

My list of (mostly online) tools that bring ease and efficiency to me and my life. I hope they do the same for you!

*Disclaimer:* As a Mac user (of course!) these tools have all been tested on a Mac. I am not sure if all of them work on PCs.

	What it is	What it does
<b>A</b>	<a href="#">Amazon A store</a>	<ul style="list-style-type: none"><li>- cheap professional development for you</li><li>- easy way to share resources with clients</li></ul>
<b>B</b>	<a href="#">Bento</a>	<ul style="list-style-type: none"><li>- contact management system, project management system</li><li>- can tailor it specifically to your needs</li></ul>
	<a href="#">Blogs (RPS)</a> or <a href="#">Blog (Life Lenses™)</a>	<ul style="list-style-type: none"><li>- easy way to share information with your clients</li><li>- establishes you as an expert</li><li>- SEO goldmine</li><li>- easy to track analytics</li></ul>
<b>C</b>	<a href="#">Compfight</a>	<ul style="list-style-type: none"><li>- very cool photo search tool – searches flickr in easy/convenient way</li><li>- make sure you check off for professional use</li></ul>
	Choke points	<ul style="list-style-type: none"><li>- know what yours are and seek them out!</li></ul>
<b>D</b>	<a href="#">Delicious</a>	<ul style="list-style-type: none"><li>- ahh Delicious is truly, simply delicious</li><li>- it's a social bookmarking site</li></ul>
	<a href="#">Daily Lit</a>	<ul style="list-style-type: none"><li>- books online, can have them delivered to you by email a chapter at a time, however frequently you want and some are even free</li></ul>

	<a href="#">Dnsexit</a>	<ul style="list-style-type: none"><li>- you know when you're in some far off hotel &amp; you can't get your email to send or receive?</li><li>- this solves that pesky program and it's inexpensive to boot</li></ul>
	<a href="#">Doodle</a>	<ul style="list-style-type: none"><li>- Ever have to schedule a meeting with a hoard of folks who are harder to wrangle together than a herd of cats?</li><li>- here's your answer</li></ul>
	Design book	<ul style="list-style-type: none"><li>- taking a tip from Daniel Pink I carry around a design book for misc ideas &amp; strategy</li></ul>
<b>E</b>	<a href="#">Evom</a>	<ul style="list-style-type: none"><li>- converts movie formats</li></ul>
	<a href="#">Elance</a>	<ul style="list-style-type: none"><li>- like Amazon for creative professionals</li></ul>
<b>F</b>	<a href="#">Freshbooks</a>	<ul style="list-style-type: none"><li>- so easy, it's the sweet spot of invoicing (and a Canadian company to boot!)</li></ul>
	<a href="#">Facebook</a>	<ul style="list-style-type: none"><li>- figure out how to strategically use it if your tribe hangs out there</li></ul>
	<a href="#">Flip Camera</a>	<ul style="list-style-type: none"><li>- a small, portable and oh so fun to use video camera</li></ul>
<b>G</b>	<a href="#">Google alerts</a>	<ul style="list-style-type: none"><li>- your personal researcher</li><li>- set some up if you haven't already e.g. for your name, your company name</li></ul>
	<a href="#">Google trends</a>	<ul style="list-style-type: none"><li>- want to know which of two terms is most used online?</li><li>- Google trends will tell you in under a second</li><li>- can be customized to look at trends in certain cities, countries etc.</li></ul>
	<a href="#">Google docs</a>	<ul style="list-style-type: none"><li>- in the cloud document sharing</li></ul>

		<ul style="list-style-type: none"> <li>- easy peasy</li> <li>- share with who you want (or not)</li> </ul>
	<a href="#">Google keywords (with account)</a>	<ul style="list-style-type: none"> <li>- get a paid account (it's cheap) and use the Google keywords</li> <li>- the keywords in the paid account is better than the free version</li> <li>- will tell you what words/terms are searched for most</li> </ul>
<b>H</b>	<a href="#">Hootsuite</a>	<ul style="list-style-type: none"> <li>- the dreamy social media aggregator</li> <li>- pulls in your twitter feed, facebook etc all in one place</li> </ul>
<b>I</b>	<a href="#">Itunes</a>	<ul style="list-style-type: none"> <li>- need I describe?</li> <li>- Use Itunes to search for movies, songs etc.</li> </ul>
	<a href="#">IPhone apps</a>	<ul style="list-style-type: none"> <li>- what's your favourite application?</li> <li>- Make your smart phone work for you with great apps (even if you have a blackberry)</li> </ul>
<b>J</b>	<a href="#">Julie Szabo</a>	<ul style="list-style-type: none"> <li>- is the name of my social media mentor</li> <li>- what's yours?</li> <li>- if you have one and unless you live in a cave I highly recommend you get one</li> </ul>
	<a href="#">Jet pack</a>	<ul style="list-style-type: none"> <li>- a wordpress plugin that lets you see your analytics right on your wordpress dashboard</li> <li>- neat new stuff will be released shortly- stay tuned!</li> </ul>
<b>K</b>	Kick butt entrepreneurs	<ul style="list-style-type: none"> <li>- there's nothing more lively than hanging with entrepreneurs</li> </ul>

		like FWE, Crave, Dyana Valentine, Jodi Womack, Ishita Gupta, Danielle LaPorte, Jen Loudon - who do you hang with?
<b>L</b>	<a href="#">LinkedIn</a>	- if your tribe hangs out here get on it and use it - get the iPhone LinkedIn app which has additional easy to use features
<b>M</b>	<a href="#">My Emma</a>	- my sweet sweet Emma aka my e-newsletter program - easy to use - amazingly helpful customer service - makes writing your newsletter fun!
	<a href="#">Mozy</a>	- in case your plane ever ditches in the Hudson river with your computer you won't have to worry about your data being backed up (apparently true story for a passenger on the ill-fated flight) - Mozy does back up for you automatically to the cloud
	My Mac!	- need I say more?
<b>N</b>	Notes (mail for Mac)	- synced with my iPhone my Notes program is where I keep ideas, lists etc. (along with my Design book)
<b>O</b>	<a href="#">Odesk</a>	- like Elance
	Operational issues	- pay attention to what yours are - some operational issues that have benefited from systemization are one pager descriptions of my workshops, a team I can rely on (bookkeeper, accountant, lawyer), tracking how I spend my time, having at least one week long retreat to work ON the business as opposed to IN it

	<a href="#">One password</a>	<ul style="list-style-type: none"> <li>- haven't started using it yet but it was recommended to me by someone in the know</li> <li>- uses one master password for your computer and then it - generates tough to crack random passwords from there</li> </ul>
<b>P</b>	<a href="#">Prezi</a>	<ul style="list-style-type: none"> <li>- makes PowerPoint look ancient</li> </ul>
<b>Q</b>	Quotes - testimonials	<ul style="list-style-type: none"> <li>- get them, got them, good</li> <li>- get them got them, good</li> </ul>
	<a href="#">Quarterly goals, annual review</a>	<ul style="list-style-type: none"> <li>- check out the link for resources I include on one of my blog posts</li> </ul>
<b>R</b>	Reflection & review	<ul style="list-style-type: none"> <li>- take time to reflect and work ON the business not just IN the business</li> <li>- <a href="#">need to start small? How about 2 minutes.</a></li> </ul>
<b>S</b>	<a href="#">Survey Monkey</a>	<ul style="list-style-type: none"> <li>- makes surveys easy to design, distribute and collate</li> </ul>
	Social Media	<ul style="list-style-type: none"> <li>- get on the social media tool(s) that your tribe use</li> <li>- <a href="#">see this blog post for an analytics tracking sheet</a></li> </ul>
	Strategic alliances	<ul style="list-style-type: none"> <li>- figure out what kind of skills you need to align with and go after those</li> <li>- report writer anyone?</li> </ul>
	<a href="#">Skype</a>	<ul style="list-style-type: none"> <li>- free or almost free long distance calling &amp; video-conferencing</li> </ul>
		<ul style="list-style-type: none"> <li>- you won't believe your eyes</li> </ul>
<b>T</b>	<a href="#">Typeit4me</a>	<ul style="list-style-type: none"> <li>- this program, based on abbreviations you make, will automatically type out long bits of text, images, urls etc each time you type your abbreviation</li> </ul>

	<a href="#">Twitter</a>	- if your tribe hangs out here get on the bandwagon & play!
<b>U</b>	US Trademark	- protect your intellectual property, including in the US
<b>V</b>	<a href="#">Virtual Assistant</a>	- figure out what you don't want to do and shouldn't be doing (because you can pay someone to do it while you go earn the big bucks) - make a list of the skills and sample tasks you need and approach a VA firm
	Videos	- they're easy, fun and helpful - check out the flip camera for making them
<b>W</b>	<a href="#">Wordpress</a>	- the platform that makes writing, editing, uploading content, tracking, SEO'ing (is that a word?) and everything else associated with a blog easy
<b>X</b>	<a href="#">Xeric</a>	- (adj.) dry or desert like conditions; having very little moisture - what I feel like if I don't get to teach and learn and read and write and blog - know what makes you feel xeric and stay away from it
<b>Y</b>	<a href="#">Youtube</a>	- use for research, teaching, marketing, selling, collaborating, exploring, sharing
	Flower Y	- on a Mac when you press the flower and Y key at the same time it repeats the action you just did in word or excel - easy peasy
<b>Z</b>	<a href="#">Zen timer</a>	- take 5 & meditate

	<a href="#">Zone</a>	- are you in yours?
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