

## Raevolutionary Concepts | Tools Reference Sheet

Category	Purpose	Name	Tool Purpose/Comments
Application	Productivity	google docs, google alert, google analytics	tools for teams, for keeping up, improving your sites and workflow
		skype	communication tool for teams
		zoho	document/application sharing tool
Book	Job/Brand Reference	Working with Emotional Intelligence	Good reference on emotional intel & what leaders/managers need
		What Color is Your Parachute	
		Brand You 50 - Tom Peters	
		ROAR! - Kevin Daum	
		Positioning - Battle for your Mind - Al Ries	
		CrushIt - Vanderchuk	
		The New Rules of Marketing & PR	David Meerman Scott
		Art of Non Conformity	Chris Guillebeau
		The Toilet Paper Entrepreneur	Mike Michalowicz
		Making Ideas Happen	Scott Belsky
		Inbound Marketing	Halligan & Shah
Sway	Ori & Rom Brafman		
Do What You Are			
Networking	Keeping Up	Social Media Mastermind OC / Various Meetups	meetup group, discusses all things social media, meets every sat. 9am costa mesa
		WP OC / Various Wordpress meetups	meetup group, 4th Monday of the month huntington beach
Self Improvemnt	Public Speak'g	<a href="http://www.foundersdistrict.org/">http://www.foundersdistrict.org/</a> <a href="http://toastmasters.org">http://toastmasters.org</a>	area toastmasters
Website	Blogging Ref	<a href="http://www.bloggingbasics101.com/">http://www.bloggingbasics101.com/</a>	blogging basics
		<a href="http://www.arealchange.com/blog/30-day-making-blog">http://www.arealchange.com/blog/30-day-making-blog</a>	30 day free course on blogging
		<a href="http://www.smartpassiveincome.com/">http://www.smartpassiveincome.com/</a>	great startup videos, how to make money on the web
		<a href="#">Freelance Writers Den and Make a Living Writing</a>	Great group and tools for content development
		<a href="http://www.probloger.net/archives/2009/04/06/write-an-elevator-pitch-for-your-blog-day-1-31dbbb/">http://www.probloger.net/archives/2009/04/06/write-an-elevator-pitch-for-your-blog-day-1-31dbbb/</a>	elevator pitch for your blog - great reference other places there too
		<a href="http://www.artofblog.com/how-to-start-a-blog/">http://www.artofblog.com/how-to-start-a-blog/</a>	startup blog references
Website	Getting Online	<a href="#">Godaddy</a>	to register your name as a url or a different name, can go here. Hosting service also provided.
		<a href="#">Bluhost</a>	for domain url registrations & hosting services. Great support! Inexpensive.
		<a href="http://www.dreamhost.com">www.dreamhost.com</a>	<a href="http://www.artofblog.com/how-to-start-a-blog/has-a-coupon-on-this-page-for-dreamhost">http://www.artofblog.com/how-to-start-a-blog/has-a-coupon-on-this-page-for-dreamhost</a>
		<a href="#">Hostgator</a>	
		<a href="http://www.wordpress.org">www.wordpress.org</a>	use this if you already have a url & want to put wordpress on it. If you have a hosting service through hostmonster.com, godaddy.com or yahoo.com they have tools to allow you to download wordpress. If you want quick/easy/free go the .com route. Url must be purchased (like at godaddy) & it would be www.yoururl.com
		<a href="http://www.wordpress.com">www.wordpress.com</a>	free word press tool, you pick the name there, and it would appear like: www.yourname.wordpress.com
		<a href="#">Themeforest</a>	premium wordpress themes
		<a href="http://hootsuite.com/">http://hootsuite.com/</a>	cool tool to schedule SM
		<a href="http://ping.fm/">http://ping.fm/</a>	used to update all social networks at once
		<a href="http://www.tweetdeck.com">www.tweetdeck.com</a>	cool tool to schedule SM
		<a href="http://www.socialloomph.com">www.socialloomph.com</a>	adds additional pieces, but like tweetdeck & hootsuite
		<a href="http://www.postling.com">www.postling.com</a>	looks really interesting, just started playing with
		<a href="http://www.gravatar.com">www.gravatar.com</a>	1 common profile for commenting etc
<a href="http://www.blogtalkradio.com">www.blogtalkradio.com</a>	for those that love talking or hate writing		
<a href="http://onstartups.com/tabid/3339/bid/14208/Why-Every-Entrepreneur-Should-Write-and-9-Tips-To-Get-Started.aspx">http://onstartups.com/tabid/3339/bid/14208/Why-Every-Entrepreneur-Should-Write-and-9-Tips-To-Get-Started.aspx</a>	Power of writing - and application to not just yourself, companies but also to small businesses		

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Website	Job Tools	<a href="http://www.jobhuntersbible.com">www.jobhuntersbible.com</a>	job search tool
		<a href="http://www.iibberjobber.com">www.iibberjobber.com</a>	job search tool
		<a href="http://www.timsstrategy.com">www.timsstrategy.com</a>	job search tools & social media tips
		<a href="http://www.jobbait.com">www.jobbait.com</a>	job search tool
		<a href="http://www.jobcanon.com">www.jobcanon.com</a>	job search tool
		<a href="http://www.job-hunt.org">www.job-hunt.org</a>	job search & resource tools
		<a href="http://www.JobFox.com">www.JobFox.com</a>	social recruiting job site - connects people 2 private netwrks
		<a href="http://www.glassdoor.com">www.glassdoor.com</a>	inside look at jobs & companies
		<a href="http://womenforhire.com/">http://womenforhire.com/</a>	resources
		<a href="http://www.artofblog.com/rss-email-stats">www.artofblog.com/rss-email-stats</a>	<a href="#">How to Use FeedBurner, Google Analytics, and Mailchimp</a>
		<a href="http://www.vistaprint.com">www.vistaprint.com</a>	free business cards
		<a href="http://www.moo.com">www.moo.com</a>	cards that are a little different
		<a href="http://www.tinyprints.com">www.tinyprints.com</a>	small lot business cards to change up & see what gets responses
		<a href="http://www.premiumcards.net">www.premiumcards.net</a>	better stock cards
		Website	In Contact
<a href="http://www.aweber.com">www.aweber.com</a>	also an option		
<a href="http://www.constactcontact.com">www.constactcontact.com</a>	also good, monthly fees		
<a href="http://zohocrm.com">zohocrm.com</a>	crm		
<a href="http://gravityforms.com">gravityforms.com</a>	contact form builder & lead generator		
<a href="http://contactme.com">contactme.com</a>	integrates with mailchimp & WP		
<a href="http://brightpearl.com">brightpearl.com</a>	CRM		
Website	Keeping Up	<a href="http://www.hubspot.com">www.hubspot.com</a>	all things social media
		<a href="http://www.mashable.com">www.mashable.com</a>	all things social media
		<a href="http://www.socialmediaexaminer.com">http://www.socialmediaexaminer.com</a>	all things social media
		<a href="http://smashingmagazine.com">smashingmagazine.com</a>	
		<a href="http://squidoo.com/colorexpert">squidoo.com/colorexpert</a>	
		<a href="http://changingminds.org">changingminds.org</a>	
		<a href="http://brainzooming.com">brainzooming.com</a>	
		<a href="http://www.success.com">www.success.com</a>	
		<a href="http://www.fastcompany.com">www.fastcompany.com</a>	
		<a href="http://www.forbes.com/leaders/">http://www.forbes.com/leaders/</a>	
		<a href="http://www.forbes.com/forbeswoman/">http://www.forbes.com/forbeswoman/</a>	
		<a href="http://inboundmarketing.com/university/classes">http://inboundmarketing.com/university/classes</a>	all kinds of online marketing & social media tutorials if interested
		<a href="http://www.ted.com/talks/barry_schwartz_on_our_loss_of_wisdom.html">http://www.ted.com/talks/barry_schwartz_on_our_loss_of_wisdom.html</a>	inspirational stuff, as all TED videos are
		<a href="http://www.wilsonweb.com/tools/usborne-creating-content.htm">http://www.wilsonweb.com/tools/usborne-creating-content.htm</a>	
		<a href="http://www.go2web20.net/">http://www.go2web20.net/</a>	listing of online tools & applications
		<a href="http://37signals.com">37signals.com</a>	lots of web based collaboration apps, for your virtual team
		<a href="http://bundlepost.com">bundlepost.com</a>	social content mgmt system - just playing with now
		<a href="http://www.blogstampede.com">www.blogstampede.com</a>	content mgmt, uses contributors, drives traffic
<a href="http://crowdbooster.com">crowdbooster.com</a>			
<a href="http://www.alexa.com">www.alexa.com</a>	company/site - resource platform for website numbers		
<a href="http://www.compete.com">www.compete.com</a>			
<a href="http://www.quora.com/">http://www.quora.com/</a>	online source of questions and answers; wikipedia of q & a		
<a href="http://www.klout.com">www.klout.com</a>	online influence scoring		
<a href="http://www.empireavenue.com">www.empireavenue.com</a>	a 'gaming' perspective for keeping up		
Website	Online Public'tn	<a href="http://www.scribd.com">www.scribd.com</a>	social reading & publishing company
		<a href="http://www.pitchengine.com">www.pitchengine.com</a>	online PR press builder - social media
		<a href="http://www.slideshare.net/">http://www.slideshare.net/</a>	online presentation sharing

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Website	Productivity	<a href="http://www.freeconferencecall.com">www.freeconferencecall.com</a>	Conference call feature for team communication
		<a href="https://lastpass.com/">https://lastpass.com/</a>	free online passowrd manager - great free tool
		<a href="http://www.evernote.com">www.evernote.com</a>	use as app & online - awesome tool for creating posts & publishing
		<a href="http://www.polleverywhere.com">www.polleverywhere.com</a>	online polling to use in presentations, on SM sites
		<a href="http://www.48days.com/worksheets/">http://www.48days.com/worksheets/</a>	tools & worksheets to support search
		<a href="http://www.e-junkie.com">www.e-junkie.com</a>	shopping cart & buy now buttons
		<a href="http://disqus.com">disqus.com</a>	comment community organizing platform
		<a href="http://box.net/">http://box.net/</a>	doc sharing
		<a href="http://www.chrisbrogan.com/grow-bigger-ears-in-10-minutes/">http://www.chrisbrogan.com/grow-bigger-ears-in-10-minutes/</a>	how to quickly, easily monitor your SM
		<a href="http://mashable.com/2009/04/30/control-personal-brand/">http://mashable.com/2009/04/30/control-personal-brand/</a>	Personal Branding
		<a href="http://mashable.com/2011/05/20/social-media-resumes/">http://mashable.com/2011/05/20/social-media-resumes/</a>	
		<a href="http://knowem.com/">http://knowem.com/</a>	check the availability of your name across sites
		<a href="http://www.tungle.me/Home/">http://www.tungle.me/Home/</a>	calendar connecting across platforms & social media
		<a href="http://www.ladieswholaunch.com/magazine/tools-docs-templates">http://www.ladieswholaunch.com/magazine/tools-docs-templates</a>	tools & resources
		<a href="http://why.openoffice.org/">http://why.openoffice.org/</a>	Free open source software
		<a href="http://www.actionmethod.com">www.actionmethod.com</a>	project mgmt tool for creatives
		<a href="http://the99percent.com/articles">http://the99percent.com/articles</a>	where creativity meets productivity
		<a href="http://www.feedburner.com">www.feedburner.com</a>	news aggregator
		<a href="http://www.spyderlink.com">www.spyderlink.com</a>	adds special code to your logo 4 website direct url connect
		<a href="http://qrcode.kaywa.com">qrcode.kaywa.com</a>	QR code generator - image based url director
<a href="http://www.istockphoto.com">www.istockphoto.com</a>	choose royalty free images for sites & personal use		
<a href="http://creativecommons.org">creativecommons.org</a>	common licenses for creative work		
<a href="http://www.zoho.com/crm">www.zoho.com/crm</a>	customer relationship management tracking - free/small fee		
<a href="http://www.1to1real.com">www.1to1real.com</a>	30 day free, small fee all sm contact tracking		
<a href="http://www.freemind.com">www.freemind.com</a>	mind mapping - free		
<a href="http://www.mindjet.com">www.mindjet.com</a>	free trial then fee		
Website	Research	<a href="http://www.humanmetrics.com/cgi-win/jtypes2.asp">http://www.humanmetrics.com/cgi-win/jtypes2.asp</a>	personality test; myers-briggs typing, helpful in job search
		<a href="http://www.self-directed-search.com/">http://www.self-directed-search.com/</a>	
Website	Staffing Help	<a href="http://www.elance.com">www.elance.com</a>	if you feel like paying for some online help
		<a href="http://www.quru.com">www.quru.com</a>	if you feel like paying for some online help
		<a href="http://www.youtern.com">www.youtern.com</a>	interns - college & unemployed
		<a href="http://www.odesk.com">www.odesk.com</a>	if you feel like paying for some online help
	freelancing		