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FANTASTIC
PRODUCTIVITY TOOLS
FOR FREE

Hootsuite

Hootsuite is a social media management system. If your business is on social media, you're probably by now finding that either you're spending way too much time updating your social profiles, or you're not finding time to update them regularly. Hootsuite enables you to write multiple updates at once and then schedule them in advance. So instead of logging in to your social media accounts several times a day you can login once a week, or once a month even, write all of your content in one sitting and then schedule to go out when you want.

The beauty of this is not only that it saves you hours and hours of time every month but it also allows you to send posts at the time your visitors are going to be online and therefore more likely to see your message.

One Note

One Note is my go to app for taking notes on the move. It's similar to Evernote, but I've always used One Note and been happy with it so I have no reason to move. One note allows you to take notes on the move, linked to pictures, videos and other files. You can manage your To Do Lists in there and set alarms to do various jobs. There are a lot of functionalities to it but I use it primarily for those moments when I suddenly think of something that I need to remember, flashes of inspiration and other ideas that I can quickly make a note of and come back to another time.

Freedcamp

Freedcamp is a free project management tool for your business. You can use it to track the progress of any number of projects and collaborate with others. Set up multiple projects and project boards to keep up to date with all your projects at once, save related files to Freedcamp and collaborate with others. It helps you stay on schedule, having everything in one place helps keep you super organised saves time emailing back and forth on project progress with your collaborators.

Dropbox

Dropbox is a fantastic way to share your files and save stacks of time sending information between each other. If you have a team it's a good place to store standard files and documents which everyone needs access too. The good news is, the more you use Dropbox the more you get on your free account. Everyone starts with 2GB of data free, but as you invite others to share your files and download Dropbox you will be rewarded with more storage for each new person who joins, making it well worth sharing around.

Mailchimp and now Mailerlite

I've included this one last for a change as it's usually at the top of my list! I've used Mailchimp for years, it's an email sending platform which enables you to send emails to your list. It's free to have an account with up to 2000 subscribers and you can design HTML emails in. The one thing you can't do on the free plan is send automated emails, you need to upgrade to do this. However, if you have a smaller list and you'd like to send automated emails you might want to look at Mailerlite. I've only recently discovered Mailerlite but am so far really liking what I see. Mailerlite is free up to 1000 list members, but you have access to the full range of services, including sending automated emails. I'm finding it really useful so far and very easy to use, so who knows I could end up jumping ship and switching to them full time in future.