

# Business Toolkit



Top online tools to help you and your business grow

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# Business Toolkit

## Introduction

We are often asked for tricks, tips and tools to help our clients in their daily lives. Whether they be personal development, marketing, business strategy or just some great time savers.

This free eBook from Oak Consult will help your business

This is not a static toolkit but one that will be updated time and time again as we discover new and exciting tools



# TABLE OF CONTENTS:



# Section 1:

## Productivity

*We all strive to be more productive don't we?*

*Sometimes we need a little help!*

*In this first section we'll share with you some of the best Productivity tools on the web!*





# Productivity



## Basecamp®

[Basecamp](#) is a great project management tool. It's a place to share files, have discussions, collaborate on documents, assign tasks, and check due dates. Basecamp stores everything securely and can be accessed at anytime from anywhere.



[Capsule](#) is a great, easy to use and economical way of managing your customer contacts, sales pipeline and forecasting as well as tracking your customer cases and tasks. It integrates with a range of other online tools such as MailChimp and Google Apps.



## Dropbox

[Dropbox](#) is the application I use to share files with my family and business associates. I am able to give access to both folders and files. It syncs automatically with my local computer in the background.



## EVERNOTE®

[Evernote](#) is a great tool! I store everything here: receipts, web clippings, Kindle notes, meeting notes, you name it. It is an application I launch at startup and keep open all the time.



# Productivity



GoToWebinar® makes communication with prospects, employees, partners and customers easier and more efficient than any Webinar product available today. With GoToWebinar, you can give presentations, perform product demonstrations and deliver companywide messages to up to 1,000 attendees, anytime, anywhere.



Powwownow is great if you need to make free and instant conference calls with no booking, no billing and no fuss! Up to 50 participants per conference call. There's no contract, and you can have as many or as few conference calls as you like. You just pay the cost of an 0844 call which is added to your regular phone bill.



Skype is the leader in Free voice & video calls calling. It's a tool I use every day to communicate with customers, associates, friends and other entrepreneurs. Premium features include calling landlines & mobile phones — along with screen sharing.



Zapier connects the web apps you use to easily move your data and automate tedious tasks – Link MailChimp to Capsule, send Gmail attachments to Dropbox, Add a Basecamp event to Google Calendar, save LinkedIn connections to Google contacts and many more!



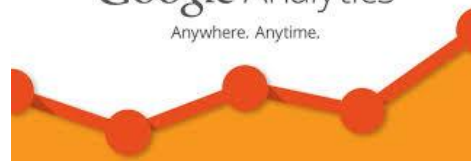
# Section 2:

## Online Marketing & Design

*We've scoured the internet searching for tools that will really help you be more effective with your online marketing.*

*In this section we'll share with you some of the best tools for:*

- Online Marketing
- Creativity
- Video & Screen Capture





# Online Marketing



Add e-signatures to your existing business processes. Make paper documents a thing of the past. And condense the time it takes to close business from weeks to minutes with [EchoSign](#) — the secure e-signature solution from Adobe.



[Google Analytics](#) is the gold standard when it comes to analytics. If you want to track your unique visitors, page views, bounce rate, and a host of other metrics, you need to sign up for a free account and then follow the directions for installing it on your blog.



As any Internet marketer will tell you, nothing is more important than building your own e-mail list. I use [MailChimp](#) to manage mine. It has an easy-to-use interface, great analytics, and is 100 percent reliable.



[SurveyMonkey](#) is a great survey tool for any web designer, small business owner, or marketing professional who wants to periodically survey their customers. There are many options and levels available for you to get exactly the features you need; from small, free polls to self-hosted multi-page branded surveys.





# Creativity



[Canva](#) is a graphic design web application that has an incredibly intuitive drag-and-drop interface, and the tooltips and templates make it ideal for beginner designers. Everything is free unless you choose to use something from Canva's library of stock photos.



If you're looking for a quick bit of colour to brighten up your website and have some stats or information handy, consider using [Easel.ly](#) to create simple infographics. The tool is easy to use and a gallery of existing graphics is useful for when you need a bit of inspiration.



[Picmonkey](#) is brilliant for creating images for social media. You know those great image quotes that are so popular, or the Instagram-style collage of images. They say a picture speaks a thousand words and it's true! It's free to use with upgradable features.



If you want your posts to get noticed, you need to use images. They pull people into the content. Yes, you can get free ones at places like Flickr.com, but personally, I can't afford the time. [Shutterstock](#) is one of the largest online stock photo databases.



# Video / Screen Capture



Camtasia Studio<sup>®</sup>  
TechSmith

Camtasia is a powerful, easy-to-use screen recorder, helps you create professional videos without having to be a video pro. Easily record your screen movements and actions, or import HD video from a camera or other source.



Jing<sup>®</sup>  
TechSmith

Jing<sup>®</sup> is a computer service that lets you capture basic video, animation, and still images, and share them on the web. It is free to use and is a powerful tool for basic tutorials and training videos.



Nimbus is a free tool within Google Chrome. Capture the whole Web page (Snipping tool), a part of it or the whole browser window, edit your screenshots in a very user-friendly interface and save the images to Google Drive and Nimbus.



VideoScribe is a unique way to create engaging animated videos quickly and easily. You are empowered to bring impact to your message without technical or design knowledge. You can create amazing marketing videos, instructional talks, add a visual to your talk or story, bring illustrations to life, show text, logos or photos and keep any audience captivated. From £10 per month

# Section 3:

## Blogging and Plugins

*We think WordPress is one of the most powerful blogging and website applications available today.*

*In this section we'll share with you some of the best tools and services for writing, hosting and marketing your business.*



WordPress SEO  
by Yoast



A·kis·met

(a-kiz-mit) n. Possibly the best way in the world to protect you from web spam.



Jetpack  
by WORDPRESS.COM



DISQUS

DiggDigg  
by Buffer





# Bloggging



Use [Google's Keyword Planner](#) to find popular keywords for your blog posts. Google's Keyword Planner lets you enter a series of keywords, and Google returns results on search volume and popularity as well as related keywords that might spark an idea for you.



If you use Self-hosted WordPress, you will need a hosting service too. I recommend [intrahost](#). I have been using intrahost for a number of years and found them to be reliable with great support and a wide range of hosting options to support all size of businesses.



Stuck for Blog titles? Enter a subject into the [Portent](#) tool, and you'll get a sample blogpost title, complete with helpful and witty breakdowns of why the title might make for a good read. Refresh as many times as you'd like for new ideas. Helpful if you have writers' block!



Self-hosted [WordPress](#) is the most robust, yet easy-to-use blogging platform out there. You will find thousands of themes, plugins, and tools that work with it. Best of all, it's free. (However, you will pay for hosting and some themes / plugins.)



# Plugins

## A·kis·met

(a-kiz-mit) n. Possibly the best way in the world to protect you from web spam.

[Akismet](#) is an advanced hosted anti-spam service that efficiently processes and analyses masses of data from millions of sites and communities in real time. To fight the latest and dirtiest tactics embraced by the world's most proficient spammers, it learns and evolves every single second of every single day.

## Digg Digg

by Buffer

[Digg Digg](#) (by Buffer) is the plugin we use on our site. It puts a share bar on the left of your posts, that stays visible when you move down the page. It sits off to the side so it doesn't disrupt the interface too much, plus it's well designed and looks good on most sites.



[Disqus](#) is a replacement to the WordPress commenting platform. It is used by thousands of large sites and has become the de facto standard on professional blogs. It is easy for your readers and allows them to manage comments across many sites without having to sign in every time. It is also very useful to you as a blogger.

## Broken Link Checker

[Broken Link Checker](#) is a very useful tool that will check your posts, comments and other content for broken links and missing images, and notify you if any are found. Links can be edited directly from the plugin's page, without manually updating each post.





# Plugins



## Jetpack

by WORDPRESS.COM

[Jetpack](#) is undoubtedly one of the most useful plugins available. It includes some very powerful features including customisation, traffic stats, mobile, content, and performance tools. It's written by the guys that wrote WordPress, so you know it will be solid and tested. All the modules have a good user interface, which makes using it very straight forward.

## optinmonster

[OptinMonster](#) is a premium lead generation plugin that allows you to easily create highly effective and converting opt-in forms. It integrates with all major autoresponder services including MailChimp. You can also do split testing and see which opt-in form performs better. It is a great solution for list building.



Pretty Link [Lite](#) and [Pro](#) are Plugins for WordPress that will enable you to shrink, cloak, track, organize, share and test all of your links on your own domain and server. Unlike other link shrinking services like tinyurl, budurl, and bit.ly, this plugin allows you to create shortlinks coming from your own domain!



## WordPress SEO

by Yoast

[Yoast's WordPress SEO](#) plugin is an All in One SEO solution for your WordPress blog, used by experts worldwide. It incorporates everything from a snippet preview and page analysis functionality that helps you optimize your pages content, images titles, meta descriptions and more to XML sitemaps, and loads of optimization options in between.



# Section 4:

## Social Media Management

*Being Social is much harder than it used to be!*

*In this section we'll share with you some of the best tools we've found to save you time, look more professional and make an impact!*





# Social Media



[Buffer](#) is a social management dashboard which works with your Twitter, Facebook and LinkedIn accounts. It helps you schedule posts so you don't have to post them in real time. Using Buffer's free account you're able to post across all social networks without any fuss. You can even queue up a week's worth of posts on social media.



[Feedly](#) is a great way of organising all of the websites you regularly visit into one stream. This makes reading up on numerous websites an easier process. Feedly is available on all devices, including smartphones. The interface for Feedly is clear and minimal, making articles digestible and sifting through the large amount of content easier.



[Hootsuite](#) is designed to collate all of your social media account streams into one handy dashboard. You can write, send, schedule and track posts from its simple interface across multiple networks and multiple accounts. It is therefore a good option for those businesses that have multiple accounts across multiple social networks.



Social Media management is just a small part of what [IFTTT](#) can do. The Internet automation app can do everything from text you tomorrow's weather to automatically update your Twitter with your Instagram photos. IFTTT connects with more than 90 channels, including Twitter, Facebook, LinkedIn, and Instagram.



# Social Media

## HubSpot

[HubSpot](#) is an inbound marketing platform, as well as a sales platform, with a range of tools to manage sales and marketing tasks. [HubSpot's](#) features covers all areas of online marketing such as blogging, social media, SEO, content management and landing pages. HubSpot also offers a range of email marketing automation features.



[Socialoomph](#) - Boost your social media productivity -- it doesn't have to be a manual time-consuming process! Twitter, Facebook (profiles, pages, and groups), LinkedIn (profiles, groups, and company pages), RSS feeds and blogs! Easily schedule updates, find quality people to follow, and monitor social media activity!



## TweetDeck

[TweetDeck](#) is a great application to keep on top of your Twitter accounts, hashtags and lists. It's free to use and can save you a great deal of time! Organise and build custom timelines, keep track of lists, searches, activity and more—all in one interface.

## unfollowers

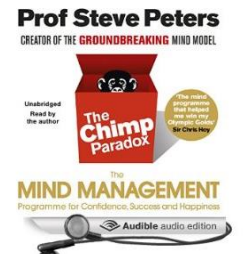
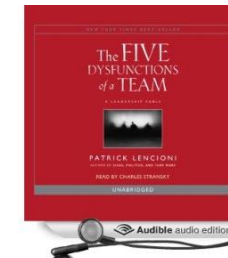
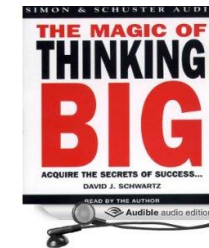
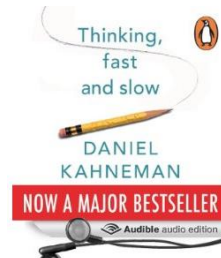
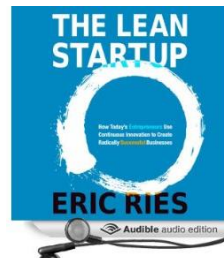
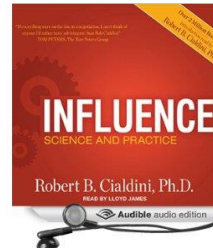
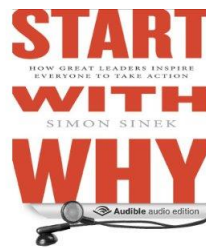
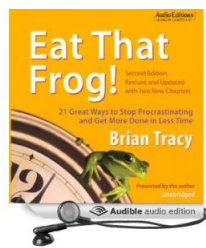
[Unfollowers](#) is a great tool that shows you who unfollowed you on Twitter, who isn't an active user and helps you manage your followers base. It also has many other features like whitelisting, really very useful community management tool for twitter.

# Section 5:

## Podcasts & Audiobooks

*Listening to podcasts and audiobooks are a great way to make use of 'dead time' – Whether you're driving to and from work, at the gym or have 30 minutes to spare!*

*In this section we'll share with you some of the best marketing, self-help and leadership tools we've found to help you excel in your business!*







# Podcasts



I have been a fan of the Smart Passive Income Podcast for a while and [Ask Pat](#) is a great addition. Short, sweet, valuable and very practical business advice for online entrepreneurs that you can listen to every working day. Pat answers one question per episode and is an easy 10-15 minute listen.



Pat Flynn created [Smart Passive Income](#) as a way to give back to entrepreneurs. The main purpose of the blog and podcast is to help entrepreneurs find solutions to business questions and cut their learning curve to building successful online projects. Pat is very transparent and he is definitely the real deal when it comes to online and content marketing!



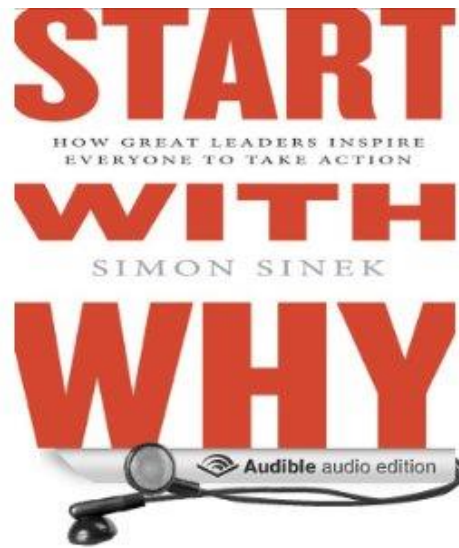
[Social Media Examiner's](#) Michael Stelzner helps your business navigate the social jungle with success stories and expert interviews from leading social media pros. Discover how successful businesses employ social media, learn new strategies and tactics, and gain actionable tips to improve your social media marketing.



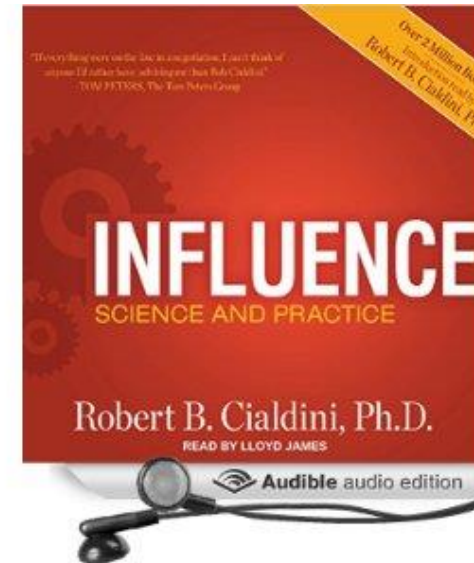
[Thinking for Business Success](#) is a fortnightly podcast designed to give you practical steps to take to become more personally effective. Each episode highlights easy to apply tips, tools and ideas to help you focus on getting your thinking right, so you take the right actions and then get the results you want.



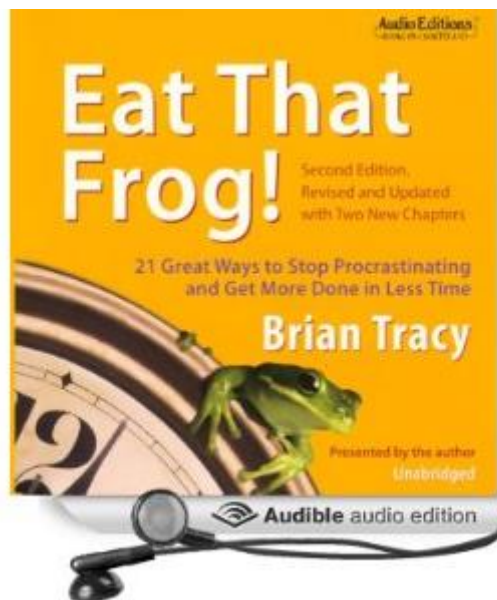
# Audiobooks



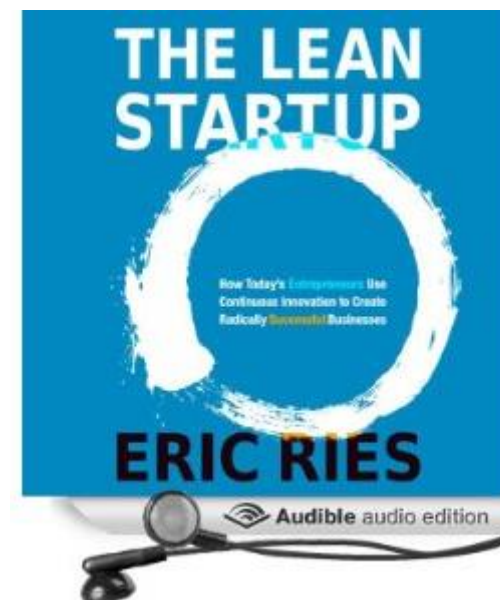
Drawing on a wide range of real-life stories, Sinek weaves together a clear vision of what it truly takes to lead and inspire. This book is for anyone who wants to inspire others or who wants to find someone to inspire them.



Cialdini combines evidence from experimental work with the techniques and strategies he gathered while working as a salesperson, fundraiser, advertiser, and other positions inside organisations that commonly use compliance tactics to get us to say "yes."



In his trademark high-energy style, acclaimed speaker and best-selling author Brian Tracy cuts to the core of what is vital to effective personal time management: decision, discipline, and determination!

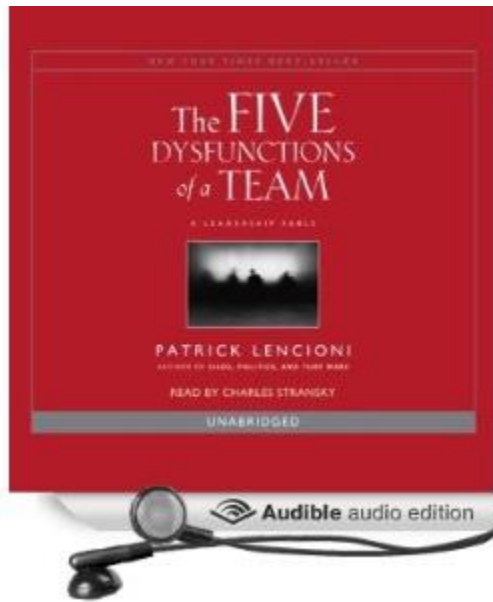


Rather than wasting time creating elaborate business plans, The Lean Startup offers entrepreneurs - in companies of all sizes - a way to test their vision continuously, to adapt and adjust before it's too late.

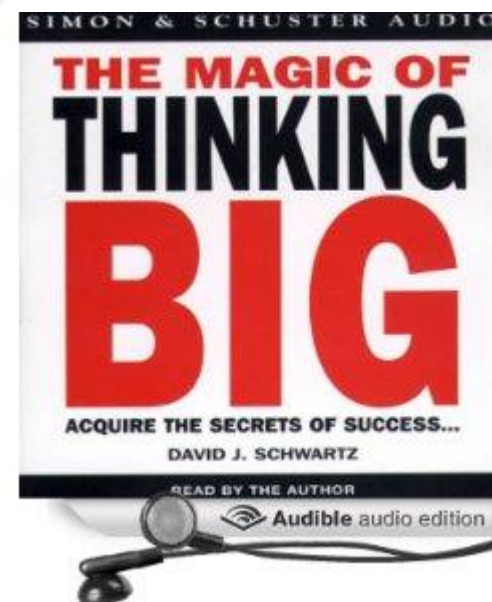




# Audiobooks

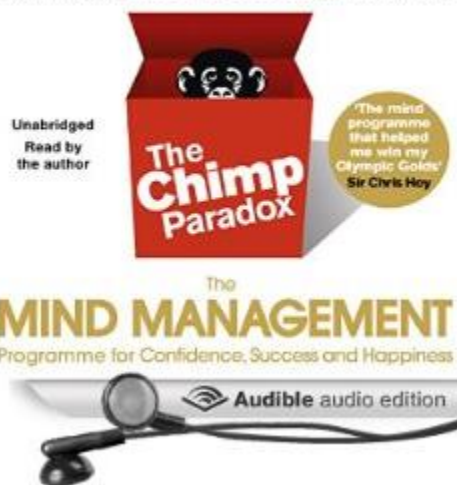


Departing from the theoretical writing of many management books, Lencioni presents his case in the context of a fictional organisation, and in doing so succeeds at communicating his ideas on 'lack of trust, fear of conflict, lack of commitment, avoidance of accountability and inattention to results'

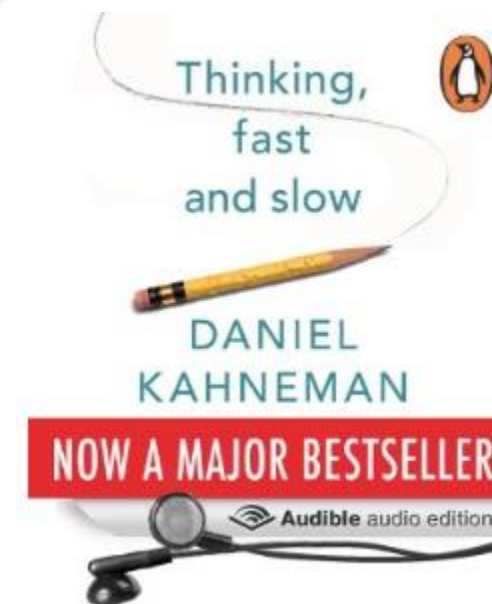


Dr. David J. Schwartz proves that you don't need to be an intellectual or have innate talent to attain great success and satisfaction - but you do need to learn and understand the habit of thinking and behaving in ways that will get you there.

**Prof Steve Peters**  
CREATOR OF THE **GROUNDBREAKING MIND MODEL**



Steve shares his hugely successful mind-management programme that has been used to help elite athletes and senior managers alike to conquer their fears and operate with greater control, focus and confidence.



Kahneman takes us on a tour of the mind and explains the two systems that drive the way we think and make choices. One system is fast, intuitive, and emotional; the other is slower, more deliberative, and more logical.

# Section 6:

## Learning Resources

*We're firm believers in always learning!*

*In this last section we'll share some of the best and cost-effective ways to help you continue to develop at your own pace!*





# Learning



[Academic Earth](#) have curated links to over 750 online courses and 8,500 individual online lectures, giving unparalleled access to college courses they may otherwise never experience. Whether supplementing existing training, or learning new skills, anyone with an internet connection has the freedom to learn at their own pace from world-renowned experts – All free!



lynda.com is a learning and training site built on video tutorials that primarily teach software skills, especially deep and complicated professional-level software, although it also has content for hobbyists (digital photography, for example), computer novices, and a wide array of subjects. Membership starts at \$25 per month. Highly recommended!



[ALISON](#) is one of the world's leading free online learning resource for basic and essential workplace skills. ALISON provides interactive multimedia courses for certification and standards-based learning. It uses mainly a mix of advertising and sponsored programs from partners and publishers to enable students to take the courses free of charge.



Whether you're doing research for a project, need help with a business topic, or just want to learn something new, [YouTube EDU](#) features some of YouTube's most popular educational videos across the web. This channel is generated automatically by YouTube's video discovery system.





# Transform, Grow & Protect Your Business with

