

# 14 Extremely Useful, Time and Money Saving Online Business Tools and Resources

by Ivana Katz

**D**id you know there are thousands and possibly millions of online business tools, which can make the running of your business faster, smoother and save you lots of time, not to mention money? And the best news is that many of them are either free or very affordable.

## 1. BUSINESS CONSULTING

Whether you need administrative sup-

port, legal assistance of help with marketing, Elance has someone to help you. All you do is post your project to their network of professionals ranging from highly skilled individual freelancers to full-service firms. You decide who to hire by examining their proposals, evaluating their creden-



tials and prior work and reading feedback left by others. There is no charge to post your project. Simply go to: [www.elance.com](http://www.elance.com)

## 2. CONTENT FOR YOUR WEBSITE

Most people find writing content for their website a daunting task. Yet from a customer as well as search engine point of view having a website with lots of useful information is extremely important. You can find lots of articles and resources that you can simply copy to your website for free (providing you keep the author's information) by going to: [www.ezinearticles.com](http://www.ezinearticles.com) or [www.articlewarehouse.com](http://www.articlewarehouse.com)

For more article directories, go to: <http://www.web4business.com.au/ResourcesListArticleDirectories.htm>

## 3. FREE GIVEAWAYS

If you are looking at adding value to your products or services, the best things you can give away are free reports, ebooks or information that your customers will find helpful.

If you don't have anything to give away,



# WORK FROM HOME Online Directory



[www.byob.com.au](http://www.byob.com.au)

[www.byob.com.au](http://www.byob.com.au)

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you can easily find something on the internet. Visit the following websites:

<http://www.free-ebooks.net> and <http://www.planetpdf.com>

#### 4. MANAGING YOUR CUSTOMER MAILING LISTS & NEWSLETTERS

There are many online services that allow you to manage your mailing list automatically. They handle the subscriptions, unsubscriptions and bounced emails without you having to lift a finger. When you wish to send out a message, it's as simple as typing your message and pressing a "Send" button.

One of the best services I've come across is GetResponse - [www.getresponse.com](http://www.getresponse.com) GetResponse is a complete email marketing service. It provides you with unlimited autoresponders, follow-ups, messages, lists, broadcasts and email marketing campaigns, 150+ professionally designed HTML templates, powerful, cost-effective newsletter hosting. The cost of this service is less than a dollar a day and saves you hours of work each week.

Other reputable services include:

Constant Contact - <http://www.constant-contact.com> and Email Manager Pro - <http://www.email-manager-pro.com>

I am constantly amazed by the services that Google provides! Not only is Google considered one of the best search engines, but they have tons of free tools for you to use. Here are just some of them.

#### 5. GOOGLE MAPS

Google Maps are dynamic, interactive maps that you can drag (no clicking and waiting each time you want to view the adjacent parts of a map). Type in the name of a region or neighbourhood and see any part of it as easily as with a regular street map.

Depending on your location, you can use Google Maps to search for businesses within an area or neighbourhood. You can also create personalised, annotated, customised maps, complete with place-marks, lines or shapes. Add additional content including rich text, photos, videos and then share your map with others or open it in Google Earth.

<http://maps.google.com/maps>

#### 6. GOOGLE BOOK SEARCH

Search the full text of books to find ones that interest you and learn where to buy or borrow them.

<http://books.google.com/>

#### 7. GOOGLE AUTOMATIC TRANSLATION

Need your website translated to other languages or do you need a phrase translated to English, then check out this state-of-the-art technology.

[http://translate.google.com/translate\\_1](http://translate.google.com/translate_1)

#### 8. BLOGGING SOFTWARE

A blog is basically a journal that is available on the web. Blogs are typically updated daily or weekly. Blogs provide a way for you to communicate with your customers, give you an increased presence on major search engines and are free to use. Google's own blogging software is free and extremely easy to use:

<http://www.blogger.com>

## The BEST Australian Horse Racing Systems



After months of close examination and analysis, Jenni Stevens has put together this new book from Winform that provides you with FOUR winning horse racing systems. These systems, have been consistent in making profits and some have been winning since as far back as 1996! With an average of 8 bets per Saturday, this is the perfect investment for someone who wishes to make profits and enjoy their racing. The Best Australian Horse Racing Systems are winning systems that have made profits based on level stakes and even greater profits using staking plans. With strike rates between 26% and 39% and average dividends ranging from \$3.53 to \$5.93, there are systems in this book for everyone.



For every purchase of this fantastic NEW book you will receive a FREE 12 months Subscription to Horse Racing Australia Magazine valued at \$49.95!



Simply The Best - winning since 1996  
Double Coincider - winning since 2000  
Bolter - winning since 1996  
Formula 33 - new strategy developed to take account of new weight scales.

Between January 2005 and June 2007, there were 305 winners from 977 Selections, making a Level Stakes Profit of \$3220 based on \$20 bets.

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[www.horseracingaustralia.info](http://www.horseracingaustralia.info)

## 9. GOOGLE CALENDAR

Organise your schedule and share events with colleagues, family and friends

<http://calendar.google.com>

## 10. GOOGLE Docs & SPREADSHEETS

If you've ever struggled to keep track of different versions of spreadsheet or word processor files sent by email, Google Docs & Spreadsheets may be right for you. Google Docs & Spreadsheets is a free web-based word processing and spreadsheet program that keeps documents current and lets the people you choose update files from their own computers.

<http://docs.google.com>

## 11. PICASA WEB PHOTO ALBUM

Find, edit and share your photos - create your family's photo albums and share them with family and friends overseas.

but also utilise this tool for your business. You can showcase your recently completed projects, photos from a trade show or a conference, new products and so much more!

<http://picasa.google.com>

## 12. SEARCH ENGINES AND DIRECTORIES

If you are looking for a comprehensive list of search engines and directories to submit your website to, go to:

<http://www.web4business.com.au/ResourcesListSearchEngines.htm>

## 13. MARKETING GUIDE

Looking for an easy to understand step-by-step, day-by-day guide to making real money online with your business? Check Out "33 days to Online Profits in 33 Days or Less". This guide is suitable for almost any product or service you sell.

<http://www.33daystoonlineprofits.com/?19487>

## 14. WEBSITE PLAN

Need help understanding what it takes to get your website on the internet? Download a free Website Plan at:

<http://www.web4business.com.au/WebsitePlanRequest.htm>

Ivana Katz is the owner of Websites 4 Small Business - a company specialising in the website design and promotion of small, home-based and growing businesses. She believes that every business deserves to have a successful website, no matter what its budget is. [info@web4business.com.au](mailto:info@web4business.com.au) - [www.web4business.com.au](http://www.web4business.com.au)

## Targeted Mailing Lists

Looking for people who might have an interest in your OPPORTUNITY, PRODUCT or SERVICE? We have an upto date list of people who have expressed an interest in being kept informed of new offers etc. For details either Fax (02) 4577 6942 or send an email to [mailinglist@profitcentre.com](mailto:mailinglist@profitcentre.com) with 'ListSB102' in the subject line or write to: AAA Media Network, Dept SB102, PO Box 5518, Windsor Sth, NSW 2756.

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## Making Money

\$\$\$ From Home \$\$\$

IT'S EASY WHEN YOU KNOW HOW!

### AUSTRALIAN BUSINESS GUIDES

Each of the following titles will introduce you to the procedures for making money from a wide range of ventures. Each is designed with a "shoestring" budget in mind. (prices already include GST)

#### 101 MONEY MAKING OPPORTUNITIES:

This guide contains details on more than one hundred business opportunities which require minimal investment to start. Sources of further information are also listed. #21.....\$8.00

#### HOW TO PROFIT FROM YOUR HANDCRAFTS & HOBBIES:

Here's the information you need to make money from your handicrafts/hobbies. If you're looking for valuable advice and suggestions on how to profit from your handmade products then this title is for you! #22.....\$8.00

#### HOW TO START A MAIL ORDER BUSINESS:

This title consists of our most popular guides covering the area of starting and operating a Mail Order Business. If you are looking at alternative ways of doing business, then Mail Order could be what you've been looking for! #23.....\$12.00

#### MAKING MONEY FROM FLEA MARKETS:

Making money from a stall at a flea market or swap meet is easy if you know how. This guide takes you through the process and outlines what you should and shouldn't do to make your business profitable #24.....\$8.00

#### MAKING MONEY WITH YOUR HOME COMPUTER:

Turn your home computer into a money making machine. This guide takes you through money making opportunities which include: Desktop Publishing, Newsletter Publishing, and concludes with more than 100 ideas which have potential depending on your area of interest. #25.....\$12.00

#### MAKING MONEY WITH YOUR CAMERA:

With this guide, you can turn your camera and talents into a profitable full or part-time money making business. #26.....\$8.00

### START YOUR OWN IMPORT/EXPORT BUSINESS:

Find out just how easy it is to start your own Imp/Exp business. Very little money is required to start, but the profits can be enormous once established. An exciting business with a big future. #27.....\$10.00

### HOW TO ORGANISE A SUCCESSFUL HOME-BASED BUSINESS:

A Home-Based business is an ideal business to start. Find out how to make sure your business is a success right from the start. This guide covers all the issues you need to consider as well as the traps to avoid. #28.....\$8.00

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