

THE ULTIMATE KNOWLEDGE TOOLBOX

**Free resources and tools every entrepreneur
should know about**

by Christine Michaelis

Christine
creative start-up coach

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FOREWORD



WHO AM I?

Born in **Berlin**, Germany, I grew up in a lively city. After my A-Levels, I was struggling to find something that I really loved doing.

But then I found something I really enjoyed and where I could live out my personality I started as an intern in a marketing and advertising agency. After completing my **apprenticeship in marketing and advertising** I stayed for seven more years working as a **Senior Account Manager and Strategic Consultant**. But then I knew it was time for a change and I heard another country calling me.

I moved to **London** in **2010** starting as a **Senior Account Manager** in a design and marketing agency in Essex – I know: “SHUT UP!” 😊 (everyone who knows “The Only Way Is Essex” might be smiling now...)

Although I enjoy that job – most of the time – I now have a different **mission** in life: **Help creative start-ups to create their dream business and market it successfully.**

I am a certified **NLP** (Neuro Linguistic Programming) Practitioner and I am your **Marketing and creative start-up Coach.**

This is how my **friends** describe me:

- Full of life
- Crazy
- Creative
- Lively
- Helpful
- Open-minded
- Funny
- Determined

These are my **values**:

- Happiness
- Authenticity
- Honesty
- Professionalism
- Passion
- Making a difference
- Integrity
- Fun
- Commitment
- Creativity

If you want some more information about how I can support you, contact me: hello@christinethecoach.com

You can also connect with me here:



<https://www.facebook.com/YourCoachChristine>



<https://twitter.com/TweetTheCoach>



<http://uk.linkedin.com/in/ChristineTheCoach>



<http://www.youtube.com/Christinethecoach>



<https://plus.google.com/+Christinethecoach/posts>

Your creative start-up Coach Christine

WHY DID I WRITE THIS BOOK?

When I first started to set up my business, I did a lot of **research** to find all the possible **information** I could that would help my business, my personal development, my inspiration, my productivity and how to keep up-to-date etc. A lot of things to look for...

When you are starting up your own business you are looking for something that doesn't cost much, or anything at all.

I stumbled upon a lot of resources, listened to podcasts that mentioned other interesting podcasts, signed up for newsletters that mentioned other people's newsletters and so on. But there was not one resource listing all of them in one place. So, I thought it would be very useful for all you entrepreneurs and start-ups out there if there was **one book with all the information collated for you** – a reference book with suggested tools and resources.

As I find new resources all the time, I will do my best to keep this book **up to date** and send you a revised version, should you stay subscribed.

Feel free to **contact me** at hello@christinethecoach.com if you have more resources that are worth sharing and I will include it. Thanks in advance.

WHAT'S IN IT FOR YOU?

You received this book for free because you signed up for my Newsletter, which will update you with my latest blog posts and other interesting information.

It will give you a lot of **resources** that will **benefit** you in the following areas:

- Business
- Communication
- Creativity
- Productivity
- Keeping up-to-date
- Networking
- Personal development
- Marketing
- Inspiration

Most of the tools I am using myself, but you will see that there are a few alternatives, so you can **decide** yourself what works best for you.

Please note that some of the resources mentioned might not be available for all operating systems and countries. For some of them there is also a desktop version available.

Even if you don't set up your own business, the resources will be **valuable** for you. All of the resources named were **free** or at least had a free version at the time when I was writing this book.

Enjoy!

HOW TO USE THIS BOOK.

This book is divided into the sections previously mentioned before. Each section contains different resources and tools listed by medium and highlighted with an icon for easy recognition.

There are the following common categories:



Apps



Newsletters



Podcasts



Software



Websites



Books

You can go through this book in two ways – from beginning to end, and check the ones that you want to try out; or you can go to a specific section that interests you, and have a look around. You will see that there is a lot out there that is very useful.

Get started!

BUSINESS

This chapter gives you tools and resources for every aspect of your **business**. They will help you track **information** more easily, work more **efficiently** and **monitor** activities, trends and news.

Let's dive straight in...

APPS



Google drive is a place to **store** all your stuff **online** - up to 15 GB.
<http://www.google.com/drive/about.html>

Shoebboxed is a way to turn your **receipts into digital data** for effortless expense reporting, accounting, bookkeeping, and tax preparation.
<https://www.shoebboxed.com>

Cobook organises your **contacts**, including **social media** information and more
<https://cobook.co>

Facebook page manager – This app helps you manage your Facebook pages

SA Contacts Lite creates an **Excel** file from your **contacts**

Money Monitor Free is an **account**, budget, bill, cheque book and cashflow **manager**

NEWSLETTER



Growing Business sends you thought leadership features, entrepreneur profiles, video interviews, **business news** etc.

www.growingbusiness.co.uk

Smartbrief gives you the opportunity to choose an **industry** and then **picks the best** of all kind of news pages of that industry

www.smartbrief.com

Start-ups is a great source for all kinds of useful **information** a **start-up** could need

www.startups.co.uk

WEBSITES



Instant Conference manages **conferences** and you can schedule them with outlook
www.instantconference.com

Office for national statistics
www.nomisweb.co.uk

Cute PDF
Use this to **create and edit PDFs** if you don't have Acrobat Pro.
<https://editor.cutepdf.com>

BigMarker
Join and host webinars for free for up to 100 attendees
<https://www.bigmarker.com/>

WEBSITES



Free images

www.freedigitalphotos.net
www.freephotobank.com
www.imcreator.com/free
www.rgbstock.com
join.deathtothestockphoto.com
www.picjumbo.com
www.unsplash.com
www.compfight.com
search.creativecommons.org

PODCASTS



Smart passive income by Pat Flynn teaches you how to create a smart passive income
www.smartpassiveincome.com

48 days is a podcast for work, career and business start-ups
www.48days.com/category/48-days-podcast

Ask Pat

Pat is answering questions that listeners sent him
<http://www.smartpassiveincome.com/ask-pat/>

DIRECTORIES



There are a few free **directories** you can register with. This will support your **search engine optimisation** and help people to find you. You can also find other directories that are **specific to your industry**.

- [Yelp](#)
- [Yell](#)
- [directory.independent.co.uk](#)
- [directory.thesun.co.uk](#)
- [touchlocal.com](#)
- [Freeindex.co.uk](#)

PRESS RELEASES/PUBLISH YOUR ARTICLES



Again, there are a few free websites to which you can submit your **articles**. Here are a few I find useful.

- [PRlog.org](#)
- [ezinearticles.com](#)
- [goarticles.com](#)
- [articlebase.com](#)

COMMUNICATION

Communications – such a big word... This part of the book will give you some tools that will help you to communicate more effectively and efficiently. Let's talk!

APPS



Dropbox stores all kind of files **online**. You can access it from everywhere
www.dropbox.com

Voxer is similar to “What’s app” but also offers business solutions – **push & talk**
www.voxer.com

Readability makes every **article readable**. **Save** for later, read now, **share** with a kindle, change font size and colours
www.readability.com

Wi-Fi Finder by JiWire Inc. will find the **closest wifi spot** and identifies if they are free or not

Office Plus by Byte is an app to manage, edit and create **office documents**

WEBSITES



Collabshot share screengrabs and collaborate
<http://collabshot.com>

CREATIVITY

There is so much out there to help you be creative. Here are just a few resources I use.

APPS



Whiteboard Collaborative Drawing Finger drawing app

MindTools by Mindtools.com is a useful app full of **content** (creativity, business skills)

Innovate by Geoff Zoeckler is a great app for inspiration. Scroll through innovation **articles**, **conversations**, **videos** and **news** reports

Instagram is an app that adds a **filter** to your **photos** for you to share.

Pic Collage to create **collages** easily with any of your pictures

NEWSLETTER



Get the latest creative spots:

- www.creativity-online.com
- www.adforum.com

WEBSITES



Ads of the World Shows you creative ads from around the globe
www.adsoftheworld.com

Jurgen Wolff author of a great book called **Creativity Now**. His website is a good source for creativity.
www.jurgenwolff.com

Canva to create fabulous things such as business cards, presentations, flyer, poster etc. All free to use and a lot of great **design templates**.
<https://www.canva.com/>

Pixlr is a free online **photo editor** that is free to use and similar to Photoshop.
<http://pixlr.com/>

Evernote Skitch to **annotate, add shapes and sketches to pictures**.
<http://evernote.com/skitch>

Wordle for creating great “word clouds”
www.wordle.net

PRODUCTIVITY

There are endless free resources for productivity. Here are my favourites.

APPS



CalenMob by Blue tags is a **calendar** app that **synchronises** with your phone calendar and Google calendar

SimpleMind+ is an easy to use **mind mapping** app
www.simpleapps.eu/simplemind

Evernote **captures everything** and allows you to access the stores information from anywhere
<https://evernote.com>

Tripit **organises** your **travel**, tickets, car rental, weather forecast, hotels, appointments etc.
www.tripit.com

Remember the milk is a **todo list app** that includes gadgets for gmail and Google calendar. It adds tasks via twitter, siri etc. and synchronises with Outlook
www.rememberthemilk.com

APPS



Trello helps you to **organise everything together**, see, share, communicate, notify and message other people working on a project. <https://trello.com>

iBrainstorm is an app for you to **brainstorm** on post its, scribble around them, share by **swiping it to your ipad**, send via email etc. – This one only works if you have an iPhone and iPad.
www.ibrainstormapp.com

Wunderkinder is another **todo list app** that includes reminder and sharing functionalities
<https://www.wunderlist.com/home>

Mindmeister is for **mind mapping**, brainstorming and tracks progress
www.mindmeister.com

30/30 is a **timer app** – set a task and it will time it
<http://3030.binaryhammer.com>

Awesome note Lite is another **todo list app** in which you can create shopping lists, ideas etc.

Reeder helps you to get an overview of all your **RSS feeds**
<http://reederapp.com/ios>

WEBSITES



Commun.it easy **twitter management** if you have multiple accounts
<http://commun.it>

Boomerang gmail is a gmail tool to **schedule reminder emails**
www.boomeranggmail.com

Rapportive is another gmail tool that shows you **information** about your **contacts** in gmail (twitter, facebook etc.)
www.rapportive.com

Boomerangcalendar is a gmail feature and an easy way to **schedule group meetings**
<http://boomerangcalendar.com>

Selfcontrol App is a free app for your computer to help you **avoid distracting websites**
<http://selfcontrolapp.com>

Net Vibes is a **dashboard** for all apps, pics and tweets.
www.netvibes.com

Unroll.Me to identify subscription emails and organise them
<https://unroll.me/>

SOFTWARE



Xmind is a **mind mapping** software that makes it easy to capture ideas and to save and export them into different formats
www.xmind.net

Jing takes **screenshots**, saves them and shares them. You can also create short **videos** of up to 5 minutes.
www.techsmith.com/jing

Rescuetime is a **time management tool** that helps you identify inefficiencies in your day, become better at self managing your time and make measurable changes that impact your time in a positive way. It automatically tracks time in applications and websites, set goals and track your progress and provides a weekly email summary
www.rescuetime.com

BOOKS



There are a few books that are free and really good:

- Eat that Frog by Brian Tracy
- The Flinch by Julien Smith

PODCASTS



Beyond the To-Do list by Erik Fisher gives you productivity tips and inspiring interviews

Preneurcast by Preneurgroup is all about productivity tips for start-ups and entrepreneurship

KEEPING UP-TO-DATE

Here are a few ideas how you can keep up to date:

- Sign up for newsletters or magazines in your industry
- Set up Google alerts (googlemail account needed)
- Find podcasts that deal with topics in your industry
- Find free apps that are of interest in your industry

WEBSITES



TED talk gives you **updates** about the latest news and ideas check for your industry specific talks
www.ted.com

Techme helps you to stay on top of **news from technical companies** such as google, yahoo etc.
<http://techmeme.com>

Marketingland supplies **news** and information about internet and online **marketing**
<http://marketingland.com>

NETWORKING

How can you find networking opportunities? Here are some suggestions:

- Check local clubs and associations
- Check Time Out (UK magazine listing all events that might attract your target audience)
- Try to get into universities and give talks
- Go to tradeshows
- Be active in forums, LinkedIn groups etc.

WEBSITES



Meetup is a great website to **find and create networking groups**. It is also available as an app
www.meetup.com

Eventbrite is another website to **find events** in your area or even **create** one yourself
www.eventbrite.com

UK Business labs helps you find a **forum** and **connect**
www.ukbusinesslabs.co.uk

Social Media Examiner Networking Club
www.socialmediaexaminer.com/clubs

PERSONAL DEVELOPMENT

Personal development is a very important factor in **moving forward** and achieving your goal. You should always strive to improve. Remember: **Everything is learnable**. The following resources will help you to improve and learn new skills.

APPS



Clarity FM is a service you can sign up to for free to find experts and then schedule a call with them. The costs for the call are shown within the app.
<http://clarity.fm/home>

Caan Secrets – entrepreneur and millionaire James Caan gives written and video **tips for entrepreneurs**
www.james-caan.com/advise/business-secrets-app

Coach.Me is an app that helps you to achieve goals by establishing habits in a public environment in which you can share as well.

PODCASTS



The Human Business Way is a podcast with interesting interviews with lots of tips focussing on **content marketing** and how to be **brave** (This podcast has stopped but previous episodes are still available)

Business Jazz creates conversations about **how to be genuinely attractive in business**. (This podcast has stopped but previous episodes are still available)

Prolific living gives you tips on being an **effective communicator**

This is your life by Michael Hyatt helps you to live with more **passion**, work with greater **focus** and **lead** with extraordinary influence.

The Kickass Life by David Wood is all about **mindset**, adversity, purpose, relationships and financial blueprint

Preneurcast by Preneurgroup is all about productivity tips for **start-ups and entrepreneurship**

WEBSITES



Creative live offers free workshops for photography, business, lifestyle, software, video & film and design.

www.creativelive.com

Duo lingo is dedicated to free **language education**
<http://duolingo.com>

Quora is a website to share knowledge, ask questions and get answers from real people and experts first hand
www.quora.com

Goalmapping is a website for personal **goal setting**
www.goalmappingonline.com

MARKETING

Again, there are so many tools and resources that could be named here. Check the suggestions below and **decide** for yourself what **works for you**.

APPS



LinkedIn to **connect** on professional level, join groups to **network** and follow
www.linkedin.com

Bit.ly to **shorten your links** for twitter or other posts. You will also be able to see statistics of the links created.
<https://bitly.com>

Hootsuite is a good tool to **manage multiple social networks**, schedule posts, track brands and analyse social media traffic
<http://hootsuite.com>

Foursquare helps you **discover** and learn about **places** nearby, get personalised deals and tips along the way
<https://foursquare.com>

PODCASTS



Online Marketing made easy by Amy Porterfield for **online marketing/Facebook** tips
www.amyporterfield.com

Social Triggers Insider gives marketing, **psychology and business tips**
www.socialtriggers.com

Social Media Marketing with Michael Stelzner for **social media tips**
www.socialmediaexaminer.com

Oh so Pinteresting for how to use **Pinteresting** best
www.ohsopinteresting.com

NEWSLETTER



Social Media Examiner – really good tips and tools for **social media**
www.socialmediaexaminer.com

Mailchimp to **create** and design **your own email newsletters**, share them on social networks and integrate services you already use
www.mailchimp.com

Madmimi similar to Mailchimp to **create** and design **your own email newsletters** <https://madmimi.com>

Sales Lion for **building your brand** and you get a **free eBook** when signing up for their newsletter
www.thesaleslion.com

WEBSITES



Wordpress to create your own website and/or blog for free. They offer a lot of free templates www.wordpress.org

Wordpress plugins

There are a lot of free wordpress plugins. Here are a few:

- **Akismet** to avoid spam
- **All in one SEO Pack** for Search engine optimisation
- **Better WP Security** to protect wordpress from attackers
- **Easy social icons** to include social media icons
- **Google sitemap plugin** submits your sitemap to google automatically when you update something
- **Jetpack** by WordPress for all kind of functionalities such as spell checks, mobile site creation etc.
- **Ninja Forms** to create forms
- **Simple tags** to create tags for your blog
- **Editorial calendar** for a good overview of your blogposts and scheduling them
- **WYSIJA** for creating your own HTML newsletter in a very easy drag and drop way; it stands for What you see is just awesome
- **Optin Revolution** for pop ups
- **Eventespresso** is an event booking system
- **Wordfence** for securing your Wordpress site

WEBSITES



Backlinkwatch to check the **backlinks** to your blog and website
www.backlinkwatch.com

Google pagespeed tester to test your website **pagespeed**
<https://developers.google.com/speed/pagespeed/insights>

Google analytics to analyse your website **statistics**

Google Adwords keywords tool to analyse **keywords** for you

Google webmaster tool to submit your **sitemap** and get statistics

Surveymonkey to create **surveys**
www.surveymonkey.com

Picmonkey to create images with text, effects and other stuff
www.picmonkey.com

Youtube to find almost every answer and upload your own **videos**
www.youtube.com/user/jameswedmore

WEBSITES



Klout rates people as to how **influential** they are
www.klout.com

Click to tweet creates a **custom link** that you can integrate in you blog posts. People are then able to tweet your content
<http://clicktotweet.com>

Social Mention to crawl and analyse **social media** sites
<http://socialmention.com>

Namechk to check if your **name** is **available** to use on social media sites
www.namechk.com

Hootsuite is a good tool to **manage multiple social networks**, schedule posts, track brand mentions and analyse social media traffic
<http://hootsuite.com>

Find blogs that might be of interest:

- www.icerocket.com
- www.technorati.com

WEBSITES



Logogarden to create your own logo
www.logogarden.com

Semrush to find out where you and competitors
rank in search engines
www.semrush.com

Buffer the things you want to **share**. Buffer will
automatically share them for you **spread over the
day**
<http://bufferapp.com>

Pocket Put articles, videos and other things you
want to **read at a later point**
<http://getpocket.com>

Morgue File for **free photos**
www.morguefile.com

Copyblogger gives tips on how to create good
online content
www.copyblogger.com

WEBSITES



Typeform for **creating** good looking **forms** for surveys etc.
www.typeform.com

Duct Tape Marketing for great **marketing tips**
www.ducttapemarketing.com

Viperchill is a blog about **viral marketing**
www.viperchill.com

Micrositemasters is for tracking search engine results. You can **track up to 10 keywords**
www.micrositemasters.com

Tweriod analyses your and your followers tweets to find the **best time to tweet**.
<http://www.tweriod.com/>

Gtmetrix to **analyse** the **performance** of your website
<http://gtmetrix.com/>

INSPIRATION

We all need inspiration from time to time. Here are a few resources I use to get **inspired**.

APPS



Inspiration for inspirational quotes. You can also save your favourites

PODCASTS



How it's done by Trevis Steffen who **interviews millionaires**

Good Life Project gives great inspiration and insider tips, tools and strategies by **interviewing inspiring people**

www.goodlifeproject.com

Entrepreneur on fire in which John Dumas **interviews successful people** that give valuable tips

www.entrepreneuronfire.com

The Tim Ferris Show

Podcast by Tim Ferris that will inspire you
<http://fourhourworkweek.com/podcast/>

WEBSITES



TED talk gives you **updates** about the latest news and ideas for your industry specific talks
www.ted.com

AppSumo collates great and geeky products **for entrepreneurs**.
www.appsumo.com

Colin Wright is an author, entrepreneur and **full-time traveller** who moves to a new country every 4 months and his readers decide where he goes.
www.exilelifestyle.com

99U insights of **making ideas happen**
www.99u.com

NEWSLETTER



Four hour work week for **lifestyle design** and inspiration by Tim Ferris
www.fourhourworkweek.com/blog

Enjoy and be inspired!

RECOMMENDATIONS

At this point I would like to share with you a few really **good and lovely people** I have worked with myself that might be of interest for you. Please note that their services are not for free 😊

Creative Wedding and Newborn Photography

Magdalena Mahdy

www.lovethatmilephotography.com

Websites

Muntazir Panjwani

Planning & Strategy, Design & Build

www.vercossa.com

Self Discovery Coaching

How to stand out in your business

Karen Williams

www.selfdiscoverycoaching.co.uk

Neuro Linguistic Programming, Coaching, Public Speaking, Emotional Intelligence training & more

John Cassidy Rice

www.free-nlp.co.uk

Christine Michaelis

The Marketing and creative start-up Coach in Essex

www.christinethecoach.com

hello@christinethecoach.com

<https://www.facebook.com/YourCoachChristine>

<https://twitter.com/TweetTheCoach>

<http://uk.linkedin.com/in/ChristineTheCoach>

<http://www.youtube.com/Christinethecoach>

<https://plus.google.com/+Christinethecoach/posts>

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