Here's Your

COMPREHENSIVE BUSINESS GUIDE

A comprehensive virtual business guide to level up your knowledge on what it takes to run your business with ease and efficiency!

BY ADRIANNA PLUS COMPANY

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The Reason Why!

Hey, Company! If you happy to be new to Adrianna Plus Company, I extend to the warmest greetings! Just so you know, I refer to my business peeps, and my future and current clients as company! I have intentionally created a culture in my business in which working partnerships always feel like good company you want to have over in your home !

important tip

Use this guide !!! ...
That's it that is the tip!

Ok so let's get to the "Why" shall we? Well the long and short of it is that I simply wanted to save you time... lots of time !

I initially started my business in ONE day, yes ONE day yall and I have been steadily growing ever since simply from having a proper structure in place! Just ask any of my clients, structure will be your saving grace. But the question always remains, how to and where to begin?

Since becoming a full time entrepreneur, I learned that certain digital tools are essential to the ease and success of a business. So I decided to do give back by doing all the research for you! You will receive links, descriptions, and pricing.

All there is left for you to do, is simply pick the software you like the most !

Enjoy your free comprehensive business guide !

Design Tools

1. **Canva**
- Free (premium elements will have watermark)
- 30 Day Free Trial for Canva Pro or Canva for Teams
- Youtube Tutorial
  https://youtu.be/fPSQb72t6i8

2. **Visme**
- Free version available
- Youtube Tutorial
  https://youtu.be/DVr7Alv0Wvo

3. **PicMonkey**
- Mobile App is free (but premium features are not available)
- Youtube Tutorial
  https://youtu.be/ZH9tTKddg7A

About: Design tools are software, media, objects, etc. that help create design elements to communicate a message or build a brand.

Why: To standardize design practices throughout an organization to deliver consistent design and brand recall for all of its products.

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Customer Relationship Management (CRM)

1. **Honeybook**
- Free trial available
- Use My Link for 20% off Services
  http://share.honeybook.com/adrianna7856432
- Very simply and easy system to use for beginners!

2. **Keap**
- Free trial for Keap Pro edition for 14 days.
- Youtube Tutorial
  https://youtu.be/DVr7Alv0Wvo

3. **HubSpot**
- Free option available
- Youtube Tutorial
  https://youtu.be/PPx2gRnoQeo

About: CRM software is a system for managing your relationships with customers. A CRM helps streamline sales, marketing efforts, customer service, accounting, and management for growing companies.

Why: Simply put, having a customer relationship management system can increase your bottom line significantly because you are not manually keeping up with 10 different applications. Everything is in one place, streamlined, and can be automated.

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Project Management

1. Asana
- Free version available
- Youtube Tutorial

  https://youtu.be/jMvuL9qxnd0

2. Monday.com
- Free version available
- Youtube Tutorial

  https://youtu.be/a3PMLonhYCc

3. Trello
- Free version available
- Youtube Tutorial

  https://www.youtube.com/watch?v=1LyY9HKzCTE

About: The planning and organization of a company's resources to move a specific task, event, or duty towards completion. It can involve a one–time project or an ongoing activity.

Why: Project management is an important process for many companies because it helps them fulfill project goals and deliver successful outcomes. Project managers motivate teams to complete high–quality work, monitor their progress and make decisions to resolve challenges quickly. Complete projects on time and stay within budget.

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Book Keeping

1. **Quickbooks**
   - Free 30-Day trial available
   - Youtube Tutorial
     https://youtu.be/xWv391G8Nyw

2. **Xero**
   - Free 30-Day trial available
     https://youtu.be/xvOJDfsrHDQ
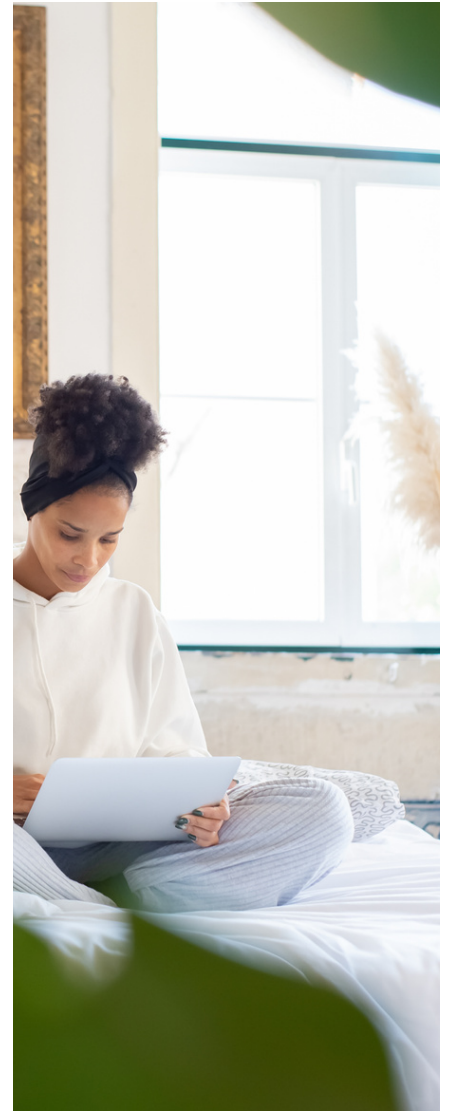
3. **Freshbooks**
   - Free 30-Day trial available
   - Youtube Tutorial
     https://youtu.be/5cbVSCjQr5g

*Note many CRM softwares include an integrated book keeping option

About: Involves verifying receipts, depositing payments into a bank account, and keeping clear records so that all financial information is easily accessible when needed.

Why: Bookkeeping is important because accurate accounting records are essential to a company's sustainability and for tax compliance.

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Membership/ Course Platforms

1. Kartra
- Free 14-Day trial available
- Youtube Tutorial

  https://youtu.be/yJ1-_bWLqcA

2. Kajabi
- Free 14-Day trial available
- Youtube Tutorial

  https://youtu.be/Ao0Hqvdz0u8

3. Thinkific
- Free option available
- Youtube Tutorial

  https://youtu.be/o0T5xGj4Djg

About: Membership: Lets you deliver high-value content and benefits to people who pay a monthly or annual subscription. Course: A webspace or portal for educational content and resources that offers a student everything they need in one place.

Why: Membership Management Software spares you the headache of juggling multiple platforms by consolidating all your data, and offering all the tools you need to access and use it. Streamline administration, gain control of your time, and scale your business consistently. Course Platform Softwares allow you to build your online course and retain full control over your business. They serve as a central hub for your training material, enable you to import courses and create new ones, track learner progress, and provide analytics to measure engagement and demonstrate ROI.

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Document Organization

1. **Notions**
   - Free trial available
   - Youtube Tutorial

     https://youtu.be/hbxQw4LQwws

2. **Google Docs via Google Workspace**
   - Free option available
   - Free 14-Day trial available
   - Youtube Tutorial

     https://youtu.be/vIsOMSyouUw

3. **Dropbox**
   - Free option available
   - Youtube Tutorial

     https://youtu.be/ONuv-h311aY

About: Allows your business to store, manage, and track its electronic documents.

Why: Allows you to stay organized, reduce paper clutter and physical storage, have a backup/ recovery of physical documents, increase collaboration, and so much more!

E–Mail Marketing Tools

1. Mailchimp
- Free option available
- Youtube Tutorial
  https://youtu.be/h71BKbaWHKI

2. Convertkit
- Free option available
- Youtube Tutorial
  https://www.youtube.com/watch?v=NKTqmejpkF4

3. FloDesk
- Free 30-day trial available
- Youtube Tutorial
  https://youtu.be/ohyO3QXCwWY

About: Tools small businesses use to create, send, test, optimize, and report on their email campaigns.

Why: These tools create a strong email marketing strategy that helps you reach and connect with your target audience in a personalized way and increase sales at an affordable cost. Invaluable tool to reach your target audience outside of social media platforms that you do not own and can go down unannounced for long periods of time affecting your campaigns or business transactions.

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Website Platforms (Easy Setup)

1. Squarespace
- Free 14-day trial available
- Youtube Tutorial

  https://youtu.be/kfiCwAROGlE

2. Wix
- Free website available
- Free 14-day trial available
- Youtube Tutorial

  https://youtu.be/3FGJ7OAXyZU

3. Go Daddy
- Free website available
- Youtube Tutorial

  https://youtu.be/2O5jAkcKIRA

About: A space to provide general information about your business or a direct platform for e-commerce.

Why: Having a website is an opportunity to make a great first impression and give people comfort that you're a real business. One of the first ways people research a business is through social media and/ or the business' website.

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Editing Software

1. **iMovie**

- For Macbook users
- Youtube Tutorial
  https://youtu.be/mKx2MkE74kw

2. **PowerDirector**

- Available for iOS & Android
- Free version available
- Youtube Tutorial
  https://youtu.be/avNy6fmq6kM

3. **VideoPad**

- Available for iOS & Android
- Free version available
- Youtube Tutorial
  https://youtu.be/7rXAkteqNLQ

About: Any software program capable of editing, modifying, generating, or manipulating a video or movie file.

Why: Save money, time and seamlessly create appealing visual content for your target audience and for brand awareness.

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All Inclusive Platforms

1. **Kartra**
- $1 14-day trial available (limited time offer)
- Youtube Tutorial
  https://youtu.be/yJ1-_bWLqcA

2. **Kajabi**
- Free 14-day trial available
- Youtube Tutorial
  https://youtu.be/Xag-s_nkr5c

3. **Zoho (highly recommend)**
- Free 15-day or 30-day trial depending on the plan
- Youtube Tutorial
  https://youtu.be/d9B6H9VmnuY

About: Manage multiple aspects of your business all in one platform instead of using multiple tools that may not integrate well with one another.

Why: You can generate a return on investment more quickly. When you spend less time on business maintenance, you have more time for initiatives that grow your business. Can provide the freedom to enjoy more of your time outside of work.

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Free Communication Tools

1. Voxer

- Free option available (with limits)
- Youtube Tutorial
  https://youtu.be/SwQ5O0YVMso

2. Whatsapp

- App is Free (No in-app purchases)
- Youtube Tutorial
  https://youtu.be/FQYUEHIZOCs

3. Signal

- App is free (No in-app purchases)
- Youtube Tutorial
  https://youtu.be/vjdlMZQbSQs

About: Provides streamlined communication within business so dispersed and remote teams can collaborate and talk to each other.

Why: Allows for effective communication, which is crucial in determining if a project fails or succeeds.

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Virtual Addresses

1. **Anytime Mailbox**
   - Free trial available
   - Youtube Tutorial

     https://youtu.be/yEksUcGr-oM

2. **IPostal1**
   - Pricing as low as $9.99 a month
   - Youtube Tutorial

     https://youtu.be/ItB1Z7zzxUo

3. **PostScanMail**
   - 2 Months free available (limited time offer)
   - Youtube Tutorial

     https://youtu.be/jz_0atWqQSw
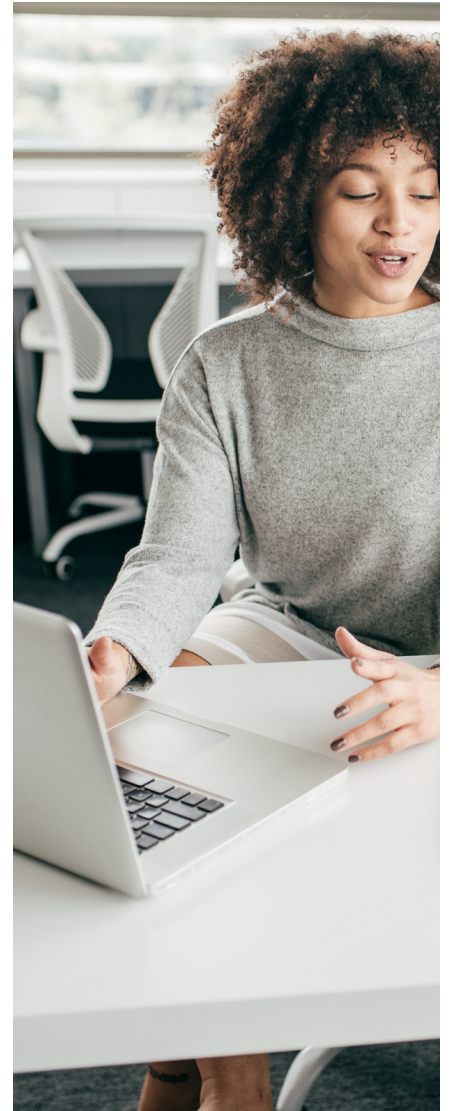
About: Is an address you get to register, located in a remote location and at which you can receive postal mail and packages.

Why: To protect your privacy while starting a business, a virtual address keeps your home address private. This public-facing address adds to your professional credibility and eliminates the need to pay for office space or to change addresses if you ever move – your virtual address goes wherever you do.

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Video Recording Platforms

1.
Vimeo Record
- Free Plan Available
- Free 7-day plan available
- Youtube Tutorial
  https://youtu.be/idbBmAdGWTw

2.
Zoom
- Free version available
- Youtube Tutorial
  https://youtu.be/QOUwumKCW7M

3.
Whereby
- Free plan available
- Youtube Tutorial
  https://youtu.be/ShXNtkr3g-Q

About: Tool that lets you record your screen, your webcam, or both. With video recording software, you can record lectures, create how-to videos, send customer service messages, and more!

Why: Cuts out multiple steps, saves time, and streamlines your recording process.

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Take the Next Step!
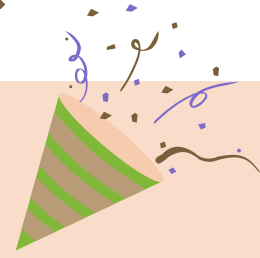
You made it through, congratulations !!!

I hope that this guide was incredibly useful for you, and saved you loads of time on researching the best digital software essential for business owners.

Your next step is to chose your system and implement or better yet let me do it for you ! If you are interested in Adrianna Plus Company services, book a consultation call to day using this link:

https://adriannapluscompany.hbportal.co/schedule/62cda26040dd5b039e9a43f1

I look forward to chatting with you soon !

Other ways to keep in touch!

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Talk to you soon!

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