



# Quick Reference Guide

<b>COMPUTER BACKUP &amp; SECURITY</b>	Backupify	Backup solution for cloud-based data	backupify.com
	Dropbox	File synchronization, collaboration and storage	dropbox.com
	CrashPlan	Free backup system for peer-to-peer connections	crashplan.com
	Picasa	Photo organizing, editing and sharing software	picasa.google.com
	Shutterfly	Online photo management with family-friendly protection	shutterfly.com
	AVG Free	Windows-based anti-virus and spyware software	free.avg.com
	How Secure Is My Password	Password security checker	howsecureismypassword.net
	iAntivirus	Free antivirus app for Mac	iantivirus.com
	LastPass	Password manager with mobile apps	lastpass.com
	Mailinator	Disposable email service with on-the-fly inbox creation	mailinator.com
	PasswordCard	Printable and app-based password manager	passwordcard.org
	Spybot - Search and Destroy	Adware, malware and spyware scanner for Windows	safer-networking.org
	YubiKey	USB device for password management	yubico.com
<b>OFFICE SOFTWARE</b>	Adobe Reader XI	PDF reader with annotation and signing	adobe.com/products/reader
	easyPDF Cloud	Online PDF tool with easy interface	easypdfcloud.com
	eFax Free	Free outgoing fax number	efax.com/efax-free
	FaxZero	Free outgoing faxes with ad on cover page	faxzero.com
	Google Docs	Free online office suite	docs.google.com
	Google Voice	Phone service to organize and manage incoming calls	google.com/voice
	NewOCR	Online OCR service with layout analysis options	newocr.com
	PDF Expert	PDF app for iOS devices	readdle.com
	Zamzar	Convert any file to any format	zamzar.com
<b>WEBSITE</b>	Checkthis	Online poster builder	checkthis.com
	Down for Everyone or Just Me	Site that checks to see if a site is up	downforeveryoneorjustme.com
	Google Analytics	Website analytics tool	google.com/analytics
	WordPress	Website and blog builder	wordpress.com
	Zopim	Live chat service	zopim.com
<b>ORGANIZATION</b>	Basecamp	Online project management system	basecamp.com
	Cozi Family Organizer	Family-friendly calendar and task manager	cozi.com
	Evernote	Notetaking and information organizing system	evernote.com
	Google Calendar	Web-based calendar with import and export capabilities	google.com/calendar
	Podio	Work management system	podio.com
	Redbooth	Team-based tasks and project management	redbooth.com
	Wunderlist	Task management tool	wunderlist.com
<b>EFFICIENCY</b>	Chrome Remote Desktop	Remote access tool for Chrome browser and PCs	Chrome Store
	Flipboard	Content aggregation and delivery app	flipboard.com
	Gmail	Email service that gives you access from anywhere	gmail.com
	Google Voice search	Voice recognition feature for searching Google	google.com
	IFTTT	Free multi-application automator for cloud services	ifttt.com
	Jing	Screencapture tool	techsmith.com/jing
	Mailbox	Inbox Zero helper for Gmail and iOS	mailboxapp.com
	Skitch	Screenshot tool for desktop and mobile devices	evernote.com/skitch
	Splashtop	Remote access tool designed for mobile devices	splashtop.com
	TalkTo	Site and apps that facilitate contact with any company	talkto.com
<b>PERSONAL</b>	BrandYourself	Reputation manager for online presence	brandyourself.com
	Bubbl.us	Online mind-mapping tool	bubbl.us
	Fitbit	Smartphone app that monitors activity	fitbit.com
	Google Alerts	Google tool for keyword email alerts	google.com/alerts
	re.vu	Resume pages and sites	re.vu
	Readability	Browser plugin and app that strips clutter from sites	readability.com

<b>RELATIONSHIPS</b>	CamCard	Mobile business card reader and organizer	camcard.com
	Contxts	SMS business cards	contxts.com
	GrooveBook	Photo album app that lets you print real photo books for \$3/month	groovebook.com
	MailChimp	Do-it-yourself email newsletter service	mailchimp.com
	Nimble	Social media-based CRM	nimble.com
	Paperless Post	Animated online cards and invitations	paperlesspost.com
	Postagram	Service that generates and sends postcards	postagramapp.com
	Salesforce timetonote	CRM for small-to-medium businesses and associations Web-based CRM and project management for groups	salesforce.com timetonote.com
<b>GRAPHICS</b>	123RF	Low-priced royalty-free image site	123rf.com
	animoto	Instant video from pictures, videos and text	animoto.com
	Audacity	Downloadable, open-source audio editor	audacity.sourceforge.net
	ColorZilla	Color tool for Chrome and Firefox	colorzilla.com
	dafont	Archive of free downloadable fonts	dafont.com
	GraphicRiver	Low-priced professional print and digital templates	graphicriver.net
	Identifont	Online wizard to identify typefaces	identifont.com
	WhatTheFont!	Online tool and iOS app to identify fonts	myfonts.com/WhatTheFont/
	Piktochart	Free and bargain infographic generation	piktochart.com
	Graphic Generators	Collection of resources for quick graphics	pinterest.com/askbethz
	Pixlr	Free online Photoshop competitor	pixlr.com
	PowToon	Super cool animated video and presentation tool	powtoon.com
Tagxedo	Word cloud generator site	tagxedo.com	
Wordmark.it	Online previews of the fonts on your computer	wordmark.it	
<b>PRESENTATIONS, SURVEYS, MEETINGS</b>	AnyMeeting	Screensharing and webinar tool	anymeeting.com
	Brown Paper Tickets	Online event management tool with free ticket shipping	brownpapertickets.com
	Eventbrite	Online event management tool	eventbrite.com
	Google Forms	Free forms and surveys connected to Google spreadsheets	forms.google.com
	Google+ Hangouts	Videoconferencing and live broadcast tool	google.com/hangouts
	Issuu	Online magazine/catalog creator	issuu.com
	Minutes.io	Meeting-management tool	minutes.io
	Poll Everywhere	Real-time audience response system and polling tool	polleverywhere.com
	PollDaddy	Online polling site and app	polldaddy.com
	Reflector	Download that mirrors iOS device on Mac or PC	reflectorapp.com
	ScheduleOnce	Meeting-scheduling site	scheduleonce.com
	SignUpGenius	Volunteer organization and sign-up sheets	signupgenius.com
	Speek	Free conference call service for up to 10	speek.com
Ustream	Live streaming service with extensive audience	ustream.tv	
Vyew	Online meeting rooms for real-time collaboration	vyew.com	
<b>TRAVEL</b>	GateGuru	Mobile airport guide	gateguru.com
	SeatGuru	Airplane seat guide	seatguru.com
	TaxiFareFinder	Taxi fare estimation tool	taxifarefinder.com
	Triplt	Travel itinerary organizer	tripit.com
	Waze	Community-driven navigation app	waze.com
<b>HELP</b>	Fancy Hands	Virtual assistants for small tasks starting at \$5 per request	fancyhands.com
	Fiverr	Freelance community for \$5 projects	fiverr.com
	LogoMyWay	Crowdsourced logo designs	logomyway.com
<b>FINANCIAL</b>	Mint	Free budgeting and expense management tool	mint.com
	OneReceipt	Electronic receipt management for iOS and online	onereceipt.com
	RetailMeNot	Online coupon site	retailmenot.com
	Shoeboxed	Digital and hard-copy expense manager	shoeboxed.com
	Square	Mobile payment system for consumers and businesses	squareup.com
	Wave Accounting	Free online accounting system	waveaccounting.com

## About Beth Ziesenis: Your Nerdy Best Friend

Wouldn't it be great to have a BFF who says, "Yeah, I know an app for that"? Beth Ziesenis is there for you with advice on the best free and bargain tech tools to improve productivity and simplify your life... without breaking the bank.