

Build a Business that Runs itself

10 FREE TOOLS TO SAVE TIME AND MONEY IN YOUR BUSINESS



Shhh... don't tell anyone!

If I tell you a secret do you promise not to tell anyone? Promise?? OK then....

I am a geek. A full on 'socks with sandals' geek. I try to give the impression of being a 'normal' person but it's all a front. It all started when I discovered how technology can do boring things really easily and I quickly fell in love. I was blown away by how a small amount of effort (compared to the alternatives) could get me such amazing results! I know technology can be infuriating and frustrating but overall what it allows us to do is amazing!



That's me, trying to look normal!

In an attempt to spread the techie love I wanted to share 10 tools that I hope will make you fall a little bit in love with technology too. And if not they should at least save you stacks of time so you can go and do the stuff you are in love with. So thank you very much for downloading this guide. I really hope you enjoy reading it and I would love to know if you found it useful and if it made you feel a little bit of the IT love! You can contact me at alice@alicejennings.co.uk or find me on [Facebook](#) or [Twitter](#).

Keep in touch,



How to use this guide

1. Pick an area of business you know you could improve

The tools are divided into 5 types:

- Get Going – helping you start and stay focused on tasks
- Get in Touch – helping you reach out to clients
- Get Organised – helping you run efficiently
- Get Social – helping you across various social media platforms
- Get Gorgeous – helping you create eye catching graphics

Have a think about which areas of your business could most use a boost and focus on those tools to start with. The following page lists all my favourite tools and the approximate amount of time they can save you each year. Some will only save a small amount of time but potentially a huge amount of stress. Others really can save weeks a year if used properly.

2. Install and use the tool for at least 2 weeks

Just installing all the tools in this eBook is not going to save you any time! You need to make a commitment to really integrate them into your working day which takes a bit of effort but focus on the end goal and I promise it will be worth it.

3. Assess and Take Action

Use the tool for a couple of weeks and then review how it is working for you. Is it making a positive difference? If not uninstall it and move onto another tool. If it is helping then great! Consider installing one of the other tools that caught your eye to further increase your productivity.

If you would like some guidance about which tools are likely to give the best results for your business then please book a free [30 minute consultation](#) with me.

How much time can I save?

5 minutes per day adds up to 2½ days per year!

It really does!! I know that's mad isn't it? So every year you waste days on Facebook!? The great thing about this is that a really small change frees up loads of time over the year.

Use good practice in combination with great tools

Using the apps on their own won't deliver the best results... you need to make sure you use them really well. Look out for my videos on how to set up the tools to get the best out of them.

	Tool	Time saved per year	Area
1.	Unstuck	1½ days	Get Going
2.	RescueTime	2 days	Get Going
3.	MailChimp	2 days	Get In Touch
4.	Evernote	6 days	Get Organised
5.	LastPass	½ day	Get Organised
6.	Feedly	6 days	Get Organised
7.	Dropbox	2 days	Get Organised
8.	Asana	2 days	Get Organised
9.	Hootsuite	2½ days	Get Social
10.	Canva	1 ½ days	Get Gorgeous
	Total	26 days per year!!!	

UNSTUCK



www.unstuck.com

WHAT IT DOES

An online coaching tool to help you understand what is stopping you achieving your goals.

GREAT FOR...

Anyone who is stuck getting on with things

ALTERNATIVES

Nothing online - A coach or a helpful friend!

TIME SAVING

1 hr/month = 1½ days/year

Star rating 

THE DETAILS

Unstuck asks you a series of questions about the problem you are having and diagnoses you with a type of 'Stuck'. It then offers suggestions and strategies for dealing with the issue.

This tool is a fabulous meeting of psychology and technology and a really innovative way of learning some new skills that will help you get more done in your business. It also helps you recognise your weaker areas and put in place strategies to prevent them.

Great to see technology delivering something different.

RESCUE TIME



www.rescuetime.com

WHAT IT DOES

A time tracking tool that will show you how productive (unproductive) you are based on what you do.

GREAT FOR...

Ensuring you are using your time well

ALTERNATIVES

ManicTime, Toggl, Time Doctor, Project Hamster

TIME SAVING

2 hr/month = 2 days/year

Star rating 

THE DETAILS

Rescue Time measures the amount of time you spend on different applications and websites for the duration that your computer is in use.

You get a report emailed each week of how productive you have been based on how much time you spend on highly productive activities (Word etc.) vs. distracting activities (Facebook).

It sits quietly in the background but you can check your productivity whenever you fancy a pat on the back (or a kick to get you going).

MAILCHIMP



www.mailchimp.com

WHAT IT DOES

Allows you to capture and manage email addresses and create and send great emails to your list.

GREAT FOR...

Everyone! Keeping in touch with your clients is key

ALTERNATIVES

Aweber, Constant Contact, Campaign monitor

TIME SAVING

2 hr/month = 2 days/year

Star rating 

THE DETAILS

Keeping in touch with customers is key to most businesses and Mailchimp makes this easy to do via email. Capture email addresses from your website, Facebook page or even on a tablet if you are meeting people in person.

Design great looking emails to share your latest news or useful information and then use the reporting features to track how many people read your email and clicked the links.

The basic free package is a great starting point but you will have to pay for more advanced features like autoresponders.

EVERNOTE



www.evernote.com

WHAT IT DOES

A brilliant notebook tool that stores your whole life, online so you can access it from anywhere!

GREAT FOR...

Everyone! Seriously.
Everyone needs this.

ALTERNATIVES

To Doist, Don't forget the milk, OneNote, Wunderlist

TIME SAVING

60 min /wk = 6 days a year!

Star rating 

THE DETAILS

Evernote leads the way as a virtual notebook because of its amazing flexibility.

It allows you to take notes as text, handwriting from tablets, photos, audio notes and even scans receipts for you from certain devices. It integrates with LinkedIn so that you never lose a business card again.

Create a notebook for every area of your life and save things away till you need them.

Notebooks can be shared with others for easy collaboration.

Make sure you install the Chrome / Safari extension so you can clip from websites too!

LASTPASS



www.lastpass.com

WHAT IT DOES

Generates secure passwords and saves all your passwords for you so you only need to remember 1.

GREAT FOR...

Anyone who regularly forgets their passwords!

ALTERNATIVES

Dashlane, F-secure, RoboForm, Keepass

TIME SAVING

5 min/week = ½ day/ year!

Star rating 

THE DETAILS

With so many online accounts we know we should have a different password for each one but really, how are we meant to remember them all?

Lastpass not only remembers them but also generates passwords for new accounts that are super complicated making them super secure. But don't worry about having to remember them because Last pass does all that for you.

Do yourself and your clients a favour by reducing your chances of being hacked and start using really secure passwords now!

FEEDLY



www.feedly.com

WHAT IT DOES

A tool that collates all your favourite blog posts from multiple sites and presents them neatly in one place.

GREAT FOR...

Avid readers, bloggers, people who need content

ALTERNATIVES

RSSReader, Atom, Digg reader

TIME SAVING

1 hr/wk = 46 hr/year (6 days!)

Star rating 

THE DETAILS

Create your Feedly account (it is owned by Google so you can access it with your Google account) and start adding your favourite blogs.

Add the Chrome extension to make it super simple to add new blogs to your reader and then schedule in an hour a week to read through the blogs. The app will let you read on your phone or tablet too.

When you look at the main Feedly page you will find all your blogs saved by category and can quickly read through and pick out the best.

DROPBOX



www.dropbox.com

WHAT IT DOES

Keeps files safe online and allows easy sharing of documents with third parties.

GREAT FOR...

Saving critical documents and sharing files

ALTERNATIVES

iCloud, GoogleDrive, OneDrive, Box

TIME SAVING

30min/week = 2 days/year

Star rating 

THE DETAILS

Cloud storage has become more common in the last 10 years as faster internet access has become widely available and the cost of storage has dropped.

Dropbox provides an easy way to integrate your laptop or PC with your phone and tablet as well as quickly sharing files with other people.

Also, if you have any problems with your computer you can easily start working from a different machine. Sharing individual files and folders is as easy as sharing a link.

ASANA



www.asana.com

WHAT IT DOES

Simplifies complex projects so you can be sure you are getting everything done in the right order.

GREAT FOR...

Anyone doing a big launch, build, move or other project

ALTERNATIVES

Trello, Producteev, Freedcamp, Workflowy

TIME SAVING

2 hr/month = 2 days/year

Star rating 

THE DETAILS

Basic project management can make the difference between a well delivered project with manageable stress levels and a nightmare.

Asana provides a visual way of breaking down the tasks you need to do, sharing them with other people where necessary and tracking your progress against the due dates. Add on Instagantt for a great timeline map of how you are progressing against your targets and you will find yourself delivering really great work with much less effort than using email and a whiteboard.

HOOTSUITE



www.hootsuite.com

WHAT IT DOES

A place to gather different social media accounts together and schedule posts across all in one go.

GREAT FOR...

Getting more out of social media in less time

ALTERNATIVES

Buffer, tweetdeck, Stacker, Mention, Klout

TIME SAVING

5 min /day = 2.5 days/year!

Star rating 

THE DETAILS

Hootsuite connects to all your favourite social media accounts: Facebook pages, Twitter, Instagram, Pinterest and more as well as your blogs and allows you to post to them all from one place

It also allows you to schedule posts so you don't have to spend so much time being 'social'. A great way of listening out for posts in your interest area and for sharing great content across multiple platforms. Free accounts let you connect 3 'channels' i.e. Facebook, Twitter and your Wordpress blog.

CANVA



www.canva.com

WHAT IT DOES

Design software that lets you easily create great pictures for your website or social media pages.

GREAT FOR...

Eye catching images to brighten your sites

ALTERNATIVES

Pixlr Editor, PicMonkey, Gimpshop, Photoscape

TIME SAVING

1 hour/month = 1.5 days/yr

Star rating 

THE DETAILS

Canva makes designing fun and easy with preconfigured templates for Facebook, Twitter and LinkedIn so your online presence is always gorgeous.

Great tutorials and a gallery for inspiration with drag and drop design make this a must for all small business owners.

If you use Canva's stock photos in your design they cost \$1 per download but using your own is totally free.

You can also design flyers, posters, invitations etc. You name it, you can design it in Canva!

SIGN UP FOR A FREE CONSULTATION

If you can see the potential for your business but don't know where to start then let's talk. I can help you choose the tools that will make the biggest impact then the next decision will be what to do with the extra time each day.

[BOOK NOW](#)

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