

ESSENTIAL STARTUP

Checklist

This is a checklist of free and free-trial digital software platforms to start your online business 100% free!

WWW.CREATEAHEART.COM

MARKETING

□ BIT.LY

- <http://www.bitly.com/>

Bit.ly is a URL shortening service. Use this platform to take super long links and make them short.

□ EMOJIPEDIA

- <https://emojipedia.org/>

Emojipedia is a platform to find and use emoji's on desktop. Use this platform to find the best emojis to add to your social media posts.

□ META BUSINESS SUITE

- <https://business.facebook.com/>

Meta Business Suite is a content scheduler platform. Use this platform to schedule out your content on FB and IG ahead of time.

□ ONLINE AUDIO CONVERTER

- <https://convert.io/>

Online Audio Converter is an audio file converter. Use this platform to convert your MP3 audio files into WAV or vice versa.

MARKETING

QUORA

- <https://www.quora.com/>

Quora is a market/consumer research platform. Use this platform to research trending topics in your industry and see what kinds of questions and problems your target audience is facing.

SHARETHROUGH

- <https://headlines.sharethrough.com/>

Sharethrough is a headline analyzer. Use this platform to analyze the headlines for your emails and blog posts.

SURVEY MONKEY

- <https://www.surveymonkey.com/>

Survey Monkey is a survey creator platform. Use this platform to create and send surveys to others.

SNIPLY

- <https://snip.ly/>

Sniply is a Call-To-Action share tool

Use Sniply to embed a Call-To-Action on web pages

MARKETING

PEXELS

- <https://www.pexels.com/>

Pexels houses free stock video clips. Use this platform to get free video clips to put together an explainer video.

ZOOM

- <https://www.zoom.us/>

Zoom allows you to have interactive video chat meetings and allow you to record meetings while also presenting information and annotating on the screen. Use this platform to have interactive video chat meetings with others.

WISTIA

- <https://wistia.com/>

Wistia stores videos to be embedded on 3rd party websites (i.e. Blogs, Salesfunnels, Emails, eBooks, etc.). Use this platform to share exclusive video content with others.

PREZI

- <https://prezi.com/>

Use Prezi to create and store interactive presentations. Use this platform to create a presentation for a small group of people or one person.

GRAPHIC DESIGN

BACKGROUND REMOVER

- <https://www.remove.bg/>

The Background Remover tool allows you to remove image backgrounds. Use this platform to remove the background on photos so they can be manipulated and repurposed for various other content.

CANVA

- <https://www.canva.com/>

Canva is a graphic design template platform. Use this platform to create social media graphics or worksheets.

IMG ONLINE

- <https://www.imgonline.com.ua/eng/resizeimage.php>

IMG Online is an image resizer/converter. Use this platform to resize your images into the appropriate sizes for your media platforms.

ILOVEPDF

- <https://www.ilovepdf.com/>

iLovePDF is a PDF editing tool. Use this platform to merge PDF documents, split PDF documents, or convert PDF documents into other file types.

GRAPHIC DESIGN

PIXABAY

- <https://pixabay.com/>

Pixabay is a copyright free photo site. Use this platform to find copyright free photos to use for your social media posts, blogs, emails, or other graphic images.

UMSO

- <https://www.umso.com/>

Umso is a website builder for Startups. Use this platform to create easy and attractive websites for your business/ brand.

What separates good content from great content is a willingness to take risks and push the envelope.

- Brian Halligan

INFRASTRUCTURE

PANDA DOC

- <https://pandadoc.com/>

And.co allows you to create and store customizable contracts. Use this platform to create contracts for yourself when doing freelance work.

CALENDLY

- <https://calendly.com/>

Calendly is a personal calendar for people to schedule appointments with you. Use this platform to schedule meetings with others.

GOOGLE DOCS

- <https://www.google.com/docs/about/>

Google Docs lets you create and store Word documents. Use this platform to create documents for eGuides or eBooks.

INFRASTRUCTURE

GOOGLE FORMS

- <https://www.google.com/forms/about/>

Google Forms lets you create and store various kinds of forms (i.e registration, survey, scholarship application, etc.). Use this platform to create forms to send to others to fill out.

GMASS

- <https://www.gmass.com>

GMass is a gmail plug-in that allows for mass messaging up to 50 people per day. Use this platform to schedule and send emails to a large email list.

GOOGLE MEET

- <https://apps.google.com/meet/>

Google Meet lets you have unlimited individual or group video chat meetings. Use this platform to have group video chats with unlimited time.



INFASTRUCTURE

CLICK UP

- <https://www.clickup.com/>

Click Up is an extremely user-friendly project management software that allows you to create tasks and workflows to systemize your daily operations and standardize your business methods for completing tasks.

HUBSPOT

- <https://www.hubspot.com/>

Google Slides lets you create and store PowerPoint presentations. Use this platform to create presentations for large meetings or formal reports.

LASTPASS

- <https://www.lastpass.com/>

Lastpass allows you to securely store your passwords in one place with the ability to share individual passwords with others.

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Practical Application #1

BRAND AWARENESS CAMPAIGN

1 QUORA

Use Quora to research what challenges your target audience is currently facing. Use this knowledge to create social media posts that showcase how your brand can meet the target's needs.

2 CANVA

Use Canva to design graphics for your social media campaign. Canva offers templates for Facebook, Instagram, Twitter, and more

3 PIXABAY

Use Pixabay to add copywrite free photos to your Canva designs. Search by keywords to find relevant images

BRAND AWARENESS CAMPAIGN

4 IMG ONLINE (if applicable)

Use IMG Online to resize your graphics into the appropriate size for the social platform you are using. Social media ad sizes vary based on placement.

5 EMOJIPEDIA (if applicable)

Spice up your social media copy by adding an emoji. Search for relevant emojis and add them to your post. Use this platform to find the best emojis to add to your social media posts.

6 MAILCHIMP

Use Mailchimp to create a landing page for your brand awareness campaign to give people a place to subscribe to your content or newsletters. Mailchimp offers many free and customizable templates.

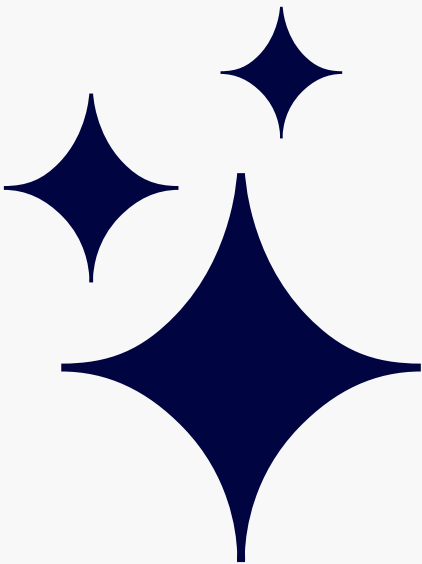
BRAND AWARENESS CAMPAIGN

7 BIT.LY

Use Bit.ly to shorten any long URLs you have on your social media posts. Shorter URLs will make your posts more shareable. You will also be able to track how many clicks your links get.

8 Canva Social Media Scheduler

Schedule your social media posts using Canva's social media scheduler. Review the performance of your content by reviewing your social media Insights.



***Amazing things will happen
when you listen to the
customer.***

- Jonathan Midenhall

Practical Application #2

WEBINAR BRAINSTORM

1 SUCCESS STORY

Think of a time in your life when you accomplished something important. Write down what you accomplished, why it was important, and each step you took to achieve your goal.

2 FORMATTING

When creating your webinar slides, follow the rules below:

- USE ONLY 10 SLIDES
- USE 15 POINT FONT OR BIGGER
- ONLY USE 30 WORDS PER SLIDE
- USE 1 IMAGE PER SLIDE

Practical Application #2

WEBINAR BRAINSTORM

3 LAYOUT

Put the following information on each slide:

Slide 1-2: BIOGRAPHY

- Introduce yourself and your story

Slide 3: PROBLEM

- Introduce the problem you faced and why it was so important to solve it.

Slide 4-6: SOLUTION

- Explain the steps you took to solve the problem you faced.

Slide 7-8: IMPACT

- Explain the positive results you experienced after solving your problem.

Practical Application #2

WEBINAR BRAINSTORM

4 LAYOUT

Slide 9: ENCOURAGE

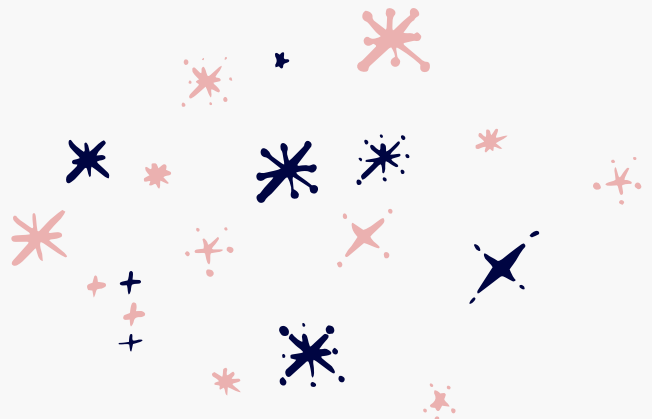
- Take this time to encourage your viewer. Let them know that if they follow the steps you took, they too can solve the same problem in their life.

Slide 10: CALL TO ACTION

- Invite your viewer to connect with you on social media or encourage them to set up a discovery call with you so that you can work with them on solving their problem.

Don't find customers for your products. Find products for your customers.

- Seth Godin



Practical Application #2

WEBINAR BRAINSTORM

5 TALKING

Use the slides as talking points to stay on track, and just tell your story! It doesn't matter if you ramble (you can always edit it later!). Just talk like you were retelling the story to a close friend.

6 PRESENTING

- Make sure to smile while you talk (**it makes you look and sound friendlier!**).
- Record yourself talking over each slide separately (**it makes editing A LOT easier**).
- **HAVE FUN!** This is a free resource that you are sharing with others. Enjoy the process.

Practical Application #3

WEBINAR CAMPAIGN

1 PREZI

Record and save your webinar on Prezi. Text, images, and video can all be used in your presentation.

2 CAMPAIGN AWARENESS

Use the previous Brand Awareness instructions to promote the webinar. Promote the webinar on social media and send interested audiences to a landing page where they can enter their email and sign up for the webinar.

3 MAILCHIMP

Use Mailchimp to send out the webinar to those who signed up. Mailchimp can also be used to manage the new contacts you acquire.

WEBINAR CAMPAIGN

4 WISTIA

Use Wistia to embed the webinar video on your email.

5 SHARETHROUGH

Analyze the effectiveness of your email headline with Sharethrough. Creating engaging email headlines will increase your email open rates.

6 SURVEY MONKEY

Use Survey Monkey to send out surveys asking viewers how they enjoyed the webinar.