

A woman with long dark hair and glasses is pointing at a whiteboard. The whiteboard is covered with numerous colorful sticky notes (pink, yellow, orange) arranged in columns. There are also some faint drawings on the board, including a checkmark, an 'X', and a heart. In the foreground, the back of a person's head and shoulders is visible, looking towards the whiteboard. A laptop is open on a table in the foreground.

# TOOLS & RESOURCES FOR ENTREPRENEURS

[www.goalgetterforever.com](http://www.goalgetterforever.com)

## CRMs-Customer Relationship Management Tools

CRM stands for customer relationship management. It's a category of integrated, data-driven software solutions that improve how you interact and do business with your customers. CRM systems help you manage and maintain customer relationships, track sales leads, marketing, and pipeline, and deliver actionable data.

-Mailchimp, HubSpot, Ontraport, Infusionsoft, Zoho, Kartra

**Email Campaigns** - create an email list compiled from all business cards in your possession and those that you gather at future networking events, etc. The emails will now receive your business' newsletters.

-Mailchimp and Active Campaign

**Project Management Tools** - helps you and your team to keep track of all projects, responsible parties for each tasks, etc.

-Trello or Asana

**Streaming Apps for Social Media** - BeLive and Livestream. Zoom can be used to stream conferences, meetings etc.

**Content Creation** - You should have at least 30 pieces of content every month. You must post at minimum once a day....three times a day would be great on every platform you're on.

Canva and Fiverr for creating content and graphics

**Scheduler** - apps that will allow you to create a month of content in one day and insert them in scheduler for the day and time you'd like the content to post.

Buffer and Hootsuite

**Online Course Platforms** - If you decide to add classes to your business as an additional stream of revenue, you will need a platform to host the classes on. The classes are one of the best streams to add to your business. You create the class one time and make money over and over and over again. (hint hint). Thinkific and Kajabi are two of the best platforms.

**App Integration** - is a tool that will allow you to link several tools together to save you loads of time. For example tying FB and IG together so that you post on FB and it will post to both sites for you. Integration helps you to save time and we know as entrepreneurs "TIME IS MONEY"!!! ZAPIER is the only tool I'd recommend.

**E-Commerce** - if your desire is to sell products, I always encourage entrepreneurs to start out online to keep overhead to a minimum until income is sufficient. Shopify and Gumroad are your best options.

**Networking apps** - networking apps are great for making connections however it does not remove the fact that you will need to get out and connect with people in person. Every person you meet is a potential client. When attending a networking event, be sure to bring business cards. Set a target number of how many cards you will distribute for that event and don't return home until you've distribute all the cards you intended to. Meetup, Opportunity, Cofounders Lab are some that will assist you with connecting with others.

**Contracts** - Hello Sign and DocuSign are both platforms that will allow you to convert your contract to an electronic document and capture e-signatures when you're offering products or services where you want clients to commit to signing a contract.