



Things to Help You START YOUR BUSINESS

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Free things to help you Start Your Business

Why Should I Try to Do as Much for Free in the Beginning When Starting a New Business?

Starting a new business requires smart money management, not avoiding all expenses. While doing some things for free helps you save money and test your ideas before making bigger investments, you still need to put some skin in the game from day one.

The key is balancing smart cost-cutting with strategic investments that will actually move your business forward. You want to avoid unnecessary expenses while still investing in the fundamentals that set you up for success—like proper business education, basic registration, and simple marketing tests.

It's about being intentional with every dollar, not about doing everything for free forever.

Essential Free Software for New Business Owners

Productivity & Collaboration

- **G Suite (Google Workspace)** – Cloud-based tools for email, document creation, spreadsheets, calendar, and file storage. (Free for personal use; business plans available)
- **Trello** – Visual project management tool for organizing tasks, workflows, and team collaboration.
- **Slack** – Team communication app that organizes conversations into channels and integrates with other tools.
- **Slite** – Lightweight, clean team documentation and internal knowledge sharing platform.
- **Notion** – All-in-one workspace for docs, wikis, tasks, and project databases.
- **Confluence** (Free Tier) – Internal documentation and team collaboration tool by Atlassian.

Website & Online Presence

- **Canva** – Design tool with templates for social media, marketing materials, presentations, and more.
- **Carrd** – One-page website builder, ideal for landing pages or simple business sites.
- **WordPress.com** – Free, hosted website platform for blogging, business sites, and more.

Scheduling & Appointments

- **Calendly** (Free Plan) – Schedule meetings easily by sharing your availability.
- **Zoho Bookings** – Online appointment scheduling tool for consultants, coaches, and service providers.



Marketing, Social Media & CRM

- **Hootsuite (Free Plan)** – Social media management platform to schedule and publish content across multiple channels.
- **HubSpot CRM** – Free CRM to manage contacts, sales pipelines, emails, and tasks.
- **Mailchimp (Free Plan)** – Popular email marketing tool for sending newsletters, setting up automations, and tracking performance.
- **Sender** – Alternative to Mailchimp with generous free tier and automation capabilities.
- **Google Analytics** – Tracks website traffic and user behavior to help optimize marketing.
- **Hotjar (Free Plan)** – Visual behavior analytics tool with heatmaps and session recordings.



Finance, Accounting & Invoicing

- **Wave** – Free accounting software for small businesses. Includes invoicing, payments, and expense tracking.
- **Zoho Invoice** – Create and send professional invoices, track expenses, and log billable hours (free for small businesses).
- **PayPal Business** – Send invoices and accept payments online. *(No setup fee; transaction fees apply)*
- **Google Pay** – Accept payments online or in-app with easy integration. *(No setup fee; transaction fees apply)*
- **Stripe** – Powerful online payment platform for websites and subscriptions. *(No setup fee; transaction fees apply)*
- **Square** – Accept in-person, online, or invoice payments with free POS tools. *(No setup fee; transaction fees apply)*

Other Options (for smaller, casual payments):

- **Zelle** – Fast, free U.S. bank-to-bank transfers. Business profile available *(No setup fee; availability depends on bank)*
- **Venmo** – Peer-to-peer app with optional business profiles. *(No setup fee; transaction fees may apply)*
- **Cash App** – Simple peer payment app with basic business use. *(No setup fee; transaction fees may apply)*



Customer Support & Feedback

- **Tawk.to** – Free live chat tool for websites; enables real-time customer communication.
- **Zoho Desk (Free Tier)** – Basic customer service ticketing platform for managing inquiries.
- **Google Forms** – Collect customer feedback, conduct surveys, or create intake forms.
- **Typeform (Free Plan)** – Create interactive and visually appealing forms and surveys.



Security & Password Management

- **Bitwarden** – Secure, open-source password manager that supports team password sharing and 2FA.



Cloud Storage & File Sharing

- **Dropbox Basic** – Free file sharing and storage platform (2 GB free).
- **Google Drive** (included with G Suite) – Store and share files, collaborate on docs in real time.

These are just a few options, but there are many more out there depending on your specific needs.

When Should You Start Investing Money in Your New Business?

Here's the truth: You need to invest in yourself from day one. But that doesn't mean spending thousands of dollars unnecessarily.

Invest Early, But Invest Smart

You should spend money on:

- Business registration and basic licenses
- Learning the fundamentals (like business courses that teach you how to start properly)
- Simple website or landing page
- Basic marketing to test your idea

⚡Tip: Why you need skin in the game: When you invest your own money, even if it's just \$50-\$500, you take your business seriously. Free information often stays unimplemented, but when you pay for guidance, you're more likely to follow through.

What NOT to Spend Big Money On Yet

- Fancy and expensive website
- Expensive equipment you don't need immediately
- Large advertising budgets before testing
- Office space or inventory

The Smart Approach

Start with small, strategic investments that move your business forward. Invest in learning how to do things right from the beginning—it's much cheaper than fixing mistakes later.

Ready to invest in yourself and get unstuck?

Check out my products that give you **the exact roadmap to launch your business without costly mistakes**. You'll learn what to spend money on (and what to skip) while building on a solid foundation.

Click **HERE** to get started today!

Don't let another year pass wondering "what if?"

Take the leap and invest in YOU!

