



RECOMMENDED TOOLS & RESOURCES

For tutorials on how to use each of these services, please either check online using Google for tutorials.

For Coaching Support to encompass any balloon business need, BalloonCoach.com is here for you, with one-on-one coaching, monthly classes, as well live online workshops and retreats! We teach and support many aspects of running a business on BalloonCoach.com, your partner in success!

For Promotions, we recommend ShortStack

For beautiful Landing pages that are easy to use (no technical skills needed), look to Leadpages – It's our go-to platform!

Our preferred email service provider is Infusionsoft because it's the fastest way to grow sales and save time.

For social media scheduling, we prefer Buffer for all platforms except Instagram. For Instagram, look to Planoly.

For appointment scheduling that integrates with Google Calendar, Infusionsoft, plus merchants like Stripe and Paypal, and provides excellent automation with emails and texts, look to [Acuity Scheduling](http://AcuityScheduling).

For follow-up or opt-in forms that integrate with your website and email and that deliver extra creativity and pizzazz, we use TypeForm.

Need a website? We have relaunched support in this area. You can buy your domains and hosting right through: bizinaboxwebsites.com (hosting and domain services are through GoDaddy)



For adding text overlays and logos to marketing images you can use:
www.picmonkey.com or www.canva.com

For creating a “Buy Now” or “Sign Up” button:
<http://marketinginunderwear.com/freegraphiccreator/>

For stock photos, you can check out the following sites. **It is important to note that you must ALWAYS read the fine print on these sites.** Even if the site says “free stock photos”, you may still have to credit the photographer or pay for the image. Do your due diligence. We cannot be held responsible for misuse of these resources.

Free Photo Sites that Require NO Attribution (meaning you can use them just as they are:

Pixabay.com
www.morguefile.com/archive

Free Photo Sites that REQUIRE Attribution*

**Attribution means that you MUST acknowledge the source of the photo (the website you're getting it from) and the photographer/owner of the photo. Unless you PAY for the photo on these sites, you are REQUIRED BY LAW to include an attribution.*

For example: If you were to download this photo of a Shocked Lady with a Laptop (<http://bit.ly/1c9iHUM>), you would need to include "Image courtesy of [contributor name] / FreeDigitalPhotos.net". You would fill in contributor name with Michael Marcol in this case.



You need to include an attribution for EACH photo. You CANNOT include a "catch-all" acknowledgment. This attribution can go under the photo, on the photo, or on the same page/blog post the photo.

FreeDigitalPhotos.net

Foter.com

QualityStockPhotos.com

EveryStockPhoto.com sxc.hu

ImageBase.net

OpenPhoto.net

StockVault.net

PhotoRogue.com

FreeRangeStock.com

GeekPhilosopher.com

FreeFoto.com

Free-StockPhotos.com

FreedImageFiles.com