

FREEDOM ONLINE BUSINESS

RESOURCE CHEAT SHEET



Automation Tools for Online Businesses

Buffer - a social media management tool that works for desktop and mobile. Let's users schedule posts and monitor their reputation across various social media platforms.

<https://buffer.com/>

Evernote - an easy to use application that keeps notes organized across multiple devices and platforms. Makes it easy to manage projects and prioritize tasks.

<https://evernote.com/>

Hootsuite - a social media management tool to keep on top of inbound marketing. More advanced analytics and features compared to Buffer.

<https://hootsuite.com/>

MailChimp - makes it easy to keep track of emails and deliver automated email campaigns. Send emails with data drive metrics or on people's birthdays to maximize personalization.

<https://mailchimp.com/>

Slack - a popular alternative communications tool where messages and videos are easy to share and comment on. A favorite collaboration tool within the remote work community.

<https://slack.com/>

Articles on Setting Up an Online Business

7 Reasons Why a Lifestyle business is better - Detailed analysis of the benefits of a lifestyle (online) business with links to other helpful resources.

<https://www.wakeupcloud.com/lifestyle-business-better/>

10 Online Marketing Tools You Need When Starting a Business - Article from Neil Patel about the ten most important marketing tools needed when starting a new business. Neil Patel is an authority on all things relating to digital marketing and to creating an online business. He is an icon within the industry.

<https://neilpatel.com/blog/10-online-marketing-tools-you-need-when-starting-a-business/>

How to Build an online Business Even if You Have No Idea At All - This inspirational article highlights that there is no generic approach to setting an online business and creating the life of your dreams. Each individual journey is unique and there is room for doing things “Your Way”.

<https://suitcaseentrepreneur.com/build-online-business-even-no-idea/>

So, You Want to Start an Online Business? Read this first - A personal story of going from a corporate career to being able to work anywhere with an online business. Highlights the importance of understanding principals as opposed to simply working harder.

<https://medium.com/swlh/so-you-want-to-start-an-online-business-read-this-first-b10613671bdb>

5 Online Businesses You Can Start with No Money - Overview of 5 business models that can be started without significant capital, such as drop shipping, affiliate marketing, blogging, information products, and video. <https://www.thebalancesmb.com/start-online-business-with-no-money-4128823>

Best Books for Online Businesses

The 4-hour work week - Popular business author Tim Ferris outlines the steps to working 4 hours a week using outsourcing and automation tools. The book also discusses the psychology of work and timeless marketing principals.

<https://fourhourworkweek.com/>

The Barefoot Executive: The Ultimate Guide for Being Your Own Boss and Achieving Financial Freedom - This book by Carrie Wilkerson is all about how to get the life that you want in the shortest possible time frame. Consists of a series of actionable and practical steps to take.

<https://www.amazon.com/Barefoot-Executive-Ultimate-Achieving-Financial/dp/159555369X/>

The Personal MBA: Master the Art of Business - This masterpiece by Josh Kaufman has a huge appeal to many, as people are starting to question the idea of paying the cost and spending the time acquiring an MBA. It packs a lot of useful information into one book.

<https://www.amazon.com/Personal-MBA-Master-Art-Business/dp/1591845572/>

The Lean Startup: How Today's Entrepreneurs Use Continuous Innovation to Create Radically Successful Businesses - This book is orientated towards those looking to create and structure a startup for maximum success. The principals also apply to solopreneurs and freelancers.

<https://www.amazon.com/Lean-Startup-Entrepreneurs-Continuous-Innovation/dp/0307887898/>

Outliers: The Story of Success - This book by Malcolm Gladwell is widely popular and its influence extends well beyond the sphere of online business. <https://www.amazon.com/Outliers-Story-Success-Malcolm-Gladwell/dp/0316017930/>

Youtube Video Channels

Gary Vaynerchuck - Vaynerchuck (the owner of Vayner media) is a legend in terms of online marketing. He creates an incredible amount of content and has a very stark and work hard view of making it to the top. His videos (and his stories) are highly inspirational.

<https://www.youtube.com/user/GaryVaynerchuk>

Ted Talks - Ted Talks (and the original Ted X) is a meeting place for thought leaders across a wide variety of different categories. There are lots of entrepreneurs and interesting people found on this platform with unique views.

<https://www.youtube.com/user/TEDtalksDirector>

Content Marketing Institute - The Content Marketing Institute (CMI) is dedicated to highlighting the latest trends in marketing and how to capitalize on them. Content marketing is still one of the best forms of marketing and many solopreneurs struggle with it.

<https://www.youtube.com/user/CMI42/featured>

Fight Mediocrity - Fight Mediocrity is a site that condenses information and displays it in an easy to read format for users. It covers business, psychology, productivity, and marketing.

<https://www.youtube.com/user/phuckmediocrity>

Entrepreneur - The Entrepreneur YouTube channel is much like the media outlet itself, focusing on thought leaders in the realm of business. It frequently covers business trends and the future of marketing.

<https://www.youtube.com/user/EntrepreneurOnline>

Sites and Platforms

Udemy - one of the biggest online course platforms in the world. Hosts a wide variety of courses from various authors and researchers, as well as entrepreneurs, lecturers, and specialists. You can sell your course on this platform or use it to learn about the creation of online businesses. The online learning platform has over 100,000 courses and 24 million students.

<https://www.udemy.com/>

UpWork - the biggest freelance site in the world. Created from a merger between Elance and Odesk, and it has the biggest pool of employers and freelancers of all sites. Most freelancers and employers agree that it is the best platform available.

<http://www.upwork.com/>

Freelancer - an alternative to UpWork. Because the UpWork platform is overcrowded, it is sometimes a better alternative. Freelancers might not get listed on the UpWork platform.

<https://www.freelancer.com/>

People Per Hour - This freelance platform is similar to Upwork and Freelancer. But sellers can also post "hourlies" for fixed services. This is much like the Fiverr platform. This site is very data-driven and analytical in terms of displaying freelancer profiles.

<https://www.homeworkingclub.com/people-per-hour-review/>

Quora - popular question and answer site for all manner of topics. Useful for marketing purposes as well as for general discussion and answer to specific questions.

<https://www.quora.com/>