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## 7 – START-UP TECHNOLOGY MUST HAVES:

### 1. Hardware:

Please do the research. The following are suggestions, we are not affiliates of any of the products we list, and tech evolves quickly therefore do your homework peruse reviews and gauge your needs based upon your budget and lifestyle. But these are the basics.

- A. Computer/laptop
- B. Smart phone
- C. External hard drive
- D. Network Server (if you do not have cloud)
- E. Wireless Router
- F. Wireless Printer

### 2. Operating System:

The operating system (OS) allows users to perform the basic functions of a computer. The OS manages all software and peripheral hardware, and accesses the central processing unit (CPU) for memory or storage purposes. It also makes it possible for a system to simultaneously run applications. All PCs, laptops, tablets, smartphones, and servers require an OS. Developers may use specific operating systems that are more conducive to programming and application development, while the average employee will likely use a proprietary system for more common, everyday usage. The most common operating systems are

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Microsoft's Windows, Apple's OS X, Linux distributions, and mobile operating systems for smartphones.

### 3. Cloud Storage:

Cloud storage is a simple and scalable way to store, access and share data over the internet. It is maintained, operated, and managed by a cloud storage service provider on a storage server that is built on virtual techniques. Having cloud storage is simple and effective and the choice for most when saving files. However, we usually recommend having hard copy back up on things that you want to make sure you have forever.

Why you ask...because does anyone really know where the cloud is? We can look up and see clouds, but we know that is not where our data is, or is it?

- A. Dropbox
- B. Google Drive
- C. Apple icloud
- D. Microsoft One Drive
- E. Box

### 4. Software: Organization and Productivity apps:

We all feel the need to be everywhere and do everything but still need something to keep us on track. It's not easy to stay on top of all your to-do, errands, and files and so on, fortunately for us, there are many tools available. Organizational and productivity apps are a must have. Whether it is just a calendar and task list or a full-blown project management tool, it is an essential tool. Here are a few examples (remember we are not affiliated

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with any of these products).

- A. Google Drive: lets you store and access your files anywhere
- B. Google Calendar: keep your appointments on track
- C. Evernote: a suite of software and services that allow users to capture, organize and
- D. find info across multiple platforms.
- E. Basecamp: project management tool that offers a variety of customer service options.
- F. Simple mind: a digital mind map that provides a space for all your ideas.

## 5. Customer Relations Management (CRM) AUTOMATION Applications

CRM's as they are called in tech marketing language, are vital to any business, and it is a critical application for women-owned small businesses that are customarily owner-all-operated at least at first. Today there are many that are specific to certain industries and there are those developed specifically with the small business in mind. CRM is a term that refers to practices, strategies and technologies that companies use to manage and analyze customer interactions and data throughout the customer lifecycle, with the goal of improving business relationships with customers, assisting in customer retention and driving sales growth. Here are a few examples

- A. Infusionsoft
- B. Ontraport
- C. Salesforce
- D. ACT
- E. Nimble
- F. Zoho

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## 6. Principle Asset – Email List - AUTOMATION Application(s)

If your business is not ready for a full CRM, then email automation is the most effective way to engage in email marketing because it enables you to send out message broadcasts to your customers simultaneously and the best part, you can schedule them, so they go out even when you are not there.

Using automation, saves you time, and segmenting of your lists, based upon the responses of your recipient, allows you to continue very individualized and specific conversations with them. Result, you as the business owner can develop a closer relationship with your prospective or active customers by maintaining effective communication and brand awareness.

Tech platform examples:

- A. iContact
- B. Constant Contact
- C. Mailchimp: makes ending out a newsletter easy
- D. Campaigner
- E. Aweber
- F. Convertkit

## 7. Social Media & content tools/lead generators

Social media networks are a major resource for both small and big businesses that are looking to promote their brands on the Internet. The platforms are easy to use and some of them even have paid advertising options for businesses that want to reach new audiences. However, just because your business needs to be on these platforms doesn't mean that it has to be on every other social media site. To properly utilize the power of social media you need to know the most popular social media sites and identify the ones that work best for your business to avoid spreading yourself too thin.

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Facebook the mammoth social media platform that revolutionized social networking and community building, where a member does not pay a penny. The win for Facebook is it has become the largest social networking site in the world with over 1.5 billion users worldwide. And today, Facebook has broken new ground in sales/marketing/advertising, as now savvy entrepreneurs can leverage the reach of Facebook through still relatively cost-effective advertising ads.

Google and Twitter although different types of social media are not doing too shabby themselves. However, unlike the 20th century users, who primarily posted pics of themselves, friends, pets and family, today well positioned advertisements are generating millions of dollars in return on investment for online (we like high-tech) entrepreneurs.

In March 2016, Facebook launched Facebook Live, the platforms integrated tool to connect people to people in a more real-time authentic manner. If you are camera shy, then you can also upload video on Facebook. The point, Cisco predicted that by 2019, about 80% of all consumer internet traffic will be generated by internet video traffic. That's staggering!

- A. Facebook
- B. Twitter
- C. LinkedIn (professional networking)
- D. Google+
- E. YouTube
- F. Pinterest (more than 1/2 of 100 million users are women)

Now that you have the basics covered, at least in terms of start-up tech tools and few basic connection point apps. We have to move the discussion to technology must-haves for your specific USP.