

**STUDIO
SUCCESS
FORMULA**

THE BUSINESS SCHOOL FOR
DANCE STUDIO OWNERS

MUST HAVE

Online Tools

FOR DANCE STUDIO OWNERS!

**SAVE 10 HOURS A WEEK!
GET PRODUCTIVE, EFFICIENT AND EFFECTIVE!**

BY CLINT SALTER

WWW.STUDIOSUCCESSFORMULA.COM

STORAGE

Name: Drop Box

Website: www.dropbox.com

What It Does: Store your documents, photos or video online. Dropbox has the ability to sync between computers, tablets or mobile phones. Can be used as a collaboration tool where your documents are easily accessible online to you or your clients.

Cost: Free space: 2GB

Premium space: \$99 USD /year for 100GB

Business Plans available.

File size limit: Unlimited

Platforms: Windows, Mac, Linux, iOS, Android, BlackBerry.

Name: Amazon S3

Website: <http://aws.amazon.com/s3/>

What It Does: Amazon S3 provides a simple web-services interface that can be used to store and retrieve any amount of data, at any time, from anywhere on the web. It gives any developer access to the same highly scalable, reliable, secure, fast, inexpensive infrastructure that Amazon uses to run its own global network of web sites. The service aims to maximize benefits of scale and to pass those benefits on to developers.

EMAIL

Name: Google Apps for Business

Website: http://www.google.com.au/intx/en_au/enterprise/apps/business/benefits.html

What It Does: Google Apps for Business is a secure cloud based tool giving you access to your email, calendar, documents and websites. Store your documents, spreadsheets and presentations over multiple file versions. Provides a custom email address, unlimited users and 24/7 customer support.

Cost: \$5AUD per User per month up to 30GB

Free Trial available

Platforms: Android, iPhone, Blackberry, Windows Phone.

SOCIAL MEDIA MANAGEMENT

Name: Hoot Suite

Website: www.hootsuite.com

What It Does: Hootsuite is a social media management tool. This online dashboard allows business to manage social networks, track conversations and measure marketing campaign results. Provides social analytic reporting to assist you in making informed decisions.

Cost: Free for up to 5 social profiles and up to 2 RSS feeds. From \$10.79 USD per month to include 50 and up to 100 social profiles. 30 day free trial.

Name: Buffer

Website: www.bufferapp.com

What It Does: Buffer shares your social media content at certain times of the day so that your followers and fans see your updates more often. Provides custom scheduling and detailed social analytics and reporting.

Cost: \$50USD per month for 25 accounts up to \$250USD per month for 150 Accounts.

Name: Post Planner

Website: www.postplanner.com

What It Does: Post Planner enables posts to be automated and provides analysis about what content is trending with pre-written status updates. It also provides you with real-time analytics to guide you as to when to post to obtain optimum engagement. They help you target fans in specific locations and demographics.

Cost: From \$19USD per month for 100 posts a day and up to \$79USD per month for multi-license up to 1500 posts per day.

Name: Facebook

Website: Setting Up Your Facebook Page: <https://www.facebook.com/pages/create/> and follow the prompts

Name: Instagram

Website: Setting Up Your Instagram Account: <http://www.wikihow.com/Use-Instagram>

ACCOUNTING

Name: Xero

Website: www.xero.com

What It Does: Xero is an online accounting software tool for small to medium business which provides online invoicing, bank reconciliations, payroll, financial reporting. Send data directly to your accountant.

Cost: \$29 to \$64 AUD per month. Mobile Access with iPhone or Android Supports most Internet browsers.

CUSTOMER RELATIONSHIP MANAGEMENT

Name: Solve360

Website: www.norada.com

What It Does: Solve360 is customer relationship management (CRM) software. It manages clients and leads with contact management tools, e-mail marketing campaigns, billing and invoicing functionality included. Import contacts from Excel, outlook or your Mac Address book. Solve360 integrates with Google Apps, Xero, MailChimp and many others.

Cost: Basic \$39USD per month including 3 Users and up to \$149USD per month for 18 users

Platforms: Is supported by both windows and a Mac OS and has a mobile app for iPhone, Android and Newer Blackberrys.

Name: Zoho

Website: www.zoho.com/crm

What It Does: Zoho is customer relationship management (CRM) software which includes automation of your leads, contacts, sales opportunities, social media integration, email templates, lead forms and data storage. Zoho integrates with Microsoft Office and Quickbooks.

Cost: Free edition for 3 users and 256MB per organisation of file storage. \$35 USD per user per month for 512MB per User for File Storage

Platforms: Integrates with iPad, iPhone, Android and BlackBerry devices.

Name: Sales Force

Website: www.salesforce.com/au/sales-cloud/overview

What It Does: Sales Force is a cloud based (Online) customer relationship management (CRM) tool which can be fully integrated with your mobile device and Outlook or Gmail. For staff in the field this product can provide real time data about your leads, opportunities and enables them to collaborate across teams. It provides a dashboard to view your analytics reports

Cost: \$35 AUD per user per month up to \$420 AUD per user per month. Free trial available.

WEBSITE

Name: Wordpress

Website: www.wordpress.com

What It Does: WordPress is a free and open source blogging tool and a content-management system which runs on a web hosting service. Features include a plug-in architecture and a template system. Start your website or blog for free using WordPress as your hosting provider. Link it to your own domain for a fee.

Cost: Free for the basic site including 3gb of space and your site may show ads or up to \$299 USD per year which will include premium themes, unlimited storage space and no ads.

Name: Crazy Egg

Website: www.crazyegg.com

What It Does: Crazyegg is an online tool which provides a 'heatmap' which visually represents which areas on your website your clients are clicking on. It collects data about user behavior and what content you may or may not wish to add or remove to your site.

Cost: From \$9USD per month for 10,000 page visits up to \$99 USD per month for 250,000 visits. Free Trial available.

Name: Click Tale

Website: www.clicktale.com

What It Does: ClickTale provides a record of your site visitor's clicks, scrolls, and mouse moves. It includes mouse move and click heatmaps, a real time monitor so you can watch what your visitors are doing and forms analytics.

Cost: A Free Plan includes 5,000 page views per month with limited analytics. Premium customizable plans are available by contacting ClickTale.

Name: Lead Pages

Website: www.leadpages.net

What It Does: Lead Pages provides templates for a landing, launch, sales and webinar registration pages for your site. Integrates with all major email marketing software, Facebook and WordPress. Will work on iPhones, iPads and Android devices for clients

Cost: Approx \$37 USD per month unlimited landing pages or \$197 USD per month to include access to their affiliate program.

Name: Paypal

Website: www.paypal.com/au

What It Does: PayPal lets you quickly and securely send and receive money for goods, services and more. You and your customers can pay for things and send money without sharing financial information. It provides buyer and seller protection for transactions. Can be used to transfer money to colleagues or friends.

Cost: Varies according to transactions. In Australia an online transaction can cost 2.4% of the amount received plus \$0.30 AUD per transaction. If you receive more than \$5,000 AUD in sales per month they provide discounted merchant rates.

Name: GoToWebinar

Website: www.gotomeeting.com.au

What It Does: GoToWebinar facilitates a do it yourself webinars for up to 1,000 people. It provides video and audio conferencing services. Once you set up your Webinar you can create a registration page, invite attendees, they can either dial in with a telephone number and code or login online. Citrix software is required to be loaded onto users computers to connect.

Cost: \$139 AUD per month for up to 1,000 attendees or 100,500 sessions. GoToMeeting and GoToTraining pricing is also available.

Name: Visual Website Optimizer

Website: www.visualwebsiteoptimizer.com

What It Does: Visual Website Optimizer creates two or more different versions of your website so you can see which one performs better. It shows heatmaps to see which links, images or buttons your visitors are clicking, shows behavioral

targeting and gains feedback on your landing pages to analyse usability issues and gain ideas to improve your site.

Cost: Free trial available up to \$129 USD per month for 30,000 visitors tested per month. An enterprise plan is available by contacting them.

Name: Google Analytics

Website: www.google.com/analytics/

What It Does: Google Analytics provides a digital analytics for business with a web presence. It will assist you in determining the success of marketing campaigns, and content and developers can learn where people leave the site and which pages retain visitors the longest. It can track multiple websites, social media pages and RSS feeds visits.

Cost: If your site generates 10 million or fewer hits per month then it is free. More than this you can purchase Google Analytics Premium for a flat fee of \$150,000 USD

Name: 99 designs

Website: www.99designs.com

What It Does: 99designs is an online graphic design marketplace. The company creates their products by crowdsourcing, as customers can solicit designers to submit designs for contests to create products such as websites, t-shirts, or logos. The customer then chooses the best design from the pool of submitted entries and the selected designer will win cash payment.

Name: PicMonkey

Website: <http://www.picmonkey.com/>

What It Does: PicMonkey is an online photo editing service. PicMonkey has basic features similar to Picnik's (Crop, Rotate, Textures, Overlays, and one-click effects) and advanced features like Curves, Touch Up, Design, and Collage. PicMonkey's service is cloud-based, allowing users to upload photos from their computer and services like Facebook, Flickr, and Dropbox. Individuals can then share to Facebook, Flickr, Dropbox, Twitter, Pinterest, Tumblr and We Heart It.

Name: Canva

Website: www.canva.com

What It Does: Canva is a free online site to create designs for Web or print: blog graphics, presentations, Facebook covers, flyers, posters, invitations and so much more.

Simply search for the best graphics, photos, and fonts, or upload your own, then use Canva's drag and drop tool to create a design. Design with hundreds of free elements and fonts, or choose from their library of more than 1 million premium images for \$1

Name: Dollar Photo Club

Website: www.dollarphotoclub.com

What It Does: Dollar Photo Club is a dedicated image bank exclusively for creative professionals. Curated by FOTOLIA, the world's #1 stock photo marketplace, Dollar Photo Club provides unique access to over 25 million images.

Name: ThemeForest

Website: www.themeforest.net

What It Does: ThemeForest is the go to site for premium website themes and templates. It is currently largest WordPress theme retailer. ThemeForest also the digital marketplace for CMS, PSD, Ghost, Muse, and Plugins to mention a few.

Name: Which Test Won

Website: www.whichtestwon.com

What It Does: Which Test Won an online repository of testing results across many different criteria and communications types, including landing pages, email and banner ads. WhichTestWon offers a wide variety of exclusive information on testing and CRO.

Name: Keyword Planner – Google Adwords

Website: <https://adwords.google.com/KeywordPlanner>

What It Does: Keyword Planner is like a workshop for building new Search Network campaigns or expanding existing ones. You can search for keyword and ad group ideas, get historical statistics, see how a list of keywords might perform, and even create a new keyword list by multiplying several lists of keywords together. A free AdWords tool, Keyword Planner can also help you choose competitive bids and budgets to use with your campaigns.

NEWSLETTERS

Name: Office Auto Pilot

Website: www.OfficeAutopilot.com

What It Does: Office Auto Pilot provides Email Marketing tools, Web Payment processing, contact database, marketing automation, direct mail postcards, WordPress integration, landing pages and much more.

Cost: Postcard pricing varies. Pro account is \$297 USD per month including 25,000 contacts and 100,000 emails per month limited to 2 users. Team Account is \$597 USD per month including 100,000 contacts, 100,000 emails per month and limited to 10 users.

Name: Send Pepper

Website: www.sendpepper.com

What It Does: Send Pepper is marketing software, which provides online and offline

personalized sales emails templates and postcards. Import your data and track the results of your campaigns. Send Pepper Training Videos - <http://training.officeautopilot.com/account-setup-2>

Name: Mailchimp

Website: www.mailchimp.com

What It Does: MailChimp enables you to create email campaigns with their online designing tool. You can segment your recipient list by locations, engagement and interests. Import your contacts into MailChimp, integrates with Google Analytics and provides revenue reports.

Learn how to set up your Mailchimp account right here <http://mailchimp.com/resources/guides/getting-started-with-mailchimp/html/>

ENGAGEMENT

Name: Survey Monkey

Website: www.surveymonkey.com

What It Does: Survey Monkey enables you to create and publish surveys online and view results graphically and in real time. It provides online questionnaire and survey reporting with customization of your logo, company name and image. You can create your own survey URL and send respondents to your landing page upon survey completion.

Cost: Basic plan is Free and include 10 questions per survey and up to 100 responses

Cost: Platinum plan is \$65 AUD per month and includes unlimited questions and responses.

Name: Contactually

Website: www.contactually.com

What It Does: Contactually is software that links to your email and social media accounts. It analyses your conversation history for each relationship and automatically prompts you via a daily email reminder to reengage with people that are slipping off your radar. Integrates with CRM software based on the Salesforce platform and MailChimp.

Cost: Premium Plans \$19.99 USD per user per month. Enterprise plan \$99.99 USD per user per month. Free Trial available.

Name: Rapportive

Website: www.rapportive.com

What It Does: Rapportive is a customer relationship management plug in, replaces Gmail ads with information, integrates with Firefox, Safari, Mailplane and Chrome. This add-on shows the user everything about your contacts, what they look like, where they are based, what they do. Grow your network using social media.

Cost: Free download and installation.

Name: Signals

Website: www.getsignals.com

What It Does: Signals can be used in conjunction with your Outlook, Gmail email tools. Get an instant notification when your messages are opened or clicked. Signals monitors your leads and sales opportunities and alert you to certain website visitors who could potentially become prospects.

Cost: Free for up to 200 notifications per month \$10 USD per month per user for a team.

BOOKINGS

Name: Time Trade

Website: www.timetrade.com

What It Does: TimeTrade is an online appointment schedule product used by businesses to create new sales prospects, accelerate the sales and service process which integrates with Outlook, iCal and Google calendar. Includes Mobile scheduling from your iPhone.

Cost: Personal plan is free for 1 user Workgroup plan starts at \$99 USD per user per year. Contact TimeTrade for pricing on Enterprise and Retail plans . Free Trial available

Name: Appointy

Website: www.appointy.com

What It Does: Appointy is online scheduling software including support, branding and customizing, business reporting and Email marketing for up to 500 emails per day. Use this to provide an online booking system for your clients and send automated text messages to client to confirm appointments.

Cost: Starting for Free with limited inclusions \$39.99 USD per month for a Business plan.

Name: Appointlet

Website: www.appointlet.com

What It Does: Appointlet integrates into your website and emails offering your clients the ability to make appointments easily. Clients will be directed to their on-page scheduling tool and they can select the best appointments to meet the needs of their schedule.

Cost: Free for 1 staff member and 1 service \$50 USD per month for up to 15 staff and unlimited services.

OUTSOURCING

Name: Elance

Website: www.elance.com

What It Does: Use Elance to hire freelancers to complete work for you, review proposals for your job, manage and collaborate online and pay securely using escrow. Browse freelancers

profiles, review their ratings before you hire them. Create milestones, choose timesheet or fixed price.

Cost: Free to post a job – Costs vary according to the budget you set in your job opportunity.

Name: Fiverr

Website: www.fiverr.com

What It Does: One of the world's largest online marketplace for selling or buying services. Offer or search for a small service, purchase and review. Each service is required to provide a short video or pictures of what they can offer. Every service is a fixed price of \$5 USD.

Cost: \$5 USD with the option of purchasing extras.

Name: Airtasker

Website: www.airtasker.com

What It Does: Airtasker connects people seeking to outsource everyday tasks and errands with trusted, reliable people who can complete those tasks. Gain access to thousands of people with the time, skills and expertise to make your life easier – when you want, for the price you want.

Cost: Free to post a task – quote your price for how much you will pay for your task.

E COMMERCE

Name: Big Commerce

Website: www.bigcommerce.com

What It Does: Big Commerce is an e-commerce website builder designed to help you create an e-commerce site for your business. Provides you with a website, domain name, secure shopping card, product catalog, email accounts, marketing tools and mobile optimization.

Cost: Plans from a Bronze Plan for \$24.95 USD per month for 100 products to a Diamond Plan for \$299.95 USD per month for unlimited products.

Name: Stitch Labs

Website: www.stitchlabs.com

What It Does: Stitchlabs is an application you can install to integrate your e-commerce and your accounting software together to manage your stock and invoicing and data entry. Integrates with a plethora of sales channels such as Amazon, Ebay, Etsy and many more.

Cost: Starter plan for \$25 USD per month for up to 50 orders per month. Professional plan for \$5 USD per month for up to 200 orders per month.

Name: Shopify

Website: www.shopify.com

What It Does: Use Shopify to design an online store, purchase themes from their collection of over 100 premium and free ecommerce website templates.

Includes shopping cart and mobile commerce.

Cost: \$14 USD for month for up to 25 products to your store. \$179 USD per month for unlimited file storage. 14 day Free trial available.

NOTEPADS & PROJECT MANAGEMENT

Name: Notability

Website: www.gingerlabs.com

What It Does: Notability is a versatile note-taking iPad app. Enables you to write notes, illustrate drawings, organize your ideas, record audio, insert photos. Organize your notes in one location. Collaborate with colleagues or friends using the free cloud services. Auto back up to Dropbox or Google Drive.

Cost: \$2.99 from iTunes

Name: Basecamp

Website: www.basecamp.com

What It Does: Basecamp is an online project management tool. Each user has their own login credentials, profile and dashboard showing only information that is relevant to them. The free version limits a business to only creating a single project. Integrates with iPhone, Android, Windows Phone, BlackBerry. Includes time tracking, invoicing and accounting integration.

Cost: Manage up to 10 projects at once including 2gb of file storage for \$20 USD per month

Manage up to 100 projects at once including 40 gb of file storage for \$100 USD per month

Free Trial available.

Name: Things 2

Website: www.culturedcode.com/things

What It Does: Things 2 is an easy to use task manager. You can enter and organize your to dos and can be stored in the cloud. Available across all Mac devices. You can schedule your tasks ahead of time, tag to-dos to find more easily later on. Provides a daily review

Cost: \$49.99 from the Mac App Store. Free trial available.

Name: Voxer

Website: www.voxer.com

What It Does: Voxer is a cross-platform app that can turn your Android smartphone into a walkie-talkie. With the ability to voice chat, make audio recordings and text chat over Wi-Fi, 3G, 4G and more. Works on Android, Windows Phone and iOS operating systems. Login to Voxer by either creating an account based on your email address or connecting to Facebook. Keep your teams connected.

Cost: Free version for the app. Voxer Business \$4.95 USD per user per month includes company managed user accounts.

Name: Pocket

Website: www.getpocket.com

What It Does: Put web articles, videos emails into Pocket, saves directly from your browser or from apps like Twitter, Flipboard, Pulse and Zite. When you are ready you can view it on your iPhone, iPad, Android, Kobo or browser without an internet connection. If you are travelling or without WiFi you can still view your content.

Cost: Free to download from Google Play or iTunes

FILMING & RECORDING

Name: Skype

Website: www.skype.com

What It Does: Skype enables you to make internet calls for free and provides cheap online calls to phones and mobiles. It is a voice over or video call IP service and instant messaging client

Cost: Free to download software.

Call costs to land lines and mobiles vary according to length of calls. Skype pay as you go credits are available for purchase.

Name: Skype Call Recorder

Website: www.voipcallrecording.com

What It Does: Skype Call Recorder records both halves of any Skype call you make. (including conferences) You can set the destination folder for MP3 recordings. Automatic and manual recording capabilities.

Cost: Free to download.

Name: Jing

Website: www.techsmith.com/jing.html

What It Does: Jing is a simple way to share images and short videos of your computer screen. It is a computer service that lets you capture basic video, animation and still images and share on the web. You can record what you do, upload to screencast.com and share through IM, email, social media and more.

Cost: Free download.

Name: Screen Flow (Mac)

Website: www.telestream.net/screenflow/overview.htm

What It Does: ScreenFlow is an easy to use screencasting software for Mac. You can record the contents of your entire monitor while also capturing your video camera, microphone and computer audio. The editing interface lets you edit your video, add additional images, text and music. The finished result is a QuickTime or Windows Media Movie ready for publishing to your website or blog or YouTube.

Cost: Free Trial or \$99.00 USD.

Name: Camtasia (PC)

Website: www.techsmith.com/camtasia.html

What It Does: Use Camtasia's screen recorder to capture anything on your screen or import camera video, music and photos to customize your videos. Produce interactive videos with clickable links, table of contents, search functionality then share.

Cost: Camtasia Studio License \$299.00 USD for the Windows Operating System.

Name: Asana

Website: www.asana.com

What It Does: Asana is a teamwork communication manager. The product supports many features, including workspaces, projects, tasks, tags, notes, comments, and an inbox that organizes and updates information in real-time. The product is designed to enable individuals and teams to plan and manage their projects and tasks without email. Each team gets a workspace. Workspaces contain projects, and projects contain tasks.

Name: Rescue Time

Website: <https://www.rescuetime.com>

What It Does: Tracks time spent on applications and websites, giving you an accurate picture of your day. Gives you detailed reports and data based on your activity. Set alerts to let you know when you spent a certain amount of time on an activity. RescueTime premium gives you the ultimate control over your productivity. Track time offline, receive alerts, block websites and much more. A personal analytics service that shows you how you spend your time and provides tools to help you be more productive.

Name: Google Sites

Website: www.sites.google.com

What It Does: Google Sites is a structured wiki- and web page-creation tool offered by Google as part of the Google Apps productivity suite. The goal of Google Sites is for anyone to be able to create a team-oriented site where multiple people can collaborate and share files. Some of its features include Custom Domain Name Mapping where owners of both personal Google accounts and Google Apps for Business accounts are allowed to map their Google Site to a custom domain name and Multi-tier Permissions and Accessibility

Name: Google apps

Website: www.google.com/enterprise/apps/business

What It Does: A service from Google that provides independently customizable versions of several Google products using a domain name provided by the customer. It features several Web applications with similar functionality to traditional office suites, including Gmail, Hangouts, Google Calendar, Drive, Docs, Sheets, Slides, Groups,

News, Play, Sites, and Vault.
Register for Google Places - <http://www.google.com.au/business/placesforbusiness/>

Name: Adwords – What is it and how does it work?
<https://support.google.com/adwords/topic/3374694/>
How the bidding process works on AdWords <http://youtu.be/SiAzaDqVYGQ>
How Remarketing Works - <https://support.google.com/adwords/answer/2453998?hl=en-AU>

ENGAGEMENT

Name: Heyo
Website: www.heyo.com
What It Does: Heyo enables businesses to create mobile-optimized campaigns that can be shared on social networks. Heyo templates allow you to use a proven contest, promotion, or deal to drive traffic, leads, and sales. Or, if you are the creative type, drag and drop widgets together to create a custom campaign from scratch without writing a single line of code. Heyo helps you easily create Facebook contests, sweepstakes & mobile-optimized landing pages to help you get more fans, leads and sales.

Name: Interact Quizzes
Website: www.tryinteract.com
What It Does: Embed quizzes in your website to engage customers and generate leads. Customize your quiz to match your site. All style elements can be changed to your preferences. Use your quiz to grow your email list. Quizzes can be embedded in your blog, website, or landing page.

VIDEO SHARING

Name: Vimeo
Website: www.vimeo.com
What It Does: Vimeo is a video-sharing website on which users can upload, share and view videos. Amongst its great advantage include, no in-video advertisements, less competition and more engagement, customizable, advanced privacy settings, and advanced statistics.

CONTENT SHARING

Name: EzineArticles
Website: www.ezinearticles.com
What It Does: EzineArticles is an article directory that accepts unpaid submissions from authors, in exchange for links to the authors' websites and visibility for their work. The site also allows web and Ezine publishers to freely republish articles from the site, subject to certain conditions. Although minimal editorial oversight occurs

and submissions are screened, it is more of a screened self-publishing site.
Studio Success Formula Recommends...
Mentioned Studio Success Formula when you contact these suppliers for a great deal on the work you need done!

WEBSITE DESIGNER & DEVELOPER

Name: Eduardo Murillo
Website: www.murillodesign.com.au
Email: ed@murillodesign.com.au

GRAPHIC DESIGN

Name: Colin Dyte
Website: drawnupon.com.au
Email: colin@drawnupon.com.au

COPYWRITER

Name: Kevin Akat
Email: kevin.akat@gmail.com

SEO COPYWRITER

Name: Kate Toon
Website: www.katetooncopywriter.com.au
Email: info@katetooncopywriter.com.au

Details correct at the time of creation.