

### **The Payoff – How to use Technology to SAVE money**

Some of these money saving ideas, along with many others, are also found in the following article.

<http://smallbiztrends.com/2009/10/51-tips-saving-money-technology.html>

- Use Google Alerts to find Deals
- Buy one generation old used software online (Amazon/Ebay)
- Buy used gear on Craigslist (caution)
- Use Open Source Software such as OpenOffice instead of paid software like MS Office
- Use Free online book keeping software (freshbooks.com/outright.com)
- Before buying anything, Google a coupon for your item to purchase
- Use Swap/exchange websites for business books
- Use Web-based software instead of purchased software (docs.google.com), also allows you to share documents.
- Sync Mobile Devices (such as the iPhone) with your computer and have all your data all the time.
- Use Google Analytics to test the effectiveness of your marketing
- Barter with other small businesses online
- Eliminate paper and filing with Screenshots
- Use Skype or Vonage to reduce long distance and phone bills
- Hold meetings online instead of driving
- Use online backup instead of tapes
- Use online shipping services and print postage from your computer

- Outsource IT – use professionals not kids, weekend warriors
- Use Laserprinters, not injets – Toner Costs and time savings
- Eliminate errors with Barcodes
- Text message employees and vendors to save time
- Duplex print (or get a duplexer) for your laser printer to print double sided documents to save paper costs.
- Pay bills online to save postage if you need more help!
- Use color printing sparingly – color toner is expensive
- Put your Drive Time to better use by listening to industry Podcasts rather than reading industry magazines.
- Reduce/Eliminate fax and communicate with customers via email/web posting
- Eliminate internal servers and host applications and documents online
- Use Database's for more effective information tracking, filing and marketing.
- Instead of buying new computers, update, clean and add more RAM to existing computers if your workflow and tasks have not changed. If they have, buy computers with PLENTY of RAM and Hard Disk.
- Buy a Mac to reduce your dependence on virus and utility software if your software can run on it. Easier to use (more productive), longer life and better at security than Windows.

Call Dave if you need more help!

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