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TOP FREE BUSINESS MOBILE APPS



TOP FREE BUSINESS MOBILE APPS LIFE LESSONS for BUSINESS OWNERS

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A lot has changed in the more than 20 years I've been in business. Everything from management theories to marketing tactics, and most of all, technology. We've progressed from car phones to smartphones, desktops to tablets and traditional media to social media.

These technological advancements add tremendous benefit to business. Although technology can't replace the foundations of good business practices, technology enables efficiency—the common denominator in most successful organizations.

Best of all, efficiency boosting technology is not expensive, cumbersome or difficult to access. Look no further than the app marketplace on your smartphone.

With about 800,000 apps in both iOS and Android marketplaces, it's easy to get overwhelmed. To ensure your app perusal is productive, I've compiled a list of my top eight free business apps.

1. **Cardmunch (iOS)** – If you're like me before I discovered this app, you have a stack of business cards on your desk. When you actually need to find someone's contact info, you have to sort through the mountain. Cardmunch scans a business card, files it into your phone's contacts, archives the scan for a backup photo of the physical card and then syncs the contact into your LinkedIn connections. This is efficiency incarnated in app form.



2. **Dropbox (Android & iOS)** – This is the best way to share and store documents, photos and videos. It's cloud based so you or your business contacts can access permissible files wherever, whenever. You'll never have to email yourself documents again and you can easily share multiple documents.

3. **Evernote (Android & iOS)** – This note taking, cloud syncing app is everyone's favorite, and for good reason. The days of illegible hand-written notes that sit on your desk waiting to be digitized are over thanks to this easy-to-use free app. The best part, since it's cloud based, you can access your notes from all of your devices. Life saver.

4. **HootSuite (Android & iOS)** – Did you ever wish all of your social media platforms were in one place with one login? This app enables just that. Additionally, it grants you the ability to schedule future posts which is super convenient and takes the pressure off signing in to post daily.

5. **Postagram (Android & iOS)** – I travel a lot for business and meet wonderful people everywhere I go. I believe relationships are not only important in business, but in the overall human experience, which is why I'm constantly focused on nurturing relationships whenever I can. Sending postcards to friends at home and those I meet along the way are a great way to let them know I'm thinking of them. This app allows me to select a picture from my photo gallery, design a postcard around it and send it off. I recommend it if you value adding a personal touch in your professional network.

6. **Tripit (Android & iOS)** – With baggage fees, long lines and minimal leg room, air traveling is difficult enough. Use this app to organize all your travel plans so you have one less thing to worry about. Essentially it compiles and categorizes all of your flight confirmation emails and numbers so you have it all in one convenient place. No more fumbling with computer confirmation printouts before check in.

7. **Whatsapp (Android & iOS)** – With this app you can send text, picture, video and audio messages for free across multiple platforms. It's especially useful when you're traveling internationally. Since the messages are sending through the web instead of your phone, you won't end up with the usual additional service provider charges you incur when you're texting out of the country.

8. **Yelp (Android & iOS)** – Again, if you travel for business, you have to have this one. It'll help you locate places to eat, shop and relax and then guide you through your choices with helpful reviews.

Well, what are you waiting for? Get downloading to instantly increase your efficiency.

THE PETRA EXPERIENCE

The Petra Experience is like a Mental Marathon of focused effort to create a specific set of priorities and a planned process to achieve them... as a team.

Looking to change your business life - forever?

The daily grind of growing a business is tough... it doesn't have to be that way. We work from our own business experiences while focusing on your business – as coach and an accountability partner. We implement the Petra Process in a way that ensures it “sticks” then we stay engaged to keep you on your path to success and less frustration. We don't want this to be just another thing you start – then it gets ignored and finally dies... let's stop that cycle in your business. The Petra Program 'clarifies' what is most important to be done – by whom, by when – **AND** creates an accountability structure to ensure **IT GETS DONE.**

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