Marketing

- □ Blog marketing
- □ Public relations including press release distribution
- □ Use of graphics, logos and pictures
- □ Assisting in growth of business activities
- □ QR Codes and Generators, smart displays
- □ AdWords, Bing Ads
- □ Email lists and mass emailing techniques
- □ Groupon
- □ Robo-dialing
- □ National do not call list

Financial

- □ Cash flow monitoring
- □ Accounting/bookkeeping systems
- □ Paying bills
- □ Reconciling bank statements
- □ Quik Deposits of checks from office
- □ Password inventory and protection
- □ Credit card management
- □ Late-fee management
- □ PayPal, Wallet and other payment systems
- □ Obtaining refund or downloading or completion of incomplete purchases (e.g., software downloads, credit card processing applications)
- □ Identifying, auditing and reducing subscriptions, duplications and no longer needed, and automatic payments
- □ Kickstarter and clones
- □ Preparing projections and funding proposals

Timekeeping, Billing and Collection

- □ Maintaining timekeeping/expense system
- □ Periodic billing for time and expenses
- □ Making calls to collect overdue receivables

Calendaring and Scheduling

- □ Maintain calendar for owner or manager
- □ Assist in scheduling appointments

Technical Support

- □ Dealing with technical support including technical support telephone calls
- □ MyBook, external drives and flash drives
- □ Backups including offsite and scheduling

Telephone and Broadband

- □ Wireless broadband and protection
- □ Purchasing and installing broadband and telephone equipment and services
- □ Routers and administration
- □ Cell telephone and 3G/4G networks
- □ Smartphones and applications
- □ Smartwatches
- □ Skype and other Internet telephone systems

Saving Time of Owner/Manager

- □ Prioritizing my activities on a daily basis
- □ Dealing with immediate problems requiring resolution
- □ Doing personal errands with the understanding that this frees up the owner or manager's time to increase profitability of the whole entity and increase my own value and compensation
- □ Finding and retaining independent contractors to perform what I cannot do myself
- □ Set up system for telephone numbers
- □ Maintain inventory of supplies and reorder when necessary
- □ Set up email filters and manage email
- □ Organize, inventory and remove hard-copy files to offsite storage facility
- □ Screen calls
- □ Training others to take over areas of my responsibility needed for growth and success of the entity
- □ Unwanted solicitation by telephone or email

Websites

- □ Insuring against loss of website files (through backups, domain name renewal calendar)
- □ Managing domain names
- □ Consolidating domain name management
- □ Website maintenance
- □ Anti-virus protection
- □ HTML
- □ Adding website features such as search, blogs, email address capture, RSS feed, directions, social networking and YouTube links
- □ Filezilla and FTP
- □ Basic website creation
- □ Search engine operation (SEO)
- □ Landing pages
- □ Google Analytics

□ Consolidating website servers

Video Production and Distribution

□ Video shooting, editing and uploading
□ Setting up shooting studio in office
□ Streaming video
□ Video conferencing
□ YouTube with social network links
□ Preparing Power Point presentations

Social Networking for Owner/Manager

□ Facebook
□ Twitter
□ Linkedin
□ MySpace
□ Meetup
□ Pinterest
□ Reddit
□ NationBuilder

Computer Networking/Communications

□ Computer networking (Google, Rackspace)
□ Backups according to schedule
□ Cloud computing (OpenStack, CloudStack, and Eucalyptus), to assist in transition to cloud computing, for saving time, money and resources through open-source, portable, scalable computing and elimination of legacy IT systems - cloud computing enables users to pay for what they use in an "elastic computing environment"
□ Organizing and shortening links through Bitly
□ Drop boxes
□ Conversion of data from one form to another including list creation and maintenance

Search and Information

□ Setting up systems, including forms
□ Keeping inventory of hard-copy file location including files in storage
□ Documents retention/destruction program
□ Scribd
□ Google Alerts
□ Google and Bing - see WEBSITES above

Applications and Programs

□ email, gmail, including periodic review for expected emails
□ MS Outlook and MS Outlook Express
□ Internet Explorer
□ Google Chrome (and some limitations)
□ Mozilla Firefox

□ Wolfgang Alpha
□ MS Office
□ Adobe Acrobat, search and edit
□ Spreadsheets
□ Litigation support
□ Database programs (e.g., for telephone numbers)
□ Macro development (e.g., for MS Word and Excel)

Internet Transactions

□ Internet Transactions: Amazon, ebay, Half, Craigslist, Kindle, movies, payment systems, money transfers

Google -Additional

□ Google use assistance, with many different features, and ever increasing, such as Google Alerts, Google Wallet, YouTube, AdWords, Chrome, cloud computing

Equipment and Related Software

□ ScanSnap (Fujitsu) with Adobe Acrobat
□ Copier, scanner, fax machine, printer (multi-function equipment)
□ Color printer and sparing use
□ Saving money on toner cartridges
□ Rerouting faxes to computer
□ Notebooks
□ IPods
□ Kindle coordination
□ Basic 3-D printing for manufacturing
□ Basic robotics
□ Obtaining adequate lighting and electrical service, outlets and surge protection

Mailing and Delivery Services

□ Postage weighing, purchasing and printing systems
□ Avoiding 13-ounce USPS rule
□ Federal Express and others (air and ground)
□ UPS (air and ground)
□ Postal Express including USPS pickup services
□ Arranging for messenger and delivery services