

From Start-up to Entrepreneur of the Year Twelve Ways to use Technology to be More Successful

There are numerous specialized services and resources geared towards entrepreneurs on the Internet. When used collectively, these tools help cut overhead and increase the efficiency of your business and personal activities. As your online ally, Webnames.ca would shares some of their favorite FREE and low cost tools for growing your business, establishing a positive reputation and increasing overall productivity.

- 1.) Register your new business online at One Stop BC – www.onestopbc.ca
- 2.) Choose a memorable domain name, set up email accounts, and build a starter website through Webnames.ca – www.webnames.ca
- 3.) Design a logo for your new business cards and letterhead through a do-it-yourself online service - www.logoyes.com
- 4.) Publish an email newsletter and send it to all your business contacts, announcing your new business launch - www.constantcontact.com
- 5.) Set up a do-it-yourself newspaper clipping service to track your news-worthy accomplishments and news relevant to your business - www.google.com/alerts
- 6.) Establish yourself as an Industry expert by adding a web blog to your website - www.typepad.com
- 7.) Connect professionally online using an online business network to increase your exposure in your community and industry – www.linkedin.com
- 8.) Set up an account with Google AdWords and advertise your website and services - www.google.com/adwords
- 9.) Manage your prospects (and eventually customers) with a free, personal edition of Salesforce.com's online CRM system - www.salesforce.com/products/personal.jsp
- 10.) Collaborate on projects with business partners and customers on the web - www.basecamp.com
- 11.) Send and track customer invoices online - www.blinksale.com
- 12.) Accept payments by credit card without a merchant account - www.paypal.com