

THE ULTIMATE SMALL BUSINESS OWNER'S RESOURCE GUIDE



*Over 150 Businesses that Will
Save You Time and Money!*

A Happy Customer



"*The Ultimate Small Business Owner's Resource Guide* is amazing!"

"What's great about *The Ultimate Guide* is that it's a comprehensive guide that puts all the resources I need together in one place.

"This is the best resource I've seen for small business owners. I feel so excited just looking at it. As a coach, the resources listed in *The Ultimate Guide* are incredibly valuable for both me and for my clients. In fact, there are so many resources listed here that people don't even know about.

"*The Ultimate Guide* is the most exciting thing that I've seen in terms of resources to help small business owners! I definitely recommend it to other small business owners."

Tarra Christoff, MA
Leadership Coach
www.tarrachristoff.com

www.UltimateSmallBizGuide.com

THE ULTIMATE

SMALL BUSINESS OWNER'S

RESOURCE GUIDE

*Over 150 Businesses that Will
Save You Time and Money!*

Sarah Leah Gootnick

www.UltimateSmallBizGuide.com

The Ultimate Small Business Owner's Resource Guide

Over 150 Businesses that Will Save You Time & Money

First Published July 2008

Second Printing September 2008

© Copyright 2008 Sarah Leah Gootnick

ISBN #: 978-0-615-23522-6

Library of Congress #: 2008907821

All Rights Reserved.

You may email this PDF in its entirety to your co-workers, colleagues, friends, and family members.

However, you may not post this PDF to any web site or blog without permission in writing from the author.

Published by: Secretary in Israel LLC
P.O. Box 10188 #11420
Newark, New Jersey 07101-3188
(888) 571-0110
www.UltimateSmallBizGuide.com

Cover Design: Caren Richards, carenrichards@gmail.com;
Aaron Ovadia, info@aaronovadia.com; &
Yoel Bender, yoel@bendercreative.com

Cover Image: iStockPhoto.com

Printing: Printed in the United States of America

Printer: Mimeo.com, Tayra Caine, (650) 393-2628,
tcaine@mimeo.com

Congratulations!

Dear Fellow Small Business Owner:

Congratulations on downloading *The Ultimate Small Business Owner's Resource Guide*. You are about to save yourself a tremendous amount of both time and money. Here's how:

1. **Save Time:** Locating quality service professionals and companies that you need for your business can take hours if not days of your time. We save you this time by providing you with the names and contact information of those individuals and businesses that cater to the needs of small business owners like you.
2. **Save Money:** Many of the businesses listed in this guide offer terrific products for free. In addition, the service professionals we've listed are extremely talented and have rates that are much lower than their competitors.

The Ultimate Guide – helping you save both time and money, so that you can spend yours outside of your office.

Wishing you much success with your business,



Sarah Leah Gootnick, Author
The Ultimate Small Business Owner's Resource Guide

P.S. If you have a business you'd like to recommend, please email us at: tips@ultimatesmallbizguide.com.

Table of Contents

411 for Free.....	9
Airplane Tickets	10
Anti-Virus Software.....	11
Appointment Scheduling	12
Back-Up Software – Online	13
Blackberry Tips	14
Blackberry Tips – Continued.....	15
Bookkeepers.....	16
Bookkeeping Software.....	17
Business Blogs	18
Business Books.....	19
Business Cards – Printing	20
Calendar Software.....	21
Call Forwarding.....	22
Cards – Birthday & Thank You.....	23
Clock Software – World Time.....	24
Coaching – Business	25
Computers – Purchase & Repair.....	26
Computers – Remote Access.....	27
Conference Calls	28
Credit Card Processing – Businesses	29
Credit Card Processing – Nonprofits	30
Currency Converter	31
Document Sharing – Online	32
Donations – Online Giving.....	33
Editors – Copy Editing	34
Email	35
Emailing Large Files	36
E-Newsletter Software.....	37
Fax from Your Email.....	38
Feng Shui – For Offices	39
Financial Counseling & Recovery.....	40
Fulfillment Houses.....	41

Table of Contents – Continued

Gifts – For the US.....	42
Gifts – For Israel	43
Google Apps.....	44
Graphic Artists.....	45
Graphic Artists – Continued	46
Human Resources.....	47
Identity Theft Protection	48
Insurance	49
Legal Help.....	50
Loans.....	51
Mail – Where You Can Receive.....	52
Mailing Letters	53
Marketing Firms	54
MP3s – Dictate	55
Music	56
Networking Groups	57
Office Space – Shared	58
Organizers – Professional	59
Payroll	60
PDFs – Converting to PDFs for Free	61
Phone – VoIP	62
Phone Systems	63
Phone Systems – Continued.....	64
Photos.....	65
PR	66
Printing – Documents & Presentations	67
Project Management	68
Receipts	69
Text Messaging	70
Time Tracking Software	71
To Do Lists.....	72
URL Shortening Services.....	73
Video Editor	74

Table of Contents – Continued

Virtual Assistants	75
Voice Recordings	76
Voice to Email Transcription	77
Voicemail to E-Mail Transcription	78
Web Site – Design	79
Web Site – Design Templates	80
Web Site – Domain Name Registration	81
Web Site – Editing HTML Yourself.....	82
Web Site – Hosting	83
Web Site – Programming.....	84
Web Site – Shopping Carts.....	85
Web Site – Traffic Analysis	86
Wireless Internet	87
Women-Owned Businesses	88
Writers	89
Notes.....	90 – 98

The Legal Shtick

✓ **About the Individuals & or Businesses Listed in *The Ultimate Guide***

We want you to know that the individuals and businesses listed in *The Ultimate Small Business Owner's Resource Guide* are financially independent from Secretary in Israel LLC. This means that Secretary in Israel LLC receives absolutely NO financial compensation from them as a result of listing them herein.

We have instituted this policy to be able to serve you better. By remaining financially independent from any individuals and or businesses that we list herein, Secretary in Israel is able to change our recommendations at any time. This means that you will always get our honest and best opinions about which companies we believe can help you run your business more efficiently and cost effectively.

✓ **About Your Interactions with Any of the Individuals & or Businesses Listed Herein**

Your interactions with the individuals and businesses listed in *The Ultimate Guide* are solely between you and such individuals and or businesses. You should take whatever steps are necessary in order to evaluate whether or not you want to interact with and or transact business with them.

By including the individuals and or businesses in *The Ultimate Guide*, Secretary in Israel LLC does not guarantee their prices, their quality, or any specific results that they may or may not deliver. Just because Secretary

The Legal Shtick – Continued

in Israel LLC may have had a favorable experience with one or more of the individuals and or businesses listed herein does not mean that such an experience is universal, nor does it mean that you will have a similar experience. You should only rely on your own research and diligence when deciding whether to work with any individuals and or businesses listed herein.

By reviewing *The Ultimate Guide*, you agree that Secretary in Israel LLC and Sarah Leah Gootnick shall not be responsible or liable for any loss or damage of any sort that you may incur as the result of any dealings that you may have with any of the individuals and or businesses listed herein.

✓ **Warning of Copyright Protection**

The material in *The Ultimate Guide* was written by Sarah Leah Gootnick and is copyright protected to Sarah Leah Gootnick and to Secretary in Israel LLC.

You may email this PDF in its entirety to your co-workers, colleagues, friends, and family members.

However, you may not post this PDF to any web site or blog without permission in writing from the author.

411 for Free

✓ **800-GOOG-411**

(800) 466-4411

www.google.com/goog411

To get phone numbers and addresses for any business in the USA, dial this number: (800) 466-4411.

It's Google's free 411 service for business listings only. Save this number on all of your phones - home, office, and cell - as it will work on all of them.

✓ **Text Message 466453 (GOOGLE)**

tinyurl.com/gootxt

You can text message (SMS) Google from your cell phone to get the phone number and address of any business listing in the USA. To do this, send a text from your cell phone to: GOOGLE or 466453 on most devices. (If you have Verizon, you need to text GOOGL or 46645.)

Just text the Business Name, City, and State or the Business Name and the Zip Code, and within 5 – 10 seconds, Google will text you back with the contact info. For example:

Starbucks Greenbrae CA
Starbucks 94904

Within a few seconds, they'll send you back the phone number and address for free.

Airplane Tickets

✓ **Kayak.com**

www.kayak.com

Free!

To find rock bottom prices on airplane tickets, use www.kayak.com. Kayak.com searches over 140 travel web sites (both individual airline sites such as Delta.com as well as other travel sites such as Expedia.com) and presents you with the best-priced fares. You simply click on the ticket you want, and then you purchase the flight from that web site (and not from kayak.com).

Kayak.com does not charge you for this service.

✓ **Craigslist.org**

www.craigslist.org

Free!

If you can't locate a great ticket deal through Kayak.com, try craigslist.org. Many people sell their frequent flier airplane tickets on craigslist.org often for below market prices.

Go to the craigslist.org location where you live. Then, under the 'For Sale' header, click on the 'Tickets' section. Do a search for 'airline' or 'airplane' within 'Tickets', and you'll find a lot of people who are selling their frequent flier tickets or the other free airplane they received (for example, from signing up for a free credit card).

Anti-Virus Software

✓ **AVG Free Anti-Virus**

free.grisoft.com

Free!

According to their web site, over 70 million users have downloaded the AVG Free Anti-Virus Software, which provides basic protection against viruses and spyware. With their free edition, however, they do not offer any phone or e-mail support.

✓ **Trend Internet Security Pro**

tinyurl.com/trendsecurity

\$69.95 for one year (on up to 3 computers)

According to technology experts InSite Networks, Inc. (to learn more about them, see page 26), Trend's Internet Security Pro is one of the most complete and best security packages for the small business owner. Once you download it, you do nothing – Internet Security Pro automatically checks for viruses. Plus, you can try it out free for 30 days. Then, once you pay, you get unlimited access to Trend's phone and email support.

"Trend Micro Internet Security Pro safeguards your online transactions, identity, and irreplaceable files with the most comprehensive protection available. Get all the benefits of our proven Internet security plus enhanced identity theft protection, Wi-Fi validation, data theft protection, and system recovery." – From their web site

Appointment Scheduling

✓ **GenBook.com**

www.genbook.com

Free!

To enable your clients to book their own appointments with you online, you can use the free software GenBook.com. After you set your availability in your GenBook calendar, you send your clients a link to your personal GenBook calendar, and then they schedule their appointments themselves.

Added bonus: GenBook will automatically send each client a reminder about his/her appointment via email 24 hours prior to the appointment.

✓ **Doodle**

www.doodle.ch

Free!

Doodle takes the headache out of scheduling meetings. Instead of having to email back and forth the different participants to see when they can attend the meeting, you create a Doodle poll with the potential dates and times that work for you, send your participants a link to that poll, and then your participants vote on the best date and time for them. You then set the date based on the votes.

Back-Up Software – Online

✓ **Mozy.com**

mozy.com/registration/free

- MozyHome Free: Up to 2 GB of storage

mozy.com/registration/unlimited

- MozyHome Unlimited: \$4.95/mo

Mozy.com is owned by EMC, the largest storage company in the world. Mozy.com backs up your files online, so you don't need any extra hardware or disks to keep your information safe. Once you set up an account with them, they will automatically back up all of your files online on a set interval that you choose; you don't have to do anything.

Any of the files that are uploaded to your Mozy.com account can be easily shared with your assistant (or with another member of your team).

✓ **Adrive.com**

www.adrive.com

Free! Up to 50 GB of storage

Adrive.com enables you to upload up to 50 GB of files. This is very helpful, especially if you need to share large files with your assistant (or another member of your team). At the moment, however, Adrive.com does not yet have the ability to automatically back up the files that are sitting on your desktop. You have to manually upload whichever files you want to back up or share.

Blackberry Tips

✓ **Blackberry Phone**

The Blackberry is a remarkable device, especially if you know how to use it. Here are some helpful tips:

Get 411 Info for Free

- See page 9 to learn how you can get 411 info for business listings completely for free!

Gmail for Mobile

- You can email directly from your Gmail account on your Blackberry. Plus, you can search through all of your old emails.
- To set it up, go to: m.google.com/sync on the internet browser on your phone. Download the 'Gmail' icon.

Jott for Blackberry

- You can respond to your Blackberry emails with your voice. See page 55 to learn how to use Jott for Blackberry.

Sync Your Gmail & Blackberry Calendars

- To automatically sync your Gmail and Blackberry Calendars, download Google Sync. It will automatically update both calendars every 2 hours, and it's free!
- To set it up, go to: m.google.com/sync on the internet browser on your phone. Download 'Google Sync'.

Blackberry Tips – Continued

✓ **Blackberry Phone**

The Blackberry is a remarkable device, especially if you know how to use it. Here are some more helpful tips:

Turn off Email Receipts/Confirmations.

If you're tired of having your inbox cluttered with receipt emails from your Blackberry, here is how you turn off those receipts:

1. Go to the icon for your email account on your Blackberry.
2. Click on 'Options'.
3. Click on 'Email Settings'.
4. Click on the settings you want.
5. Escape out of this screen, and click 'Save'.

Turn off the Standard Blackberry Signature

If you're tired of seeing "Sent by CELL PHONE COMPANY for Blackberry" on the bottom of each email you send out in your Blackberry, here is how you turn off that signature:

1. You need to log in to your Blackberry account online. You'll find this account by googling your cell phone company and Blackberry.
2. Once you log in, you can turn off the standard signature. You can also set up whatever signature you'd like to have.

Bookkeepers

✓ **Dave E. Straley CPA**

Erica Jordan, COO
(415) 945-9099
ejordan@3rdcreek.com

Dave E. Straley CPA provides bookkeeping services for small business owners. They use QuickBooks exclusively with their clients.

Each month, your bookkeeper will enter your financial data into QuickBooks and then will do monthly reconciliations. Your bookkeeper will provide you with financial statements (including balance sheets, income statements, and statements of cash flows).

Bookkeeping Software

✓ **QuickBooks Simple Start**

tinyurl.com/simplestart

Free!

If all you need to do for your bookkeeping is enter income and expenses, create invoices for customers, create receipts for customers, & write and print checks, then QuickBooks Simple Start will work great for you.

If, however, you need more complex features (such as being able to download bank information directly into QuickBooks or to track bills and set due-date reminders), then you'll need to purchase QuickBooks Pro.

✓ **QuickBooks Pro**

quickbooks.intuit.com

\$199.95 one-time purchase

QuickBooks Pro is their complete bookkeeping software.

✓ **QuickBooks Online Basic**

oe.quickbooks.com

\$9.95/month

Get all of the benefits of QuickBooks Pro but without having to download their software to your computer.

Business Blogs

✓ **Client Attraction**

clientattractionssystem.blogspot.com

Free!

Fabienne Frederickson writes fantastic marketing tips geared towards helping small business owners grow their businesses.

✓ **LifeHacker.com**

lifehacker.com

Free!

LifeHacker.com delivers on their promise, “Tech Tricks, Tips, and Downloads for Getting Things Done”.

✓ **WebWare.com**

webware.com

Free!

WebWare.com reviews a wide range of online software programs that enable business owners to work smarter (i.e. productivity apps) or play harder (i.e. creative apps).

✓ **WebWorkerDaily.com**

webworkerdaily.com

Free!

If you want to stay up-to-date on the latest software programs for the web-based business, then make sure to read WebWorkerDaily.com.

Business Books

✓ **The 4-Hour Work Week**

Timothy Ferriss
\$11.97 at Amazon.com

Timothy Ferriss is the master of outsourcing. He'll show you how to stop checking e-mails, have your business run itself, and more. A must read!

✓ **Purple Cow** **Permission Marketing**

Seth Godin Seth Godin
\$13.57 at Amazon.com \$9.75 at Amazon.com

Seth Godin is a marketing genius. His books teach you how to create marketing that attracts & keeps customers. Must reads!

✓ **How to Become a Rainmaker**

Jeffrey Fox
\$11.53 at Amazon.com

A primer on sales! It's an incredible book on how to attract and keep customers. A must read!

✓ **Form Your Own LLC**

Anthony Mancuso
\$29.69 at Amazon.com

If you're creating an LLC for your business, use this book from Nolo Press to make sure you do (and continue to do) everything right from a legal perspective. A must read!

Business Cards – Printing

Depending upon what type of business card you'd like to print, check out one of these companies:

Business Cards – Regular

- PS Print: www.psp rint.com
- Vista Print: www.vista print.com

Business Cards – Free

- Vista Print: www.vista print.com
If you go with their free cards, you have to use one of their 42 layouts, you have to have "Printed by VistaPrint.com on the back of your cards," and you have to pay for shipping.

Business Cards – Letterpress

- Dauphine Press www.dauphinepress.com

Business Cards – Metal

- PlasmaDesign www.tinyurl.com/metalcards

Business Cards – Plastic

- 4ColorPrint: www.4colorprint.com

Business Cards – With 50 Different Photos

- Moo www.tinyurl.com/moocards

Business Cards – With Labels on the Back

- Image Maker Graphics: www.tinyurl.com/bizcardlabels

Calendar Software

✓ **Gmail Calendar**

www.gmail.com

Free!

Gmail Calendar is a terrific free calendar that has a number of outstanding features:

- Gmail Calendar will automatically remind you about your appointments via text message or e-mail at an interval of your choice – from 5 minutes to 1 week before the appointment.
- Your Assistant can share your calendar and make appointments for you. You can also schedule your own appointments, too.
- You can sync your Gmail calendar with your cell phone's calendar (iPhone, Blackberry, or Treo).
- Gmail Calendar will sync with Microsoft Outlook.

✓ **GenBook.com**

www.genbook.com

Free!

To enable your clients to book their own appointments with you online, you can use the free software GenBook.com. After you set your availability in your GenBook calendar, you send your clients a link to your personal GenBook calendar, and then they schedule their appointments themselves.

Added bonus: GenBook will automatically send each client a reminder about his/her appointment via email 24 hours prior to the appointment.

Call Forwarding

✓ Forwarding Your Cell Phone

For more info on how to forward your cell phone, visit the web site for your cell phone carrier:

- AT&T Wireless: tinyurl.com/atccallforwarding
- Sprint: tinyurl.com/sprintcallforwarding
- T-Mobile: tinyurl.com/tmobilecallforwarding
- Verizon: tinyurl.com/verizoncallforwarding
- Virgin Mobile: tinyurl.com/virgincallforwarding

✓ Forwarding Your Landline

To forward your landline phone to your assistant's USA phone number, on most landline phones, you dial *72 and your assistant's phone number from your phone and then hang up. When you want the forwarding to end, you dial *73 and hang up.

Check with your phone company to see if they charge extra for call forwarding. Also, if your phone company charges by the minute, you will still be charged as you would for a regular call for each minute that your calls are being forwarded.

✓ JetNumbers.com

www.jetnumbers.com

Prices vary depending upon country

With JetNumbers.com, you can get a phone number in any major city in the world and have that number forwarded to your cell phone wherever you are.

Cards – Birthday & Thank You

✓ **CardStore.com**

www.cardstore.com

- \$3.49 for an individual card (includes printing, stamping and mailing of the card).
- \$2.83/card (if you buy 12 cards).
- \$2.63/card (if you buy 24 cards).
- \$2.34/card (if you buy 50 cards).
- Additional discounts apply for bulk purchases.

Through CardStore.com, your assistant can send any number of beautiful thank you, birthday, and holiday cards in the USA or internationally to your clients. You can write personalized messages in the cards and even select handwriting fonts.

CardStore.com prints the cards, stuffs them in the envelopes, stamps them (with a real stamp), and mails them. Best of all, there is no marketing about CardStore.com on the envelope at all – it's only found on the back of the card (where most greeting cards have their company's info, too).

Clock Software – World Time

✓ **Qlock**

www.qlock.com

Free!

Qlock is a free software program that sits on your computer. Once you download it, you can set it up to show you any times in any cities in the world.

✓ **FoxClocks**

tinyurl.com/foxclocks

Free!

FoxClocks is a free add-on for your Firefox browser (sorry Internet Explorer fans – it won't work for you). You'll always know what time it is in whatever cities you choose, as FoxClocks displays all the times you want in the lower left-hand corner of your browser.

Coaching – Business

✓ **Levi Brackman**

Coach

www.levibrackman.com

(303) 679-0613

Levi Brackman coaches business owners to achieve outstanding success by enabling them to find fulfillment in what they do for a living. He is also the author of *Jewish Wisdom for Business Success*.

✓ **Bryan Neuberg, MA CPCC**

Business & Leadership Coach

(415) 724-9174

www.linkedin.com/in/bryanneuberg

Bryan works with entrepreneurs and business owners who face the daily pressure of generating significant revenue. With an extensive background in psychology, Bryan helps his clients learn things about themselves that lead to lasting productivity and financial success.

✓ **Donna Steinhorn**

Life, Business & Executive Coach

(732) 224-1237

www.coachingtosuccess.com

Donna Steinhorn is a Life, Business and Executive Coach with more than 30 years of corporate and business experience. She works with entrepreneurs, executives and leaders, high achievers, and high profile individuals to help them define success their way and achieve it.

Computers – Purchase & Repair

✓ **InSite Networks, Inc.**

San Francisco Bay Area & Nationally

www.insitenet.net

(415) 454-6200

InSite Networks, Inc has been serving business owners for the past 25 years. Kirk Hylan, founder of InSite, is a computer guru; there has never been a problem he hasn't solved (as far as we know). InSite can help you with:

- Purchasing a New Computer: Due to their special relationship with Dell and HP, they can get you new computers for cheaper than you can find online or anywhere else.
- Monitoring Your Current Computer & Network: They can monitor your computer network remotely, regardless of which city or country you're in.
- Fixing Your Current Computer & Network: If you need answers to your IT questions, one of their experts in their San Francisco Bay Area offices will answer your calls in real time Monday – Friday, 9 am – 5 pm.

✓ **Matrix Computer Solutions, Inc.**

San Francisco Bay Area

www.matrixcomp.net

(415) 331-3600

Matrix Computer Solutions has been serving customers for the past 7 years.

Computers – Remote Access

✓ **LogMeIn.com**

www.logmein.com

- LogMeIn Free: Free!
- LogMeIn Pro: \$12.95/month

LogMeIn.com is a free online software program that enables anyone you choose to log in remotely to your computer. It's great for anyone you have – like an assistant or bookkeeper – working for you virtually who needs to access software programs and files that are on your computer.

If you want your assistant to be able to print to your printer (in your office) through LogMeIn.com, you'll have to upgrade to LogMeIn.com Pro.

Conference Calls

✓ **FreeConferenceCall.com**

www.freeconferencecall.com

Free!

Through FreeConferenceCall.com, you can set up free conference calls with up to 96 people.

✓ **Calliflower.com**

www.calliflower.com

Free!

Calliflower is a free conference call service that enables you to record your call as an MP3.

✓ **Rondee.com**

www.rondee.com

Free!

Rondee provides free conference call service and allows up to 100 callers per call, provides free invitations and tracking, free call recording, recurring call appointments, and integration to Outlook and iCal.

✓ **Foonz.com**

www.foonz.com

Free!

With Foonz.com, you enter into their web site who you want to attend the conference call. Foonz texts a message to each person on the call. The participants click on the link in the text message to call into the conference call.

Credit Card Processing – Businesses

✓ **Swipe LLC**

Yaakov Kagan

platinumbancard@gmail.com

(925) 209-7701

San Francisco Bay Area

Accept Credit Cards Online or In Person

For excellent rates and truly outstanding customer service, contact Yaakov Kagan at Swipe LLC. He will enable you to accept Visa, Mastercard, American Express, and or Discover either in person (with a credit card machine), over the phone, or through the computer (using Authorize.net). He can also set you up to process eChecks, too.

QuickBooks Credit Card Processing

If you are currently a QuickBooks customer, Yaakov can also sign you up to accept credit cards through QuickBooks, too.

✓ **Joe Zohn**

(973) 768-1166

joezohn@gmail.com

New York & New Jersey

Joe Zohn has been in the credit card business for years, and he will enable you to accept Visa, Mastercard, American Express, and or Discover either in person (with a credit card machine), over-the-phone, or through the computer (using Authorize.net and a variety of other processors). He can also set you up to process eChecks, too.

Credit Card Processing – Nonprofits

✓ **Google Checkout**

checkout.google.com/seller/npo

Free!

For nonprofits, Google Checkout offers completely FREE credit card processing through 2009. That's right – you keep 100% of the donation! There are no set-up fees, monthly processing fees, or percentage fees taken out of your transactions. If someone donates \$100 to your organization, you get \$100.

Google Checkout is only for one-time transactions. If you have ongoing monthly transactions, you'll have to enter them yourself each month.

Currency Converter

✓ **XE Universal Currency Converter**

www.xe.com/ucc

Free!

If you'll be traveling abroad and will need to know how the dollar compares to that country's currency, use the XE Currency Converter to find out.

Document Sharing – Online

✓ **Google Docs**

docs.google.com

Free!

✓ **Zoho**

www.zoho.com

Free!

Both Google Docs & Zoho enable you to share all of your files online. You can either upload pre-existing documents, spreadsheets, and presentations or you can create new ones online. Plus, you can share your files with others, and you can even edit the same file at the same time that someone else is editing it. It's very cool!

✓ **Adrive.com**

www.adrive.com

Free for up to 50 GB of Storage

Adrive.com enables you to upload to their web site up to 50 GB of files. This is helpful if you need to share large files with your assistant or any one else on your team.

✓ **Mozy.com**

mozy.com/registration/free

- MozyHome Free: Up to 2 GB of storage

mozy.com/registration/unlimited

- MozyHome Unlimited: \$4.95/mo

Through Mozy.com, which will automatically back up your files online once you set up an account with them, you can share your files with your assistant or any other member of your team.

Donations – Online Giving

✓ **JustGive.org**

www.justgive.org

Do you want an easy way to give back? JustGive.org makes it possible for you to donate to over 1 million charities online with your credit card. You can donate one-time or set up to give on a monthly basis.

JustGive.org gives 97% of your donation to the charity, only keeping 3% of your donation.

Added bonus: get airline miles for giving if you use a miles credit card when you donate through JustGive.org!

Editors – Copy Editing

✓ **Noam S. Cohen**

noamsc@stanford.edu

(718) 300-0560

Noam is an excellent freelance copyeditor with 10 years of experience in writing and editing for newspapers, magazines, e-newsletters, letters, Word documents, and web sites. He can do proofreading for spelling and grammar, or he can do more extensive editing for content, clarity and style. He graduated from Columbia University with an undergrad degree in English. He's now completing his PhD at Stanford University in English.

✓ **JobShuk.com**

www.jobshuk.com/search/category/editor

zvi@jobshuk.com

JobShuk.com is a web site that lists English-speaking freelance editors who live in Israel. You can either search through the listings of editors. Or, you can post a job description and have the editors respond to you.

In addition, JobShuk's provides free advice to individuals and small businesses worldwide looking to network or hire American editors in Israel. Save time, money, and avoid frustration by working with pre-screened, hand-picked service providers appropriate for your project and budget. Email zvi@jobshuk.com for a recommendation.

Email

✓ **Gmail.com**

www.gmail.com

Free!

Gmail has a number of great features for small business owners, including:

- You can check and email from up to 5 other e-mail addresses in your Gmail account. For example, you can receive and send emails from you@yourweb site.com at your you@gmail.com account.
- You can archive all of your old e-mails, never having to delete them, which will enable you to find things at a later date using their great search function.
- You can easily share your documents and spreadsheets with your assistants and others around the world through Google Docs & Spreadsheets.

✓ **BigString**

www.bigstring.com

Free!

“BigString Corporation has created a revolutionary communications platform that allows users to send self-destructing Emails and Videos. Individuals and businesses can send emails that can be self-destructed, recalled or changed, even after they have been sent. BigString's patent pending technology gives users unprecedented control over their emails.” – From their web site.

Emailing Large Files

✓ **YouSendIt.com**

www.yousendit.com

- Free: Email files up to 100 MB
- \$9.99/mo: Email files up to 2 GB & get 40 GB of downloads
- \$29.99/mo: Email files up to 2 GB and get 200 GB of downloads

If you need to send an extremely large attachment, use YouSendIt.com to do so.

Once you set up an account with them, it's very easy to use. You'll download the YouSendIt software, and you can actually just right-click on any document you want to send through YouSendIt.com. You can also go to their web site and email files that way, too.

✓ **Adrive.com**

www.adrive.com

Free for up to 50 GB of Storage

Adrive.com enables you to upload to their web site up to 50 GB of files for free. This is very helpful if you need to share large files with your assistant or anyone else on your team.

E-Newsletter Software

✓ **AWeber.com**

www.aweber.com

- \$19/month for up to 500 contacts
- \$29/month for up to 2,500 contacts
- \$49/month for up to 5,000 contacts

AWeber.com enables you to send automatic e-mails (called “autoresponders”) to a list of your clients, on a time-frame that you designate. You can also send “broadcast” messages, which are e-mails that go out to all of your clients on the same day.

✓ **ConstantContact.com**

www.constantcontact.com

Free for the first 60 days, then:

- \$15/month for up to 500 contacts
- \$30/month for up to 2,500 contacts
- \$50/month for up to 5,000 contacts

ConstantContact.com is the most widely used e-newsletter software for small businesses. However, you can only send “broadcast” messages. Unlike AWeber.com, they do not have the autoresponder feature.

✓ **1ShoppingCart.com**

www.1shoppingcart.com

1Shoppingcart provides services which allow you to sell unlimited products for your website, accept all major credit cards from your website, and increase your online success by providing online marketing tools.

Fax from Your Email

✓ **eFax.com**

tinyurl.com/efaxfree

Free (for receiving faxes)!

You can set up a free US fax number to RECEIVE faxes through eFax.com. Make sure to use the exact link above; otherwise, you won't be able to find the link for this offer on their web site.

✓ **RingCentral.com**

www.ringcentral.com

- \$9.99/month for 300 fax pages
- \$24.99/month for 1000 fax pages
- \$59.99/month for 2500 fax pages

Through RingCentral.com, you can either get a local fax number in your area code or you can get an 800-number.

What is remarkable about their service is that not only can you send faxes through their web site, but you can actually send them through your email address! All you have to do is set up which email address you want RingCentral.com to recognize.

Then, from that email address, you do the following:

1. In the 'To' Field, type the fax # as an email address. For example: 4155551212@rcfax.com.
2. In the 'Subject' Field, type your cover page.
3. Attach the document that you want to fax.
4. Click 'Send', and your fax will be sent!

Feng Shui – For Offices

√ **The Organized Life**

www.theorganizedlife.net

(646) 382-3878

New York City

The Organized Life is a professional organizing business that also practices Feng Shui. They help businesses get organized by creating filing systems, clearing away clutter and paperwork, creating systems for getting projects done, helping with time management and scheduling, and more. They are also professional organizers.

Financial Counseling & Recovery

✓ **Susan Bross AFC**

Brossmoney LLC

www.brossmoney.com

(415) 479-1290

For entrepreneurs and business owners who struggle with underearning, overspending, debt, or other money issues, Susan Bross, Accredited Financial Counselor, can help them transform their financial situation. Susan works with clients on many levels: psychological (dealing with clients' beliefs about money), practical (setting up spending plans, debt prevention, etc.), and relationship (working on couples' communication around money, establishing common goals, etc.).

✓ **Business Owner's Debtor's Anonymous**

debtorsanonymous.org/BusinessDA.htm

"Business Debtors Anonymous (B.D.A.) is a distinct and dynamic but not separate part of Debtor's Anonymous [a 12-step program], created to focus on the recovery of members of the fellowship who are business owners. Together, members of B.D.A. support one another in applying the D.A. principles and tools when owning and running a business." – From their web site

Fulfillment Houses

✓ **Speaker Fulfillment Services**

www.speakerfulfillmentservices.com

Contact them directly for rates

Speaker Fulfillment Services makes it possible for small business owners to sell, process, and ship their products. They have shopping cart integration with 1shoppingcart.com, e-newsletter software capabilities, and they will also print and ship your manuals and other products.

✓ **KD Mailing and Fulfillment**

www.kdmailing.com

Contact them directly for rates

KD mailing is a full service fulfillment service center that will ship (and process returns) of any of your products – books, binders, CDs, and more.

✓ **Amazon Fulfillment Web Service**

tinyurl.com/amaful

Visit their web site for fees

Amazon Fulfillment Web Service will pack and ship any your products and mail them to your customers.

Gifts – For the US

✓ **Incredible Edibles Plus**

www.thekosherbasket.com

thekosherbasket@si.rr.com

(718) 698-1006

To send a gift basket with any combination of candies, nuts, chocolates, and gifts (including toys, picture frames, and more) to any of your clients, friends, and or family members, contact Incredible Edibles Plus. Barbara who runs the business is extremely friendly and talented. She specializes in creating custom gifts based on your needs and price range at no extra cost to you.

Added bonus: All of the food items they send are all kosher!

Gifts – For Israel

✓ **Incredible Edibles Israel**

www.thekosherbasket.co.il

(718) 715-4107

If you want to send your assistant a thank you gift, you can work with Incredible Edibles Israel to send a gift basket with any combination of candies, nuts, chocolates, and gifts (including toys, picture frames, and more). They will deliver to anywhere in Israel, either by courier or by mail.

Added bonus: All of the food items they send are all kosher!

Google Apps

✓ **Google Apps**

www.google.com/a

Google Apps gives you a free online web portal for your organization. Through them, you can check your company's email address (for example, you@yourbusiness.com) in the Gmail interface. That means loads of free storage (so you can archive your emails and get them out of your inbox), great searching features, and more. Plus, you'll have access to Google Docs & Spreadsheets, Gmail Calendar, and a shared intranet system (where you can post what is going on with your business so that members of your team can see it).

Graphic Artists

Each of the following graphic artists has a real eye for design.

✓ **Bender Creative**

www.bendercreative.com

yoel@bendercreative.com

Design for web sites, logos & identity creation, advertisements, book covers, business cards, and more.

✓ **Michelle Levy**

www.incept.co.il

michelle@incept.co.il

Design for web sites, logos & identity creation, advertisements, book covers, business cards, and more.

✓ **Zalmy Raskin**

www.szrgraphics.com

zalmyraskin@me.com

Design for web sites, logos & identity creation, advertisements, book covers, business cards, HTML emails, and more.

✓ **Raizy Lapian**

www.studiorays.blogspot.com

studiorays@gmail.com

Design for logos, advertisements, and business cards.

Graphic Artists – Continued

Each of the following graphic artists has a real eye for design. Each graphic artist will email you his/her portfolio or sample works upon request.

✓ **Caren Richards**

carenrichards@gmail.com

Design for web sites, logos, business cards, & stationary.

✓ **Eyal Hasson**

ialhasson@yahoo.com

Design and art direction for logos, catalogs, business cards, brochures, and more.

✓ **Rivka Lewis**

lewis.rivkah@gmail.com

(617) 830-2166

Design for logos, business cards, brochures, invitations, book covers and layout, letterhead, posters.

✓ **Leah Friedman**

leahandmoishf@gmail.com

(847) 929-4793

Design for logos, business cards, brochures, letterhead, posters, and books.

Human Resources

✓ **Inspire Human Resources**

www.inspirehumanresources.com

(917) 612-8571

Inspire Human Resources is your outsourced HR team. They can help you develop training and retention programs for your employees. Specific things they can do for your business include: creating employee manuals, creating employee compensation, conducting employee trainings, coaching employees, and more. All of their 12 consultants have 10 plus years of work experience in the HR departments of fortune 500 companies.

Identity Theft Protection

√ **LifeLock**

www.lifelock.com

\$10/month

Protect yourself from identity theft for only \$10/month. Not only do they protect you from having your identity stolen with their \$1 Million Service Guarantee, but they also remove you from direct mailing lists (for junk mail and credit card offers), too.

Insurance

✓ **Barry Cohen**

Cohen Partners LLC
www.cpinsurance.com
(212) 661-0465 x204
bcohen@cpinsurance.com

Cohen Partners LLC is an independent insurance brokerage that delivers integrated solutions to meet client needs in business (property and casualty), benefits (health, life and disability), and personal insurance (auto and home owners). Founder Barry Cohen is an insurance expert and has been in the insurance industry for 40 years. His firm works with businesses of all sizes – from start up (including Wharton MBA start ups) to established companies.

✓ **Kathy Berkman**

Calender-Robinson Company, Inc.
www.calrob.com
(415) 978-3809
kberkman@calrob.com

Kathy Berkman offers excellent service while providing you with a variety of insurance packages for your business, including corporate insurance, Officer's & Director's insurance, health insurance, and others.

Legal Help

✓ **Rimon Law Group**

www.rimonlaw.com

(415) 992-6392

Rimon Law Group is a virtual firm of American attorneys who are living in Israel. As a result, you get high-quality legal help at affordable rates. Rimon Law can help with any stage in a small business' life cycle, including corporate formation (LLC, S-corporation, & C-corporation), contracts, trademark filing, intellectual property, and more.

✓ **Nolo Press**

www.nolo.com

Nolo Press has been publishing self-help legal guides for 35 years. They have books in literally every legal topic imaginable.

✓ **LawyerSearchGuide.com**

www.lawyersearchguide.com

LawyerSearchGuide.com was started by Harvard lawyers and MBAs who wanted to make it easy for small business owners to locate trustworthy lawyers who provide top-notch legal representation. On their web site, you can search for lawyers by state or practice area.

Loans

✓ Hebrew Free Loan

www.freeloan.org/offices/index.htm

USA, Argentina, Australia, Canada, & Israel

0% interest loans

If you're Jewish, Hebrew Free Loan is the loan opportunity of a life-time. You can get up to \$25,000 for your business completely interest free. That means, if you borrow \$25,000 from them, you only pay back \$25,000 and not a penny more.

✓ Count Me In

www.countmein.org

Count Me In offers two types of loans for women business owners. Both applications require that the company:

1. Be at least 50% owned by at least one woman who is a U.S. citizen or legal resident,
 2. Be at least two years old, and
 3. The owner(s) must have at least two years of experience and satisfactory credit history.
-
1. Make Mine a Million \$ Business is for businesses with annual revenues of at least \$250,000. The program provides \$50,000 in financing, PR, coaching, mentoring, as well as marketing and technology tools.
 2. Micro to Millions is for businesses with annual revenues less than \$250,000. The program provides \$5,000 in financing, PR opportunities, and business coaching.

Mail – Where You Can Receive

✓ **Earth Class Mail**

www.earthclassmail.com

One-time \$25 set up fee &:

- \$9.95 – \$13.95/month for 35 mail pieces
- \$19.95 – \$26.95/month for 100 mail pieces
- \$59.95 – \$69.96/month for 250 mail pieces

Don't want to waste the time or the gas money on driving to your PO Box? Well now you don't have to!

Through Earth Class Mail, you get either a PO Box address at one of their 19 locations throughout the US or a real street address at one of 5 of locations throughout the US. When your mail arrives, Earth Class Mail scans images of all the sealed envelopes and then electronically delivers each envelope image to you online.

You view your envelopes in a secure online mailbox and tell Earth Class Mail what you want to do with each piece of mail: have it opened and securely emailed to you as a PDF document, have it recycled, have it shred, or have it forwarded to you or to someone else.

✓ **UPS Store**

www.upsstore.com

Rates vary depending upon box size and store location

Your local UPS Store will rent you a P.O. Box, and the address you get with the P.O. Box is actually the UPS Store's street address.

Mailing Letters

✓ **MailALetter.com**

www.mailaletter.com

\$0.99 one-page letter mailed domestically

\$1.99 one-page letter mailed internationally

Why go to the post office when you can mail letters right from your computer?

You or your assistant can mail letters on your letterhead to any address in the USA or internationally through MailALetter.com.

MailALetter.com will print in color or in black and white, depending on the document that you or your assistant upload. They can also print in color on the envelope, too. The rates are the same for either.

Envelope Tip: Make sure you email MailALetter.com at: support@mailaletter.com to put your business name and logo on the envelope and have their name removed from the envelope.

How it works:

1. Your assistant writes a letter in Microsoft Word.
2. She uploads the Word doc (that also has your logo and scanned signature in it) to mailaletter.com.
3. She types in the address

Marketing Firms

✓ **Strategic Marketing Group, Inc.**

Sharon Mosse, CEO
(917) 842-2729
smosse@nyc.rr.com

Strategic Marketing Group Inc. is a full service marketing firm that works with small and mid-sized businesses.

Founder Sharon Mosse (Wharton MBA) has spent more than twenty-five years in senior marketing positions at major corporations and advertising agencies. Ms. Mosse has served as Chief Marketing Officer for Barnes & Noble, Inc., Brooks Brothers, and Red Door Spa Holdings, Inc., formerly a division of Elizabeth Arden.

Specific services they offer include:

- Brand Strategy
- On-Site Brand Strategy Workshops
- Marketing Plan Development
- Loyalty Program Development/Evaluation
- Market Research – Focus Group Moderation and Interviewing
- Vendor Evaluation and Selection
- Non-profit Marketing – Mission Statements, Marketing Plans, & Board Presentations

Strategic Marketing Group's services are available on an hourly basis or on a retained basis. They can work on a project or serve as an internal marketing resource for an extended period.

MP3s – Dictate

✓ **Drop.io**

www.drop.io

Free!

If you'd like to leave a long message for your assistant, you can use Drop.io to do so. For example, let's say that you just met with a client and want to give over to your assistant (on the drive home) meeting notes for her to put in your client's chart in your software program.

You call your Drop.io phone # (a USA phone # with an extension that they give you once you sign up with them), and you leave a message of any length. That's right – it could be 3 minutes, ½ hour, 1 hour or longer! Drop.io will make your voice file into an MP3 file that your assistant can access through your drop.io web site account. She can then type up the meeting notes or take care of whatever else you asked her to do for you.

To Set Up Your Drop.io account:

1. Set up an account at www.drop.io. Select the password protected account option.
2. Login to your account, and you'll click on 'Phone' under 'Drop Details' on the right-hand side.
3. Save that phone # and extension in your phone.
4. When you want to record a Drop, call that # and extension.

Once you've recorded a Drop, Jott (see page 55) or email your assistant to let her know it's there, as they don't seem to send out emails.

Music

√ **Free Play Music**

www.freeplaymusic.com

If you need music for your voicemail message, commercials, or anything else, freeplaymusic.com offers a wide variety of music in all genres that you can download. The prices vary depending upon which music you buy and what you use it for.

Networking Groups

✓ **BNI**

www.bni.com

One-time set up fee + monthly fees

BNI is the largest networking organization in the world, and they have weekly networking groups that meet in the USA and worldwide. Each of their groups has, on average, 25 – 45 members, with only 1 type of professional (such as a lawyer, an accountant, a massage therapist, etc.) per group.

Once you join a group, you commit to attend a weekly meeting for an hour and a half. The group is referral driven, so you are encouraged to give referrals to members of the group, and they give to you.

✓ **Young Women Social Entrepreneurs**

www.ywse.org

\$50 annual fee

Young Women Social Entrepreneurs (YWSE) is the premier networking and education organization for women business owners who are committed to changing the world. They have chapters in San Francisco, Portland, New York City, Los Angeles, & Houston. A number of different events are offered each month.

Office Space – Shared

✓ **Co-Working Wiki**

coworking.pbwiki.com

A new trend among home-based small business owners is “co-working,” or working in shared offices. A step up from the coffee shop scene, by sharing an office, you get the perks of working around other people but without the chaos of a coffee shop. Most shared offices provide you with a desk or workstation, shared conference & meeting rooms, a reception area, printers, phone lines, coffee, and more.

Go the web site listed above to locate a shared workspace in your town.

✓ **In Good Company Workplaces**

www.ingoodcompanyworkplaces.com

New York City (for women only)

InGoodCompany enables you to have an “office” in Manhattan for the fraction of the price of renting your own office. Here, you share a space that includes multiple desks, conference & meeting rooms, a copy and fax center, as well as a reception area. You can also have mail and packages delivered here.

InGoodCompany is beautifully decorated, and its members are professional women entrepreneurs in a variety of fields.

Organizers – Professional

✓ **Gotham Organizers**

(212) 866-9493

www.gothamorganizers.com

Organizational expert Lisa Zaslow is the founder of Gotham Organizers and author of the e-book *Can't I Just Shred It All? 101 Quick Tips to File – and Find – Your Important Papers*. Lisa has helped hundreds of businesses be more productive by organizing their time, information, space and stuff. She has been featured in The New York Times, Real Simple, Entrepreneur, and others.

✓ **The Organizing Concierge**

www.theorganizingconcierge.com

(650) 906-8267

San Jose, San Francisco, & USA nation-wide

The Organizing Concierge helps businesses increase their efficiency and thereby save time and money by establishing first class filing systems. They set up for you a paperless office and streamline your paperwork process.

✓ **Elaine Neuwirth**

eninmv1@aol.com

(415) 272-2280

Marin County, Berkeley, & San Francisco

Elaine has been helping business get organized for the past 10 years. She specializes in getting rid of clutter, making space where there was none before, and teaching her clients how to maintain an organized and clutter free environment.

Payroll

✓ **Pay Cycle**

www.paycycle.com

Basic Small Business Plan: \$24.99/month

Plus Small Business Plan: \$42.99/month

Pay Cycle is an online payroll service for small businesses. They will help you pay your employees and pay your state and federal taxes electronically. With Pay Cycle, you can “choose from 3 ways to pay employees or contractors: use free direct deposit; print checks from your computer; hand-write checks and print detailed paystubs.” – from their web site

✓ **Accuchex**

www.accuchex.com

Rates vary depending upon the # of employees

Accuchex is a payroll service for small businesses that enables you to phone in, fax in, or use their web site to process your payroll needs. They will help you pay your employees and pay your state and federal taxes electronically. They provide excellent customer service.

PDFs – Converting to PDFs for Free

√ **Primo PDF**

www.primopdf.com

Free!

Convert Microsoft Word documents easily into PDF files by using the free Primo PDF software. Once you download the software, all you have to do is go to 'Print' when you're in Microsoft Word and select Primo PDF as the printer. The Primo PDF software will then make your Word doc into a PDF. It's that easy!

√ **Primo Online**

online.primopdf.com

Free!

"PrimoOnline provides a super-fast way to create PDF files online, without the need to install any PDF software. Simply upload your file, enter your email address, and our server-based PDF creator will quickly convert it to PDF and deliver it straight to your email inbox." – From their web site.

Phone – VoIP

✓ **magicJack**

www.magicjack.com

- \$39.95 for the first year + shipping & handling
- \$19.95 for each additional year

magicJack is a VoIP (voice over internet protocol) company that provides you with a phone line that has UNLIMITED CALLING to the USA and Canada for incredibly cheap rates listed above. Each phone line comes with voice-mail, caller ID, free calls to 411, call waiting, and more.

magicJack gives you a small device (the size of a cell phone) that plugs into your computer. You plug a phone into the other side of the device, and that's it. The only catch is that your computer has to be plugged (via a cord) into a fast Internet connection; it can't be connected wirelessly.

✓ **Joi Phone**

www.joiphone.com

- \$8.95/month

With Joi Phone, your monthly rate gives you UNLIMITED CALLING to the USA and 9 other countries! Plans include voicemail, call waiting, caller ID, 911 calling, and 40 other features. Plus, you can keep your current phone number.

Phone Systems

✓ **Office Depot**

tinyurl.com/odepot

- Economy Package: \$5.50/month for 100 minutes
- Value Package: \$19.50/month for 500 minutes
- Value Plus Package: \$87/month for 3000 minutes

With the Office Depot Toll-Free Service, you can forward your 800-number to any phone you choose on any schedule that you set.

To add voicemail to any of these plans, it's an additional \$4.99/month.

✓ **OneBox.com**

www.onebox.com

OneBox Executive

- \$16.95/month for 100 minutes
- \$19.95/month for 400 minutes
- \$29.95/month for 2,000 minutes

OneBox Receptionist

- \$49.95/month for 4 extensions & 2,000 minutes
- \$79.95/month for 10 extensions & 2,000 minutes

OneBox plans come with a voicemail box, internet faxing, conference calling capabilities, call screening, and an easy-to-use menu for routing your OneBox # to up to 10 numbers simultaneously. OneBox gives you a total of 3 phone numbers with each plan; you can choose 800 numbers, local numbers, or a combination of both.

Phone Systems – Continued

✓ **RingCentral.com**

www.rincentral.com

- \$14.99/mo for 100 minutes
- \$29.99/mo for 500 minutes
- \$49.99/mo for 1000 minutes

RingCentral services include local and toll free numbers, call forwarding, voicemail, fax, real time call control, answering rules, call screening, extensions, call transfer, and more. RingCentral offers 24 hour a day support.

✓ **GotVMail**

www.gotvmail.com

\$25 activation fee plus:

- Silver: \$9.95/month – 50 minutes & 5 extensions
- Gold: \$19.95/month – 250 minutes & 10 extensions
- Platinum: \$49.95/mo – 1000 min. & 20 extensions
- Executive: \$99.95/month – 2000 minutes & 50 extensions; activation fee waived

With GotVMail, you get an 800 number or a local number. Your calls can be forwarded to any phone, and you can accept the call, send it to voicemail, or hear the caller's phone #. Messages are delivered via email as an MP3 attachment, to a mobile device as a text message, and are accessible online.

Photos

✓ **iStockPhoto**

www.istockphoto.com

\$1 - \$15

iStockPhoto.com has over 3 million images and is the “internet’s original member-generated image and design community” (from their web site). If you need professional-looking yet affordable photos for your brochures, fliers, web site, or e-newsletters, then use iStockPhoto.com. Their excellent search feature makes it very easy to locate the photos you need.

✓ **Stock.XCHNG**

www.sxc.hu

Free!

Stock.XCHNG has over 370,000 free photos in loads of different categories. You can use their photos for your brochures, fliers, web site, or e-newsletters

✓ **If I Can Help a Reporter Out**

www.helpareporter.com

Free!

2 – 3 times/day, Peter Shankman emails out a list of between 20 – 35 journalists who are looking for experts for the articles they're writing. If you're the expert they're looking for, you have an easy way to get free publicity.

Tip: Make your life even easier; have your assistant read and respond to these emails.

✓ **InnovativeEconomy.com**

www.innovativeeconomy.com

Shane Lashley, MBA, lashley@innovativeeconomy.com

Free!

InnovativeEconomy.com interviews up-and-coming entrepreneurs and business owners, particularly unsung heroes who are doing something great with their businesses. The selected Innovators may be featured in videocasts, podcasts, blog radio, blog stories, e-newsletters, and or white papers.

Printing – Documents & Presentations

✓ **Mimeo.com**

www.mimeo.com

Tayra Caine, tcaine@mimeo.com
(650) 393-2628

Mimeo.com is the web-based business owner's printer of choice. They print all of your documents for you, and then FedEx them to you!

Whatever your printing needs – handouts, presentations, manuals, spiral bound books, brochures, booklets, fliers, and newsletters as well as CDs, DVDs, and or posters – you can use Mimeo.com.

All you have to do is upload your files to their web site, they print them out, and then they ship them to you anywhere in the USA or internationally via FedEx.

Since Mimeo.com's printing facility is located in Memphis, Tennessee, you get two great things as a result:

1. First, they have great prices on printing.
2. Second, since they are located next to the FedEx hub, if you upload your files to their web site by 10 pm EST (or 7 pm PST), Mimeo.com will print them and FedEx them to you by the next morning!

Make sure to contact Tayra on their Sales Team. She offers great service, and she can get you price breaks that are much cheaper than the retail prices listed on their web site.

Project Management

✓ **Basecamp**

www.basecampHQ.com

Free 30-day trial; \$24 – \$149/month thereafter

Basecamp is an online project management software that allows you to share files, track time, make to-do lists, and schedule milestones in a clear and easy-to-read format.

✓ **Project2Manage**

www.project2manage.com

Free!

Project2Manage is a free online project management program that allows you to “assign multiple levels of permission to different clients and users, manage your projects from any location, post messages to others with access, manage your to-do lists” and more (from their web site).

✓ **Smart Sheet**

www.smartsheet.com

\$9.95/month and up

Smartsheet is an online project management software that enables you to upload all of your documents to one online program so you can easily share and collaborate on them with whomever you choose. The program allows you to assign tasks and track their progress, upload files of any type or size, and manage your projects.

Receipts

✓ **ShoeBoxed.com**

www.shoebboxed.com

- Free!
- Mail-In Basic: \$9.95/month
- Mail-In Classic: \$19.95/month
- Mail-In Express: \$59.95/month

Their tagline is “the easiest way to organize receipts”. They offer 4 plans. The free plan just gives you access to their online software where you can upload and organize your own receipts. Any of their paid plans enable you to mail in your receipts to them, and they will scan the receipts and organize them for you.

Text Messaging

✓ **Yahoo! Text Messaging**

everywhere.yahoo.com/sms/sendsms

Free!

You can send individual text messages for free through your Yahoo! e-mail account. Just type the cell phone number of the person you want to text into the compose mail screen. Type your message, press send, and off it's sent!

Note: Whether the recipient gets charged depends on his/her cell phone and text messaging plan.

Time Tracking Software

✓ **PayMo**

www.paymo.biz/paymo_free

Free!

PayMo Free is a stop watch software that sits on your desktop. Not only can you enter the time that you're working for a client, but you can log in the task you're working on in addition to any notes about that task.

✓ **Time Stamp**

www.syntap.com/products_timestamp.htm

Free!

Time Stamp's main interface looks a lot like a Microsoft Excel Spreadsheet. Time Stamp enables you to easily record your time on a given project. Additional features include: the ability to record "slack time" and easy-to-use report printing features, which minimize the time it takes for invoice calculations.

✓ **Toggl**

www.toggl.com

Free!

This time tracker tracks in real time and offers the option of switching to different tasks throughout the day. It is for people whose work time is fragmented and need to keep track of every valuable minute.

To Do Lists

✓ **RemembertheMilk.com**

www.rememberthemilk.com

Free!

RemembertheMilk.com is a free To Do list that integrates with your Gmail Calendar. You can either check your To Dos on the RemembertheMilk web site or on your Gmail calendar.

RemembertheMilk.com also integrates with Jott (see page 55).

✓ **NextAction**

timesnapper.com/nextaction

Free!

TimeSnapper is a free software program that floats above other software programs on your computer and keeps track of your To Dos.

✓ **Kwiry.com**

www.kwiry.com

Free! Standard text-messaging rates apply.

When you are out of the office and think of something you need to do, you can text message a reminder to your email address from your cell phone. Once you have set up your free Kwiry.com account, you then text your message to 59479 (k-w-i-r-y), and it will automatically go to your email address.

URL Shortening Services

✓ **TinyURL.com**

www.tinyurl.com

Free!

TinyURL.com is a web site that enables you to take long web site addresses and make them into short ones. The new urls will never expire, either. TinyURL.com works instantly and is completely free.

✓ **SnipURL.com**

www.snipurl.com

Free!

SnipUrl.com is a web site that enables you to take long web site addresses and make them into short ones. The new urls will never expire, either. SnipUrl works instantly and is completely free.

Video Editor

✓ **Hoffman Productions**

www.hoffmanproductions.net

shmuelfhoffman@mac.com

Hoffman Productions can also take your video clips and make them into a professional-looking video (with music and captions, etc.) for you to use in PowerPoint presentations, on your web site, or to show to your clients. They also produce documentaries, promotional and informational videos for web, TV or DVD, fundraising presentations, online marketing, video graphics and visual effects.

Virtual Assistants

✓ **Secretary in Israel LLC**

www.secretaryinisrael.com

(800) 586-1540

If you're a small business owner who struggles with having too much administrative work to do but who can't find a part-time assistant locally to help you, then Secretary in Israel will provide you with a highly experienced, college-educated, American assistant. Your assistant will work on a part-time basis (5 – 15 hours/week) virtually from her home in Israel.

This arrangement gives you the best of both worlds – the talent and experience of hiring domestically but at reasonable, international, outsourced rates.

Each of our assistants was born and raised in the United States and speaks English fluently. In addition, our assistants have, on average, 7 – 10 years of experience working as secretaries in offices in the United States. Plus, they have graduated from some top colleges in the United States, including Harvard, NYU, Barnard, UC Berkeley, UCLA, Washington Univ., U. of Michigan, and others.

Your assistant can literally run your entire office and handle all of your To Dos for you virtually (including all of those tasks that you can't stand to do!). As a result, you'll have your time to focus on those things that only you can do – such as meeting with clients, developing new products, or on other revenue generating activities.

Secretary in Israel – Where GOOD help is easy to find.

Voice Recordings

✓ **Voices.com**

www.voices.com

Voices.com calls itself “the online marketplace for voice talent”. You can find voice-over professionals who can help you make voicemail messages or other recordings. Or, you can post what you need to have made and the professionals will respond to you.

✓ **SnapRecordings.com**

www.snaprecordings.com

If you’d like to have a professional voice-over professional make a voicemail message for you, check out snaprecordings.com.

Voice to Email Transcription

✓ **Dial2Do**

www.dial2do.com

Free!

Dial2Do is a fantastic program that enables you to talk, and it will transcribe what you say into text, which it then emails or texts whomever you choose. It's easy to set up and use. Plus, the transcription accuracy rate is excellent.

You can also Dial2Do yourself appointments, reminders, and more.

✓ **Jott**

www.jott.com

Free - \$12.95/month

Jott is a fantastic program that enables you to talk, and it will transcribe what you say into text, which it then emails or texts whomever you choose. It's easy to set up and use. Plus, the transcription accuracy rate is excellent.

You can also Jott yourself appointments, reminders. You can also Jott responses to your Blackberry email messages.

VoiceMail to E-Mail Transcription

Save yourself a ton of time by having your voicemail messages transcribed. All of the services listed below transcribe your voicemail messages into typed messages, which they either e-mail or text you. You can then read the message, instead of having to listen to it. Plus, you can still check your voice-mail messages if you need to, as these services keep the messages for you.

✓ **PhoneTag.com**

www.phonetag.com

7-day free trial, then it's:

- TagPerMessage: \$0.35 per message
- TagForty: \$9.95/month for 40 messages;
\$0.25/message after that
- TagUnlimited: \$29.95/month for unlimited
messages

✓ **SpinVox**

www.ureach.com/spinvox

\$9.99/month for 40 messages: \$.45/message after that

✓ **YouMail.com**

www.youmail.com

Free!

In addition to transcribing your voicemail messages into text messages or emails, YouMail.com will enable you to create personalized messages for each caller who calls in depending upon which phone # they call from.

Web Site – Design

✓ **Bender Creative**

www.bendercreative.com

yoel@bendercreative.com

Bender Creative designs beautiful web sites and works with one of his programmers to program it.

✓ **Michelle Levy**

www.incept.co.il

michelle@incept.co.il

Michelle designs beautiful web sites and works with one of her programmers to program it.

✓ **Presentage, Inc.**

www.presentage.com

yalbietz@presentage.com

Presentage, Inc. works with designers to design beautiful web sites and they can do the programming for you.

✓ **Zalmy Raskin**

www.szrgraphics.com

zalmyraskin@me.com

Zalmy designs beautiful web sites, but you'll have to have a web programmer program it for you.

Web Site – Design Templates

✓ **TemplateMonster.com**

www.templatemonster.com

\$45 – \$65 one-time fee

At TemplateMonster.com, you can purchase one of thousands of beautifully designed and fully created web sites for \$45 - \$65. Then, you just need to have your own programmer edit it for you and put in your company's information.

Web Site – Domain Name Registration

✓ **Google Apps**

www.tinyurl.com/gooapps

\$10: Domain name registration & anonymous Who Is

Perhaps the best deal on the market, you can register a brand-new domain anonymously for only \$10. Usually, when you register a domain, you have pay \$18 to register the domain AND have them hide your private information (i.e. your name and mailing address). Otherwise, if you don't take this extra step, you might get a tremendous amount of spam and junk mail. Google makes your contact info private when you register through them and doesn't charge you any extra for it.

✓ **Gallery Robinson**

www.galleryrobinson.com/hosting.php

Free domain name registration with hosting package

When you sign up with Gallery Robinson for web site hosting, they'll purchase a domain name for you for free.

✓ **WestHost, Inc.**

www.westhost.com

\$14.95

Through WestHost, you can register your domain name. You can also have them host your web site, too.

Web Site – Editing HTML Yourself

✓ **Adobe Contribute CS3**

www.adobe.com/products/contribute

\$169 one-time fee

If, once your site has been built, you'd like to edit it yourself, then use Adobe Contribute to do so. Contribute makes editing your site as easy as using Microsoft Word.

Web Site – Hosting

✓ **Gallery Robinson**

www.galleryrobinson.com/hosting.php

\$100/year

Extremely reliable and affordable hosting that includes free domain name registration, 1,000 MB of storage, multiple e-mail accounts and unlimited email forwarding, 24/7 customer support, and more. There is no set up fee, either.

✓ **WestHost, Inc.**

www.westhost.com

\$19.95 set up + \$9.95/month

WestHost is a very reliable hosting company that offers a variety of hosting packages depending upon your needs. They have excellent customer support, too.

Web Site – Programming

✓ **Presentage, Inc.**

www.presentage.com

yalbietz@presentage.com

Presentage, Inc. creates premium web sites, including graphic design, web programming, shopping cart creation, and more.

✓ **Gallery Robinson**

www.galleryrobinson.com

hershel@galleryrobinson.com

Gallery Robinson provides excellent custom programming, shopping cart creation & maintenance, web site hosting, and more.

✓ **4HILTON**

www.4hilton.net

hi1ton@yahoo.com

4Hilton designs, builds, and develops beautiful high-end web sites for businesses of all sizes.

✓ **Stotland Designs**

www.stotlanddesigns.com

deborah@stotlanddesigns.com

Stotland Designs specializes custom programming and graphic design for web sites.

Web Site – Shopping Carts

✓ **Ubercart.com**

www.ubercart.com

Free!

“Ubercart is an exciting open source e-commerce package that fully integrates your online store with Drupal, the leading open source content management system. This is a killer combination for anyone looking to build a community around a product, sell access to premium content, offer paid file downloads, and much much more!” – From their web site

✓ **1ShoppingCart.com**

www.1shoppingcart.com

- Auto Responder (E-Newsletters Only): \$29/month
- Starter (Shopping Cart Only): \$34/month
- Basic (Shopping Cart & Basic E-Newsletters): \$59/month
- Professional (Includes shopping cart, autoresponders, eBook delivery and affiliate tracking software): \$99/month

1Shoppingcart.com provides services which allow you to sell products for your website, accept all major credit cards, track affiliates, email out e-books, and email out e-newsletters and autoresponders.

Web Site – Traffic Analysis

✓ **Google Analytics**

www.google.com/analytics

Free!

To find out how many people are visiting your site and which sites they're coming from, install Google Analytics on your web site. It's free, and all you need is a Gmail account to use it.

Wireless Internet

✓ **Air Card for Your Laptop**

Sprint, T-Mobile, Verizon, & Cingular

Cost: Monthly service fee + price of air card device

An “air card” is a small device (not larger than a credit card) that plugs into the USB port on your laptop. As long as there is cell phone coverage in the area, you'll get wireless Internet access through your air card.

Added Savings Bonus: You can cancel your home internet service. The sales rep at a local cell phone store said that he canceled his home cable Internet once he purchased his own air card, as his air card is all he needs to get internet at home or anywhere else where he goes.

✓ **Free WiFi**

www.wififreespot.com

Use the link above to locate free wireless hotspots.

✓ **Starbucks**

www.starbucks.com/retail/wireless.asp

Free! 2 Hours/Day

If you buy a Starbucks Coffee Card, register it on their web site. If use the card at least once a month, you'll get two consecutive hours a day of free wireless internet at Starbucks through AT&T Wireless (not through TMobile).

Women-Owned Businesses

✓ **Women's Business Enterprise National Council (WBENC)**

www.wbenc.com

The Women's Business Enterprise National Council (WBENC) certifies women-owned businesses around the United States, which is very advantageous for businesses that are certified. WBENC is the national certifying organization; they work with 13 local affiliates throughout the US.

Benefits of certification include:

- Access to thousands of corporations who are required to do business with *certified* women and minority owned businesses.
- Access to government (both city and state) who are required to do business with *certified* women and minority owned businesses.
- The ability to exhibit at the WBENC conference, as well as access to many other events and resources.
- The ability to advertise that you're a "woman owned" on your business cards, web site, and other promotional materials.
- And more!

The certification process includes filling out an application, assembling a number of documents, notarizing a sworn affidavit, and mailing in a processing fee of \$300. Once the application has been received, WBENC will arrange for an onsite meeting from one of their local affiliates.

Writers

✓ **Saleet Malin**

saleetmalin@gmail.com

(978) 633-7224

Saleet is a UCLA graduate and an excellent writer who can help you write the content for your web site, brochures, e-newsletters, or other material.

✓ **Lloyd Falstaff**

falstaff@zahav.net.il

Lloyd is an experienced copywriter who writes e-newsletters and blogs for small businesses.

✓ **Harry Young**

harbar@zahav.net.il

Harry is an experienced writer with a BA in English. His expertise includes producing creative web content.

Notes...

Notes...

Notes...

Notes...

Notes...

Notes...

Notes...

Notes...

Notes...

About the Author



Sarah Leah Gootnick is the author of *The Ultimate Small Business Owner's Resource Guide*. She is also the founder of Secretary in Israel LLC (www.SecretaryInIsrael.com), the premier virtual assistant placement organization.

Secretary in Israel places business owners who are located in the United States with highly experienced, college-educated AMERICAN assistants. All of the assistants work on a part-time basis (5 - 15 hours/week) virtually from their homes in Israel. This arrangement gives business owners the best of both worlds – the talent and experience of hiring an American assistant domestically but at reduced, international, outsourced rates.

Prior to starting Secretary in Israel, Sarah Leah founded a nonprofit organization in the San Francisco Bay Area that provided over 1,000 low-income women with free mammograms and other breast cancer screening exams.

Sarah Leah is a graduate of Columbia University and currently resides in the New York metropolitan area.

www.UltimateSmallBizGuide.com



"If you make \$100/hour and if, like me, it takes you 5 hours to research just one company, you've just spent \$500 to find that one company! If you want to save thousands of dollars, definitely buy *The Ultimate Small Business Owner's Resource Guide*. It'll be one of the best investments you've ever made!"

– **Craig Slaven**, CEO, Winship Park Asset Management
www.winshippark.com



"I have to say that *The Ultimate Small Business Owner's Resource Guide* is full of a ton of amazing resources. It is clearly organized and contains lots of very useful information. I would highly recommend this book to anyone."

– **Allison Josephs**, Blogger & Video Producer
www.jewinthecity.com



"*The Ultimate Small Business Owner's Resource Guide* has proven to be an invaluable resource for me. The numerous businesses have saved me an incredible amount of time, and more importantly, they have enabled me to devote my time and attention to the things that really matter to me."

– **Kerry Ettinger**, Engineer
kerry65@sbcglobal.net

To order additional copies, visit or call:

www.ultimatesmallbizguide.com

(888) 571-0110

