

5 behind-the-scenes tools every new business needs

To get your business noticed online, you'll definitely need the basics, like an email and an enticing landing page—think website or social media. But there's a hidden treasure trove of behind-the-scenes tools that'll keep your biz organized and zooming toward growth!

1. Password Manager

Whether you're a solo superstar or leading a crew, keeping your data locked up tighter than a vault should be your number one priority!

It's true, there's a smorgasbord of password managers out there! Personally, I'm a fan of 1Password, but remember to play matchmaker with your needs before diving in headfirst!

Bonus Round: Got a team? Snagging a password manager is only half the battle! Crafting some solid policies is key, so your teammates know the rules of the game and what happens if they break them.

2. Accounting and Invoicing

Having an accounting tool that can invoice and take payments helps your financial mess transform into a neat little package, plus your customers will thank you for the smoother payment ride! A lot of these tools also have apps for your phone allowing you to take pictures of receipts so you can record expenses on the go!

3. Contact Manager

Your business is booming, and we're betting your contact list is getting a serious growth spurt too! Pretty soon, juggling all those connections in your noggin will feel like a circus act gone wrong. So, let's get smart and start tracking your contacts, who they are in relation to your biz, and any details that'll help you charm and engage your customers like a pro!

4. Email marketing and opt-in tool

You might not be in the email game yet, but as your biz takes off, sliding into people's inboxes is like finding the golden ticket to their attention so snag that permission early!

Always use a tool that lets your community manage their subscriptions or hit that unsubscribe button. Your gmail isn't going to cut it for mass promo emails. Oh, and don't forget to play nice with Canada's anti-spam rules

5. Cloud-based file system

Unless you're a mega-corporation that needs a fancy on-premise server or VPN (and let's be real, if you're browsing my site, that's probably not you), you're gonna want a cloud-based filing system to keep your documents accessible on any device you log onto. Whether you pick Google, Microsoft, Zoho, or something else, stick to just one! Juggling multiple filing systems is a recipe for total mayhem!

Bonus: Appointment / Scheduling tool

Tired of playing email ping-pong just to nail down a meeting time? Flip the script! Send them a link to your calendar so they can snag a spot that suits them! Scheduling tools are your new best pals, letting you block off time like a pro, so you won't be caught off guard by surprise bookings. With appointment tools in your corner, you can take charge of your calendar and carve out that precious time to grow your biz!



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