVA

Free and professional design templates are at your fingertips with Canva. Its drag and drop feature makes creating beautiful designs a piece of cake.



### UPWORK

Upwork is your source for forming relationships with freelancers for ongoing work. Upwork is perfect for long-term jobs without the commitment of a contract or employee.



### SAMCART

Setting up recurring payments can be a hassle. Samcart makes it easy. It's a web-based checkout platform that features conversion-optimized checkout templates. Samcart is an ideal tool for startups to establish sales pages and quickly begin accepting payments.



### CONVERTKIT

ConvertKit is your home base for all email marketing and tracking. It's excellent for tracking statistics, such as link clicks and open rates to ensure that you're connecting with your clients.

## Ann Kane Consulting

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