iGen
INNOVATION GENERATION

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21 MUST HAVE TOOLS

→ to help you start and grow your business

Key takeaways

- When you start your business, try not to pay for anything! Use free website platforms.

- Only pay for what you need each time your business grows.

- Always be on the look out for a platform that may better suit your business as it grows and changes.
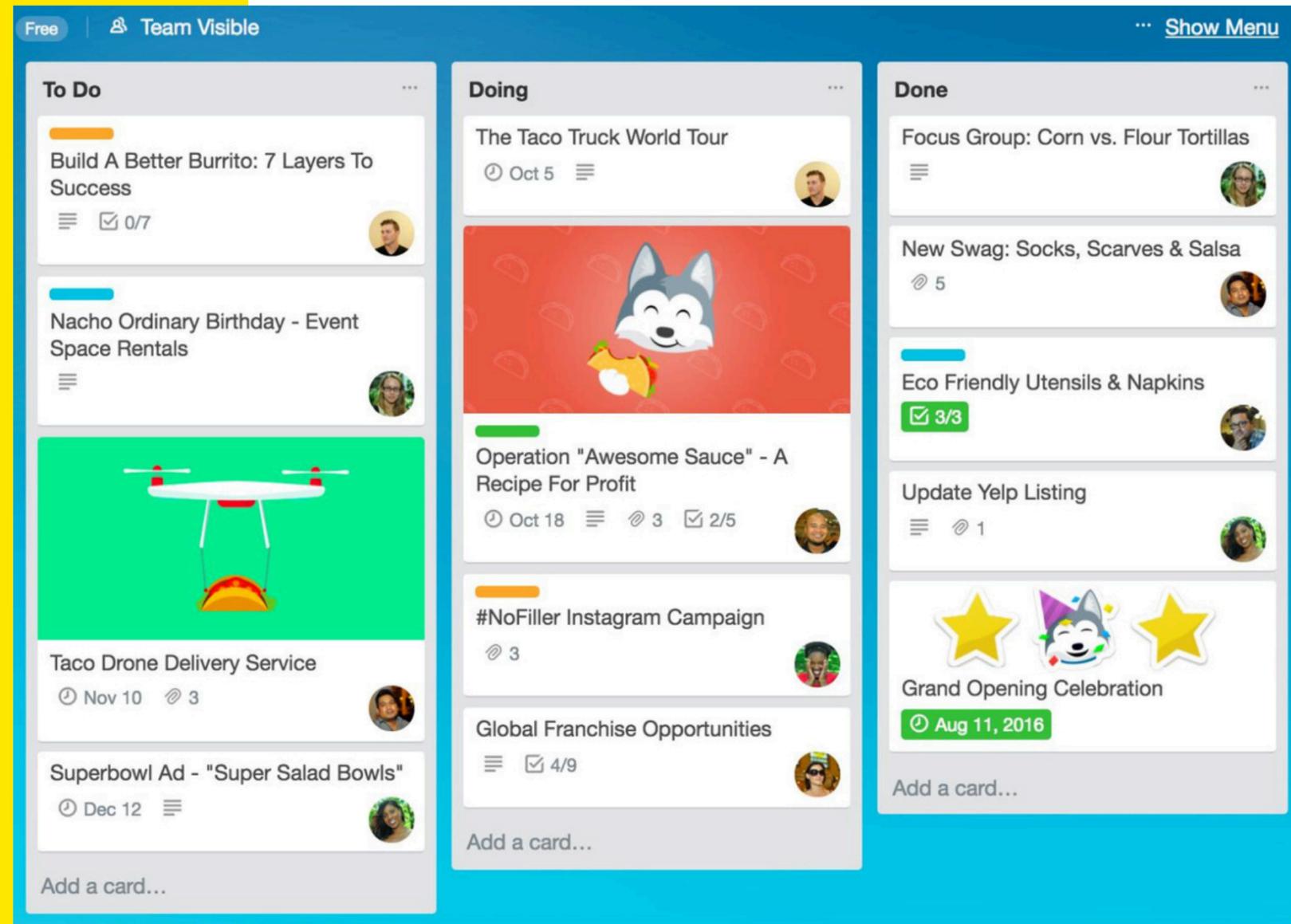
1. Trello

What is it?

Trello is a collaboration tool to help you (and others) organise a project into boards.

You can immediately see which project is being worked on, who's working on it, what else needs to be done etc.

Free with costs as you increase the number of team members and boards.

Australian owned company.

www.trello.com

2. Wix

What is it?

Great for starting a free website that can be expanded as your business grows.

Easy to use – drag and drop images, text etc

Lots of templates to choose according to your business type – eg restaurant, marketing, fashion.

Free with costs as you increase the functionality of your website.

www.wix.com

RESPONSIVE WIX WEBSITE TEMPLATE

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3. Adalo

Version 2.0

What is it?

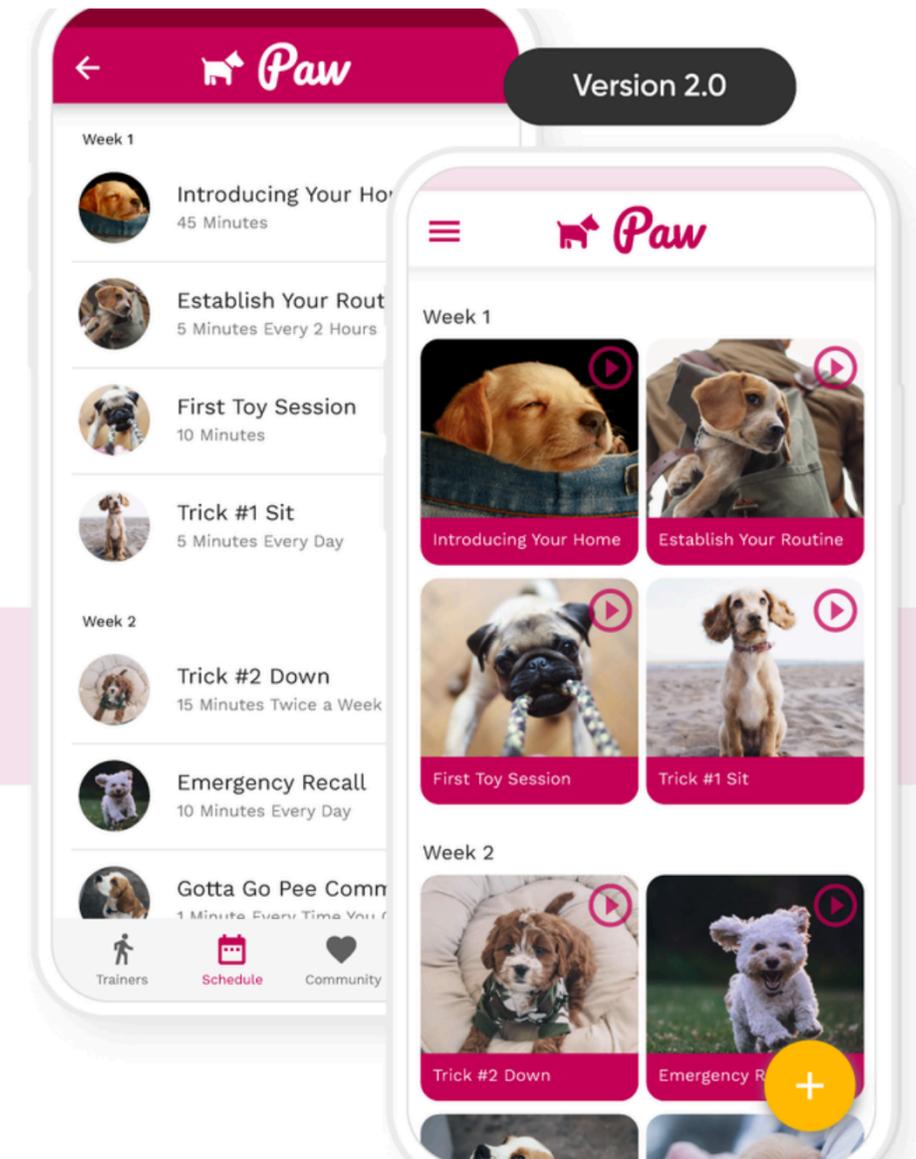Lots of templates to build your own app.

You don't need to know how to code.

Easy to use – drag and drop images, buttons, text etc

Free to set up but monthly plans if you publish to Apple and Google stores.

www.adalo.com

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4. Pumble

What is it?

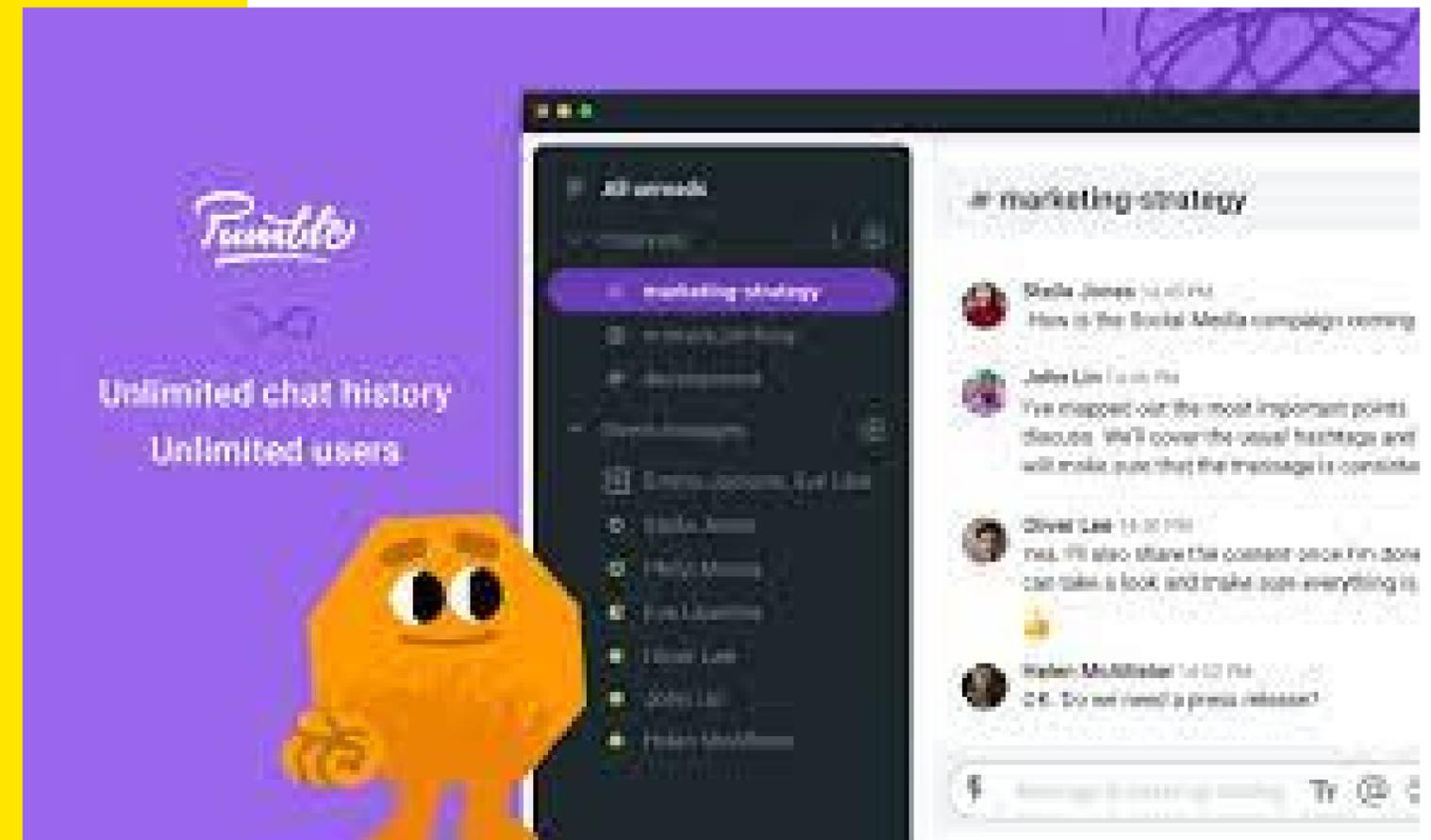Immediate messaging service between members of groups or workplaces

There are 'channels' you can create to keep conversations relevant to specific topics.

Free for unlimited users, voice and video calls, sharing files and links; 10 Gb storage.

Pumble is an excellent alternative to slack and Microsoft Teams.

www.pumble.com

5. Canva

→

What is it?

We can't live without Canva!

Canva allows you to create a variety of documents – flyers, facebook/instagram/twitter etc, presentations, pitch decks and so on.

Canva has partnered with Unsplash to provide thousands of images you can use for design. There is a free version and pro version.

Canva is Australian developed and owned.
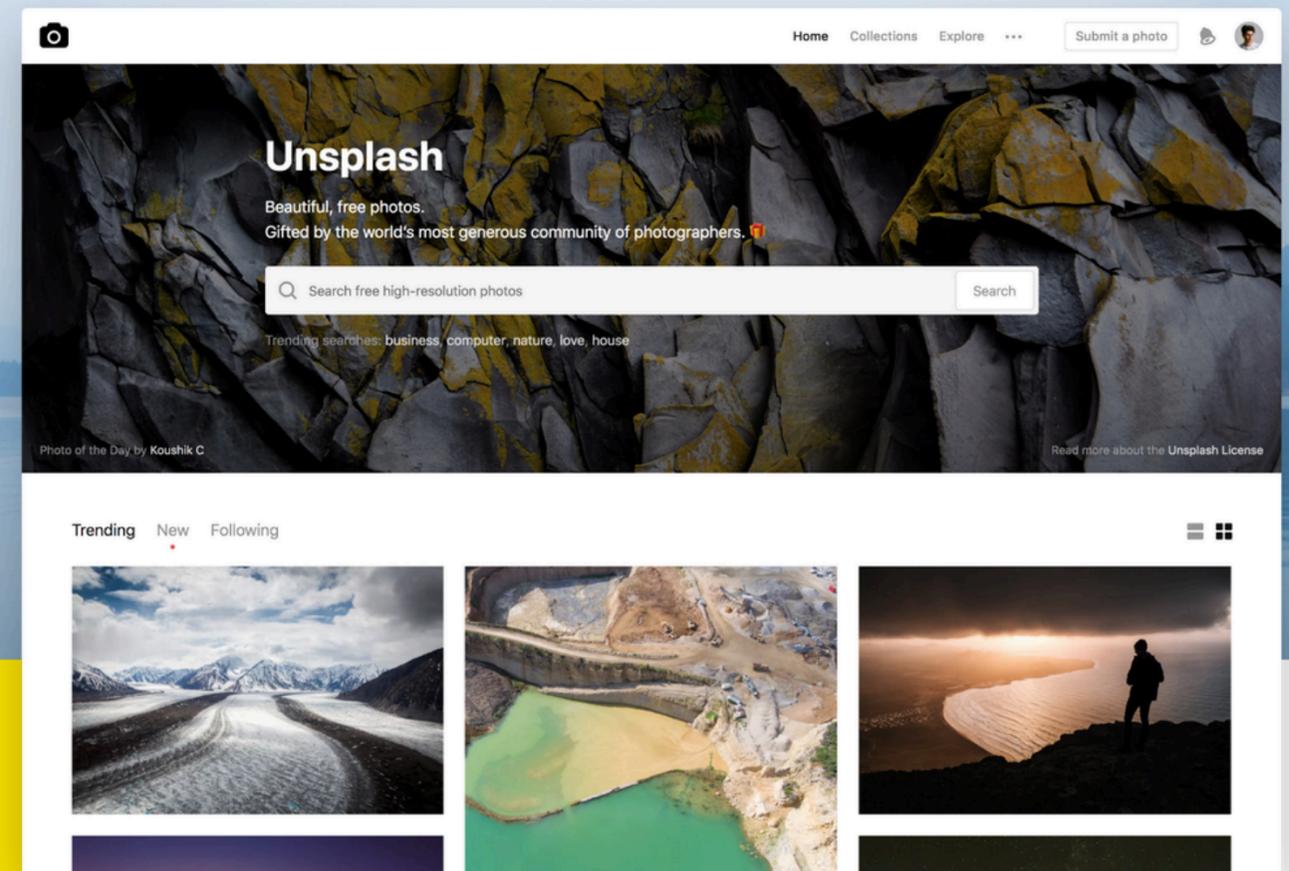
www.canva.com
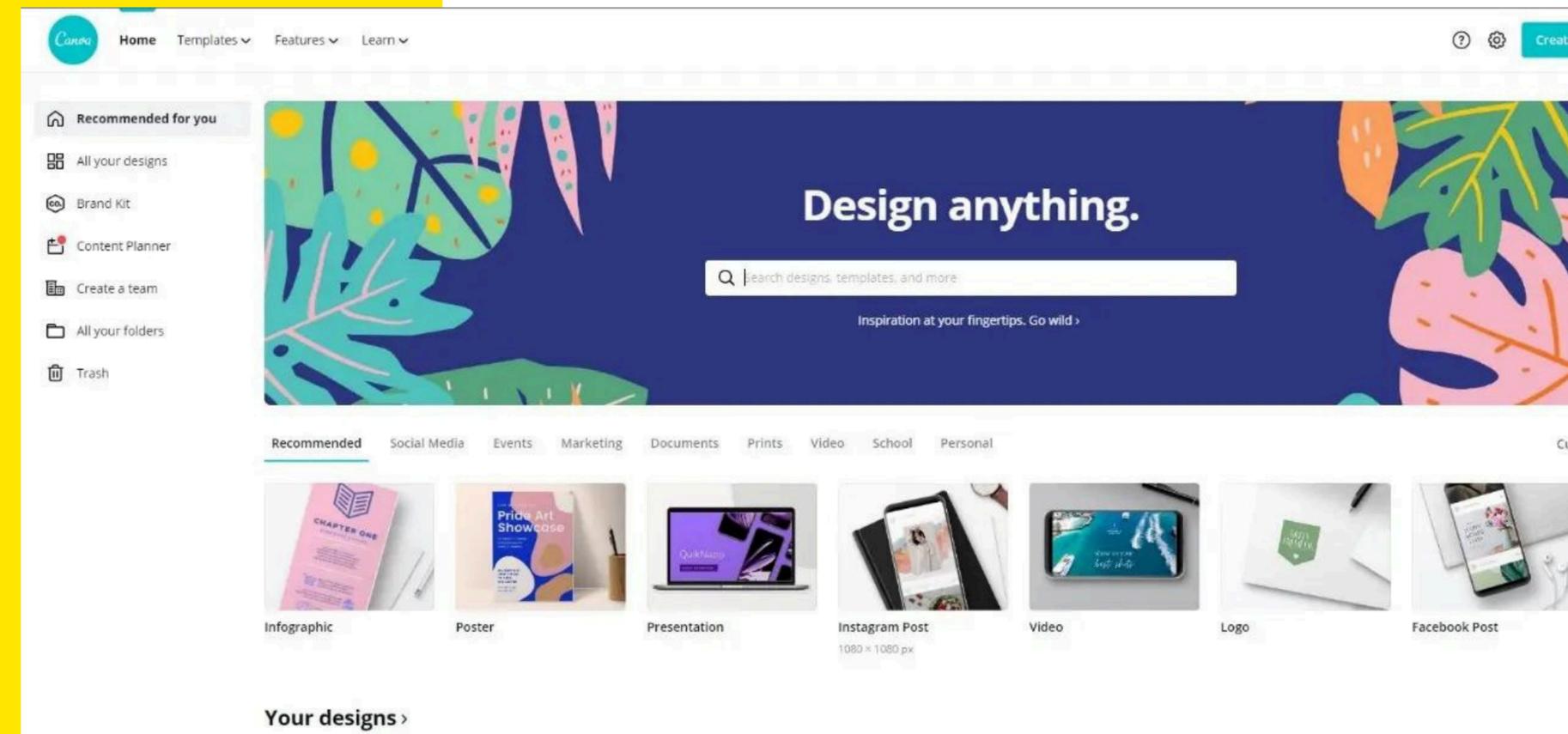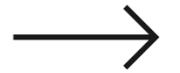
6. Unsplash

What is it?

We can't work without Unsplash!

Unsplash is a gallery of professional photos from around the world. You can search for almost any topic and there will be a fabulous photo available.

You don't need to set up an account and can download all photos for free and directly from the Unsplash website.

www.unsplash.com

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7. Hubspot

What is it?

Hubspot is a Customer Relationships Management (CRM) platform. A CRM is a database of your customers and can include names, email addresses and other information you want to collect from them.

You can use Hubspot for marketing, sales, sending email newsletters to customers, analytics and the ability to schedule facebook, instagram, linked in and twitter posts to be sent at the time and date you want them to be posted.

www.hubspot.com

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8. Humanitix

What is it?

You may have heard of Eventbrite, a company where you can advertise your events and people can buy tickets online.

Humanitix is an excellent Australian version of Eventbrite. You can add your event to their website, sell tickets, check the names of people attending and email them and has the added feature of 100% of its profits being given to fund education for disadvantaged children.

www.humanitix.com

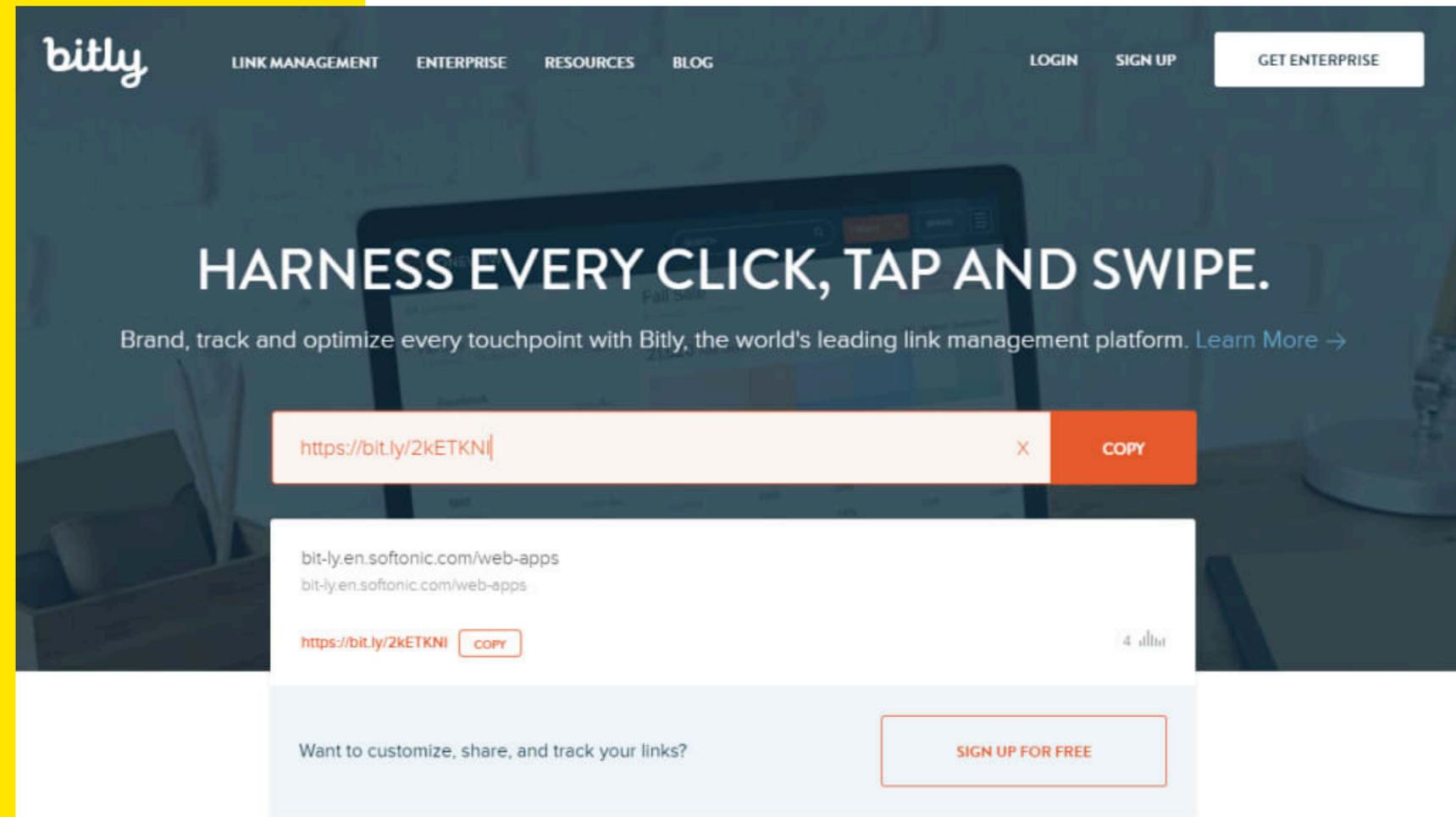

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9. Bitly

What is it?

You know when a website address is really long? Bitly fixes this by shortening the web address to only a few letters.

You can either shorten the address as a one-off or register for an account which allows you to see how often the link has been used and keep track of your bitly links.

www.bitly.com

10. Later

What is it?

Later is a social media scheduling tool that is beautiful!

Can plan and schedule, find content, create reports and analytics.

The free version allows for one 'social set' which is one each of Instagram, Facebook, Twitter, Tik Tok, LinkedIn and Pinterest with 10 scheduled posts per profile.

Similar to Buffer, Metricool and Hootsuite.

www.later.com
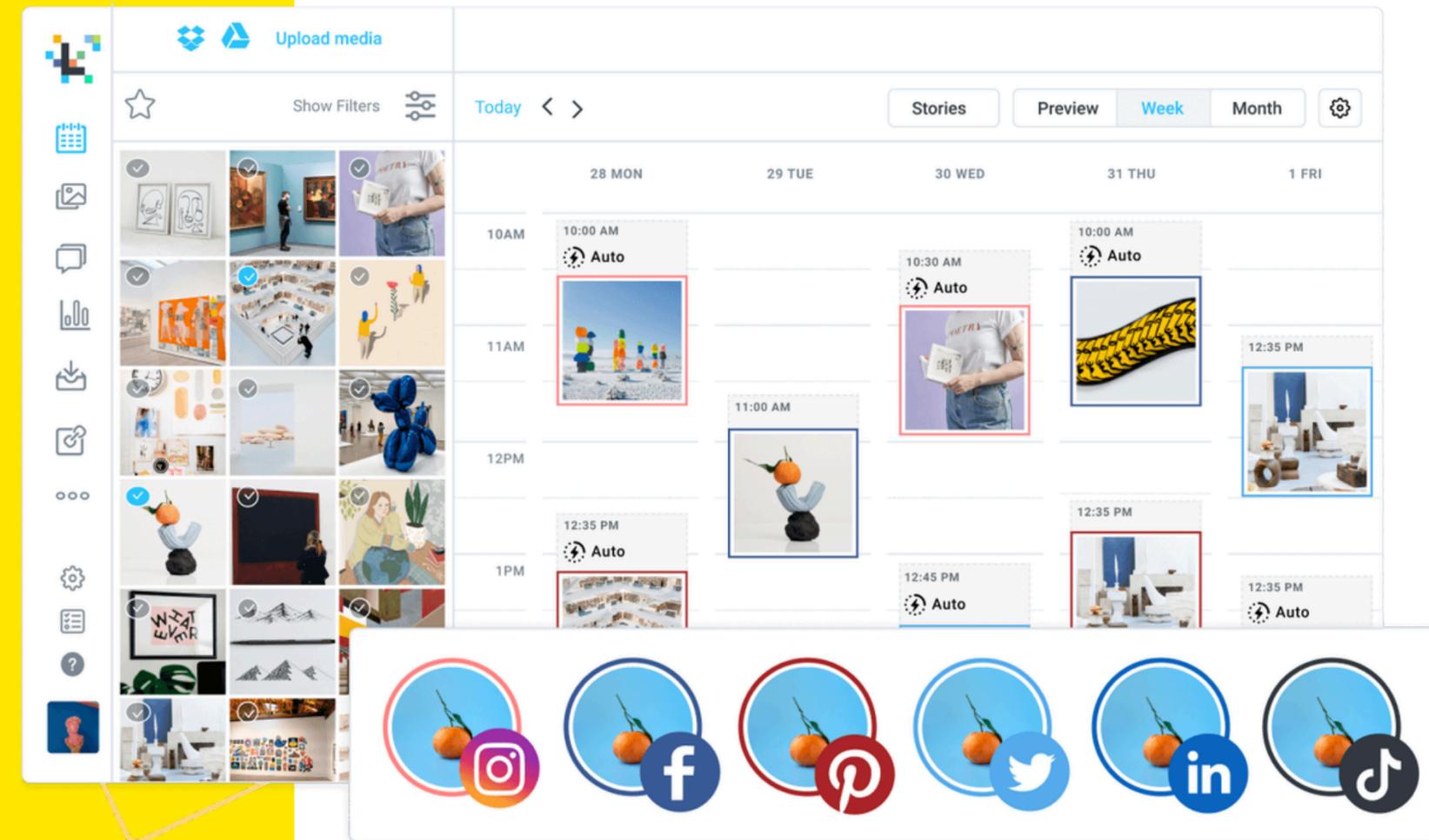
11. Google

What is it?

We mostly know google as a search engine and also for a gmail account but it has many other free features and products.

Google sheets is a spreadsheet site similar to Excel. Google docs is similar to Word and Google Slides is similar to Powerpoint. Unlike Microsoft products, Google's products are free.

Google has storage storage which is free or paid.

www.google.com
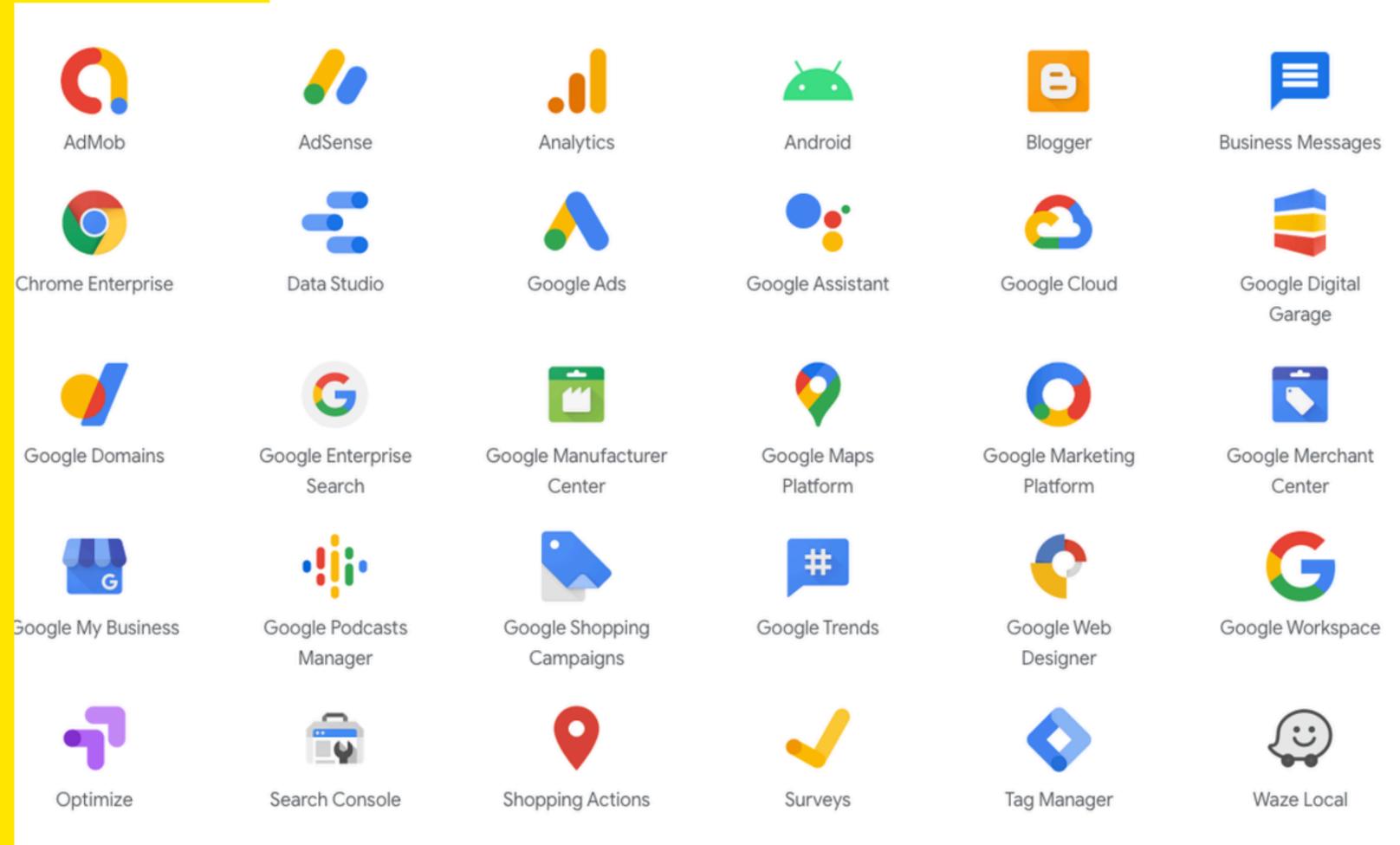
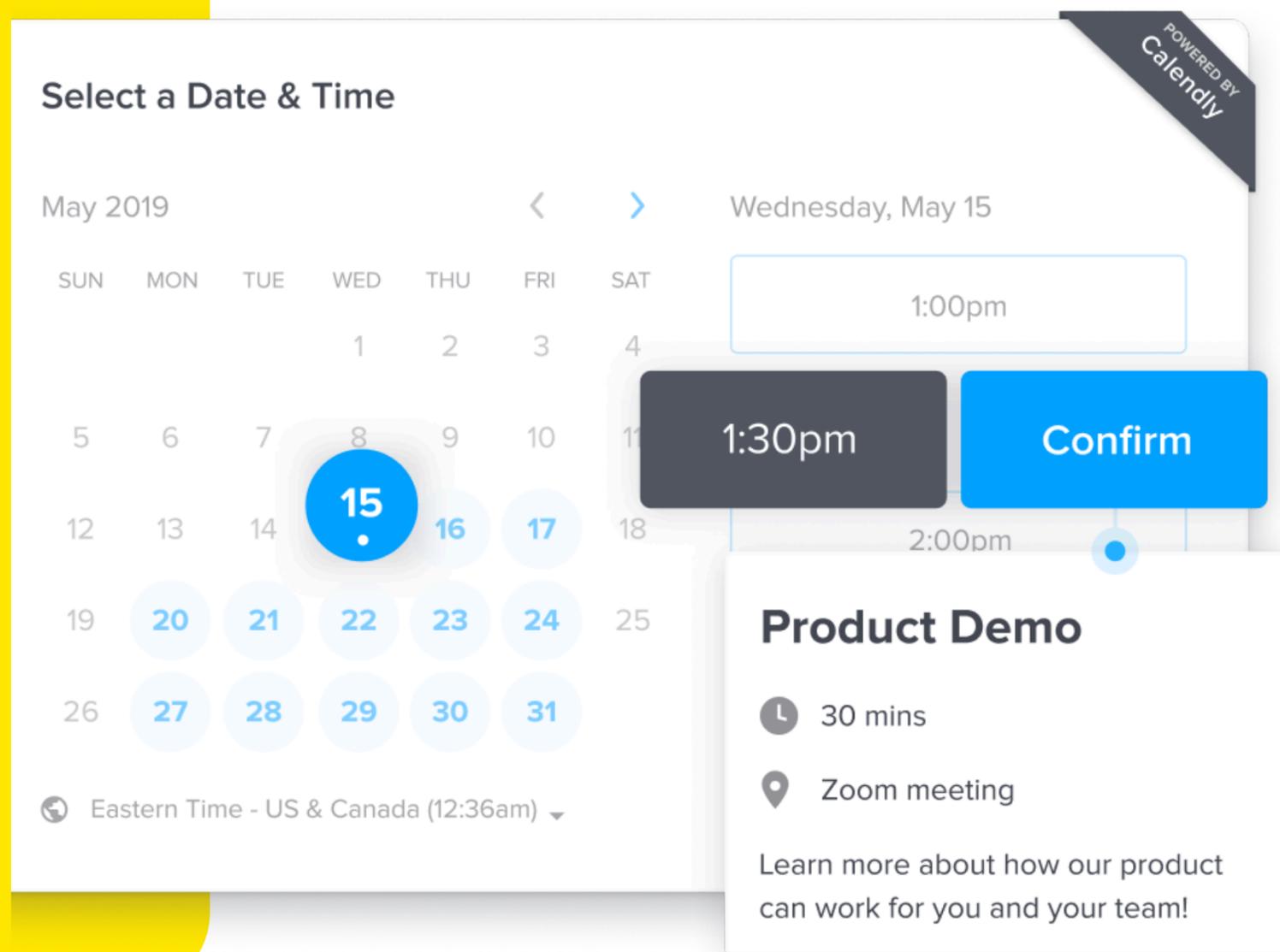# 12. Calendly

calendly →

What is it?

A really easy way to let people schedule a meeting or phone call with you.

Your calendar links with the calendly calendar so in one click, people who want to talk or meet with you can see times you have available.

Free version for one person.

www.google.com

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13. Doodle

What is it?

When you need to organise a meeting with more than 2 people, Doodle poll allows you to enter the dates and times you're available and gives those options to others.

You don't need to set up an account but can create a meeting from the home page.

www.doodle.com

14. Zapier

What is it?

Zapier is a tool to connect your apps and create automated workflows. For example, you are hosting a webinar via zoom and you want to create a link to collect all those email addresses into a CRM. You could use Zapier to do that.
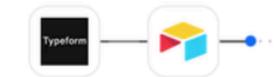
Zapier allows 100 tasks per month on the free plan.

www.zapier.com

Integrate
Link your web apps with a few clicks, so they can share data

Automate
Pass info between your apps with workflows called Zaps

Innovate
Build processes faster and get more done—no code required

Zaps connect the apps you use every day

TRIGGER
When I get a new email in **Gmail**

ACTION
Copy the attachment from **Gmail** to **Dropbox**

ACTION
Alert me in **Slack** about the new **Dropbox** file

Start workflows from any app
Pick a trigger that sets your Zap into motion.

Finish routine tasks automatically
Zaps complete actions, while you solve more important problems.

Simple, fill-in-the-blank setup
Point, click, automate. Go from idea to workflow in minutes.

15. Miro

What is it?

Online collaborative whiteboard that's especially good for brainstorming online with team members.

Free for up to 3 Miro boards.

https://miro.com/
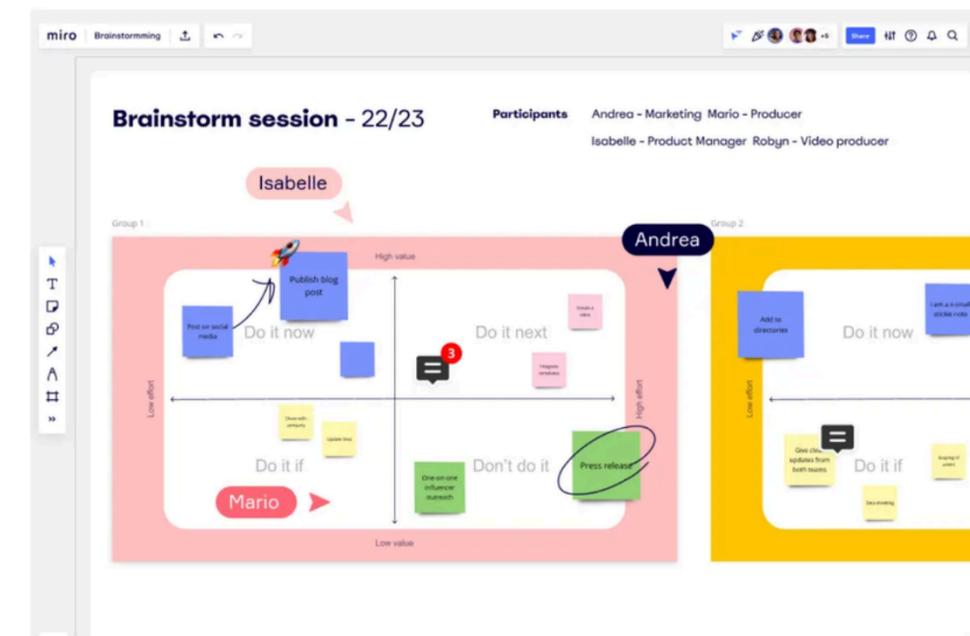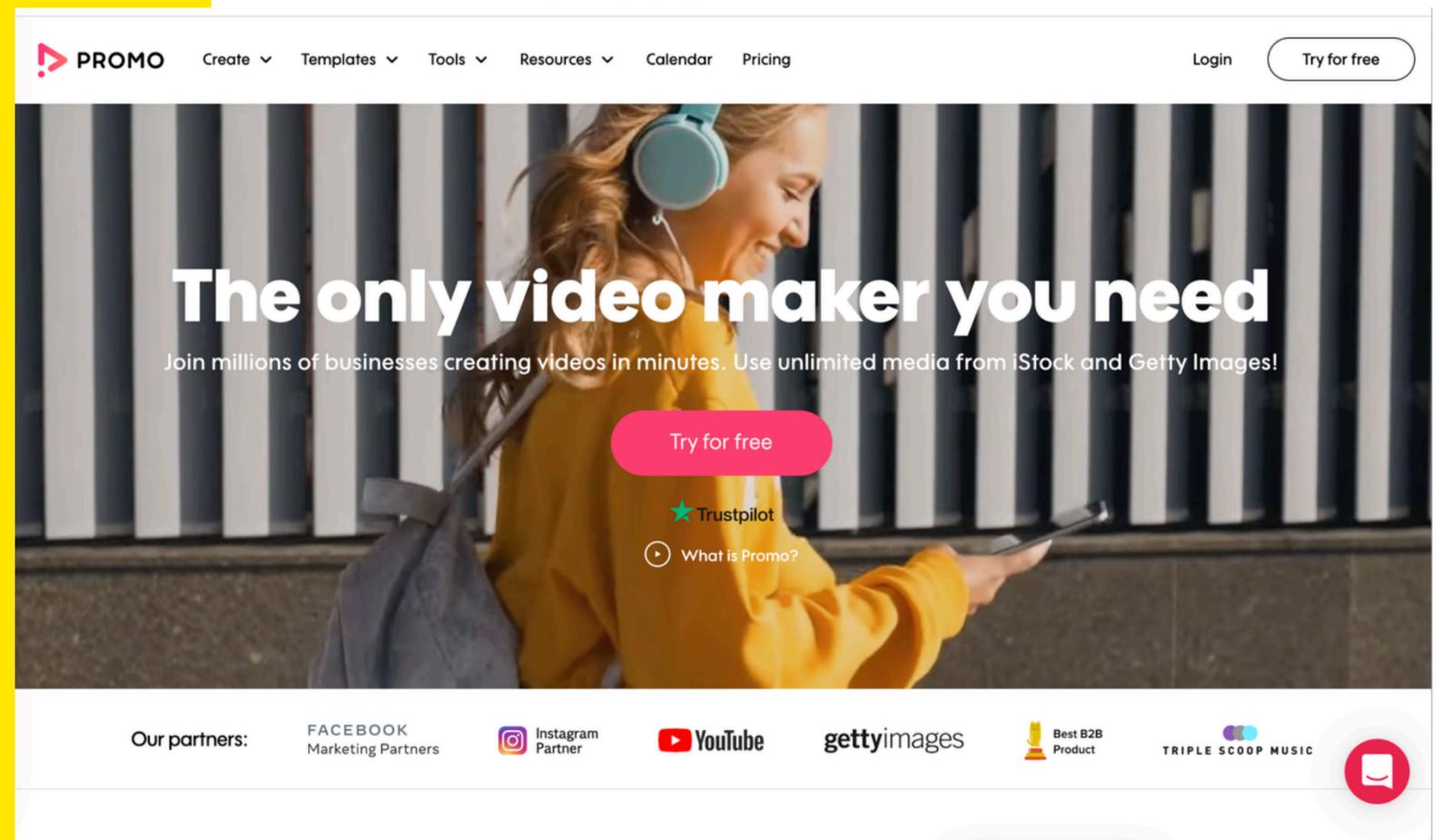

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16. Promo

What is it?

Promo is great for using template videos by social media, industry or e-commerce so you don't have to create them yourself. Mother's Day, Birthday, Halloween and other templates that can be created and branded by you.

No free plan. $25 USD per month.
Tip: Only sign up for one month and create all the videos you can in that time.

https://promo.com
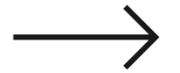

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17. Tolstoy

What is it?

Tolstoy allows business owners to interact with customers by video. You can create product videos to embed on your website; have customers take a video of themselves using your product; customers can ask questions via video.

Free plan for up to 10 videos.

www.gotolstoy.com
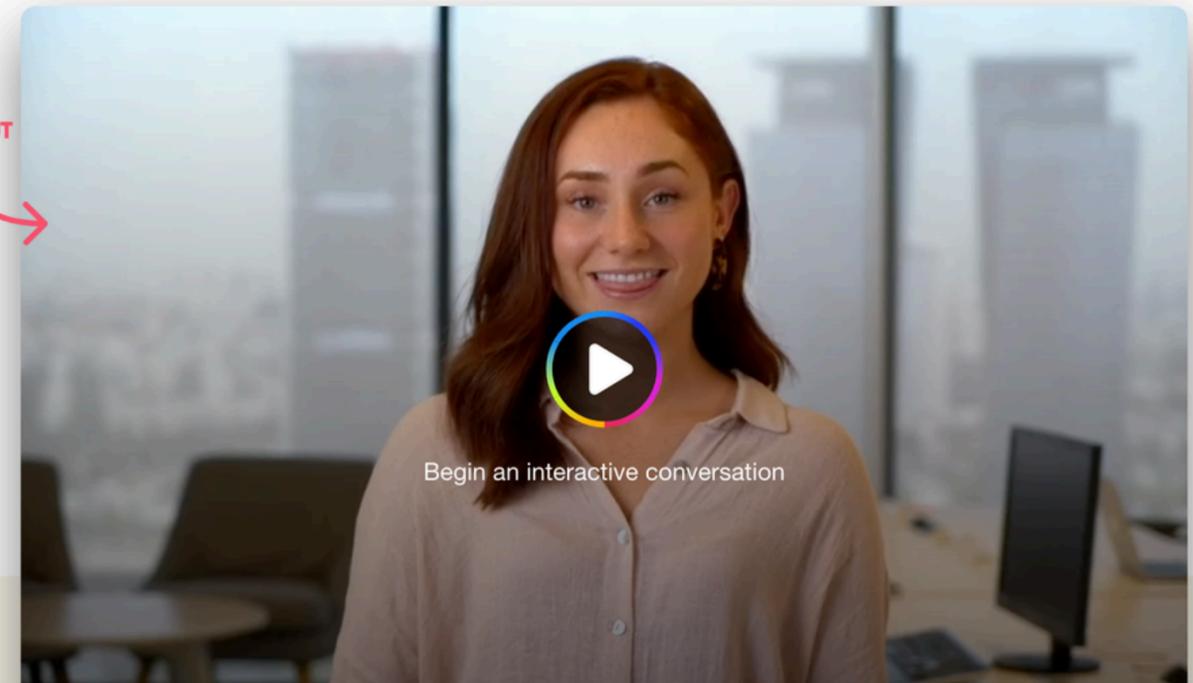
18. Milanote

What is it?

Milanote is an easy-to-use tool to organise your ideas and projects into visual boards.

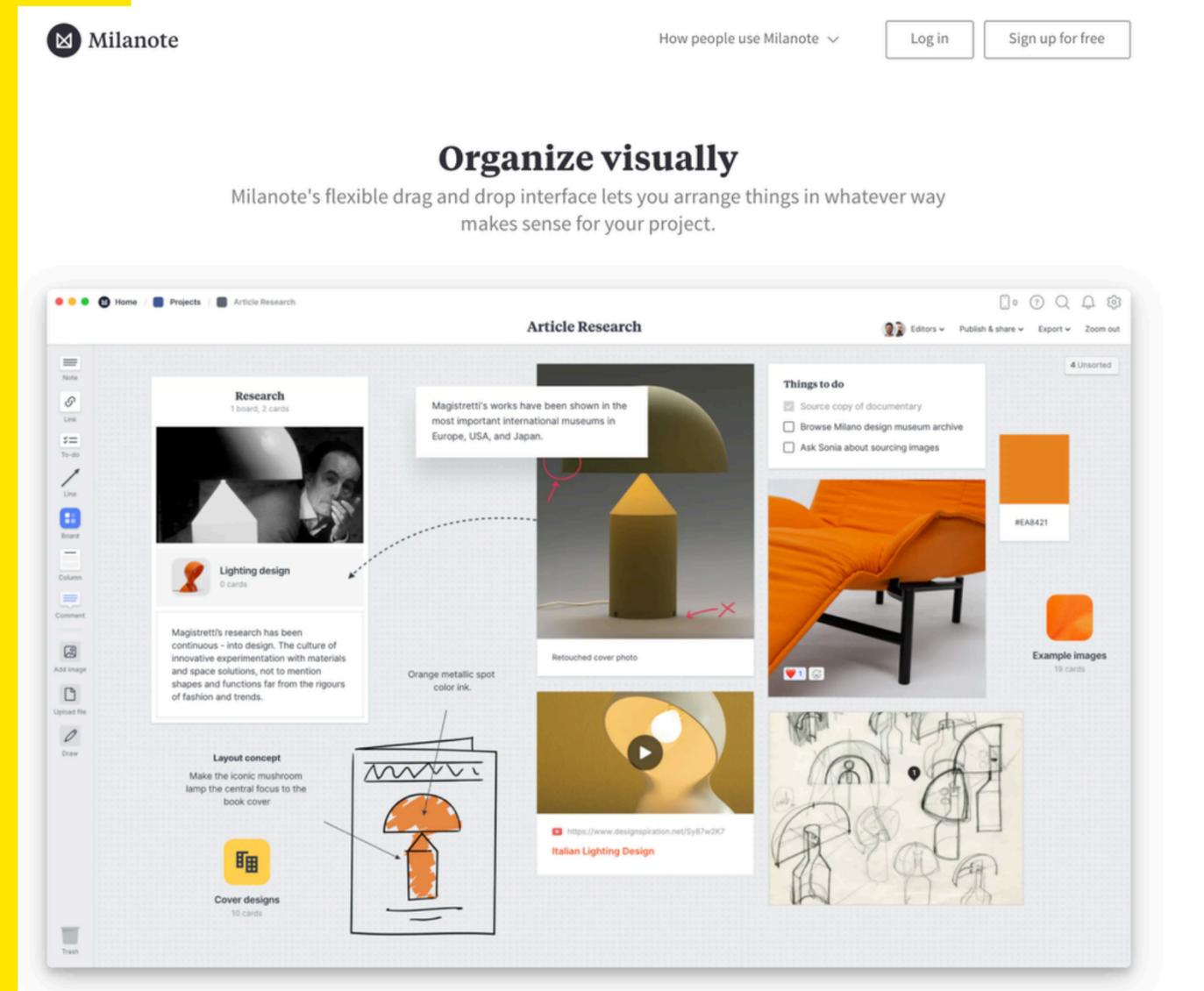Add notes, images, links and files, organise them visually and share.

Good for notes, moodboards, brainstorm, collaboration etc.
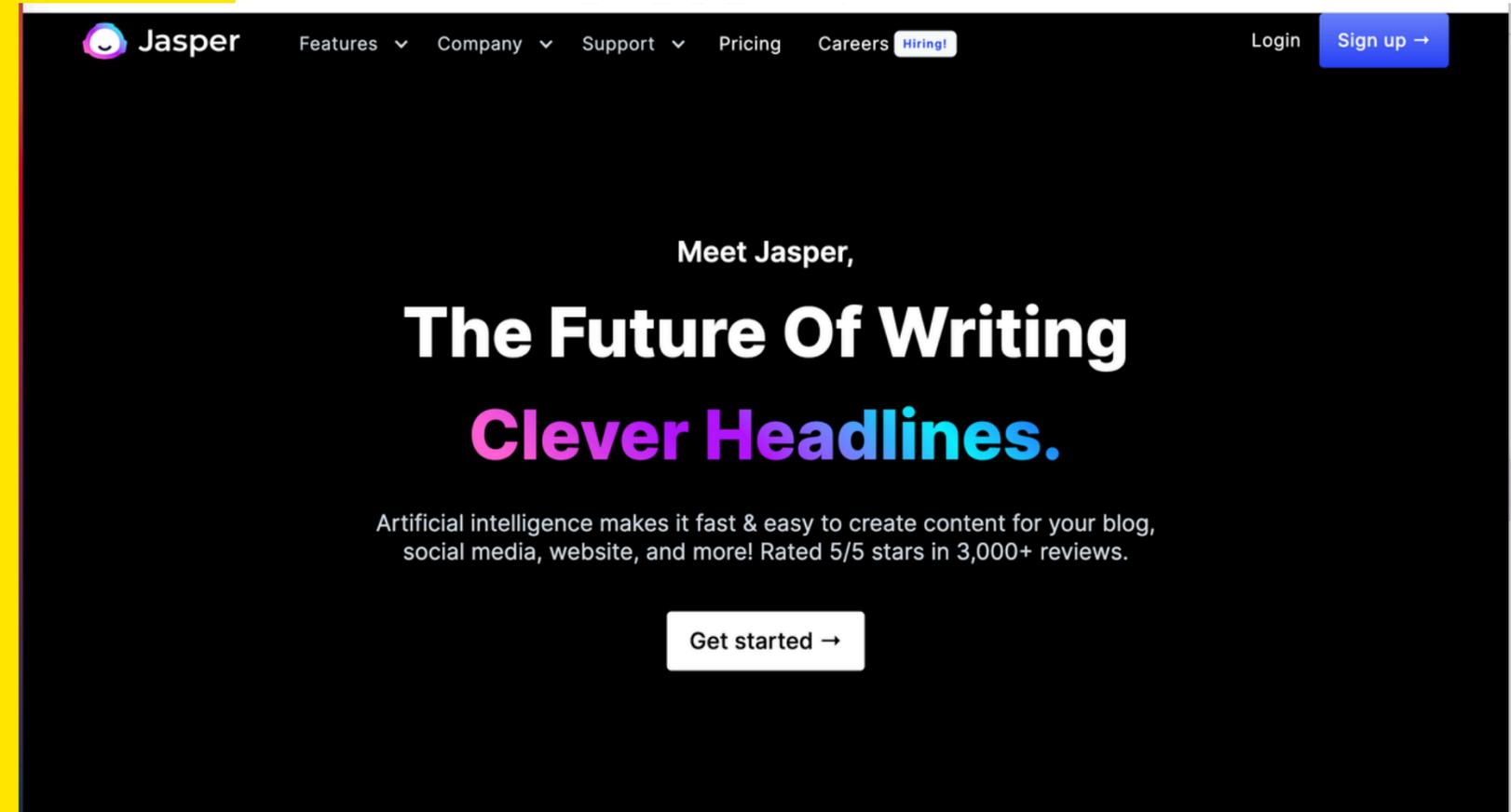
www.milanote.com

19. Jasper

What is it?

Jasper uses artificial intelligence to write blogs, ads and other content for your website, headlines, video scripts and social media.

No free plan. $29 USD per month.

Tip: Only sign up for one month and create all the content you can in that time.

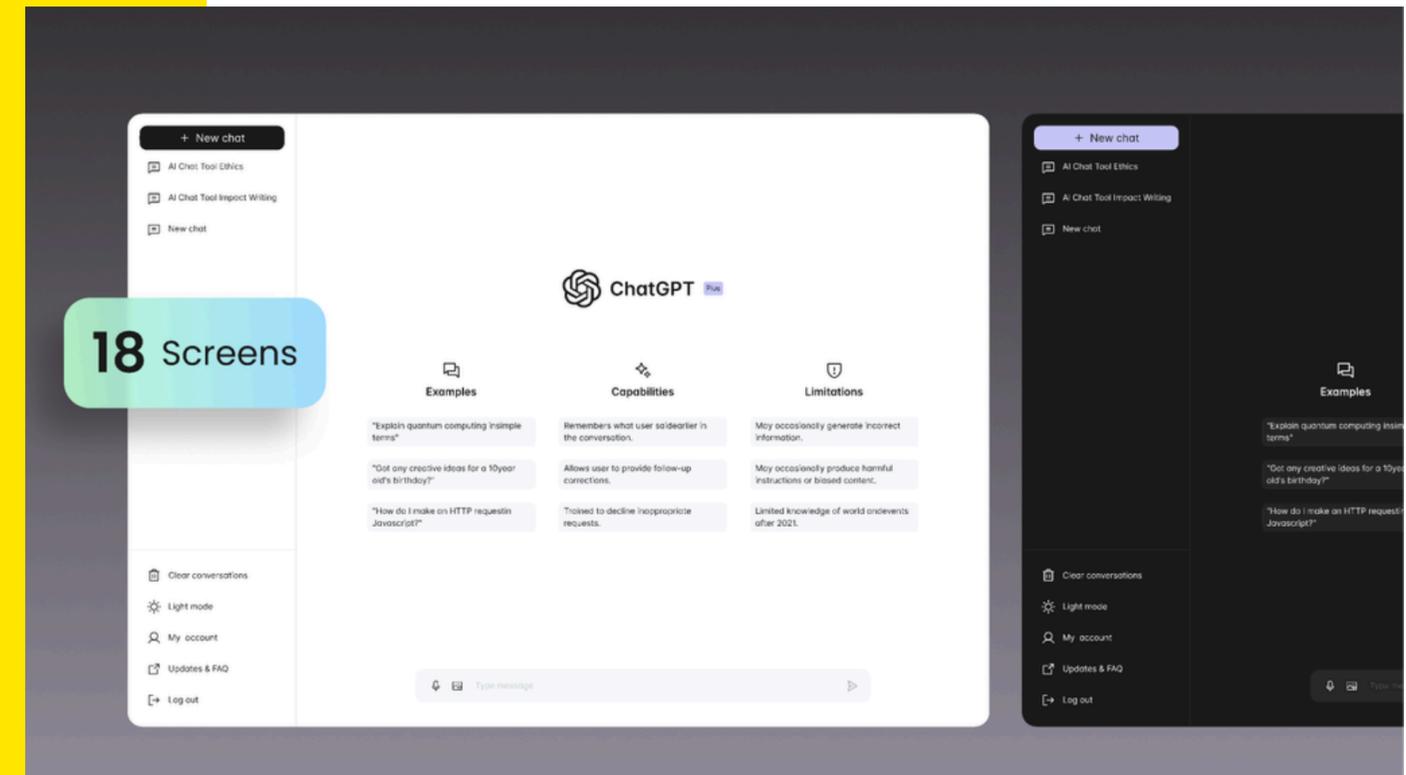https://www.jasper.ai/

20. ChatGPT

What is it?

Chatgpt is a free AI assistant generating helpful, conversational responses, solving problems, explaining concepts, supporting creativity, productivity, and learning across diverse topics instantly

Tip: Learn how to use prompts to get the best results.

https://chatgpt.com/

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21. Hotjar

What is it?

Hotjar is an app you can add to your website to see how potential customers interact to your website or e-commerce shop.

Hotjar sessions record mouse tracking and others so you can see which parts of your site work or don't work for your potential customers.

Free for up to 1,050 sessions per month

https://www.hotjar.com/

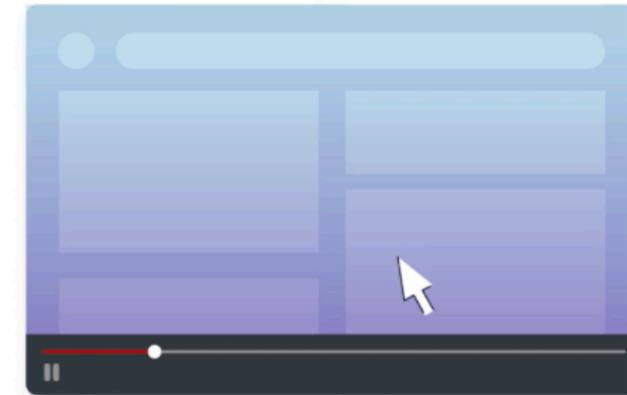**Understand how visitors behave on your site.**

Hotjar shows you how your website visitors behave, what they need, and how they feel, fast.

Sign up for free   G Sign up with Google

Hotjar is free forever. Upgrade anytime.

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Contact Us

We'd love to talk about how you can start and grow your business.

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→ **Website**
www.enterprisingpartnerships.com.au
www.igenfoundation.org.au

→ **Make a 15 minute appointment**
https://bit.ly/3huddQS