Contents

xi
1
3
4
6
7
9
11
13
14
15
17
20
22
24

viii Contents

Mailing Groups From Gmail	26
Drip Email With Constant Contact	29
Gmail Canned Responses for Marketing	30
CHAPTER 4: Websites & Blogs	32
WordPress - Free .com or Paid .org	36
WordPress Self-Hosted Site Planning & Setup	39
The Social Aspect of Blog Sites	43
Ning for Community Websites	45
Independence and Control	47
CHAPTER 5: Forms for Your Site	48
CHAPTER 6: Copyright on the Web	52
MyFreeCopyright.com	54
Finding Copies of Your Content	56
CHAPTER 7: The Virtual Newsletter	58
CHAPTER 8: Contact Management (CRM) - Minimal to Major	62
Google Contacts - A Minimalist Approach	64
More Sophisticated CRM	67
CHAPTER 9: Calendar & Appointment Management	72
CHAPTER 10: Managing Tasks & Projects	75
Google Tasks - A Minimalist Approach Again	77
Zoho Planner	78
Remember the Milk	79
Toodledo - Powerful Task Management	81
Pocket Informant - Ultimate Mobility	82

Small Business in the Cloud	ix	
Project Management	84	
MindMapping	90	
CHAPTER 11: Documents, Backup & Sharing	91	
Sugarsync	93	
Other Online Document Solutions	95	
Public Document Sharing	97	
Electronic Signatures	98	
CHAPTER 12: Remember Everything - And Find It When You Want It	100	
Remembering Passwords	104	
CHAPTER 13: Bookkeeping & Financial	105	
Xpenser.com	107	
IPhone & iPad Expense & Income	110	
Custom Accounting with HandBase	116	
CHAPTER 14: Inventory Management	118	
CHAPTER 15: Managing, Editing & Sharing Images Online	121	
Flickr.com	123	
PicasaWeb.com	125	
The Eye-Fi Card - Sweet!	128	
CHAPTER 16: Video Production, Editing & Sharing	129	
Video Sites, Hosting & Sharing	131	
Hosting to Control Distribution	134	
Video Production	135	
Recording the Screen & Instruction Video	138	
CHAPTER 17: Audio Production, Editing & Podcasting	140	

x Contents

CHAPTER 18: Communication	144
CHAPTER 19: Social & Business Networking In Control	149
Conclusion	151