

List of Tools Resources Recommended by Jason Cavness, CEO of cavnessHR

Type of Tool	Name	Remarks
Blogs for your content	Silvrback and Medium	On Silvrback your content remains yours. On Medium your content becomes theirs.
Email Marketing	SendGrid	They give one year free to startups
Social Media scheduler	SmarterQueue	
Instagram Scheduler	Later	
Instagram BIO Links	LinkTree	This allows you to have more than one link in your Instagram Bio.
Program Management tool	Asana	
Notes/lists	Evernote	
Internal messaging	Slack	Slack has many intergrations that many don't take advantage of enough.
Storage	DropBox and Google Drive	
Shorten videos	Storeo	Instagram and FB stories only allow short videos. Storeo will bring down longer videos into 15 second clips so you can post them on insta and fb stories.
Making videos	iMovie	
Making templates	Canva	
Sales	Close.io	They give away so much free content
Marketing	Dux-Soup	
Marketing	Advanced Marketing with Neil Patel	Neil also gives away lots of free content
Marketing	Scoop.it	Allows you to post content.
VPN	Private Access Internet	Allows you to change your IP/VPN. This way you can appear to be operating from another location.
Receiving payment	Paypal, stripe, square	
Accounting	Zoho Books	
Tipping	Fancy Tips	
Website Analytics	Google Analytics and Google Data Studio	
Business phone line	Smartline from GoDaddy	Calls to your 1 800 business number they give to you appear as smartline. So no more wondering if the call to your cell is personal, business or some telemarketer.
On line conferences	Zoom	
FB Live streaming	LiveLeap	Allows you to live stream your FB live to other FB Pages/groups/twitter/linkedin/email lists/phone contacts
Finding email addresses	email hunter	Type in the url and it will show verified email addresses associated with that url.
Calendar scheduler	calendly	
Semrush	SEO and Marketing	
Snapcode maker	Pixlr Editor	
Sales	LinkedIn Navigator	

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