

Make calls

1. We use [Free Conference Call](#) at PlanningShop to conduct teleconferences. Have up to 96 callers on the line. Free conference call and just introduced international calling and screen sharing—also free.
2. With [Google Voice](#), use your cell or landline to place free calls to anywhere in the U.S. or Canada. Get a phone number from Google, forward it to the devices you choose (landline, cell, computer), and when a customer calls, those devices ring. Add a Google Voice widget to your website, and customers can click on it to call you free.
3. [Skype](#) allows you to make free calls from your computer to your contacts' computers if they also have Skype. Or, for a small amount (not free), you can call a land line or mobile phone.

Create and share documents and presentations

4. We used [Dropbox](#) to develop our upcoming book (*Bringing the Cloud Down to Earth*—look for it come April!) and it simply revolutionized our process. No emailing chapters. No question of which version is the latest. Everything was shared—and stored—in the cloud. To add icing to the cake (or whipped cream to the eggnog), Dropbox also backs up your documents automatically and you also have access to them on your hard drive.
5. Use [YouSendIt](#) to send large files you can't email easily. Upload your file, and YouSendIt sends the recipient a link to go get it.
6. You can run a whole lot of your business with [Google Docs](#). It's a broad portfolio of word processing, spreadsheet, presentation, and calendar functionality accompanied by forms and handy templates (invoices, business cards, invitations, fax cover sheets, etc.).
7. [SlideShare](#) works like YouTube for slide shows. Upload your presentation (PowerPoint, Google Docs, PDFs, and more), add audio if desired, get a permanent URL and share it with the world or invite a select audience to view it. Embed your presentation into your website or blog, and integrate it with social networking sites.
8. With [Animoto](#), in a few minutes, you can create an eye-catching, 30-second video slide show using images you upload to the site. Add music and text too. When you're done, share, embed, or download your video.

Manage projects

9. [Mavenlink](#) is a project management application that helps you stay on top of your projects. In addition to project management, you can also manage and collaborate on documents, track time, send invoices, and more. Integrates with Google Apps as well. The free version manages one project for an unlimited number of users.
10. Want to send someone a reminder? Send them a monkey. With [Monkey On Your Back](#), you can email tasks to others, and the application will automatically send out reminders until your monkey expires. Have a task *you* need to do? Send yourself a monkey.

Establish an online presence

- 11 and 12. Even if you don't have a website, make sure you're on [Google Places](#) and [Yahoo! Local](#). Why? Because most consumers search online for products and services before they buy. Both Google Places and Yahoo! Local help you show up and they let you add info and a link to your website. Google also lets you add photos, video, special offers, and more for free. On both sites, customers can (and will) review your business too.
- 13 and 14. If you know how to use word processing software, then you can set up a website on either [Weebly](#) or [Moonfruit](#). Just select your theme, drag and drop elements for images and text, add pages, set up a blog, and more. [Here's a website checklist](#) to make sure you include the most important elements.
15. If you're selling online, you need a way to collect payments. Set up [PayPal shopping cart](#) for free and pay fees only when you actually make the sale.
16. [Add a chat widget to your site with Google Talk](#). When a visitor "calls" you, you'll hear a beep. If you're offline—your chat window indicates your status—visitors can send you a message and you'll receive it when you log back in. You'll need a Google Talk account, but users don't.

Start marketing and making sales

17. One of the first things you'll need to set up shop is your business card. DCP Print will give you 250 for free (you pay only for shipping). [Click here to get yours.](#)
18. Get a blog with [WordPress](#). One of the many nice things about WordPress is when you write a new blog post, it goes into the site's "Freshly Pressed" feed which can generate traffic for you. Write compelling content, stick with it, and you'll eventually build a following.
19. Another monkey! Create attractive email newsletters quickly with [MailChimp](#). You can send 12,000 emails per month to a list of 2,000 subscribers. Choose from hundreds of templates, match your newsletter colors to your website colors, get a free sign-up form to put on your website and Facebook, post links to social networks with just one click, and lots more.
20. and 21. Of course, you'll want to utilize social media sites that suit your business: Facebook, Twitter, YouTube, Linked In, Foursquare, and more. Monitor and manage your efforts with applications like [TweetDeck](#) (now part of Twitter) and [HootSuite](#).
22. [Capsule](#) is an easy-to-use web-based customer relationship management (CRM) package designed for small businesses. The free version allows for two users and stores 250 contacts. Capture customer information with a contact form you embed into your website and import contacts from an Excel file, Outlook, Gmail, LinkedIn, and other platforms.

Manage your money

23. With a lot of hard work and a bit of luck, your business will have lots of money pouring in. NCH offers a free version of its accounting program, [Express Accounts Accounting Software](#), as well as other free software for other business functions: inventory management, invoicing, time tracking, and more. Check out NCH's [business applications here](#).
24. [Freshbooks](#) features invoicing, web-based time tracking, and expense tracking with rich functionality. Because the free version allows for up to three customers, this application is most useful for service-oriented businesses with just a few clients. Easily generate reports on finances, invoices, and timesheets.

Plan for the future

25. Once you're up and running, the best way to grow your business is through hiring employees. [Zoho Recruit](#), one of many applications from the [Zoho suite](#), enables you to post up to five job openings on your company website and certain job boards, accept resumes online, track resumes, and lots more.

Hope you find this list helpful. If I've missed any services you especially love, please drop me a line at Rhonda@PlanningShop.com.

Wishing you and yours a happy, healthy holiday season.

Rhonda,
Chief Entrepreneur
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