

**CREATE YOUR CRAVE!**

*Celeste*  
STACEY

Queen of 'Craveworthy' Consulting

powered by:



# The Must-Have Tools for My Business

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Presented by  
Excuse Breaker



# CRAVE KIT

**CALENDLY:** This FREE scheduling tool is simple and allows you to schedule appointments on the fly, just by sharing a link. It also allows you to add three pre-qualifying questions that your prospect must answer before confirming the booking. Once your prospective customer books a meeting time, Calendly will automatically send both you and them an email confirmation.

**Pro tip:** Book meeting with a new prospect in the moment. Stand there as they confirm the time and make sure you both get the email while standing there.

**Note:** in the free version, you will need to manually send them a reminder. You can also create only one appointment type in the free version. Upgrade for a nominal fee. Learn more here: <https://calendly.com/>

**TEXTIFUL:** This FREE SMS messaging tool allows you to choose a keyword that people can text to 345345 and be added to your mailing list for more information. When they text the word, they receive a text response asking for their email address so information can be sent to them. You can customize the message to your liking. Textiful integrates with most email marketing systems like MailChimp, ActiveCampaign, InfusionSoft and many others.

**Pro Tip:** Use this only when speaking LIVE to groups of people. That will help them enroll and engage quickly and easily.

**Note:** Be careful of how much you use Textiful. Though the app is free, there are text charges for overage in minutes/text limits provided. Learn more here: <https://textiful.com/>

**HAYSTACK:** This FREE digital business card app allows you to share your digital business card with anyone, whether they have the app or not. It allows you to quickly scan others' physical business cards and integrate them into your email marketing system, and it even allows you to include dynamic social media links that update instantly. NO MORE BUSINESS CARDS!

**Pro Tip:** Be selective and strategic when exchanging business cards. Make sure each contact adds mutual value.

**Note:** Haystack collects the Contact List information on your phone and stores those contacts in their "haystack cloud". If privacy is an issue, buy a reasonably-priced cellphone specifically for your business and only store business contacts there. Use your personal phone to surf the web and maintain your personal contacts. Learn more here: <https://thehaystackapp.com/>

**SQUARE:** This FREE scheduling tool is simple and allows you to take payments on the fly, with just a cellphone, a small card reader that plugs into it, and the Square app. You will need a confirmed bank account to use this app. It works with both Android and iOS cellphones and accepts all major credit cards.

**Pro tip:** Close the sale immediately when people are excited and ready to pay for your services. Do not wait to complete the sale.

**Note:** Process Visa, Mastercard, Discover, and American Express at 2.75% per swipe. Manually enter card information and pay 3.5% + 15¢ per transaction. No signal, no problem. Swipe payments without a connection in Offline Mode and pay the usual 2.75% per swipe. Learn more here: <https://squareup.com/reader>

**STRIPE:** This FREE credit card processing tool allows you to securely take credit card payments online. For small businesses, this is a great pay-as-you-go model. You do not pay any fees until you make a sale. Each sale you make incurs a 2.9% + 30 cents fee.

Learn more here: <https://stripe.com/>

**THRIVECART:** This is a **PAID** shopping cart app. The great thing about it is that there are no monthly fees. You buy it once (at the time of this printing, the cost is \$600) and you own the license forever. ThriveCart has all the smart bells and whistles you could want in a shopping cart. It integrates with most email marketing systems and uses tags to tell your marketing system when a failed or missed payment has occurred so your system can automatically halt the delivery of your online content. It also includes an upsell feature, payment plans with recurring billing that integrates with Paypal and Stripe, , affiliate marketing payments feature, customizable checkout pages and so much more. It's an all-in-one funnel for your business sales.

**Note:** Online rumor has it that ThriveCart may change its model to monthly billing like its competitor SamCart. If you're considering buying a good, integratable shopping cart, don't delay. Learn more here: <https://thrivecart.com/private-pilotprogram/?affiliate=keyd>

**SKYPE, GOTOMEETING and ZOOM:** These live conferencing tools allow you to connect and have free face-to-face sessions with your clients. GotoMeeting is the most robust and allows multiple sharing and conferencing options. Learn more here:

<https://www.gotomeeting.com/>

<https://zoom.us/>

<https://www.skype.com/en/>