

# 30 Tools & Resources

## Today's to-do list

We will look at the tools and resources out there to help you get the most from your websites, help you get organised, test, monitor and develop.

## Learning objectives:

By the end of this session, you will

By the end of this session you will be able to:

- Be able to identify appropriate tools to streamline your business
- Understand which resources will work for you
- Know the best places to research and learn

We are going to look at organisation tools, testing tools and platforms to help you add functionality. We will also look at additional learning with Guru sites for hints and tips and online learning portals for adding to your knowledge. We have some nice little video shorts with overviews of some of the platforms so they can tell you about themselves in their own way.

## Let's start with organisation.

It's a place a lot of new and small businesses ignore. *"It's ok, it's just me, I know what I've got to do"* and yes, you probably do, but it's not a sign of weakness to plan and organise your day. It's all about making your day flow more smoothly.

Think back to our time management section back at the start of the Skills Bootcamp. Making better use of your time makes you more productive. More Productive = More money.

There are lots of tools and platforms available to help you plan your day, organise your jobs and set reminders. We are going to take a look at a handful but there are plenty of others, the key thing is picking one that suits you.

## Trello

Trello is an organisation platform that allows you to create quick notes for jobs and projects, all in a custom workflow. You can share boards with other team members or collaborators so that everyone knows the latest project information.

The basic version – which is brilliant on its own – is free. Sign up online in a matter of minutes and get started. Team versions and some of the integrations drop into the paid versions but they start from just \$5 a month.

Start with Boards to keep tasks organised. You might want to break them down into clients, project types or team members.

Then you create Lists, again you can organise these however you like, it might be team members, clients, or project stages.

Onto the Lists, you add Cards. These are the individual tasks and ideas. You can add notes, to-do lists and deadlines to the cards. You can label them to help you identify things quicker and you can drag and drop them around from Card to Card as things get done.

The beauty of Trello is you can make it fit however you like to work. You can organise your Boards, Lists and Cards to suit your business and projects. There is a mobile version so you can sync your tasks wherever you are.

We have a nice cheesy little video from Trello that shows you some of the tools available and how you can use them with a team.

<https://youtu.be/AyfupeWS0yY>

Of course, you don't have to be part of a big team to use Trello, if you are working alone it's a great tool to quickly and easily organise projects. List items set reminders and leave yourself notes.

With inbuilt templates to help you set up the right structure for your business, the automation assistant Butler to help you automate your boards and integrations with other key business tools like Mailchimp and Hootsuite Trello is a flexible, adaptable, easy-to-use platform that will work for any business type and size.

### **Monday**

Monday is a very similar platform, it has a slightly different layout, it's more columns and lists but does the same thing. There are over 200 ready-made templates with 30+ column types to utilise or you can create your own to suit your workflow. You can share with team members or just organise yourself. You can include timelines, priority ratings and completion status. You can view data however it suits you in a choice of 8 formats including calendar, timeline, column or map.

There are iOS and Android versions so you can sync to any device, all in real-time. Just like Trello, you have the addition of automation to help keep on top of tasks and integrate with other platforms. You can share documents and upload files, great for sharing clients for amends and approvals.

<https://youtu.be/7PgcuJLamzE>

### **Asana**

More designed for larger teams but still has some very useful tools and is great to start out with if you plan to grow. Just like the others it brings all your projects together in one place with access for all team members. You can list, organise and assign tasks. Create boards and sync to Google Calendar, Dropbox, Slack, Google Drive, Teams, Zoom and Creative Cloud with over 200 integrations in total.

<https://youtu.be/jY0-gsNlmlk>

There are plenty of others that are available too, there is an article in your useful links that lists the best 20 alternatives to Trello so worth a look if you aren't sure.

## **6. Activity one**

For your first activity, let's have a play with Trello. It's free to sign up so go to <https://trello.com> and create a free account. I would like you to create a Board and populate it with some Lists and Cards. You can organise them however you like but let's use your FABs as the tasks so it might look something a bit like this.

***{Demo creating a Board, List and Card. Create a description and Set a deadline}***

Take a screenshot of what you have done and the details on some of your cards and then you can use the uploader to send them on to us.

## **Now let's look at sharing and sending files.**

File sizes are getting bigger and bigger and people want them faster and faster. I remember working on a whole project at college and keeping it on a floppy disc with a capacity of 360kb. Now the sticky notes on my desktop are bigger in file size! Email isn't always an option, maybe the file size is too large or you need to send it securely. Maybe it needs to be live data that's constantly updated and reshared. Platforms like Dropbox, and WeTransfer are ideal.

### **Dropbox**

Dropbox is a cloud file-sharing platform that allows you to store, share, e-sign and collaborate on files and documents. The basic free account gives you 2GB of cloud storage and the ability to access your files from any device using the mobile app.

If you do use the mobile app you can do things like back up your camera photos to save storage and make them easily accessible from your computer.

There are various business versions that offer more space from £7.99 a month. There is a whole range of additional functions including document eSigning, and Dropbox Transfer for large files up to 100 GB. You can create Backups so you can back up the contents of your computer or laptop into your Dropbox folder.

You can comment on and collaborate on files with annotations and notes. A really useful function I use a lot with clients. No more long-winded emails that don't always make sense. I upload the file and my client works through the pages marking any comments as they go. Quicker, easier and transparent. Everyone that's sharing that document can see the comments and changes. So if you are proofing a brochure with input from several people it's great that they can all see each other's comments and cut down on changes being made to changes.

The password manager is a paid-for option but allows you to store all your passwords securely in one place. Password breach monitoring keeps you alerted and lets you know if your information is at risk so you can change any passwords or login details.

Dropbox has a great range of tools, even if you just want to use the platform for storing and sharing files. You can share folders with collaborators so they can add and edit files or you can just share content on a read-only basis so they can see the files without being able to

edit or change things. If you want to take it a step further the paid plans offer a watermarking function so you can add text or logos to images and PDF's.

You connect Dropbox to a range of other tools like Trello, Zoom and Google Workspace too.

### **WeTransfer**

In a similar vein, we have WeTransfer. Starting out as a way to send large files it has evolved to include a selection of storage and sharing tools. The free version allows you to send files up to 2 GB in size with a notification when the other person has downloaded the file. Very useful for people who claim they never receive emails. The transfers on the free version last seven days.

Password protection and encryption options mean you can send securely without the need for additional software and programs. For people that need to send larger files or want a longer storage period, the paid-for plans allow you to send up to 200 GB with unlimited storage time. You can brand your page and add your own images and logos too.

Moving away from planning, scheduling and organising there are some other useful platforms out there that let you do all kinds of clever things.

### **Payhip**

is a free e-commerce platform that lets you sell without the need for a website. Payments are taken through Paypal or Stripe and you can customise the store to match your brand. It's great for digital products, training courses and subscriptions. The store builder is fully customisable and like Ecwid you can embed your Payhip store on a normal website. It is ideal for starter businesses that don't have a big budget or for people that maybe only want to sell a couple of subscriptions without having to do all the complicated set-up that comes along with it. It has a full store builder, SEO tools, language integrations and a host of other features to help you get up and running.

So, we know that nothing is free, so although it's free to set up and create a site on Payhip they actually charge a 5% transaction fee per sale. There are paid-for plans at \$29 a month with a lower 2% transaction fee so depending on how many products you have in your inventory it might be cheaper to sign up for the Plus account. You will also have Stripe or Paypal fees on top of the Payhip fees.

<https://www.youtube.com/watch?v=Xehd35Pu5RY>

### **LastPass**

Is a password management system. Install it as a widget on your browser and it will log all your logins. You can use it to store passwords for any login, and digital records like memberships and dark web monitoring will let you know if your data has been leaked anywhere. LastPass syncs to all your devices so you can log in anywhere wherever you are. You create a Password Vault and then add any logins. As you create new accounts LastPass will automatically add them to your vault. The vault uses local-only encryption, meaning data is encrypted and decrypted at the device level. Data stored in your vault is kept secret, even from LastPass. You can also use it to create secure random passwords to help you stay

as secure as possible. For a single user on 1 device, LastPass is free. With multiple devices accounts from £2.60 a month. The mobile version also allows for fingerprint recognition too instead of using a master password.

### **Survey Monkey**

Does exactly what it says on the tin. Survey Monkey is one of the most popular survey platforms. With customisable sample templates, it's quick and easy to get started collecting all important feedback in minutes. Whatever industry you are in there are samples and surveys to help you generate leads, support customers and develop your business. It integrates into other platforms like Mailchimp, Google and Microsoft Teams to help you run campaigns and manage your data. Free accounts let you set up surveys with up to ten questions, for more features and in-depth surveys the paid packages start from £25 a month.

### **Resources**

#### **Creative Market**

is a hybrid resource site. It has fonts, graphics, video, Canva templates, Shopify and WordPress themes and mock-ups to buy at lower prices than other sites like Theme Forest. If you sign up for a free account they also do weekly free drops where you can get free access for a limited time to fonts, images and templates. If you are a content creator, photographer or artist you can open a shop and sell your wares. It has a massive 10 Million curated design assets for every type of business and requirement so well worth a look.

#### **Envato Market**

Envato is a fantastic place for any designer/developer. It is split into multiple sections dedicated to its own niche in the industry. No matter which section you choose, all the content is carefully curated from top developers and monitored for updates and compliance. There are often monthly freebies and specials available too.

**ThemeForest** is all about web themes and templates. There are literally millions of themes for WordPress, e-commerce, HTML, Shopify along with template kits for Elementor, Weebly, Drupal and more. The themes range massively in their designs and functionality and it's very rare you will need something that isn't represented. Prices range from £20 upwards and once you have licensed your theme you will receive lifetime updates and 6 months worth of free developer support.

**Code Canyon** has thousands of scripts, code, plugins, mobile app templates and PHP scripts for all kinds of uses. You can search CSS, Javascript and of course thousands of WordPress plugins. Again prices vary but these are the pro and premium versions of the free plugins that are available for when you need something extra.

**VideoHive** has millions of royalty-free videos, motion graphics and video editing goodies for programs like After Effects and Premier Pro. If you are using a lot of assets you can sign up for one of their bundles and get unlimited downloads for as little as \$16.50 a month with lifetime licenses.

**AudioJungle** is all about royalty-free music and audio tracks that you can download for as little as \$1 each. This is where you can find your sound effects, sound sections and music for use on your site.

**Graphic River** is a great place to go for design templates, graphics, vectors and logo templates. It's not unusual any more for clients to come along and want a website without any kind of branding available. If graphic design isn't your thing but they expect a nice, tasty logo to head up their site then Graphic River can be just what you need.

**Photo Dune** is royalty-free stock imagery. Often quite different to the usual libraries and collated with web development in mind. Assets start from as little as \$2.

**3docean** is all about 3D assets, textures, renders and animations.

**Envato Elements** is a great creative subscription service where you can get unlimited downloads from over 15 million assets across the whole Envato collection for \$14.50 a month. The subscription covers all the sections from themes to fonts, photos to presentation templates.

All the content on Envato has a full commercial license which means you can use them for any project without worry. The assets are all updated and supported too.

## **9. Activity two**

For your second activity, let's take 20/30 minutes and have a look at some of the Envato elements. <https://www.envato.com/> Feel free to check out their sites, investigate the contents and get inspired.

## **Gurus and extra learning**

For the last section of today's session, we are going to just take a quick look at some of the Guru sites to help you navigate the platforms and find expert hints and tips to get better results. You will have seen in your useful links docs there are always articles from Hootsuite, Hubspot and Social Media Examiner. These sites are valuable resources to help you keep on top of the latest developments and make the most out of all the platforms and channels out there. These sites have tons of industry news, updates and useful articles that will tell you about algorithm updates, new features and what prompts to use in ChatGPT, you name it, it's in there.

## **Social Media Examiner**

does a weekly digest with an email linking to the best articles that week. They do podcasts and reports to give you insights into how marketers are developing new strategies. You can find step-by-step guides for everything from creating a good email campaign to getting your Facebook account verified and everything in between.

Social Media Examiner is often one of the first places to get updates and release information. SME often has exclusive announcements direct from Meta, Shopify and WordPress and has been featuring a monthly updates list to keep you on top of the changes.

Free information from experts is always worth its weight in gold so recommended reading for everyone, no matter what you are selling or working towards. These guys know their stuff and their content will help you know yours too.

Finally, we have additional learning platforms. You have been using Google Digital Garage throughout your Skills Bootcamp and there are lots of other courses available through them on top of the ones we have asked you to do. There are a lot of free courses and some paid for, some with qualifications and accreditations. Courses like the 26-module Fundamentals of Digital Marketing course offer certification at the end. There are different difficulty levels from beginner through to advanced developer level. You can also access courses from other providers through the digital garage like Coursera, FutureLearn and even The Open University.

### **Udemy**

is a fantastic learning site. You can learn anything on Udemy! Courses start from as little as £5 and can be anything from an hour to days of video lectures. If you want to learn more about specific elements like SEO on YouTube or how to learn guitar you can find it here. We have recommended some of the available courses in your useful links throughout the Skills Bootcamp. The courses are all online and at your own pace. I use it a lot to refresh on platform changes Diego Davila has a great set of Masterclasses on the main marketing topics. IF you are a coach or a trainer you can sign up to sell your own courses through Udemy too.

If you want to take your learning to the next level then sites like Coursera have over 5000 courses with Professional Certificates and degrees. There are also single-day learning courses for things like Bookkeeping and Public Speaking.

Career Foundry offers online flexible learning with mentors and a job guarantee that if you get a job in the first six months after completing their course you get your course fee refunded. You can study digital marketing, Data Analytics, Web Design, Product Management and animation to name a few.

### **Activity three**

I would like you to go off and have a look at Google Digital Garage and Udemy and identify at least one course from each that you could do after your Skills Bootcamp has ended. Take some screenshots or share the link with us and tell us what you fancy doing and why.

### **Don't forget**

Make sure you complete and submit your workbooks. Once you do you will get a copy of your completed workbook and links to download a copy of today's notes and slides.

Today's session page in your learner dashboard has a useful links document that will cover all the tools, resources and articles we have discussed in the session and some useful guides and articles to take you further.

Make sure you revisit your FAB's and set yourself some goals specific to today's session.

**Extra help**

If you need any help with anything from today's session feel free to message in the WhatsApp group. If you have any other issues or problems related to the course or the tools speak to Andrew and Irfana, they are here to help you.