



# SMALL BUSINESS RESOURCE GUIDE

In the current evolving situation,  
it's hard to know where to turn.

In response to the detrimental effects of COVID-19, we have compiled a resource guide for small businesses to help you navigate these challenging times.

In partnership with

Montréal 



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Disclaimer: This information is provided solely as a resource. The user of this information is responsible for determining and verifying the accuracy of the data presented here and how it is used.

# TOP PICKS

## **Pandemic-related Resource**

The Canadian Government's COVID-19 Economic Response Plan. [See more here](#)

## **Accounting & Budgeting**

- Quickbooks - [See more here](#)
- Wave - [See more here](#)

## **Business Development & Resources**

Canada Business Network - [See more here](#)

## **E-commerce Shop**

Shopify - [See more here](#)

## **Email**

MailChimp - [See more here](#)

## **Entrepreneur Podcast**

Entrepreneur on Fire - [See more here](#)

## **Freelancers**

Upwork - [See more here](#)

## **Marketing & Sales**

HubSpot - [See more here](#)

## **Payment Gateways & Credit Card Transactions**

- Square - [See more here](#)
- PayPal - [See more here](#)

## **Project Management/Collaboration/Productivity**

- Asana - [See more here](#)
- Slack - [See more here](#)
- Microsoft Teams - [See more here](#)
- Zoom - [See more here](#)

## **Social Media Management**

Hootsuite - [See more here](#)

## **SEO & SEM**

- Moz - [See more here](#)
- SEMrush - [See more here](#)

## **Accounting and Bookkeeping**

- Wave - [See more here](#)
- FreshBooks - [See more here](#)

## **Web Analytics**

Google Analytics - [See more here](#)

## **Website Builders**

- Wix - [See more here](#)
- Squarespace - [See more here](#)
- Wordpress - [See more here](#)

# **PANDEMIC RELATED RESOURCES INCLUDING BEST PRACTICES, TIPS AND TOOLS TO HELP ADAPT, PIVOT, AND RUN A BUSINESS FROM HOME**

## **YES Resource Guide for Entrepreneurs and Artists in the Time of COVID19**

[See more here](#)

## **YES Mental Health Services & Resources**

[See more here](#)

## **YES Risk & Recovery Program**

[See more here](#)

## **The Canadian Government's COVID-19 Economic Response Plan**

[See more here](#)

## **Coping with the COVID-19 crisis: What small businesses can do to survive**

[See more here](#)

## **Futurpreneur's COVID-19 Resource Guide**

[See more here](#)

## **10 Tips for Pivoting Your Business in the Face of COVID-19**

[See more here](#)

## **Best Practices for Prevention of COVID-19 in the Workplace**

[See more here](#)

## **COVID-19: Business Planning Tools for Entrepreneurs**

[See more here](#)

## **Short-Term Revenue Strategies for Brick-and-Mortar Retailers Navigating COVID-19**

[See more here](#)

## **Step by Step Guide to Take Your Small Business Online**

[See more here](#)

## **Small Business Guide to Coping with COVID-19 (fulfilling contractual obligations, employment considerations)**

[See more here](#)

## **Health & Safety Resources compiled by Canadian Manufacturers & Exporters (CME)**

[See more here](#)

## **The Ultimate Guide to Planning and Building a Successful Home Business**

[See more here](#)

## **10 Tips From CEOs on Working From Home Effectively and Happily**

[See more here](#)

## **How to Manage a Remote Team**

[See more here](#)

## **7 Habits of Successful Home Business Owners**

[See more here](#)

## **How Independent Professionals are Helping Businesses Through COVID-19**

[See more here](#)

## **How to combat Zoom fatigue**

[See more here](#)

## **10 Ways to Manage Your Freelance Business During Times of Crisis**

[See more here](#)

## **Video-Conferencing Etiquette and Tips**

[See more here](#)

## **A Quick Security Checklist for Remote Workers**

[See more here](#)

## **How to Set Up and Manage a Remote IT Infrastructure**

[See more here](#)

## **Using Agile in a Remote Team: Processes, Impact, and Benefits**

[See more here](#)

# **GENERAL ENTREPRENEURIAL BUSINESS BASICS & DEVELOPMENT**

## **Canada Business Network**

The Government of Canada's website for entrepreneurs and small businesses - provides a single, seamless gateway to information for businesses to help them launch, grow and prosper. [See more here](#)

## **Entrepreneur's Toolkit**

Business tools to help you successfully manage, grow and promote your business. [See more here](#)

## **Start-Up**

From concept to scaleup, Google for Startups can help move your business forward. [See more here](#)

## **FURTHER READING**

### **Entrepreneur Magazine**

Small business tools; business plan guide; entrepreneur's databases for business opportunities and franchise information. [See more here](#)

### **Inc Magazine**

Provides small-business information, Web-based tools, products, and services. [See more here](#)

### **Top 50 Business Blogs**

[See more here](#)

## **Entrepreneur on Fire**

Entrepreneurship stories, best practices and discussions. [See more here](#)

## **Self-care Tips and Discussion for Entrepreneurs**

[See more here](#)

# AN A-Z RANGE OF RESOURCES, TOOLS AND APPLICATIONS

## ACCOUNTING & BUDGETING

### QuickBooks

Accounting software products to manage inventory, sales, invoices, expenses, company payroll, etc. [See more here](#)

### Wave

Track expenses, send invoices, get paid and balance your books. Free software and pay-as-you-go packages available. [See more here](#)

### Freshbooks

A leader in providing cloud-based accounting solutions for small business owners. [See more here](#)

### Budgeto

Online, user friendly application to build and share business budgets. [See more here](#)

### Expensify

Import expense items directly from credit card statements to create easy expense reports. Plus, their business allows you to “pay-it forward” by helping society while you help yourself. [See more here](#)

## ANALYTICS TOOLS

### Google Analytics

Analyze visitor & customer data from your website, social media platforms and apps in one place. [See more here](#)

### Hootsuite

Social media management platform for tracking, analysis and integrations for Twitter, Facebook, Instagram, LinkedIn, YouTube, etc. [See more here](#)



## **HotJar**

All in one analytics and feedback tool for your web and mobile site visitors, including site behavior tracking. [See more here](#)

## **Bit.ly**

Create unique shortened links so you can track user engagement - [See more here](#)

# **BILLING/SUBSCRIPTION MANAGEMENT/ PAYMENT GATEWAYS & METHODS**

## **Paypal**

Get paid securely anywhere you do business: online, on mobile, in person or via invoice. [See more here](#)

## **Stripe**

Online payment system that allows private individuals and businesses to accept payments. [See more here](#)

## **Square**

Free point-of-sale app for credit Card processing on the go. [See more here](#)

## **Amazon Payments**

Allows payments via Amazon account. Also arranges for delivery from tens of thousands of merchants. - [See more here](#)

## **Braintree**

Online credit card merchant processing (a PayPal service). [See more here](#)

## **Authorize**

Payment tool with free app, fraud prevention tools and month to month payment options. [See more here](#)

## **Chargify**

Recurring billing with analytics for B2B SAAS (Software as a Service). [See more here](#)

## BUSINESS PLAN WRITING (TEMPLATES AND RESOURCES)

### **Futurpreneur Canada**

Templates, examples and financial worksheets for business plan writing. [See more here](#)

### **Business Development Bank of Canada (BDC)**

Templates, articles and examples of business plans. [See more here](#)

## CLOUD SERVICES AND APP TOOLS

### **Amazon Web Services**

Amazon's cloud solution, content delivery, or other functionality. [See more here](#)

### **Google App Engine**

Google's version of a cloud solution. [See more here](#)

### **Scalr**

Tool to manage scaling servers in Amazon's cloud. [See more here](#)

### **AppMakr**

Drag and Drop no-code mobile apps maker for your iPhone and Android. [See more here](#)

## COMMUNICATION/ COLLABORATION TOOLS & PLATFORMS

### **Skype**

Free IM / phone / video calls and tech support via screen sharing. [See more here](#)

### **Zoom**

Unifies cloud video conferencing, simple online meetings, and group messaging into one easy-to-use platform. From free to paid plans. [See more here](#)

## **GoToMeeting**

Online Platform and software to host online meetings, video conferencing and webinars for businesses to collaborate with customers, clients or colleagues. [See more here](#)

## **Microsoft Teams**

Teams is a hub for online team collaboration in Microsoft 365 that integrates the people, content, and tools for team meetings, chat messaging, productivity and collaborations. [See more here](#)

## **WhatsApp**

Cross platform IM client for smartphones. Fully encrypted. [See more here](#)

## **Doodle**

Online group scheduling for meetings. [See more here](#)

## **Ning**

Online platform for people and organizations to create custom social networks. [See more here](#)

## **Free Conference**

Free conference and collaboration tool. [See more here](#)

## **Cacoo**

User friendly online drawing tools that allows you to create and share diagrams, flowcharts, mind maps etc. [See more here](#)

## **Concept Board**

Powerful team collaboration with online whiteboards and project management to help you evolve your ideas into finished products. [See more here](#)

# **E –COMMERCE PLATFORMS & RESOURCES**

## **Shopify**

Canadian company and leading e-commerce platform for online stores and retail point-of-sale systems. [See more here](#)

## **Magento**

Open-source e-commerce platform (written in PHP) and cloud solutions. [See more here](#)

## **BigCommerce**

Ecommerce software & shopping cart platform. [See more here](#)

## **WooCommerce**

Open source customizable e-commerce plugin designed for online merchants, businesses and WordPress sites. [See more here](#)

## **Amazon Online Selling**

Amazon sales platform - fulfillment options, brand recognition and guaranteed traffic. [See more here](#)

## **Etsy**

Online and handmade marketplace. Payment and shipping solutions, low listing fees. [See more here](#)

## **Volusion**

Ecommerce software to design and manage online stores. [See more here](#)

## **A Better Lemonade Stand**

Online ecommerce incubator, supporting early stage ecommerce entrepreneurs with content, tutorials, resources and tools. [See more here](#)

## **FURTHER READING**

[See more here](#)

# **EMAIL, CRM/ERP & ONLINE MARKETING (TOOLS & SUITES)**

## **MailChimp**

Email management & marketing automation for e-commerce (free basic email blast software); email delivery for web apps (set-up, delivery and analytics). [See more here](#)

## **Insightly**

Online CRM and project management solution that offers tight integration with the accounting package QuickBooks Online, but also Dropbox, Mailchimp, Gmail, Google Apps, and Box, to name a few.

[See more here](#)

## **Zoho CRM**

Customer relationship management software. [See more here](#)

## **Salesforce**

[See more here](#)

## **Salesforce Marketing Cloud**

Leaders in CRM, social media and email marketing. [See more here](#)

## **SumoMe**

List-building features, free tools to automate your site growth including including email capturing (free version available). [See more here](#)

## **SendGrid**

Transactional and marketing email software including email blasts. [See more here](#)

## **Campaign Monitor**

Basic email software for creating, sending and optimizing emails. [See more here](#)

## **Osmoscloud**

Converts website visitors into subscribers and customers. [See more here](#)

## **OptinMonster**

List-building features, free tools to automate your site growth including including email capturing (free version available). [See more here](#)

## **HubSpot**

CRM, online marketing and web analytics system; tons free inbound marketing resources.

[See more here](#)

## **Amy Porterfield Podcast**

Expert interviews, execution plans, and intimate behind-the-scenes secrets for online entrepreneurs. [See more here](#)

## **FURTHER READING**

### **Canada's Anti-Spam Legislation | CRTC**

What you should know about compliance with the law and related hefty fines concerning sending commercial electronic messages including emails. [See more here](#)

## **FILE SHARING & STORAGE**

### **Google Drive**

Backup important files, accessible across all devices. Initial free storage, ability to store any kind of file. Share and send files and folders. [See more here](#)

### **Dropbox**

Keeps your files safe, synced, and easy to share & automatically synced across all of your devices. [See more here](#)

### **WeTransfer**

For emailing large files (2Gb) to other users. Free and paid versions. [See more here](#)

### **SugarSync**

Backup your files in the existing folder format. Syncs across all devices. [See more here](#)

### **Apple iCloud**

Store, share and collaborate files. First 5G free. Files accessible across devices. [See more here](#)

## **FREELANCERS (ASSORTED)**

### **UpWork**

Find all kinds of freelancers, from web development, graphic design, copywriting etc. [See more here](#)

## **99 Designs**

Three step process to find graphic design services for your project. [See more here](#)

## **Fiverr**

Freelance services from \$5 onwards. [See more here](#)

## **Freelancer**

Millions of skilled freelancers from around the world to outsource to or to join as a freelancer yourself. [See more here](#)

# **GOOGLE (ASSORTED PRODUCTS AND SERVICES)**

## **Google Docs**

Good for light DOC, XLS, PPT docs; file sharing. [See more here](#)

## **Google My Business**

Attract new customers with your free Google listing on Google maps. [See more here](#)

# **IMAGES AND PICTURES**

## **iStock by Getty Images**

Paid and free images available in various resolutions and formats. Video and audio catalogue also available. [See more here](#)

## **A Better Lemonade Stand**

Aggregate of online resources for images, vectors, audio and video. [See more here](#)

## **Skitch.com**

Lightweight image editor only available for Mac download. [See more here](#)

## **Unsplash**

Beautiful free high quality artistic Images (no attribution required). [See more here](#)

## **IconFinder**

Leading search engine and market place for vector icons in SVG, PNG, CSH and AI format.  
[See more here](#)

## **Canva**

Create professional marketing materials including social media posts, reports and brochures with drag and drop functionality. [See more here](#)

## **Stock Up**

Great online repository of compilation of free online stock photos. [See more here](#)

## **Burst**

Shopify bank of free high quality images. [See more here](#)

# **INTELLECTUAL PROPERTY**

## **US Patent & Trademark Office**

Search for patents and trademarks. [See more here](#)

## **Canadian Intellectual Property Office**

Search for patents and trademarks. [See more here](#)

# **MARKET RESEARCH**

## **Info Entrepreneurs**

Info Entrepreneurs provides businesses in all regions of Canada, promptly and free of charge, with accurate business information on provincial and federal government programs, services and regulations.  
[See more here](#)

## **Google Trends**

Trends search & competitive info. [See more here](#)



## **Ask Your Target Market**

Target market research at affordable prices. [See more here](#)

## **SurveyMonkey**

Create and publish online surveys in minutes, and view results graphically and in real time. [See more here](#)

## **AYTM Market Research**

The leading innovator in DIY online market research. [See more here](#)

# **MASTER PASSWORD SOLUTIONS**

## **TrueKey**

Say goodbye to multiple usernames and passwords - your master password is the only one you'll ever need. Free option available for up to 15 passwords. [See more here](#)

## **Dashlane**

Rated the best password manager. [See more here](#)

## **KeePass**

Free, open source light weight and easy to use password manager. [See more here](#)

## **LastPass**

Easy to use password keeper – freemium model and subscription based. [See more here](#)

# **ONLINE LEARNING & TEACHING PLATFORMS**

## **Udemy**

Master new skills, advance your career and explore new hobbies from over 65,000 courses taught by expert instructors. [See more here](#)

## **Coursera**

Build skills with courses (including free ones) from top universities like Yale, Michigan, Stanford, and leading companies like Google and IBM. [See more here](#)

## **LinkedIn Learning Courses**

Enhance Your Skills with Expert-Led Online Video Tutorials across many topics and industries. [See more here](#)

## **Microsoft**

Free self-paced courses on web and software development. Certification available. [See more here](#)

## **Slide Share**

Share what you know and love through presentations, infographics, documents and more. [See more here](#)

## **Kajabi**

An all-in-one platform for digital entrepreneurs and small businesses to sell content and digital products online. [See more here](#)

## **Thinkific**

Online platform to create online courses and membership sites for your education business. [See more here](#)

# **PRESENTATIONS/RESOURCES FOR AND BY ENTREPRENEURS**

## **20 Presentations by Entrepreneurs**

These presentations by entrepreneurs offer business-minded individuals helpful tips for success. [See more here](#)

## **12 Great TED Talks for Entrepreneurs**

A collection of TED Talks that all entrepreneurs, including ecommerce store owners, should find interesting and worthwhile. [See more here](#)

## **Startup Resources**

Tightly curated lists of the best startup tools. [See more here](#)

## **Startup Launch List**

Articles you need to read before launching a startup. Written by founders, designers, investors and thought leaders. [See more here](#)

# **PROJECT MANAGEMENT/COLLABORATION/PRODUCTIVITY**

## **Basecamp**

Helps wrangle people with different roles, responsibilities and objectives towards a common goal. [See more here](#)

## **Asana**

Keeps teams organized, connected and focused on results. [See more here](#)

## **Trello**

Keeps track of everything from big picture to minute details. [See more here](#)

## **Mural.ly**

A visual collaboration whiteboard app. [See more here](#)

## **Doodle**

Simply the scheduling of events, meeting and appointments. [See more here](#)

## **Slack**

Connect teams with the apps, services and resources they need. [See more here](#)

## **Slideshare**

Share PowerPoint and documents with customers or collaborators. [See more here](#)

## **Evernote**

Take notes, track tasks and save things you find online. [See more here](#)

## **OneNote**

Capture your ideas and to-do lists in one place across all platforms. [See more here](#)

## **Wunderlist**

Powerful to-do list app. [See more here](#)

## **Pocket**

Place images in pocket for later viewing including articles, videos and stories from any publication, page or app. [See more here](#)

## **Pivotal Tracker**

Agile project management tool that enables real-time collaboration. [See more here](#)

## **RallyDev**

Automates agile or scrum development. [See more here](#)

## **Appointlet**

An online appointment scheduler that saves you time and offers convenience to your clients. [See more here](#)

# **SEARCH ENGINE OPTIMIZATION (SEO)**

## **Market Samurai**

Learn tips, tricks, best practices for SEO. [See more here](#)

## **SEM Rush**

Complete workflows for SEM professionals. [See more here](#)

## **Moz**

Moz builds tools that make SEO, inbound marketing, link building, and content marketing easy. [See more here](#)

## **Google Keyword Planner**

Get keyword ideas to help build your campaigns with the AdWords Keyword Planner. [See more here](#)

# SEARCH ENGINE MARKETING RESOURCES

## **SEM: Tips, Benefits, & How It Relates to SEO**

[See more here](#)

## **SEM Guide**

[See more here](#)

## **SEMrush**

Online Visibility Management Platform. [See more here](#)

## **Google Ad Grants**

[See more here](#)

## **Google Ads Certification**

[See more here](#)

# SOCIAL MEDIA MANAGEMENT

## **Hootsuite**

Manage social networks, schedule messages, engage your audiences, and measure ROI right from the dashboard. [See more here](#)

## **Sprout Social**

Social media management, advocacy and analytics software for businesses - helps brands communicate with customers on social channels, collaborate across teams and measure the effectiveness of their efforts. [See more here](#)

## **Buffer**

Drive brand awareness & quality engagement with professional audiences by creating a LinkedIn Company Page. [See more here](#)

## **LinkedIn**

Drive brand awareness & quality engagement with professional audiences by creating a LinkedIn Company Page. [See more here](#)

## **Facebook**

Create business pages to connect with audience. Use advertising tools to promote. [See more here](#)

## **Instagram**

Create business profiles on Instagram with added functionality like Shop Now or Contact buttons. [See more here](#)

## **Pinterest**

Share inspirations, projects and products on Pinterest with a business page. [See more here](#)

## **Twitter**

Twitter 101 for businesses. Has standard information and links to sites. [See more here](#)

# **SOFTWARE DEVELOPMENT**

## **Balsamiq**

Create software mockups in minutes and collaborate. [See more here](#)

## **Wireframes To Go**

Templates for the Balsamiq platform. [See more here](#)

## **MockFlow**

Easy to use wireframing software to quickly draw and collaborate on UI designs. [See more here](#)

## **PSD 2 HTML**

Provides a full range of services across the website development cycle, from HTML/CSS markup to complete solutions for a variety of CMS and eCommerce platforms. [See more here](#)

## SURVEYS, FORMS & FEEDBACK

### SurveyMonkey

The granddaddy of on-line surveys (creation and management). Free and paid subscriptions.

[See more here](#)

### Google Forms

Free survey platform, customizable with analytics included. [See more here](#)

### Wufoo

Online form builder for contact and survey forms. Collect and analyze data, collect payments.

[See more here](#)

### Qualtrics

Cloud-based survey offering that measures experience: Customer, product, employee and brand. High powered statistical analysis. [See more here](#)

## VIDEO PLATFORMS AND EDITORS

### YouTube

Leading channel and search engine to upload videos and viewing from wide audience. [See more here](#)

### Vimeo

Create, share and host videos for wide viewing. [See more here](#)

### Magisto

Online video editor with a web application as well as a mobile app for automated quick video editing and production. [See more here](#)

### Animoto

Cloud-based video creation service that produces video from photos, video clips, and music into video slideshows. [See more here](#)

## **iMovie**

Video editing app/software created by Apple for use on Apple products. [See more here](#)

## **ScreenFlow**

Video editor and recorder for the contents of your entire monitor while also capturing your video camera, iOS device, microphone and your computer audio. [See more here](#)

# **WEBSITE TOOLS AND BUILDERS**

## **WordPress**

Create a premium website with templates or from scratch. Superior support and fully SEO optimized. [See more here](#)

## **Wix**

Create and customize free website, no coding skills required. [See more here](#)

## **Weebly**

Web-hosting service featuring a drag-and-drop website builder. [See more here](#)

## **Squarespace**

Service-based content management system, integrated website builder, blogging platform, hosting service, commerce platform, and domain name registrar. [See more here](#)

## **Unbounce**

Create attractive and high converting landing pages without engaging a web developer. [See more here](#)

## **Whois**

Lookup, domain name search, domain name registration, available domain names. [See more here](#)



## WEB ANALYTICS

### WebsiteGrader

Website Grader is a free online tool that grades your site against key metrics like performance, mobile readiness, SEO, and security. [See more here](#)

### Mobility Friendly Test

Test how easily a visitor can use your page on a mobile device. [See more here](#)

### Google Analytics Solutions

Google Analytics Solutions offer free and enterprise analytics tools to measure website, app, digital and offline data to gain customer insights. [See more here](#)

## WEBSITE USER INTERFACE/UX/USER TESTING/USABILITY

### Ustesting

Usability testing has never been easier. Get videos of real people speaking their thoughts as they use websites, mobile apps, prototypes and more. [See more here](#)

### Clicktale

Heat map of a website to help you understand how people use your site including where users click. [See more here](#)

### LeadPages

Easy landing page generator. It's the easiest way to build conversion optimized & mobile responsive landing pages. [See more here](#)

### Six Revisions

A full-service web design and Internet marketing company. [See more here](#)

### VisualWebSiteOptimizer

Optimization programs that repeatedly improves your visitors' experience including through the use of A/B testing (split tests). [See more here](#)

## **OptimalWorkshop**

Tool suite for remote user research. [See more here](#)

## **Google Website Optimizer**

As part of Google's marketing platform, Optimizer shows you which site experiences engage your customers and integrates with Analytics to help you identify which parts of your site need improvement. [See more here](#)

## **Fivesecondtest**

Landing page optimization that tests whether web pages are effectively communicating their intended message. [See more here](#)



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