

OUR GO-TO TECH FOR YOUR TOOLKIT



GOLDEN BRANDS

Favourite tools for biz owners



Hello! Thanks so much for downloading our go-to tech guide. Below you will find a list of our favourite tech tools.

While this might seem like a lot of tools to consider, believe us when we say that this is the condensed version! We have trialled so many different project and communication management tools and below are our top picks for small business owners.

Getting your systems and automation in place for your business is essential for growing and scaling. We recommend reviewing your tech tools frequently.

I hope this list might end up saving you weeks of research!

Lisa



GOOGLE DRIVE

Google Drive is a file storage service that is part of the Google Gsuite. We love it because it is easy to access, organize, share, and edit files across different devices. Plus it's free!



DROPBOX

[Watch tutorial here](#)

Dropbox is a popular file-sharing service. Consider it to be your digital hard drive. Back up your files, videos, and media all in one place. While we love Google Drive, Dropbox is our go-to for storing and organising visual content such as images and videos.



VIMEO

[Watch tutorial here](#)

We love Vimeo for hosting and sharing all our video content (a bonus that Vimeo videos are able to be linked directly via Flodesk emails too).



ASANA

[Watch tutorial here](#)

Asana is a project management software. It is a tool we use every day at Golden Brands to keep track of all our to-do lists, projects, marketing plus track our goals and progress.



TOGGL

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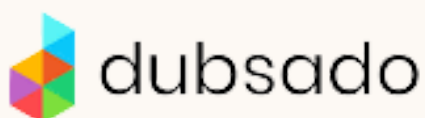
We should all be tracking our time in our business, whether that is for client projects or to keep track of how our time is allocated. Toggl is a great tool, especially when you have a team!



NOTION

[Watch tutorial here](#)

Looking for a slightly more visually aesthetic, clear and simplified version of Asana to keep track for your to-do lists, calendar etc.? Then Notion is for you. Bonus that there is a free option available.



DUBSADO

[Watch tutorial here](#)

Dubsado is a tool for small business owners that makes it easier to keep track of clients, projects, and payments. It's like having a personal assistant that helps you stay organized and look professional.



SLACK

[Watch tutorial here](#)

Slack is the new email. It is a messaging app specifically built for business teams. You can build groups, message one on one and integrate other apps (like Asana).



FLODESK

[Watch tutorial here](#)

Flodesk is an email marketing tool that helps creative entrepreneurs make beautiful emails that look professional. With beautiful templates it is so quick and easy to whip together a beautiful email. We absolutely love it.



ACTIVE CAMPAIGN

[Watch tutorial here](#)

Active campaign is an email marketing tool offering advanced automation and CRM features, making it ideal for businesses with more complex marketing needs (Flodesk, on the other hand, is focused on simplicity and design, making it a great option for small businesses or entrepreneurs who prioritize visual appeal).



CALENDLY

[Watch tutorial here](#)

Calendly is a scheduling tool that makes it super easy for people to book appointments with you. All you have to do is share your Calendly link with your clients or colleagues, and they can choose a time that works best for them based on your availability. No more back-and-forth emails trying to find a mutually convenient time!



CANVA

[Watch tutorial here](#)

Canva is a simple design tool with lots of templates and graphics. It's perfect for making professional-looking designs for social media, presentations, and more. We literally use it for everything!



LATER

[Watch tutorial here](#)

Later is a tool for scheduling and automating social media posts on Instagram, Facebook, and Twitter. It helps businesses plan and analyze their content and is easy to use. Having tested over 15 different SM programs, I can confidently say Later is our preferred option!



HUBSPOT

[Watch tutorial here](#)

Hubspot offers a range of tools for marketing, sales, and customer service, all in one platform. It's perfect for small business owners who want to grow their business and build lasting relationships with their customers.



XERO

[Watch tutorial here](#)

XERO provides real-time financial insights, so you always know where your business stands. Xero is cloud-based, which means you can access your financial information from anywhere, at any time. Plus, it integrates with over 800 third-party apps, so you can customize your accounting software to fit your unique business needs.



ZAPIER

[Watch tutorial here](#)

Zapier is a tool that makes it super easy to automate repetitive tasks between different apps. It connects your favorite apps together, so you can create automated workflows (or "zaps") that save you time and hassle. We use it for so many different things!



TYPEFORM

[Watch tutorial here](#)

Typeform is a super user-friendly tool for creating surveys, forms, quizzes, and more. With Typeform, you can design beautiful and engaging forms that look great on any device. You can choose from a variety of question types (like multiple choice, open-ended, and rating scales) to gather the information you need from your audience or clients.



LOOM

[Watch tutorial here](#)

Loom is a video messaging tool that lets you quickly record and share videos with your team or customers. With Loom, you can easily capture your screen, record your webcam, or both - all while narrating your thoughts and ideas.

TAKE YOUR BUSINESS TO THE NEXT LEVEL



WITH GOLDEN BRANDS

Connect and belong with our cosy business membership for ambitious small business owners. Be empowered to grow and scale your business to new heights with the support of our members to keep you accountable and moving forward in business to reach those big GOALS.

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ABOUT US

I'm Lisa, and I'm the founder of Golden Brands, where we empower **small business owners**, to grow successful businesses (through our monthly masterclasses, expert guest speakers, biz resources + so more!) Curious to know more? Join our growing community and get instant access to our library of tools and training you need to move forward in your business!

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