



BIG BUSINESS, *small budget*

**TOOLS TO RUN YOUR SMALL BUSINESS ON
\$150 A MONTH OR LESS**

ImShannon.com

Operating a business on a small budget has just gotten easier. One of the keys to sustaining or growing your business is knowing which tools and resources to use to remain productive and competitive without breaking the bank. ImShannon.com knows the importance of building a business that's actionable, organized and profitable—even on budgets that aren't "roomy". We also know that business owners can't afford to get bogged down with unnecessary clutter or endless cycles of revisions, especially when you're focused on meeting the needs of your clients. This e-book will give our recommended list of tools and resources to use to run a smart, well-organized and client-ready business, no matter the size of your budget.

#1

Build a website you'll love.

Wix: \$15.95 per month www.wix.com

If you want to advertise your business and expand your audience, you should have visual content, a complete list of your services, perhaps a few testimonials or reviews and a section that talks about what your business does. You can provide all of this and more with a website.

Creating a website for your business is no longer the thing you *can't* do. Don't know the first thing about html coding or design? No problem. Wix.com is your website-building solution. With hundreds of free, sleek and professionally styled templates to choose from, Wix is ready to turn any type of business into a well-oiled branding machine. Wix beats out the competition thanks to its user-friendly interface that makes DIY website-building a cinch. Add in features like the App Store, which includes a variety of apps that you can integrate onto your website such as Paypal

shopping carts, Yelp reviews and sharing your Twitter timeline, just to name a few and you'll be able to move people through your sales cycle without a hitch! Most importantly, hosting and maintaining your website comes with an affordable price of \$15.95 per month or cheaper with a yearly subscription. You also have the option to customize your website's design based on a desktop and mobile-device display, to make sure your site is easy to view no matter how it's accessed.

Why this is a MUST USE tool

- With endless design templates, it offers better customization than Wordpress and GoDaddy (you won't have to buy expensive themes then waste your money because you decided you didn't like it)
- A variety of free or low-cost apps that can be easily integrated into your web design (and boost your productivity)
- Ease of usability and the professional look and feel of the finished product

Bottom-line

Wix is the perfect tool for expanding your business's audience thanks to its simple DIY website-building tools. With extremely affordable yearly and monthly pricing options, Wix remains gentle

on your budget without sacrificing the professional style of your brand. Although Wix is designed to make building your own website easy, it also offers designing services and around-the-clock technical support, so you're never in the designer's chair alone. Give Wix a test drive and see how quickly you raise the bar and your skillset. [Ask us about a hands-on tutorial](#) where we'll show you how to use Wix for your business.