FREE ONLINE APPS & TOOLS

The best tools to strengthen your online presence

Questions

- How many of you edit video footage or photos?
- How many of you design digital graphics?
- Who are some people you send professional emails or text messages to?

- Why is it important to be professional when creating video, designs, and communicating?
- What happens when you're not professional?

Workshop Goal

How can we use online resources to set new standards for your business?

Why are online resources important for your business?

Many online resources are built and designed to help you be as quick and efficient as possible when creating, editing, and delivering important messages to your audience.
We live in a progressively modern age where online resources are only getting more accessible and are often completely free of charge, like all the ones you'll see in a moment.

Using online resources opens the doors for you to take control of your:

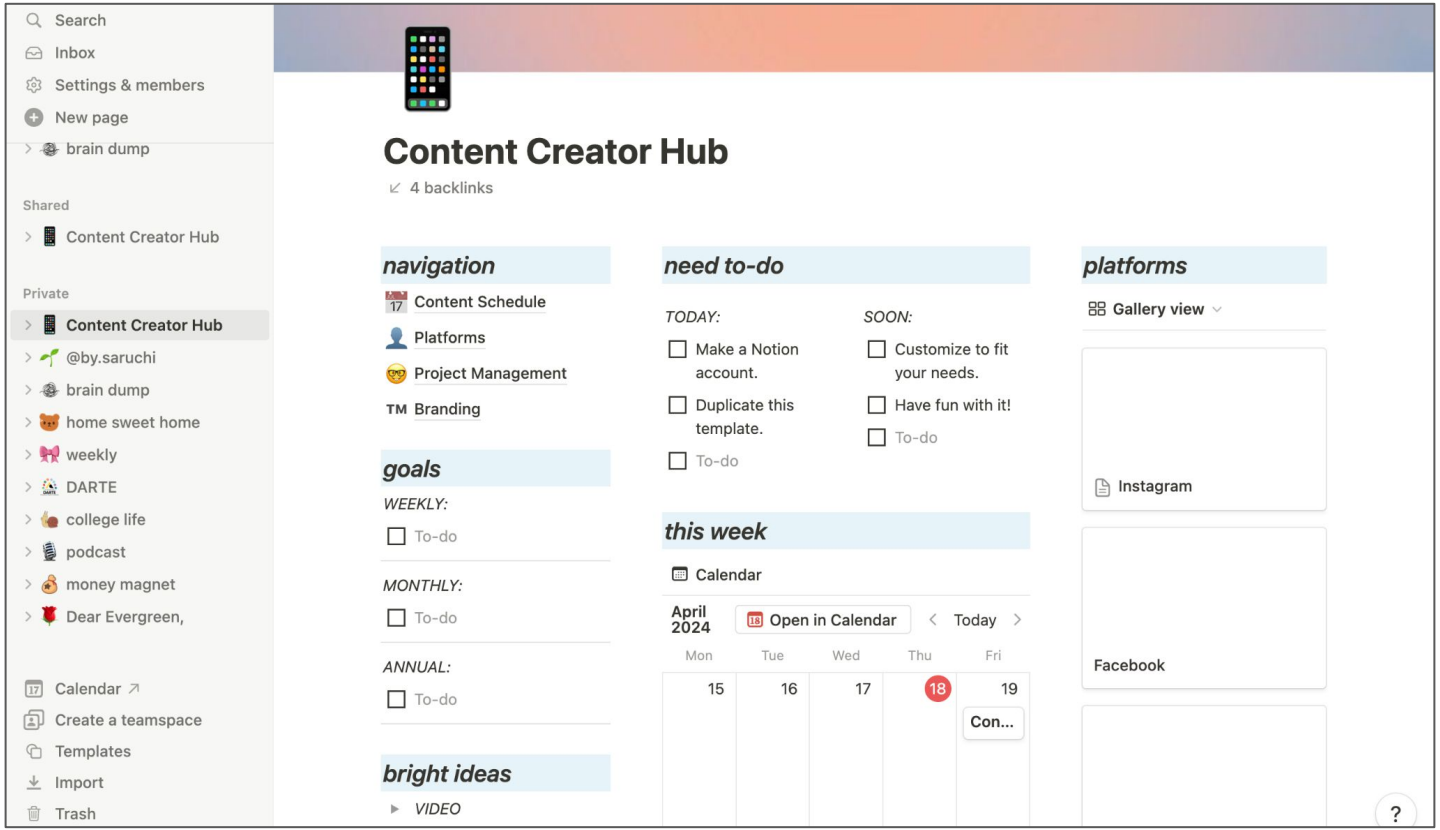
- Content (What you are posting for your audience)
- Branding (Using a distinctive design scheme to stand out)
- Organization (How you can keep track and prioritize your business needs)

Notion

What is Notion?

Notion is a free multifaceted note-taking and content structure web app which offers tools for task management, project tracking, to-do lists, and bookmarking.

It serves as a centralized hub for your business which is accessible through the website and as an app.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need to-do
TODAY:
Make a Notion account.
Duplicate this template.
To-do
SOON:
Customize to fit your needs.
Have fun with it!
To-do
this week
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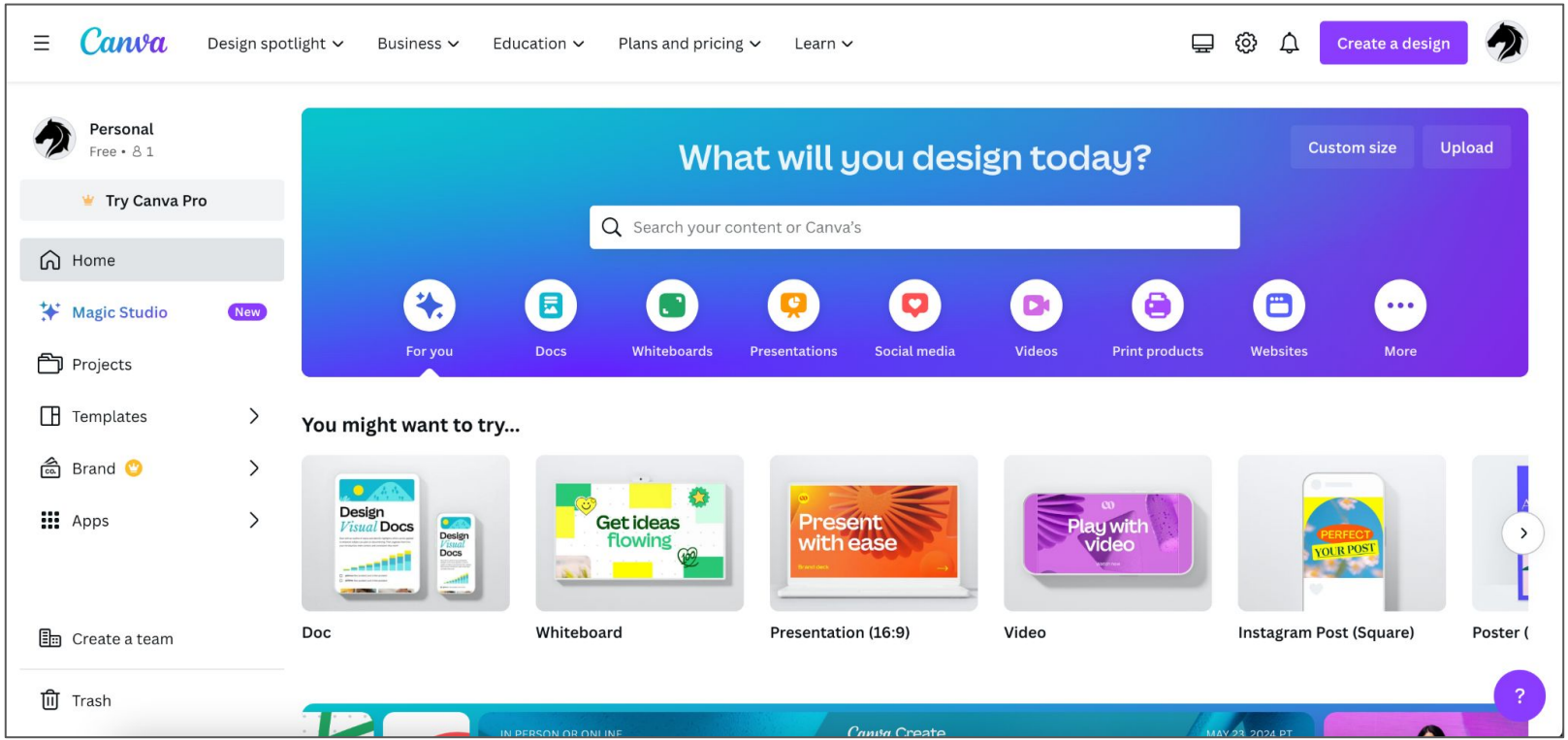
Facebook

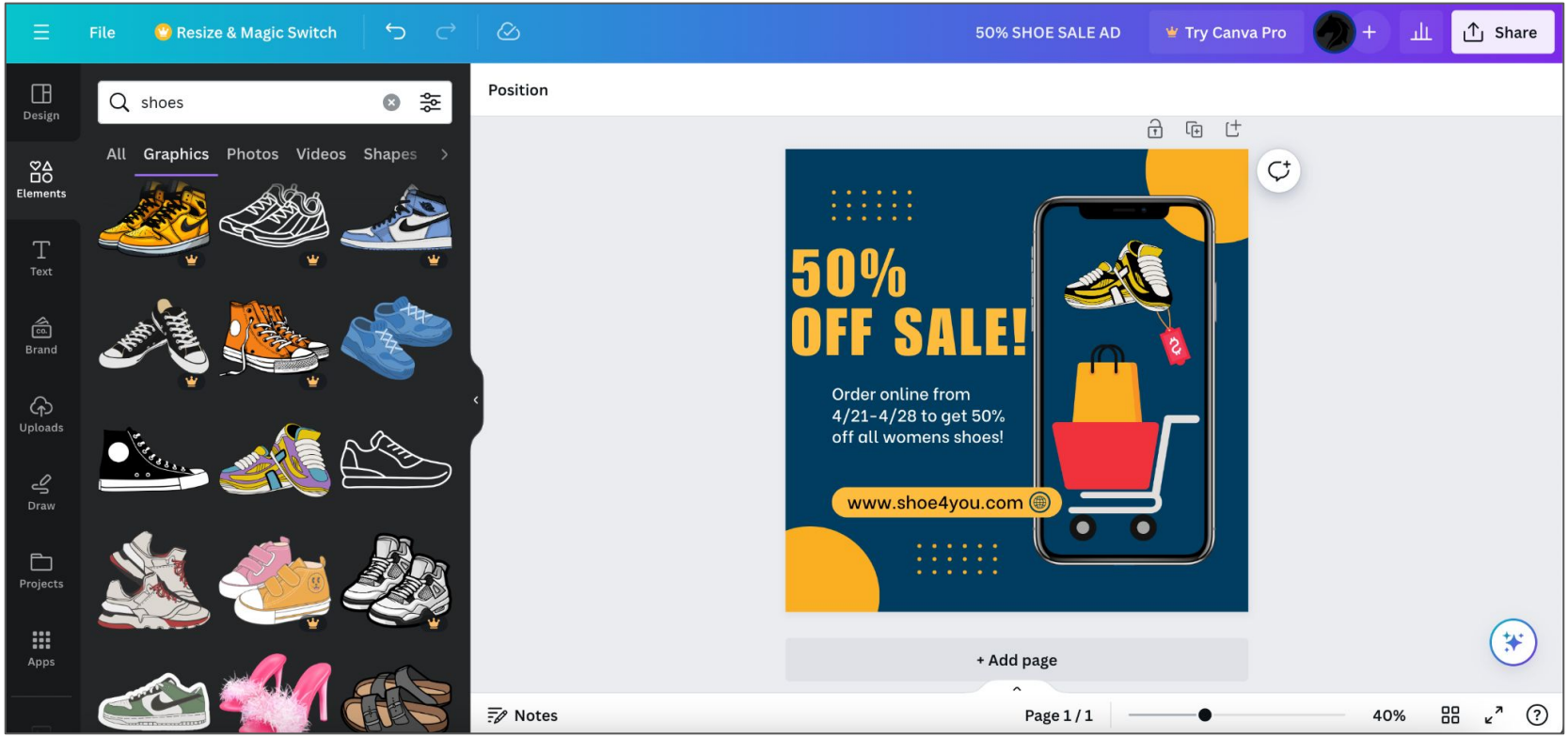
Canva

What is Canva?

Canva is a graphic design, video editing, and physical media app which gives control to customize your business and engage with your audience.

Utilizing Canva simplifies graphic design tasks and makes it easy to share messages with audiences. Additionally, Canva Pro offers an optional free 30-day trial.


Canva
Design spotlight
Business
Education
Plans and pricing
Learn
Create a design
Personal
Free • 1
Try Canva Pro
Home
Magic Studio
New
Projects
Templates
Brand
Apps
Create a team
Trash
What will you design today?
Custom size
Upload
Search your content or Canva's
For you
Docs
Whiteboards
Presentations
Social media
Videos
Print products
Websites
More
You might want to try...
Design Visual Docs
Doc
Get ideas flowing
Whiteboard
Present with ease
Presentation (16:9)
Play with video
Video
PERFECT YOUR POST
Instagram Post (Square)
Poster (
IN PERSON OR ONLINE
Canva Create
MAY 23, 2024 PT


File
Resize & Magic Switch
50% SHOE SALE AD
Try Canva Pro
Share
Design
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Order online from
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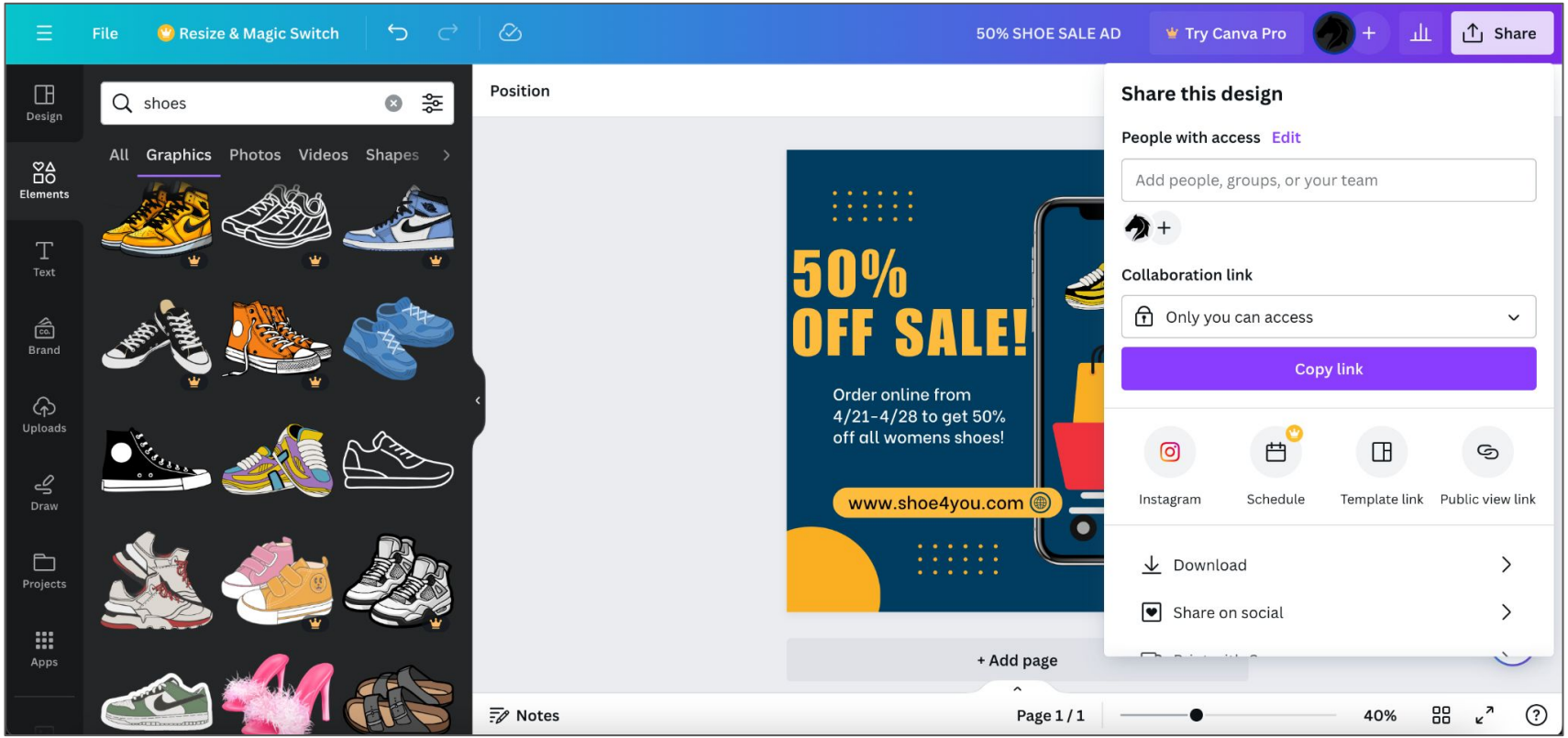
File
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Order online from 4/21-4/28 to get 50% off all womens shoes!
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Share this design
People with access
Edit
Add people, groups, or your team
Collaboration link
Only you can access
Copy link
Instagram
Schedule
Template link
Public view link
Download
Share on social
Notes
Page 1 / 1
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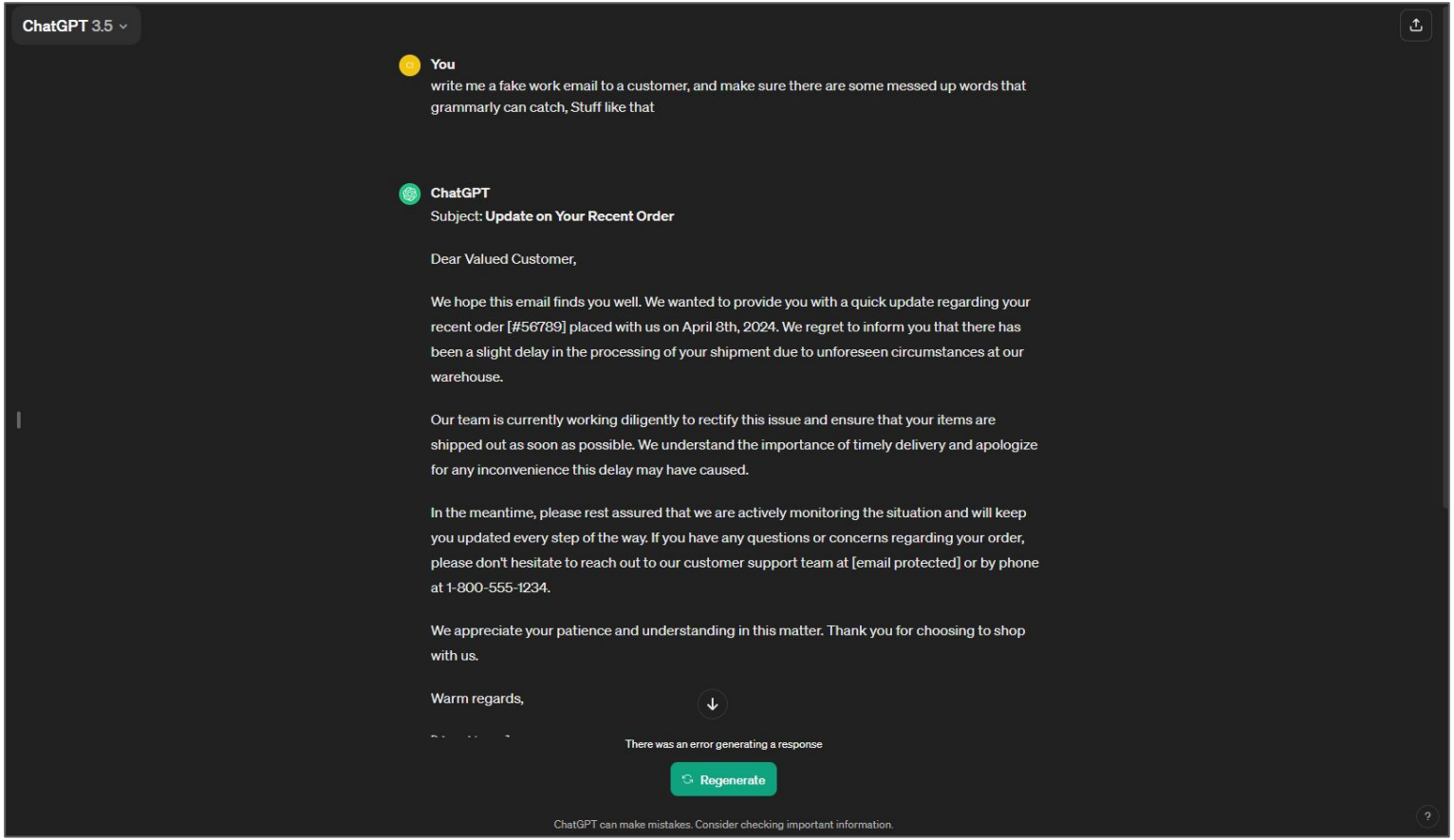
Example assets made with Canva

ChatGPT

What is ChatGPT?

ChatGPT is a transformative tool for businesses, offering an AI-powered chatbot that enhances communication and productivity. It fosters seamless interaction with customers by addressing inquiries, providing recommendations, and troubleshooting issues, improving satisfaction and retention.

- This description was written by ChatGPT


ChatGPT 3.5
You
write me a fake work email to a customer, and make sure there are some messed up words that grammarly can catch, Stuff like that
ChatGPT
Subject: Update on Your Recent Order
Dear Valued Customer,
We hope this email finds you well. We wanted to provide you with a quick update regarding your recent oder [#56789] placed with us on April 8th, 2024. We regret to inform you that there has been a slight delay in the processing of your shipment due to unforeseen circumstances at our warehouse.
Our team is currently working diligently to rectify this issue and ensure that your items are shipped out as soon as possible. We understand the importance of timely delivery and apologize for any inconvenience this delay may have caused.
In the meantime, please rest assured that we are actively monitoring the situation and will keep you updated every step of the way. If you have any questions or concerns regarding your order, please don't hesitate to reach out to our customer support team at or by phone at 1-800-555-1234.
We appreciate your patience and understanding in this matter. Thank you for choosing to shop with us.
Warm regards,
There was an error generating a response
Regenerate
ChatGPT can make mistakes. Consider checking important information.

ChatGPT loves it when you are specific. Let's take an example:

- **"Write me a short promotional post for my candle company."**

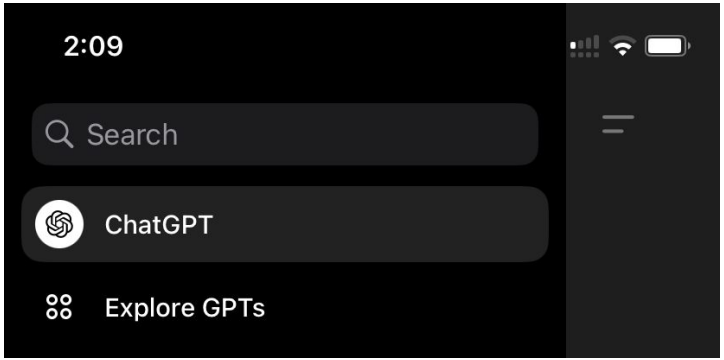
" 🕯️✨ Elevate your space with our luxurious candles! Handcrafted with care and infused with premium fragrances, each one is a journey to a different destination. Whether you're unwinding after a long day or setting the mood for a cozy night in, let our candles transport you to your favorite moments. Shop now and discover the magic of [Your Candle Company's Name]. ✨🕯️ #ScentedEscapes #CandleMagic #ElevateYourSpace"

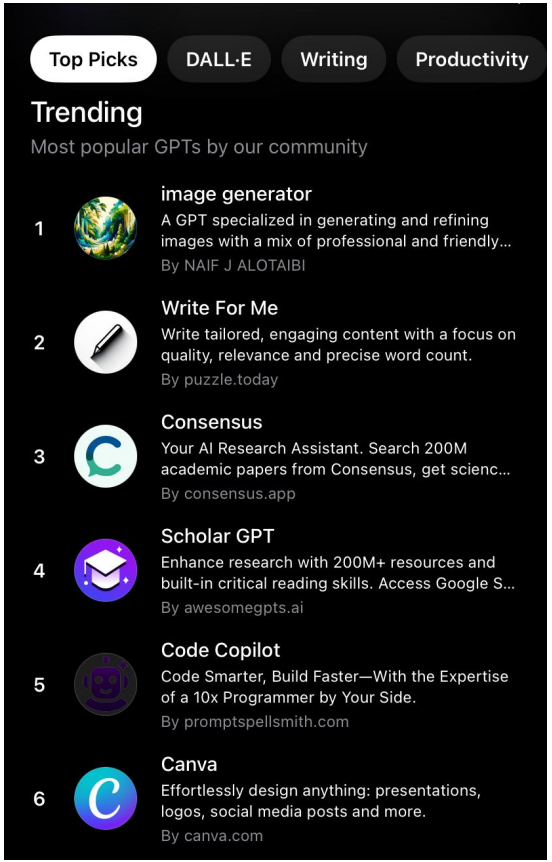
Here's a more customized example:

- **"Write me a post showcasing my new candle called Beach Vacation. It is made in Stockton and comes in two sizes, 6oz and 12oz. It is available at Crazycandles.com and ships within 5 days. Keep it short, but descriptive!"**

🌊✨ Escape to paradise with our newest creation, Beach Vacation! 🏝️ 🕯️ Handcrafted in Stockton, this blissful blend of coconut, sea salt, and sun-ripened citrus will transport you to sandy shores and sun-kissed waves. Available in 6oz and 12oz sizes at Crazycandles.com, order now and embark on your scented getaway within 5 days! 📦✈️ #BeachVacation #ScentedEscape #CrazyCandles

Paid Features:





grammarly

Google Trends

Google Trends:

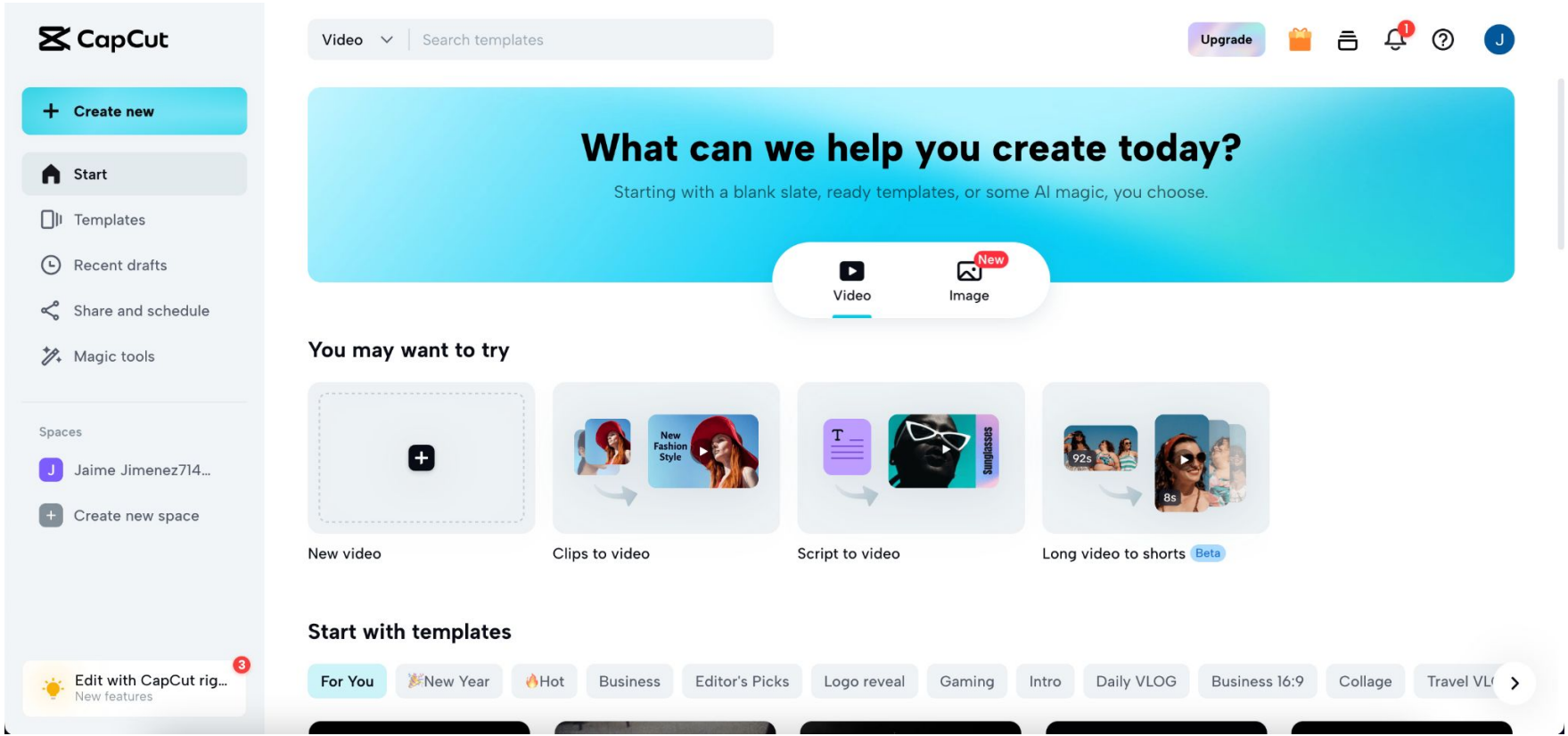
Google Trends is a website by Google that analyzes the popularity of top search queries in Google Search across various regions and languages.

CapCut:

CapCut allows you to quickly and cleanly edit short-form content for social media platforms such as Instagram and TikTok. It has tools to integrate captions, AI voice overs, branding logos, and effects to engage with your audience.

Grammarly:

Grammarly is a typing assistant which reviews your grammar, phrasing, and professionalism in your text. It's often used to make messages concise and accurate in efforts to decrease miscommunication and increase communication.


CapCut
Create new
Start
Templates
Recent drafts
Share and schedule
Magic tools
Spaces
Jaime Jimenez714...
Create new space
Edit with CapCut rig...
New features
3
Video
Search templates
Upgrade
What can we help you create today?
Starting with a blank slate, ready templates, or some AI magic, you choose.
Video
Image
New
You may want to try
New video
Clips to video
Script to video
Long video to shorts
Beta
Start with templates
For You
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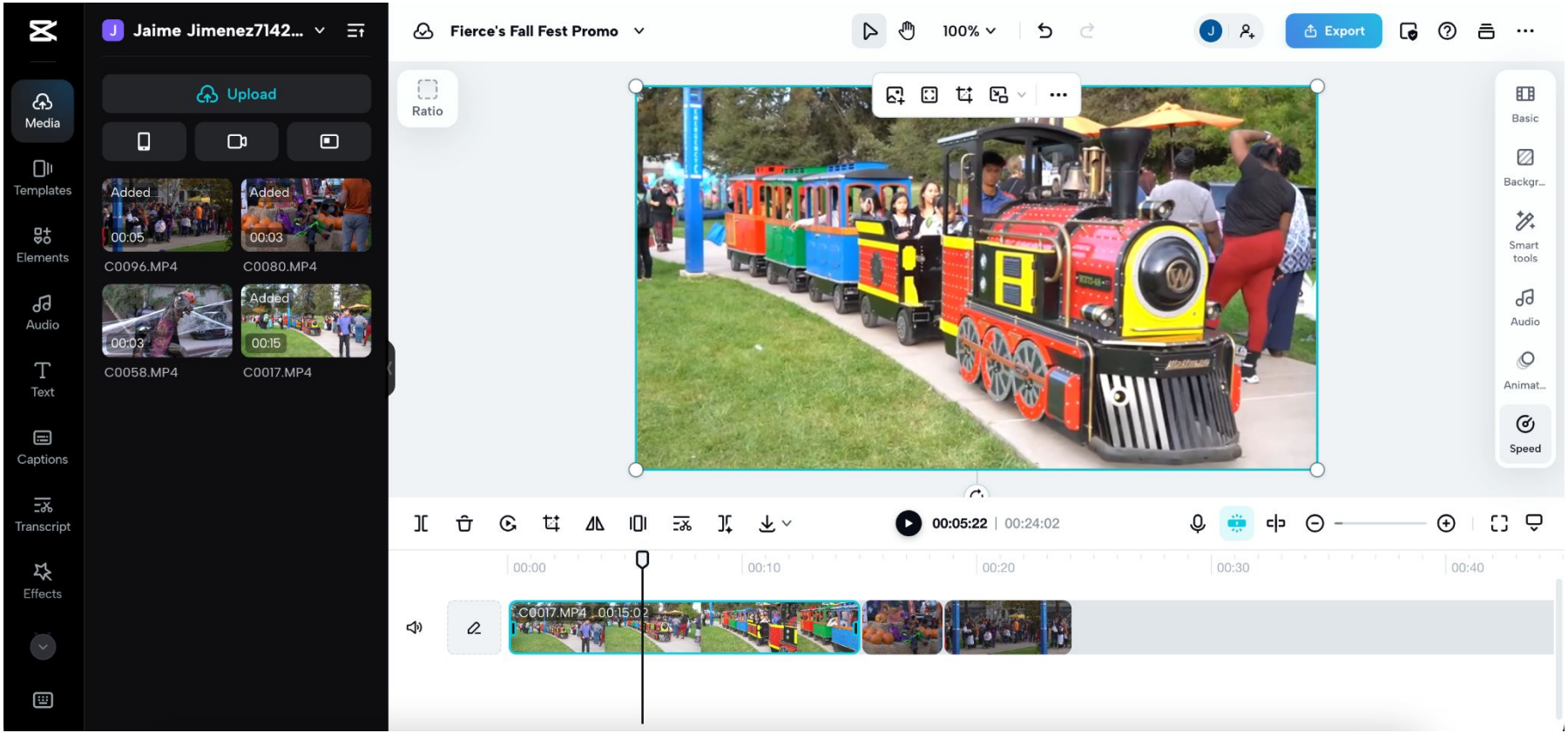
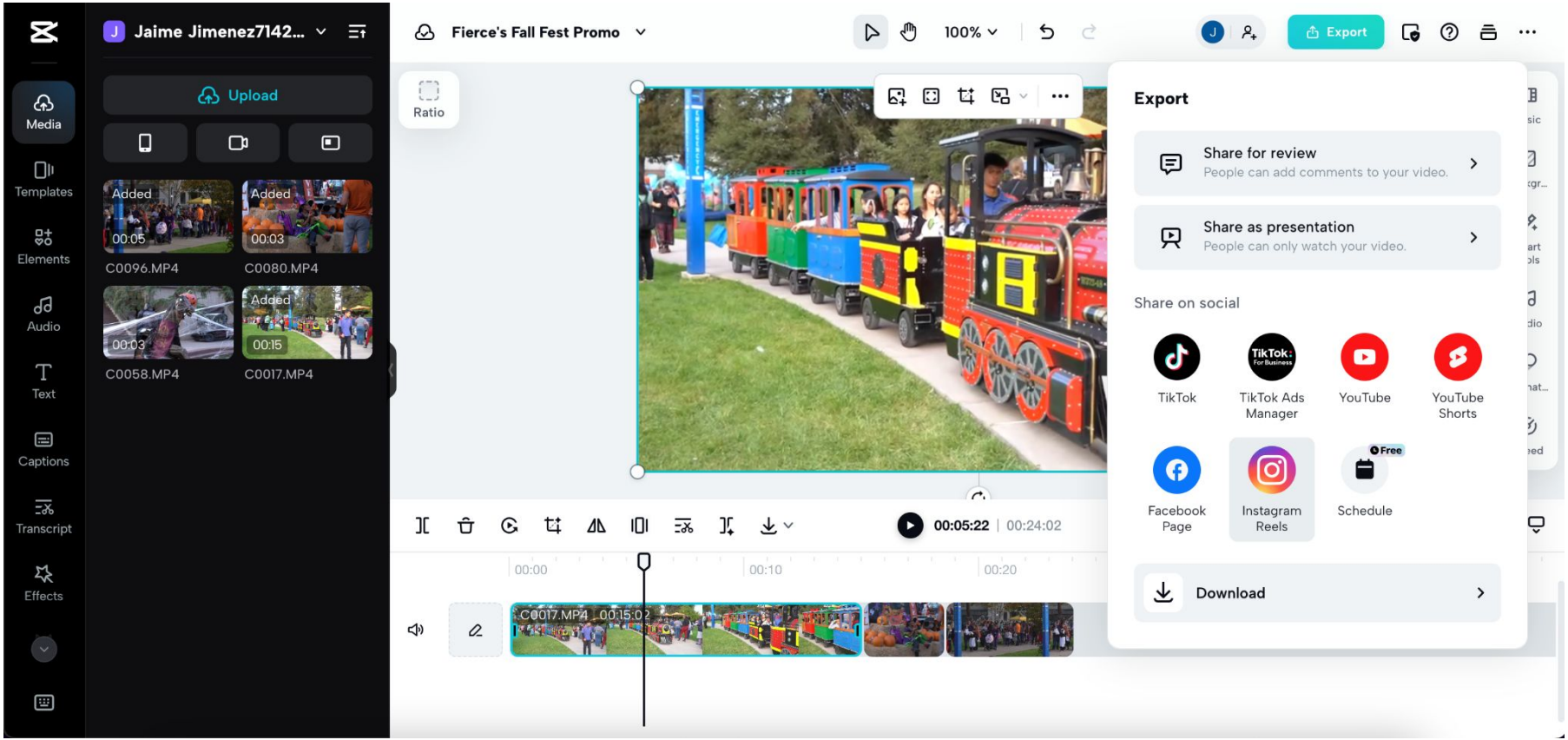
Editor's Picks
Logo reveal
Gaming
Intro
Daily VLOG
Business 16:9
Collage



FIERCE MUSTANG MEDIA

SAN JOAQUIN DELTA COLLEGE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Fierce's Fall Fest Promo
100%
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Ratio
Export
Share for review
People can add comments to your video.
Share as presentation
People can only watch your video.
Share on social
TikTok
TikTok Ads Manager
YouTube
YouTube Shorts
Facebook Page
Instagram Reels
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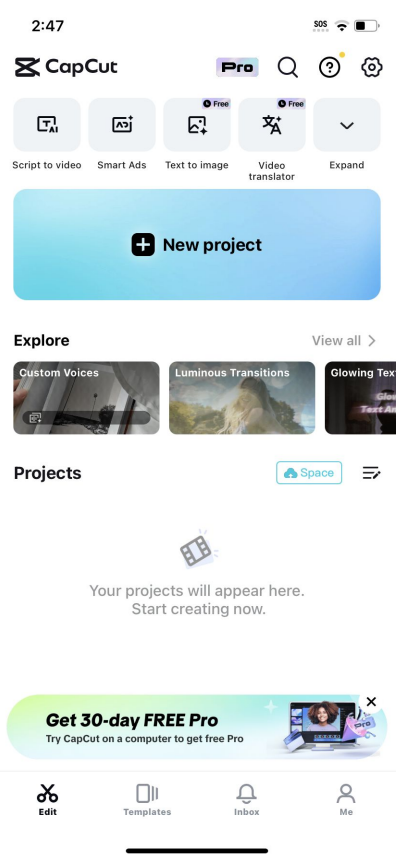
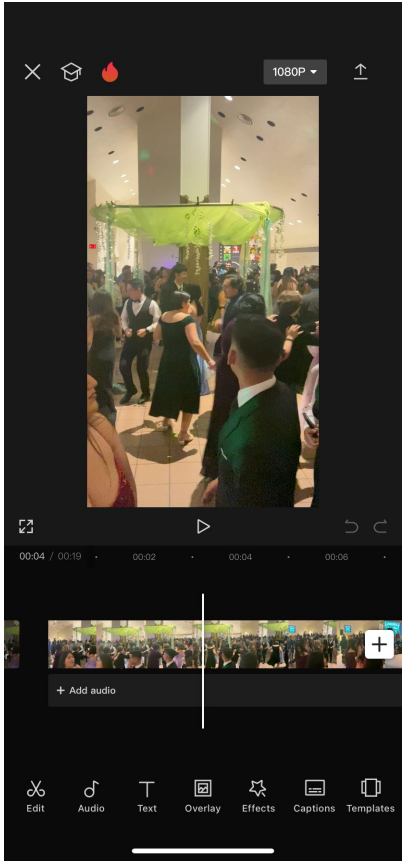

2:47
CapCut
Pro
Script to video
Smart Ads
Text to image
Video translator
Expand
New project
Explore
View all
Custom Voices
Luminous Transitions
Glowing Tex
Projects
Space
Your projects will appear here.
Start creating now.
Get 30-day FREE Pro
Try CapCut on a computer to get free Pro
Edit
Templates
Inbox
Me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+ Add audio
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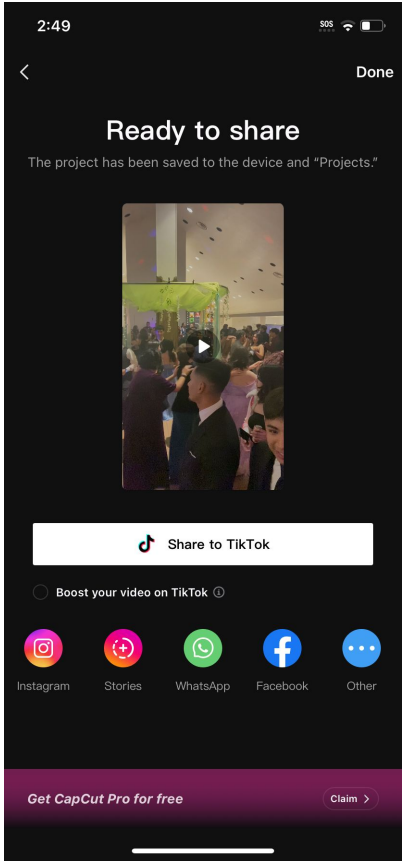
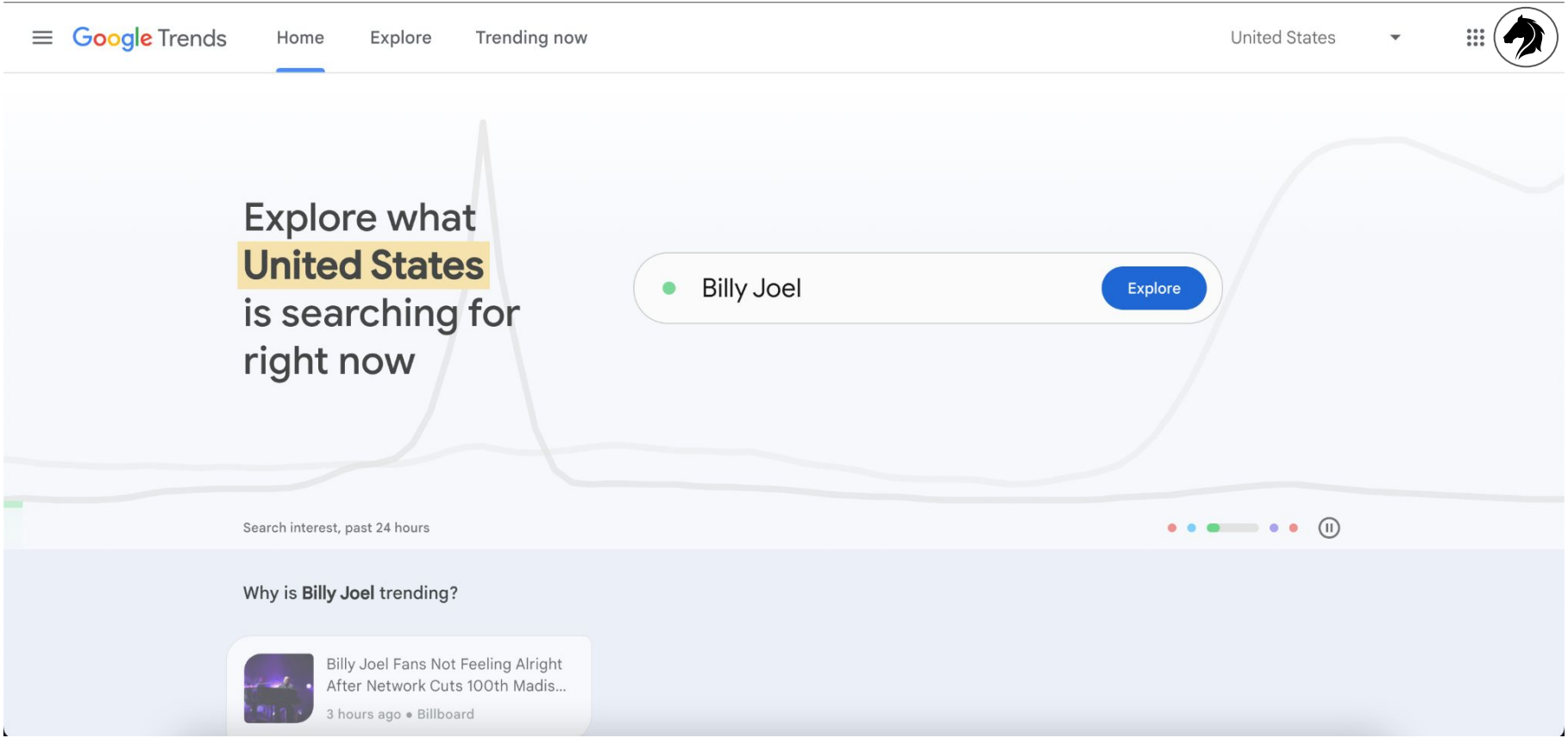

2:49
Done
Ready to share
The project has been saved to the device and "Projects."
Share to TikTok
Boost your video on TikTok
Instagram
Stories
WhatsApp
Facebook
Other
Get CapCut Pro for free
Claim


Google Trends
Home
Explore
Trending now
United States
Explore what
United States
is searching for
right now
Billy Joel
Explore
Search interest, past 24 hours
Why is Billy Joel trending?
Billy Joel Fans Not Feeling Alright After Network Cuts 100th Madis...
3 hours ago • Billboard

Google Trends Home Explore Trending Now Explore topics

Daily search trends | Realtime search trends | United States

Monday, April 15, 2024

1 Boston Marathon 2024
How to watch the 2024 Boston Marathon today: Livestream options ... CBS Chicago • 6h ago
100K+ searches

Sunday, April 14, 2024

1 Scottie Scheffler
Masters win highlights staying power of Scottie Scheffler - PGA TOUR pgatour.com • 12h ago
500K+ searches

2 Billy Joel
Billy Joel Fans Not Feeling Alright After Network Cuts 100th Madison ... Billboard • 3h ago
200K+ searches

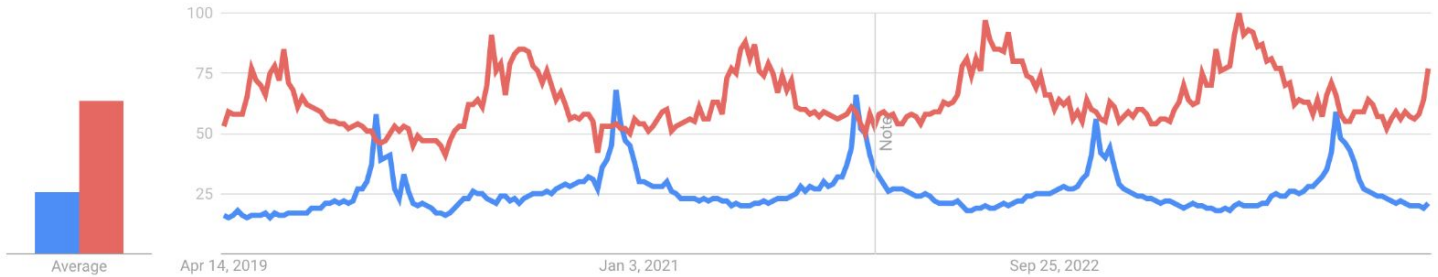
candle
Search term

fan
Search term

+ Add comparison

United States | Past 5 years | All categories | Web Search

Interest over time



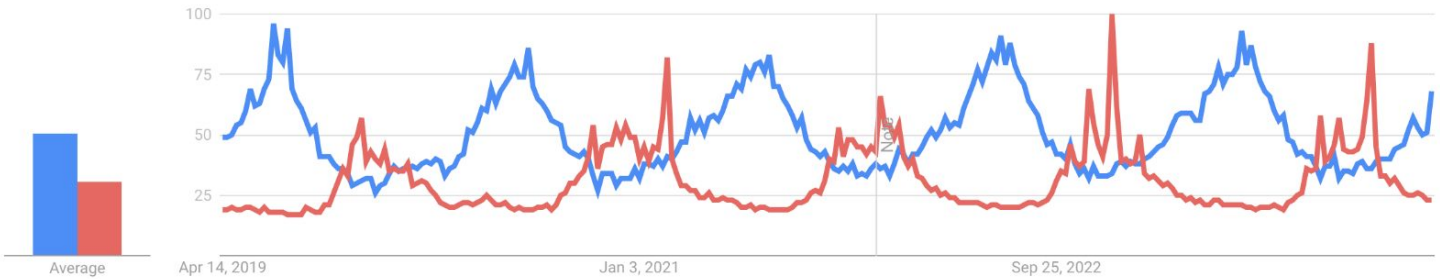
ice cream
Search term

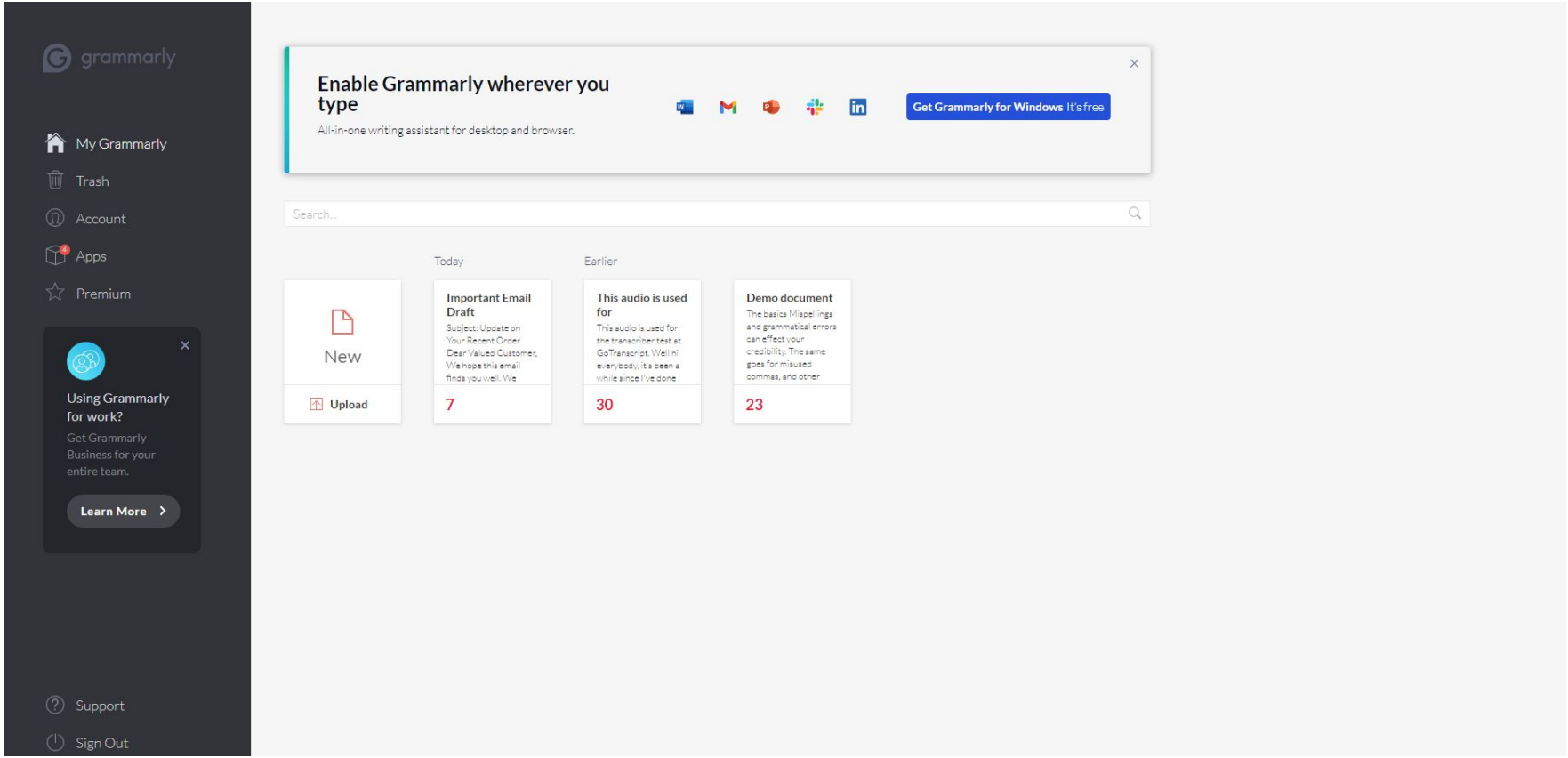
heater
Search term

+ Add comparison

United States | Past 5 years | All categories | Web Search

Interest over time




grammarly
My Grammarly
Trash
Account
Apps
Premium
Using Grammarly for work?
Get Grammarly Business for your entire team.
Learn More
Support
Sign Out
Enable Grammarly wherever you type
All-in-one writing assistant for desktop and browser.
Get Grammarly for Windows It's free
Search...
Today
Earlier
New
Upload
Important Email Draft
Subject: Update on Your Recent Order Dear Valued Customer, We hope this email finds you well. We
7
This audio is used for
This audio is used for the transcriber test at GoTranscript. Well hi everybody, it's been a while since I've done
30
Demo document
The basics Mispellings and grammatical errors can effect your credibility. The same goes for misused commas, and other
23

Important Email Draft

Subject: **Update on Your Recent Order**

Dear Valued Customer,

We hope this email finds you well. We wanted to provide you with a quick update regarding your recent oder [#56789] placed with us on April 8th, 2024. We regret to inform you that there has been a slight delay in the processing of your shipment due to unforeseen circumstances at our warehouse.

Our team is currently working diligently to rectify this issue and ensure that your items are shipped out as soon as possible. We understand the importance the timely delivery and apologize for any inconvenience this delay may have caused.

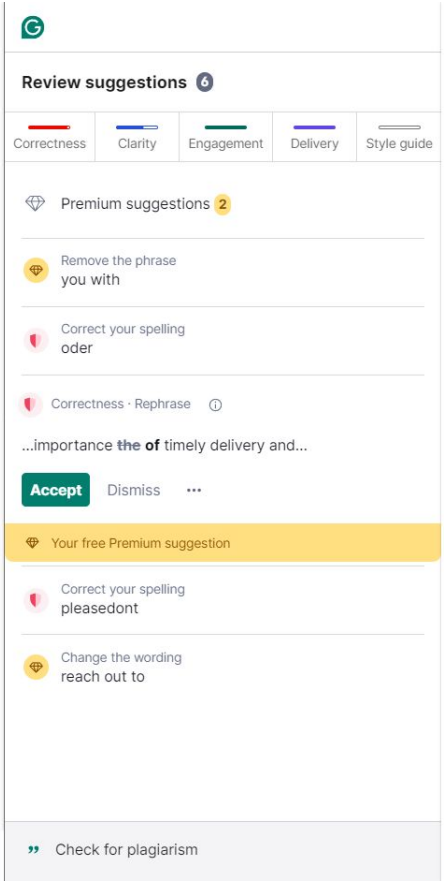
In the meantime, please rest assured that we are actively monitoring the situation and will keep you updated every step of the way. If you have any questions or concerns regarding your order, pleasedont hesitate to reach out to our customer support team at or by phone at 1-800-555-1234.

[Your Name]

Customer Service Representative

[Your Company Name]

B I U H1 H2 160 words



Workshop Goal

How can we use online resources to set new standards for your business?

- We can use Notion to organize and structure business plans.
- We can use Canva to design customized branding, video and graphics.
- We can use CapCut to quickly edit video and upload to social media.
- We can use Google Trends to find new audiences and track trends.
- We can use Grammarly to professionally draft messages.
- We can use ChatGPT to generate ideas, templates, and solutions.
-

THANK YOU FOR ATTENDING

Extra YouTube Links:

7 Different Ways To Use ChatGPT For Your Business
https://youtu.be/uVSMwL5HWIY?si=CpfxPYQaoSS5jCXR

How I Run 4 Businesses with Notion - FULL WALKTHROUGH
https://youtu.be/pmOHndFxew0?si=VCYWejHayj1YYI4P

Can I Use Canva Free For My Business?
https://youtu.be/mVYN6_XxANg?si=5G4AYYaSCSXQm6hd

How to Use Google TRENDS To Find a Profitable NICHE (in Only 3 MINUTES!)
https://youtu.be/1xcHPczlcFc?si=8-RAj2aB4j7udunW

CapCut Quick Ad Creation: Skyrocket Your Small Business with TikTok & Social Media Videos
https://youtu.be/rIbnDwzvYzI?si=jvWFtxiTOwNCu6Uz

7 ChatGPT Power Prompts That Will Change Your Business
https://youtu.be/DbMVDaaeugM?si=hogbhoN-ESyl0gbI

How We Use Notion As An Agency
https://youtu.be/w9AQ9jIR3Ig?si=6ab02cypTLfgp8MM

How to Create Canva Digital Business Card in 2024 📇 Free Virtual Business Card Tutorial with QR Code
https://youtu.be/NkWomdq4cc0?si=__ZEXCac1GWSM-qT

How to use Google Trends
https://youtu.be/DbTR6t2MJU8?si=cHYnUzNxJ7bGEc20

7 FREE Ways to Make Your Videos 10X Better | CapCut Editing
https://youtu.be/9uC_DkikPQk?si=EZmf0Gh4UasGKP8l

Visual/Graphic Tools

BeFunky Graphic Designer

Visme

GIMP

DaFont

Fotor

Pablo

Pexels

Picsart

Pixlr

Quotes Cover

Snappa

Stencil

Ezgif

Giphy

Mixkit

Audio Tools

Pixabay
Free Sound

Creative Commons

BBC Audio Sound Effects

More Free Sound Effects

Movie/show clips

Audacity

GarageBand

Soundation

https://www.soundtrap.com

https://anchor.fm

https://www.podbean.com

https://www.spreaker.com

https://zencastr.com/

Video Tools

Davinci Resolve

Capcut (App as well)

Clipchamp

Openshot

Lightworks

WeVideo

Animaker

Lumen5

RawShorts

Powtoon

File Transfer Tools

https://wetransfer.com

(good for up to 2GB)

https://www.transfernow.net/en/

(up to 5GB)

Dropbox

Google Drive

OneDrive

MediaFire

Infographic Tools

Easel.ly

Infogram

ThingLink