150 Free Resources
for Micro-Business Owners



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Harmonized Solutions

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This publication contains an extensive compiled list of more than 150 free and almost free resources & tools for you to brainstorm, launch, maintain and grow your micro-business and support your family's well-being. While we have used many of these resources in the past, and do our best to research and vet each resource, tool and organization, we encourage you to do your own research and learn more about each to see if its a good fit for you. This list is updated periodically and does not imply an endorsement. If you find a broken link or are looking for a specific resource not here on our list, please get in touch with us at: service@barbaragini.com

Brainstorming and Business Plans:

14 Free Brainstorm Tools- Brainstorming tools specifically designed to help spark, gather and organize ideas.

SCORE - free startup business template

Legal Zoom - Set up your business

Live Plan - Easily write a business plan, secure funding and reach your goals

Bplans - Templates for specific industries

Oprah.com's One Page Template – Get one-page business plans for a small consulting business, a boutique clothing company and a nonprofit organization.

How to write a mission statement: https://www.thebalancesmb.com/how-to-write-a-mission-statement-2948001

Logos, Websites & Storefronts:

NameMesh – Free domain generator. Brainstorm and explore unique domain names

Freenom - Free or low cost domain names

One Page Love – Browse the best single-page websites, templates and design elements.

About.me – A one-page personal website you can set up in just minutes

Bootstrap – Popular open source framework. Designed to make front-end web development faster and easier.

Yola – Free website plan gives you up to 3 pages, 1GB storage and a Yola subdomain.

Wix – Free website builder. Unlimited pages, secure hosting, drag 'n' drop editor & mobile site.

Strikingly – Set up a beautiful, free website in under 30 minutes.

Landing Page Analyzer – Free tool will tell you where and how to improve your landing pages so they performs better.

WooCommerce – Customizable e-commerce platform. Integrates seamlessly with WordPress.

Etsy – Online storefront to sell your handmade or vintage products

Dead Link Checker – Crawls through your site to identify broken links for you to fix.

Google Alerts – Set up alerts to track search terms like your name, business, products, etc.

Google Analytics – Web analytics service that tracks and reports website traffic and valuable insights on your readers and customers.

Google Keyword Planner – Search and analyze keyword ideas for your Google ad campaigns, or brainstorm and optimize your content for search.

Google Optimize -Test variations of your website and tailor it to deliver a personalized experience for each customer and for your business.

SEO Site Checkup – Comprehensive diagnostic and search engine optimization tools.

Squarespace Logo – Free logo building tool for Squarespace users.

Signature Maker – Create a handwritten digital signature for signing documents, contracts, emails and blog posts.

Placeit – Place your app or website directly into one of these free iPhone, iPad, iMac and Macbook mockups (no Photoshop required!). Thousands of photo and video templates.

Logaster – Online logo maker and generator.

Canva – Graphic design software that helps even non-designers create layouts and grapics

Graphics and Fonts:

Kraken.io – Image optimizer and compressor.

TinyJPG – JPEG and PNG photo compression.

SumoPaint– A versatile online image editor that works in your browser.

Paint.NET – Free image and photo editing software for PCs.

Pixlr – Free Photoshop-esque photo editor.

The Stocks – A collection of the best “non-stocky” stock photo websites, curated in one place.

Unsplash – Stock photos added every 10 days, available online or via email subscription.

Streetwill – Free high-res vintage photos to use any way you want.

StockSnap – Hundreds of high-res images added weekly.

Pixabay – Over 1.4 million royalty free stock photos and videos shared by our community.

Free Nature Stock – Royalty-free nature photos, updated daily.

Burst – Free stock photos for websites and commercial use.

Remove.bg – This free web-based tool allows you to remove image backgrounds.

Wordmark.it – Helps you choose the right font by previewing a word of your choice with fonts already installed on your computer.

Google Fonts – Directory of open source designer web fonts.

WhatTheFont – Seen a font on someone else's website and want to know what it is? Submit an image to WhatTheFont to find the closest matches in their database.

Font Squirrel – Collection of hand-selected fonts already licensed for commercial use.

DaFont – Great archive of downloadable fonts in every style.

1001 Free Fonts – Database of free fonts, sortable by style, popularity and featured fonts.

Pixel Buddha – A database of resources and assets for the professional design community.

Creative Market – Six free designs - graphics, vectors, illustrations, etc—available every week

Customer Service and Live Chat:

ManyChat – Create a Facebook Messenger bot for marketing and sales support.

Batch – Send push notifications at scale.

HelpScout Blog – Articles on customer loyalty best practices, with tons of actionable tips.

The Modern Customer Podcast – A podcast featuring counter-intuitive insights on the customer experience

FreshDesk – Intuitive, feature-rich, affordable customer support software.

Spiceworks – A community of IT pros, plus an app with network monitoring, help desk, active directory, and more.

Tawk.to – Free messaging app that lets you monitor and chat with visitors on your webs

Marketing, Sales and Networking:

Jay Abraham - Free Sales Resources Jay sees overlooked opportunities, hidden assets (both tangible and intangible), and under-performing areas of a business that no one else typically recognizes. He is renowned for finding significant profits where no one else can. His depth and breadth of empirical experience has facilitated exceptional judgment, communication, and collaboration skills.

Jay Abraham - (Philosophy and 6 Top Business Growth Strategies

Primer – Free app featuring bite-sized marketing lessons you can take wherever and whenever you have 5 minutes

Cold Email Generator – Create a 5-touch-point campaign using a set of tested cold email templates.

BananaTag – Email tracking that shows when people open your messages.

Meetup – Online networking site that helps you organize or attend local groups that get together for face-to-face events

QR Code Monkey – Generates custom QR codes for your website, virtual business cards and social media.

World Data Email Resources – Exclusive, free marketing content and tools including insightful tips, tricks and industry statistics.

Hello Bar – Navigation bar that appears at the top of your site to collect email subscribers.

IntroBar – Give your visitors a custom intro or offer based on where they came from.

Opinion Stage – Create viral polls, quizzes and surveys to dramatically increase time spent on your website.

Prefinery – Create a virtual email waiting list by collecting beta sign ups and encouraging referrals.

MailChimp – Free for up to 2,000 subscribers. Send emails, and track results. Offers the most integrations with other programs.

Copy-writing and Editing:

Paper Rater – Grammar and plagiarism checker.

Grammarly – Instantly fixes over 250 types of errors in your copy, most of which Microsoft Word can't find.

Hemingway – Web-based app that makes your writing bold and clear. Enter any text to see where you can simplify your prose.

ZenPen – Distraction-free writing zone.

Free Summarizer – Summarizes any text, then sends you the summary via email.

Emotional Marketing Value Headline Analyzer – Analyze your headline to determine the Emotional Marketing Value (EMV) score.

CoSchedule Headline Analyzer – Blog post headline analyzer that scores overall headline quality and rates its ability to result in social shares, increased traffic, and SEO value.

Free PDF Creator – Create PDF documents from any Windows program including Word, Excel and PowerPoint.

Social Media Tools:

Later – Schedule and manage Instagram posts.

EveryPost – All-in-one publishing tool shares multimedia content across multiple social platforms at once.

AddThis – A collection of mobile-friendly share buttons, follow buttons, related posts plugins and targeting tools to help you increase your followers and engage readers on-site.

ShareThis – Free social sharing buttons for your website or blog.

Tweriod – Get the best times to tweet based on your and your follower's activity.

Bitly – Create, share, and track shortened or custom links

Pablo – Create beautiful social media images in seconds.

Imagequote – iPhone app for adding text captions to photos for Instagram

Audio and Video Tools:

Adobe Spark – Professional looking graphics, web pages, and videos in minutes.

Audacity – Multi-track audio recorder and editor.

SoundCloud – Upload audio content for direct streaming or embed it on your website.

Windows Movie Maker – Free video editing software for PC.

Wistia – Professional video hosting with viewer analytics, HD video delivery, and marketing tools.

YouTube – The world's largest video sharing website.

iMovie – Free video editing software that comes with Mac computers.

Vimeo – High-quality tools for hosting, sharing, and streaming videos in HD and 4K with no ads.

Schedulers and Project Management:

Boomerang Calendar – Simple calendar scheduling, built into Gmail.

Calendly – Allows anyone to schedule a meeting by picking an available time in your calendar.

Zapier – Automate tasks between web apps (i.e. create Trello cards out of emails or PayPal payments into to do lists).

Tomato Timer – An online productivity timer inspired by the Pomodoro Technique

Toggl – Time tracking via mobile app or Chrome extension.

Pocket – Save articles and videos in Pocket. Save directly from your browser or apps.

Evernote – Capture and share your ideas across any device

Google Keep – Capture what's on your mind and get a reminder later at the right place or time. Speak a voice memo on the go and have it automatically transcribed.

Asana – Organizes everything from the most immediate detail to the bigger picture

Trello – Visual project management. Uses boards, lists, and cards so you can organize and prioritize your projects.

Bookkeeping and Contracts:

Wave – Send invoices and manage your accounting and bookkeeping.

ZipBooks accounting software that has a contemporary interface and promises to make accounting easy so the user can save time, and get on with other tasks.

Harvest – Time tracking and invoicing.

DocuSign – Send, sign and approve documents from anywhere.

Signature Maker – Create a handwritten digital signature for signing documents, contracts, emails and blog posts.

File Sharing and Collaboration:

Zoho – File management tool that stores files securely, shares with friends, and syncs across all your devices.

Google Drive – Cloud storage and file backup for photos, docs, real-time document and spreadsheet sharing and editing. The first 15GB of storage is free.

Dropbox – File sharing with up to 2GB of free storage.

RealTimeBoard – Online whiteboard that helps you organize work in a simple, visual way.

Slack – Messaging app for teams.

Facebook Live – Live video streaming for webinars, within Facebook groups.

GoToMeeting – Online meetings with HD video conferencing.

Skype – Free video calls, voice calls and messaging.

Draft – Writing collaboration tool with version control, editing assistance and cloud syncing.

Niice – Private mood-boards where you can gather, share and discuss ideas with your team.

MoodBoard – Build beautiful mood-boards for sharing designs, inspiration and ideas.

Books, Learning and Charitable Organizations:

The United States Constitution - (Text Version) A highly accessible, easy to use online version full text including the Bill of Rights and the rest of the Amendments includes both sequential and subject indexes. (Find a Free PDF Download here.)

The Federalist Papers - written and published to urge New Yorkers to ratify the proposed United States Constitution, which was drafted in Philadelphia in the summer of 1787. In lobbying for adoption of the Constitution over the existing Articles of Confederation, the essays explain particular provisions of the Constitution in detail. The Federalist Papers are often used today to help interpret the intentions of those drafting the constitution.

The Politics of Obedience: The Discourse of Voluntary Servitude - written by Étienne de la Boétie, in 1552-53 at age 15. States are more vulnerable than people think. They can collapse in an instant—when consent is withdrawn. He says the tyrant has "nothing more than the power that you confer upon him to destroy you". In times when dictators the world over are falling from pressure from their own people, this book, written nearly 500 years ago, is truly the prophetic tract of our times. (Find a Free PDF Download here.)

Learned Optimism - (pdf) - Generous advice on how to encourage optimistic behavior at school, at work and in children, *Learned Optimism* is both profound and practical–and valuable for every phase of life.

The Four Foundations of Financial Literacy: (Robert Kiyosaki) Why millennial parents are teaching their kids to be poor…and how they can change their ways.

Refuse To Choose by Barbara Sher – Don't know what to do with your life? Drawn to so many things that you can't choose just one? Best-selling author Barbara Sher has the answer—do EVERYTHING!

Start With Why by Simon Sinek – The leaders who've had the greatest influence in the world all think, act, and communicate the same way—and it's the opposite of what everyone else is doing.

Everything is Figureoutable – Can 3 words change your life? Whether you want to leave a dead-end job, learn to code, grow a business, or solve world hunger, the three words you need are: *Everything is Figureoutable*.

Thrive: The Third Metric to Redefining Success and Creating a Life of Well-Being, Wisdom, and Wonder by Arianna Huffington– A compelling case for the need to redefine what it means to be successful in today's world.

The Creature from Jekyll Island - A second Look at the Federal Reserve. (G. Edward Griffin) If you have ever wondered what "the Fed" actually is or why they have the power to manipulate rates to maintain "stability" in our modern economic arena, you need to read this eye-opening, fact-driven book. Food for thought & a major brick in the foundation to any free-trade business.

Dave Ramsey - Financial Literacy - **Financial literacy** is the possession of skills that allows people to make smart decisions with their money regularly that lead to the *right* financial outcomes. When you have this skill set, you're able to understand the major financial issues most people face: emergencies, debts, investments and beyond.

The Institute for Justice - Defending Honest Enterprise

SSB America - Supporting Small Businesses

Kauffman Founders School – giving entrepreneurs skills & tools to bring their ideas to life.

Coursera – Online courses from the top universities.

Skillshare – A global learning community. Take or teach one of thousands of online classes

StartUp Podcast – Talks about what it's really like to start a business.

How To Start A Startup – A series of videos with some of the world's experts

Customer Bliss Podcast – Real world, straight talk, and realistic ideas from Customer Experience Leaders around the world.

Inc.com – Online magazine - resources & ideas for Small business & entrepreneurs.

Fast Company.com – Inspiration for those who are reinventing the future of business.

1 Million Cups – National program designed to educate, engage, and connect entrepreneurs. Developed by the Kauffman Foundation, 1MC is based on the idea that entrepreneurs network over a million cups of coffee.

Inc.com - 25 Companies that are determined to help Women succeed

Scholarships for Women- An extensive listing of hundreds of scholarships for women-for college, business, housing and more.

Becky's Fund: works to end domestic violence through education, advocacy, and service.

Soroptomist International: A global volunteer organization that provides women and girls with access to the education and training they need to achieve economic empowerment.

eWomen Network: With over 500,000 women and men entrepreneurs connected through 118 chapters across United States, Canada, Australia and the United Kingdom, our mission is to Help one million women entrepreneurs each achieve one million dollars in annual revenue.

Zonta International: A leading global organization of professionals, Empowering Women Through Service and Advocacy

The Global Fund for Women: The Global Fund for Women is an international grant-making foundation that supports groups working to advance the human rights of women and girls

Bridge of Hope - Bridge of Hope trains and equips local Christian faith communities (churches, Bible study groups, house churches, etc.) from a wide variety of Christian traditions to respond to homelessness in practical, tangible, and neighboring ways.

Family Promise – helps homeless & low-income families achieve sustainable independence.

DomesticShelters.org- We make finding the right shelter and information about domestic violence easier. Instead of searching the Internet, it is all right here. Domestic violence programs based on location, service and language needs. Find 24-hour hot-lines in your area, service listings, and more.

SPAOA - Single parents alliance of America aims to empower Single Parents (both male and female) and their growing families to connect with other Single Parents, find opportunities and information on how to increase household incomes, receive access to hardship programs for their children and themselves.

Wellness Resources:

Health Ranger (Mike Adams) - "The "Health Ranger," is an outspoken consumer health advocate, award-winning investigative journalist, internet activist and science lab director. He is the founder and editor of NaturalNews.com, the internet's most-visited natural health news website and the creator of HonestFoodGuide.org and several other natural health websites. Adams is a prolific writer and has been called "the best health and natural products writer on the scene today."

Diet Doctor - Diet doctor's mission is to empower you to dramatically improve your health and the health of those you love. Welcome to Diet Doctor – low carb and keto made simple.

The Positive Psychology Center - (University of Pennsylvanaia) - The mission of the Positive Psychology Center at the University of Pennsylvania is to promote research, training, education, and the dissemination of Positive Psychology, resilience and grit. Positive Psychology is the scientific study of the strengths that enable individuals and communities to thrive. The field is founded on the belief that people want to lead meaningful and fulfilling lives, to cultivate what is best within themselves, and to enhance their experiences of love, work, and play

Harmonized Solutions Mind-Body Wellness – Art-based stress management, resilience education and more.

Thank you for downloading our resource guide!

For workshops, courses & more, please visit us at: www.barbaragini.com