

10 *must-have* **ENERGY**-Saving Tools
for Solopreneurs

Solopreneurs save energy to build the business itself, not just the operations.

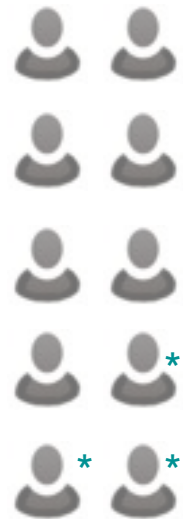
1 JESSICA
Solopreneur



+ TECHNOLOGY =

- CONTACTS
- INVOICE
- TIME TRACK
- FILTER
- CALL
- SCHEDULE
- FILE
- CREATE
- SURVEY
- CONVERT TIME ZONE

10
VIRTUAL
TEAM
Members



* Works when she's asleep **Zzzzzzzzz**

TURNING ONE EMPLOYEE INTO MANY

Benefits of Making Good Technology Choices

\$26⁵⁰

2012 Technology
Cost per Month

12

Months in
Operations

\$318

Effective Annual
Run Rate

Virtual Team Members

- BUSINESS DEVELOPMENT
- CLIENT SERVICES WEB DEVELOPER
- ACCOUNTS RECEIVABLE
- ANALYST IT FRONT DESK
- ADMINISTRATIVE ASSISTANT
- INTERNATIONALLY TRAVELED COWORKER
- FILE ROOM CLERK

35

Able to Sustain
35-Hour Work Week

work life balance ✓

MORNING ROUTINE *Running the Business*

Start Time Tracking > Check Client Inbox > Make Coffee > View Today's Schedule > Check CRM Leads > View Notes Dashboard > Conduct Prospect Follow-up > Make Calls > Invoice (monthly)



CONTACTS

CRM means Customer Relationship Management



Zoho CRM Entrepreneur Package 1

- Tracks Prospects, client notes, tasks for follow-up
- Captures leads directly from your website
- Supports 5,000 contacts; Built-in & custom reporting
- Monitors sales cycle; Contact status & more

\$0 **AUTOMATE** Website Leads Captured; Sync'd to CRM

INVOICE



Zoho Invoice 2

- Creates simple invoices online using your branding
- Supports personalization & payment reminders
- Uses one-click "Email Invoice" feature
- Accepts online payments with your PayPal account

\$15_{mo} **SPEED** Invoice in less than five minutes

Standard Plan - 500 clients

TIME TRACK



Toggl Time Tracker 3


- Push one-click start/stop button
- Captures & categorizes tasks
- Displays real-time graphs & reports

\$0 **ACCOUNTABILITY** Know where the time goes

scale scale **SCALE SCALE**

SCHEDULE

4



ScheduleOnce MeetMe


- Clients book you online
- Publishes your availability
- Avoids double-booking
- Syncs to Google, iCal
- Professional interface

\$9_{mo} **AUTOMATE** client booking

Premium - Email reminders & auto-booking

FILTER

5




Mozilla Thunderbird

- Reduces non-urgent clutter
- Filters and tags client email
- Pivot Inbox by color, tags
- Create keyboard shortcuts

\$0 **FOCUS** on each filter

CALL

6



Skype Unlimited US and Canada

- Allows outbound calls, conferences and Skype to Skype (free)
- Sends text, SMS and stores voicemail in voice and video formats
- Integrates with Zoho CRM for built-in Skype calling
- Skype Number - clients dial you & you pick up from anywhere⁺

+ Available in US Only

\$30_{yr} **SAVING** your long-distance phone charges

Skype to Skype Calls Free,
Pay \$30/year Long Distance

FILE

7



Evernote

- Captures notes, clippings, library and to do lists
- Supports synchronization across multiple devices

\$0 **ACCESS** information from anywhere

SURVEY

8

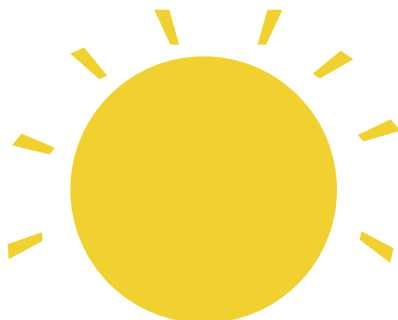


Google Docs™ Program Survey

- Creates surveys, ratings & comments for clients
- Graphs and tabulates responses instantly

\$0 **EASY** to measure progress

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“Technology powers storage, control and access to your information. Making sound technology choices that support a business operationally and strategically gives solopreneurs an intentional advantage to focus on the vital work only you can do.” - Jessica

CONVERT TIME ZONES



Time Zone Converter Time Difference Calculator 9

- Never mix up your Universal Coordinated Time (UTC) w/ time zone acronym
- Easily convert your local time zone to the client's zone (maps available)

\$0 ACCURACY in never missing your meetings

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CREATE



WordPress Blog 10

- Create a quality blog in minutes using a free WordPress account
- Schedule posts in advance, many designs to choose from
- Comes with basic web analytics to monitor followers and page views

\$0 FLEXIBILITY to maintain and change themes in a snap



AFTERNOON ROUTINE *Building the Business*

Writing Blog Posts > Write Press Releases > Publish Book > Website Updates > Survey Clients > Curate Content > Schedule Social Media > Make Calls > Develop Workshop Materials > Make Videos
Public Speaking > Network > Plan Webinars > Refer and Connect with Partners > Stop Tracking Time

Work like a **big** company
even if you're not.

if you liked

10 *must-have*
ENERGY -Saving Tools
for **Solopreneurs**

Then you might also like

30-minute Group Coaching session

OPERATION BOOT CAMP

Reset your Solopreneur operations with the technology tools you need. Shorten the learning curve working with a Coach as your sounding board. This facilitated session simplifies the decisions required for what you really need.

Register for the next series of classes

\$30

30-minute 1:1 Coaching session

ENERGY MANAGEMENT NOW

Reduce Solopreneur overwhelm and scattered initiatives with this laser coaching session. Work directly with me to discover the best energy strategies for you. Gain insight and next steps for what's zapping your motivation.

Buy 1 Session Now! Save over 10% of standard rates

\$75

managing
mindspaces

Managing Mindspaces delivers coaching and do-it-yourself programs for self-development. Jessica Manca is a Certified Executive Coach (CEC), as recognized by the International Coach Federation.

For more details, visit:

managingmindspaces.com/toolkit/solopreneur