



6 Business Tools

Taking the steps to break down your WANTS and NEEDS makes it easier to filter through the overwhelming tool options that promise to make your business operate smoother. You may have to make compromises, but this legwork will give you a foundation to start from to make sound business decisions.

Use this worksheet to work through tool categories that need your attention. Narrowing your focus will help you pick the best tool for your creative business.

1 Tool Evaluation CATEGORY: _____

1. NEEDS vs. WANTS: List out your NEEDS and WANTS for the desired tool below, then rate each one on their importance level. 1 - Very Important 2 - Moderate 3 - Would Be Nice

NEEDS	#1	#2	#3	WANTS	#1	#2	#3

2. OPTIONS and BUDGET

Use the space below to gather Potential Tool Solutions and their Budget. Dedicate time to test it out before completely investing in it (Pass/Fail).

POTENTIAL TOOL SOLUTION	Yr.	Mo.	\$	PASS	FAIL

3. LAUNCH

By now you should have a solid idea of which tool you will be investing in. Be sure to document the details below and keep this sheet in a safe place.

TOOL URL:

USERNAME:

PASSWORD:

TIP: Consider how much you can and want to budget for these types of tools. Keep in mind how much time it will save you – *Time Equals Money.*

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Sample List of Tool URLs and category of the service they provide:

	Calendar	Time Tracker	Online Meetings	Project Management	Financial	Social Media	Email Marketing	Cloud File Storage		Price Range	Y or N
calendar.google.com	✓									FREE	
icloud.com	✓					✓				FREE	
toggl.com		✓								FREE - \$\$	
functionfox.com	✓	✓	✓							\$ - \$\$\$	
basecamp.com	✓	✓	✓							\$-\$\$\$	
zoom.us		✓								FREE - \$\$	
join.me		✓								FREE - \$\$	
hangouts.google.com		✓								FREE	
skype.com		✓								FREE - \$\$	
gotomeeting.com		✓								\$ - \$\$\$	
uberconference.com		✓								FREE - \$\$	
asana.com			✓							\$ - \$\$	
smartsheet.com			✓							FREE - \$\$	
box.com			✓			✓				FREE - \$\$	
tweetdeck.com					✓					FREE	
dropbox.com										FREE - \$\$\$	
17hats.com	✓	✓	✓	✓						FREE - \$\$	
trello.com			✓							FREE - \$\$	
moneyworks.com				✓						\$	
freshbooks.com		✓	✓	✓						FREE - \$\$	
mint.com				✓						FREE - \$	
paypal.com				✓						FREE - \$\$	
squareup.com				✓						FREE - \$\$	
hightail.com				✓		✓				FREE - \$\$	
stripe.com				✓						\$ - \$\$\$	
getpayd.com										\$ - \$\$\$	
logmein.com						✓				\$ - \$\$	
sproutsocial.com					✓					\$\$ - \$\$\$	
hootsuite.com					✓					FREE - \$\$\$	
constantcontact.com						✓				FREE - \$\$\$	
myemma.com						✓				\$ - \$\$\$	
mailchimp.com						✓				FREE - \$\$\$	
icontact.com						✓				FREE - \$\$\$	

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