



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 

The logo for the City of Montréal, featuring a stylized red fleur-de-lis symbol.

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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