The Ultimate Knowledge Toolbox

Free resources and tools every entrepreneur should know about

by Christine Michaelis
# CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Pages</th>
</tr>
</thead>
<tbody>
<tr>
<td>Foreword</td>
<td>02-08</td>
</tr>
<tr>
<td>Who am I?</td>
<td></td>
</tr>
<tr>
<td>Why did I write this book?</td>
<td></td>
</tr>
<tr>
<td>What's in it for you?</td>
<td></td>
</tr>
<tr>
<td>How to use this book.</td>
<td></td>
</tr>
<tr>
<td>Business</td>
<td>09-14</td>
</tr>
<tr>
<td>Communication</td>
<td>15-16</td>
</tr>
<tr>
<td>Creativity</td>
<td>17-19</td>
</tr>
<tr>
<td>Productivity</td>
<td>20-25</td>
</tr>
<tr>
<td>Keeping up-to-date</td>
<td>26-27</td>
</tr>
<tr>
<td>Networking</td>
<td>28-29</td>
</tr>
<tr>
<td>Personal Development</td>
<td>30-33</td>
</tr>
<tr>
<td>Marketing</td>
<td>34-41</td>
</tr>
<tr>
<td>Inspiration</td>
<td>42-44</td>
</tr>
<tr>
<td>Recommendations</td>
<td>45-46</td>
</tr>
<tr>
<td>Contact details</td>
<td>47</td>
</tr>
</tbody>
</table>
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

**Shoeboxed** is a way to turn your receipts into digital data for effortless expense reporting, accounting, bookkeeping, and tax preparation.  
https://www.shoeboxed.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/
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

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 thorough 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/

**PxFr** 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](http://www.simpleapps.eu/simplemind)

**Evernote** **captures everything** and allows you to access the stores information from anywhere. [https://evernote.com](https://evernote.com)

**Tripit** **organises** your **travel**, tickets, car rental, weather forecast, hotels, appointments etc. [www.tripit.com](http://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](http://www.rememberthemilk.com)
**Trello** helps you to **organise everything together**, see, share, communicate, notify and message other people working on a project. [https://trello.com](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](http://www.ibrainstormapp.com)

**Wunderkinder** is another **todo list app** that includes reminder and sharing functionalities [https://www.wunderlist.com/home](https://www.wunderlist.com/home)

**Mindmeister** is for **mind mapping**, brainstorming and tracks progress [www.mindmeister.com](http://www.mindmeister.com)

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

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
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 personlised 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 **influencial** they are
www.klout.com

**Click to tweet** creates a **custom link** that you can integrate in your 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.lovethatsmilephotography.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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