

TAKE FLIGHT

Launch Your Business

14 Online Resources You'll Love

The Practitioner's
RESOURCE GUIDE
to working more efficiently



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CANVA

MARKETING

What is it? Canva is a graphic design option for beginners. It's the program I used to create the cover for this resource.



Why Use It? If you want to create your own logo and branding, this is a great place to start. The site is easy to use and provides many templates for your use whether you're designing your own business cards, flyers, social medial files, and so much more.

They offer plentiful content for you to use in images either at no cost or for a small cost for premium images. Consider them your "go to source" for creating beautiful professional content.

The URL: www.canva.com

VCITA

CLIENT CONNECTION

What is it? vCita is an all-in-one client management site for small businesses. This is what I use as my scheduling system from my practice. I consistently use the scheduling system, payment management system, and client in-box to keep track of my clients.



Why Use It? It helps you manage your business and client activity! It integrates with most website platforms, allowing your clients the ability to schedule with you! You can send session notes, invoices, receipts and even create marketing campaigns all from this system.

The URL: www.vcita.com

PAYPAL

PAYMENT PROCESSING

What is it? PayPal is the most commonly and widely used payment system on the internet today. It offers a faster and safer way to send and receive money and make online payments. It requires that you set up a business account so that a transaction can occur.



Why Use It? If you are a business, you need an easy way to accept payment in a secure way from around the world. You can offer your clients two ways to pay – by using their PayPal account or by using a credit or debit card – thus limiting reasons why they can't buy from you. PayPal integrates with most scheduling systems – and their mobile app is easy to use.

The URL: www.PayPal.com

ZOOM

CLIENT COMMUNICATION

What is it? Zoom offers a high-quality video conferencing experience that allows you to “meet” with clients online for one-on-one meetings.



Why Use It? Most clients understand and use Zoom. This is an especially great way to connect, especially with international clients. You can share your screen so your client can see how you work – It's a richer client experience. Recording sessions is an easy way to share the session with your clients in lieu of taking notes. Sessions up to 40 minutes are free of charge. For longer meeting times, a small monthly fee will apply

The URL: www.zoom.com

TEXT EXPANDER

PRODUCTIVITY

What is it? A site that allows you to automate your communication and writing tasks. Save valuable time when typing session notes, working faster and communicating smarter! I save an average of 8 hours a month using Text Expander!



Why Use It? This program allows you to work more efficiently by using abbreviations or “snippets” you create for common phrases, sentences and paragraphs. Once a snippet is set up for a specific text, the system will notice every time you type the snippet and will write the corresponding phrase. This integrates with Microsoft Office, and Mac’s Keynote or Pages.

The URL: www.textexpander.com

QUICKBOOKS

FINANCE MANAGEMENT

What is it? QuickBooks is a program that makes sense of your financial affairs.



Why Use It? QuickBooks keeps everything organized in one place, so you know your income and expenses at any time. This software makes tax time super easy. Easy-to-read reports help you make smarter business decisions. Connect your bank account and credit cards to import and sort expenses into tax categories for more potential deductions. Sync with popular apps and snap photos of receipts. Ask your bookkeeper or accountant to help you get started!

The URL: www.quickbooks.intuit.com

SKYPE

COMMUNICATION TOOLS

What is it? A site that allows users to connect via the internet either by audio or video. It's great for connecting with international clients.



Why Use It? If you are a business, you need to keep your personal phone number private. Skype allows you to create a business phone number. It's what I use for my business number. You can forward your Skype number to your cell phone, allowing convenience in receiving calls. When calling Skype-to-Skype, many calls are free. International calls will have a small fee.

The URL: www.skype.com

GOOGLE VOICE

COMMUNICATION TOOL

What is it? This is a product within Google's suite of applications. This is another place to consider selecting a business phone number.



Why Use It? The Google Voice number can become your business number allowing you to work from anywhere. Once you have a Google account, select a telephone number from the available numbers in your selected area code. You can direct this number to your cell phone for ease of use. There is no charge to use Google Voice within the US.

The URL: www.voice.google.com

LISA FRALEY

PROFESSIONAL LEGAL SVS.

What is it? Lisa works with people like you – energy practitioners and business people – who want to work with a lawyer to be sure that they, and their business, are legally covered.



Why Use It? She gets what you do! Lisa has many legal tools, templates, and podcasts created for those in alternative modalities to medicine. I like her DIY templates which allow you to build your own disclaimers, website terms and conditions, privacy policies, and much more! Check out her business protection packages and get on her e-mail list!

The URL: www.lisafraley.com

DEPOSIT PHOTOS

IMAGES

What is it? Over 60 million high-quality images to help fulfill all of your creative needs for your website, marketing brochures, social media posts, and so on.



Why Use It? Deposit Photos brings authors of high-quality licensed stock photos, graphics, vectors and videos together. You need to be sure you purchase your website and marketing photos from a licensed source to avoid expensive penalties in using unlicensed media. Deposit Photo's collection includes photos, vectors, illustrations and video.

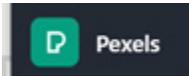
The URL: www.depositphotos.com

PEXELS

FREE IMAGES

What is it? Photos on Pexels are free to use!

Why Use It? The goal with Pexels is to create an incredibly simple and fast way for the world to find free photos and videos. They've made it possible for anyone to download their images for free without needing to create an account. I go to Pexels when I need a photo for a quick project that does not require a subscription to a package.



As a user, you will be able to create [collections](#) so you can organize your work for separate projects, access every photo you have ever downloaded, like photos and videos, and contribute your own photos.

The URL: www.pexels.com

G SUITE

STAY ORGANIZED

What is it? Google Suite is a collection of intelligent apps which include Gmail, Drive, Docs and Calendar to help you stay organized.



Why Use It? They provide, at no charge, online storage and tools to help you create and organize content. Your files are always available from any device so you can always find what you need. Consider G Suite services if you want dependable, secure online tools to create and store content or need to access your content from any device or location

The URL: www.workspace.google.com

HOST GATOR

WEBSITE HOSTING SERVICES

What is it? Every website takes up space on a physical server somewhere. Web hosting sites store those files and make your site's content accessible to people online.



Why Use It? HostGator might be one of the biggest, oldest web-hosting companies in the industry. Their basic shared hosting plans come with unlimited storage, bandwidth, free domain (for the first year), and a free security certificate. I found HostGator to be a reliable and customer friendly hosting service. Their 24/7 customer support is convenient and actually provides support.

They are recognized for having the best low-cost hosting plans.

The URL: www.hostgator.com

GO DADDY

DOMAIN SERVICES

What is it? GoDaddy offers domain services for website owners and makes finding, registering and managing a domain name for your website easy.



Why Use It? Choosing a domain name is a great way to brand your practice. GoDaddy makes it easy to search for domain names that interest you and that will help you define, and even name, your practice and your business. Domain name purchases are reasonable, registration is easy, and transferring the domain to your website is straightforward.

The URL: www.godaddy.com