



Gene Marks

Columnist, author, and small business owner

200+ Apps, Tools And Services Every Business Person Should Know

By Gene Marks

The following are the best websites around for business people anywhere. These are not blogs. These are not just mobile apps (although many of these sites have mobile apps). These are websites with tools, products and services to help business people manage things quicker, better and wiser.

ACCOUNTING AND PAYROLL (Cloud Based)

ADP.com — web based payroll applications
Intacct.com — cloud based accounting software
Kashoo.com — cloud based accounting
Netsuite.com - cloud based accounting software
Paychex.com — web based payroll applications
Quickbooksonline.com — leading business application for small business
Surepayroll.com — payroll services online service
Waveapps.com — free/inexpensive web based accounting/billing application
Xero.com — cloud based accounting

ACCOUNTING AND PAYROLL

Quickbooks.com — #1 accounting software for small business
Peachtree.com — second place, but popular

BILLING (Mobile and Online)

Billingboss.com — online time and billing software
Bizmo.com — mobile accounting app for your iPad or iPhone
Freshbooks — mobile billing and invoice management
Handshake-app.com — write and receive orders on the iPad, iPhone, and web
Invoicebubble.com — create invoices and accept payments online

BUSINESS GIFTS

Amazingclubs.com — monthly gift service
Bottlemeamessage.com — sends messages inside of a bottle
Cafepress.com — inexpensive promotional items with no minimum orders
Mycardmaker.com — customized cards to send as thank-yous
Plasticjungle.com — exchange gift cards
Thankyou.com — reward points for buying

CASH MANAGEMENT

Acceptpay.com — American Express online payment service
Bankofamerica.com — pay bills by email
Coface.com — accounts receivable financing
Dwolla.com — transfers money inexpensively and immediately
Google.com/wallet — Google's mobile payment system
GoPayment.com — Intuit's mobile payment, integrates with QuickBooks
Squareup.com — wildly popular mobile credit card processing

COLLABORATION: Desktop Sharing/Meetings

Crossloop.com — desktop sharing software for small groups
Glance.com — desktop sharing software for small groups
Join.me — a quick (and free) way to share your desktop with others
Lessmeeting.com — plan and run better meetings
Zoom.us — unified meeting experience

COLLABORATION: Documents & Files

Google.com/docs — Google's popular office management system
Office365.com — Microsoft's online version of Office
Zoho.com — hosted online service for CRM and other office apps

COLLABORATIONS: Internal Messaging

Yammer.com — inter-office collaboration/messaging
Glassboard.com — private social network for groups

COLLABORATION: Project & Time Management

Asana.com — task management for teams
Basecamphq.com — project management
Box.net — collaboration and document management solution
Bitrix24.com — social collaboration for teams
Findmyshift.com — online scheduling software
Getharvest.com — Time tracking and invoicing
Gliffy.com — free charting application
Ididwork.com — tracking time at home
Toggl.com — time tracking

COLLABORATION: Remote Control

Google.com/+/learnmore/hangouts/onair.html — Broadcast your events using Google + Hangouts On Air
GoToWebinar — webinar service from Citrix Online
Prezi.com — online presentation management application
Utipu.com — screen sharing software that will save as a video for others to watch
Webex.com — Cisco's web presentation services

COLLABORATION: Storage

Dropbox.com — popular file storage service
OneDrive.com — Microsoft's popular file storage service which integrates with Office
YouSendIt.com — great service to email large files

GENE MARKS SPEAKS!



GENE CAN SPEAK TO YOUR GROUP ABOUT:

- ✓ The Economy and Trends to Watch
- ✓ Technology
- ✓ Cash Flow
- ✓ Health Care Reform
- ✓ Sales & Marketing Technologies
- ✓ How Valuable Is Your Company?

PLEASE CONTACT:

Caryn at (610) 675-7648 or
caryn@marksgroup.net

COMMUNICATIONS: Hosted Phone Services

Grasshopper.com — inexpensive hosting of phone systems/outsourced provider of phone systems

Virtualpbx.com — inexpensive service to host your phone system

COMMUNICATION: Text Messaging Services

Groupme.com — group text messaging

Tatango.com — mass-texting services

Express.mogreet.com — text messaging marketing service

COMMUNICATIONS: Video/Conference Calling

Freeconferencecall.com — free conference calling service

Google.com/hangouts — online group chat and video broadcasting

Mobileday.com — mobile conference call service

Oovoo.com — quick, easy video chatting service

Skype.com — free online phone and video chatting service

Ustream.tv — online video broadcasting site

COMMUNICATIONS: Video Messaging

AditAll.com — low cost service to help you create professional videos

Talkfusion.com — mass emails using video messages

CROWDFUNDING

Circleup.com — popular crowdfunding site

Indiegogo.com — popular crowdfunding site

Kabbage.com — crowdfunding site

Kickstarter.com — most recognized crowdfunding site

Lendingclub.com — where you can borrow from and lend to strangers

RocketHub.com — crowdfunding site

CUSTOMER RELATIONSHIP MANAGEMENT

Act.com — contact management software for small companies

Contactme.com — a simple CRM application

CRM2day.com — CRM industry site for research

Doubledutch.me — mobile only CRM application

Getbase.com — fully mobile CRM solution

Insidecrm.com — CRM advice and news

Insideview.com — enables you to add social media information to your CRM system

MarksGroup.net — Marks Group site for CRM help

Microsoft.com/CRM — search for Microsoft CRM

Nimble.com — Social CRM application

Salesforce.com — well known hosted CRM application

Salesnexus.com — Sales oriented CRM system

Vtiger.com — crm system for small businesses

Zohocrm.com — CRM system with other business app add-ons



READ GENE EVERY DAY
GENEMARKSBLOG.WORDPRESS.COM

The New York Times
Forbes
THE HUFFINGTON POST
Entrepreneur.com
Philadelphia
FOX
BUSINESS
Inc.
GENEMARKSBLOG.WORDPRESS.COM

EDUCATION

Academicearth.com — College lectures online
Asbdc-us.org — America's Small Business Development Centers; a great place for advice and free assistance
Codeschool.com — teaches web technologies and development all online
Lynda.com — Software training
Score.org — government sponsored small business advisors and consultants
Skillpath.com — an excellent training company for all areas of a business
Ted.com — incredible lectures from really smart people on all subject matters

EXPENSE REPORTING

Abukai.com — mobile and online expense reporting
Expensify.com — mobile and online expense reporting

E-COMMERCE

Agiliron.com — integrated ecommerce system

FORMS, DOCUMENTS AND LEGAL

Contracts.onecle.com — sample contracts and business forms
Docstoc.com — free legal forms and templates
DocuSign.com — manage documents, sign electronically
Echosign.com — manage documents, sign electronically
Nolo.com — great site for legal advice and forms
Signnow.com — mobile e-signing doc management application

GOVERNMENT

Business.usa.gov/stateandlocal — grants and financing available from states
CFDA.gov — full site of domestic financing programs
Fedbizopps.gov — where all Federal contracts are listed
Fedconnect.net — all U.S. federal opportunities
Grants.gov — full listing of available U.S. grants

MARKETING: Direct Mail & website

99Designs.com — online logo creation site
Befunky.com — turns any photo into a cartoon
Cartoonstock.com — big database of cartoons you can use in your mailings
Everystockphoto.com — free database of photos
Fakemagazinecover.com — puts a photo on the cover of a magazine
Gettyimages.com — tens of thousands of free photos/images
Mybrochuremaker.com — where you can create online brochures
Printplace.com — online printing company for brochures and mailers

The Marks Group, P.C.

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MARKETING: Data Tools & Research

Alexa.com — find out where any site is ranked by popularity
Census.gov — Census Bureau home page
Criticalpast.com — Stock footage and video clips
Discount-lists.com — source for purchasing leads
Firstresearch.com — industry intelligence site
Glasbergen.com — thousands of cartoons and photos, free
Leadintelligence.com — source for purchasing leads
Marketing.org — home of the Business Marketing Association
Morguefile.com — another popular database for free photos
Rsateleservices.com — source for purchasing leads

MARKETING: E-mail Services

Contstantcontact.com — mass email marketing
Deluxe.com — Deluxe Corporation's excellent suite of email and other web marketing tools
Emailit.co — simple to use mass email marketing tool
Feelbreeze.com — mass email marketing
JangoMail.com — mass email marketing
Mailchimp.com — mass email marketing

MARKETING: Fax & Podcast Services

Efax.com — leading site for sending and receiving faxes
Faxzero.com — another site for sending and receiving faxes
Podcast.com — enables you to create and publish your own podcast, plus a vast library of podcasts for listening

MARKETING: Marketing Automation

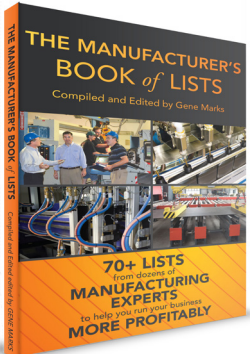
BizConnector.com — Inexpensive small business workflow application
Exact Target.com — popular campaign management tool, now owned by Salesforce.com
Hubspot.com — inbound marketing tool used by hundreds of thousands of small businesses
Genius.com (Pro Marketer) — Email marketing, lead scoring, demand generation
Marketo.com — easy to use, email marketing, landing page creation, lead scoring
Pardot.com — customer nurturing, email campaigns

MARKETING: Robocalls & Text

Callingpost.com — sends mass phone calls with only one call
Dialmycalls.com — sends mass phone calls with only one call
Inumbr.com — free, time-expiring phone number that's anonymous
Phoneburner.com — online telemarketing service with CRM
Tatango.com — mass text messaging service
Trumpia.com — sends mass phone calls with only one call

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NETWORKING GROUPS

Network.org — executive networking group
ExecuLeaders.com — executive networking group
Tabli.com — The Alternative Board Of Directors
Vistage.com — executive networking group

OFFICE TOOLS

Avg.com — antivirus and security suite
Avast.com — free and powerful antivirus tool
Speckle.com — Individual to-do list/reminders

OPERATIONS: Purchasing

BizBuySell.com — site for buying a business or selling your business
Craigslist.org — massively popular website to buy and sell goods and services
Dealdump.com — aggregates many online shopping sites and lists the best deals
Froogle.com — search for anything sold on the internet, you can sort from lowest to highest price
Groupon.com — group buying/selling site
Itex.com — trading and bartering site for small businesses
Letstalk.com — great place to compare cell phones and service plans
Retailmenot.com — don't buy anything online until you first check if there's a coupon available
Thefind.com — finds anything being sold online
Woot.com — group buying/selling site
Yotify.com — tracks shopping classified sites

OUTSOURCING

Elance.com — outsourcing site to find freelancers
Guru.com — outsourcing site to find freelancers
Staff.com — hire skilled staff from around the world

PRINTING: Mobile & Tools

Google.com/cloudprint — setup your printer to print anywhere
Printfriendly.com — print from anywhere
Ecofont.com — where you can download Sprang Eco Sans font
Inkgard.com — ink management software for your printing

SERVICE MANAGEMENT: Applications

GoldMine.com — excellent customer relationship management for small companies
Servicetask.com — job scheduling and customer management
Microsoft.com/CRM — Service Management for small business and enterprise companies

**GET UP TO
THE MINUTE
INFORMATION
TO HELP YOU
RUN YOUR BUSINESS
on Gene's
social media sites**

Twitter →

Facebook →

Linked In →

Tumblr →

Pinterest →



AutoTask.com — excellent cloud based help desk application

SERVICE MANAGEMENT: Self Service Tools & Portals

Chat4Support.com — website chat service for support

Forumotion.com — self creating customer forum

Jazzdesk.com — an inexpensive hosted helpdesk system

Lefora.com — self creating customer forum

Teamsupport.com — an easy to use customer service portal

Timetrade.com — allows your customers to schedule online appointments with you

Zendesk.com — internal help desk system

Zopim.com — website chat service for support

SMALL BUSINESS COMMUNITIES

Community.Intuit.com — Intuit Small Business Community

Getsatisfaction.com — start your own community

Jigsaw.com — another community like linkedin.com

Linkedin.com — a professional networking site where everyone can see who's connected to who

Ning.com — turns your website into a social community site

Plaxo.com — yet another community like linkedin.com

Smallbusinessonlinecommunity.com — small business community sponsored by Bank of America

Twitter.com — popular way to blast out messages about your company's activities and to learn about others

TRAVEL

Airfarewatchdog.com — airfare comparison site

FBOweb.com — flight tracking site

Flightstats.com — flight tracking site

Kayak.com — airfare comparison site

Flightview.com — flight tracking site

Flytecomm.com — flight tracking site

Igougo.com — travel advice and reviews

Sidestep.com — airfare comparison site

TripAdvisor.com — travel advice and reviews

WiFinder.com — world's largest hot spot finder

WEBSITE MANAGEMENT

Dudamobile.com — mobilizes your website

Ginwiz.com — mobilizes your website

Howtogomo.com — education on mobile websites

Name.com — great domain name searching site

Striking.ly — mobilizes your website

Yola.com — free website creation site

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The problem we all face is information overload. Too much data. Too little time...

...which is why Gene Marks has created his monthly Perfect 10 Report. It's short. It's concise. And you'll come away with ten important things you need to know to continue profiting.

Each month Gene Marks brings together the ten best things written on the web during the past thirty days from the smartest people around on all topics important to business owners and managers — taxes, finance, marketing, sales, management, the economy, politics and much more.

Gene and his team spend hundreds of hours each month scouring the web for the best commentary for his weekly New York Times column The Dashboard. Through this research he compiles the latest insights from the smartest people for helping him and his readers profit.

In addition to their advice, Gene also provides his monthly analysis of the U.S. economy and where it's going. And, from time to time, he'll contribute a piece too.

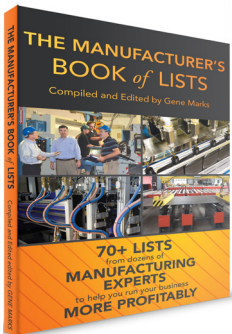
To subscribe visit www.GeneMarks.com



ABOUT THE AUTHOR:

Gene Marks is a columnist, author, and small business owner.

Gene writes daily for The New York Times, and weekly for Forbes, Inc.com, Entrepreneur.com, The Huffington Post, Fox Business and Philadelphia Magazine. His columns are read by hundreds of thousands of small and medium sized business owners around the country.



Gene has written six books on business management, specifically geared towards small and medium sized companies. His most recent is *The Manufacturer's Book Of Lists* (Create Space, 2014). Gene has also written *In God We Trust, All Others Pay Cash — Simple Lessons from Smart Business People* (Create Space, 2013); the #1 Amazon Small Business Best Seller *The Streetwise Small Business Book of Lists* (Adams Media, 2006); *The Small Business Desk Reference* (Alpha Books, 2004); *Outfoxing The Small Business Owner — Crafty Techniques for Creating a Profitable Relationship* (Adams Media, 2005); and *The Complete Idiot's Guide To Successful Outsourcing* (Alpha Books, 2005).

Nationally, Gene frequently appears on FOX Business, FOX News and CNBC discussing matters affecting the business community. Gene also appears quarterly on MSNBC's "Your Business" program and monthly on various TV outlets in the Philadelphia area. In addition, Gene has appeared as a guest on numerous radio talk shows, authored dozens of articles for many publications and has been quoted frequently in the national media, including The New York Times, USA Today, The Chicago Tribune and Business Week. He is also a member of the National Speaker's Association.



Gene's appearance on Bloomberg TV



Through his keynotes, workshops, seminars and executive retreats, Gene helps business owners, executives and managers understand the political, economic and technological trends that will affect their companies so they can make profitable decisions.

Gene presenting at the Austin, TX Small Business Think Tank

Gene owns and operates the Marks Group PC, a highly successful ten-person firm that provides technology and consulting services to small and medium sized businesses. The Marks Group PC, launched in 1994, has grown to help more than 600 companies and thousands of individuals throughout the country.

Prior to starting the Marks Group PC Gene, a Certified Public Accountant, spent nine years in the entrepreneurial services arm of the international consulting firm KPMG in Philadelphia where he was a Senior Manager.