

Tools List for USBC

There are many cool apps and software products you can use to make your website and Facebook page more appealing to your visitors. After all, the goal is to have them stick around and hopefully join up. With technology at our fingertips and apps coming out every day, now you can do a lot of cool design things yourself – (or someone on your team can!)

For your website:

If you're having serious "website shame," you may need a completely new website. If it's been several years – or more – since you created your website, you'll need to make this a priority. Or if all you need are a few tweaks, here are some resources for you.

1. <https://www.upwork.com/> **Upwork** used to be called "elance." It's a website you go to when you need assistance with a wide variety of work. There are *many* freelancers as members who are competing for your business. What you do: put in a description of the work to be done, such as creating a new website. Then Upwork finds the best candidates, they submit proposals, and you choose the best one for you. This is a great way to find help on more than just a website, too.
2. <https://www.fiverr.com/> **Fiverr** is a favorite among small business users. I've used it multiple times for design work. The name comes from the original intent to offer something to you for \$5. Yes, the fees go up from there, but are still quite reasonable. There are an almost overwhelming number of freelancers waiting to work for you. Yes, they are located all around the world, but don't let that stop you. Find someone that interests you, read their reviews, start a conversation with them. Or you might check around and see if someone you know can recommend a freelancer to use.
3. Find a **local website designer**. Probably every city and town has multiple web designers that can create a beautiful new website for you. Ask around. Depending on experience and the size and sophistication of their business, expect to pay \$1500 - \$3000 for a simple website. Prices would go up from there for a larger site. (Prices based on my local area and survey. Yours may be completely different.)
4. Find a **web designer overseas**. I've got a budget-minded friend who has had several business websites created using groups out of the Philippines. There are a lot of countries with workers willing to do a great job for less than the American market charges. You may have a few barriers such as time zone and language, but for many, it's definitely worth the savings. Prices may range from \$250 to \$1000. Just my best estimate.
5. Hire a **Virtual Assistant** to maintain your site. There are so many people in your own town or around the country (and world) who call themselves VA's or Virtual Assistants. Many specialize in maintaining websites. VA's typically charge by the hour or even partial hour. Expect to pay between \$20/hour and \$75/hour.

For Facebook:

1. <https://www.canva.com/> Canva is one of the most widely used products among business owners for creating simple graphics. It's fast, easy and free. Simply create an account, upload your photos and add borders, text, designs...They also have photos and graphics you can purchase. Canva has templates ready to use for social media posts and more options than you will probably use.
2. <https://www.picmonkey.com/> PicMonkey may be the first online graphic tool I used. Quickly edit photos and add design work, make a photo collage... There is a paid version, too. I just use the free version, although my VA has the paid version. It opens up a few more design tools. PicMonkey and Canva do some of the same things. Create an account in both and choose your favorite.
3. <https://www.techsmith.com/> TechSmith is the parent company for 2 of my favorite tools. These aren't free, but I've used them for years. They have a free trial period so you can try before you buy.
 - a. **Snag-It** is the first software I bought when I started my business. I still use it probably every day, even though my business is dramatically different now. I use it to crop out screen shots and resize photos mostly. \$49 is the current cost.
 - b. **Camtasia** is a video editing software. You can create a video on your phone and edit it with Camtasia. Crop out sections you don't want, add music, graphics, overlay text or graphics, pop-ups... It's very sophisticated and may be more than you need. But it does a lot. At least check it out. Current price is \$249.
4. <https://www.fiverr.com/> **Fiverr** is a favorite among small business users. I've used it multiple times for design work. The name comes from the original intent to offer something to you for \$5. Yes, the fees go up from there, but are still quite reasonable. You may be able to get a simple job done for \$5. There are an almost overwhelming number of freelancers waiting to work for you. Yes, they are located all around the world, but don't let that stop you. Find someone that interests you, read their reviews, start a conversation with them. Or you might check around and see if someone you know can recommend a freelancer to use.
5. <https://mailchimp.com/> and <https://www.constantcontact.com> My program didn't cover email marketing, but these are two commonly used products. MailChimp has a free version that may be all you need. If you aren't slightly tech-y, you may want to outsource this project to someone on your team.
6. <https://www.surveymonkey.com/> This is a random addition to the list! It may or may not be useful for your group. But if you want to take a survey of members, this is a wonderful, free tool that allows you to do that. Create a simple survey online and then email the link to your audience. You'll see all of the responses and get a tally on answers, where applicable.
7. Check out free **photo websites** and double check on their policy towards using on your website or FB page. You may have to show attribution. There are dozens of sites. My 2 current favorites are <https://www.pexels.com/> and <https://unsplash.com/>.