

Startup
remarkable

THE STARTUP HANDBOOK

201 ESSENTIAL TOOLS, TIPS AND
FREE STUFF FOR FIRST TIME
ENTREPRENEURS

HOWARD KINGSTON
WWW.STARTUPREMARKABLE.COM



The Startup Handbook

201 of the best tools, tips and free stuff for first time entrepreneurs

By Howard Kingston of

StartupRemarkable.com

The eBook is dedicated to everyone who dreams of creating something remarkable

Introduction

You've probably found your way to this handbook from my blog, or twitter, or maybe a friend passed it along to you. Either way, I'm happy you're here.

As a first time entrepreneur you probably have tons of questions. And every time you do a Google search for an answer you are bombarded with too much information and untrustworthy products which leave you feel overwhelmed and under satisfied. Due to this, I have created this handbook of 201 of the best resources that should help you out.

Over the past 3 years of building, living and working with startup businesses and entrepreneurs, I regularly wondered to myself – is this the best way I should be doing this? Then someone would introduce me to a way of doing it that would either:

- (i) Save me tons of time
- (ii) Save me money
- (iii) Automate what I was already doing manually
- (iv) Improve my results to give me a competitive advantage

And I would always think – ***I wish I had known about that sooner.***

If you've ever thought of any of the above, then this handbook will serve you well.

This handbook is a collection of the very best tools, tips and resources that you **should** be using to help get your startup off the ground.

Before you read any further – a warning: This is not your standard ebook. I don't recommend you read it cover to cover in one sitting or taking on too many new tools at once (easy to overwhelm yourself) – just dip into this guide regularly to pick up a new tool or resource that can make you 5% better every time you do.

Yes it is true, **there are over \$4,667 worth of savings** in this guide (Just look for the **'Free Stuff'** , **'Awesome Discounts'** and **'Insider Tips'** throughout this guide for the juicy stuff) – but the most importantly, these products I can honestly say will help you achieve the success I know you're destined for sooner.

I've also purposely omitted some obvious ones like Skype, Google docs etc – I'm guessing if you've got this far you know about them already.

If you'd like to get in touch, or would like to suggest an addition to this guide, don't hesitate to contact me. You can best reach me on Twitter ([@howardvk](#)) or my [Facebook page](#). If you'd like to email me more privately, my email is howard@startupremarkable.com

To your continued success

Howard

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NOTE: *If you would like to share this Handbook, please do! To do so you can direct people to the link: <http://startupremarkable.com/startuphandbook>*

About the Author



Howard Kingston is founder of [startup blog Startup Remarkable](#), writes for the Huffington Post and is marketing manager at We R Interactive -> a fast growing social gaming startup.

He lives in London, UK and loves to run, cycle and drink good coffee.

He is founder of three startups and plans to have a fourth - very soon.

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Be inspired, Take Action

At some point you have to be more afraid of not trying than you are of failing – Carrie Wilkerson

12 Awesome free ebooks every entrepreneur should know about

Yes we all love free – but here’s the crazy thing, many of the ebooks listed below are some of the best books you’ll read this year. A few will change your life. And guess what – every single one of them is FREE – enjoy 😊

[Unleashing the Ideavirus- Seth Godin](#) ---> Did you know this is the most read eBook of all time? How this guy gives away such an amazing book for free is just testament to his brilliance. Highly recommended if you’re new to Seth or a Seth veteran!

Free Stuff → **[Get it free right here](#)** (worth \$11 on Amazon)

[Getting Real - 37 Signals](#) ---> If you’re thinking of building anything web based you need to read this. By the creators of game changing web products like Basecamp. In short: they know their stuff.

Free Stuff → **[Get it free right here](#)** (worth \$19)

[The Art of the Start – Guy Kawasaki](#) ---> Former chief evangelist of Apple, quality excerpt from a book made for people wanting to startup something up

Free Stuff → **[Get it free right here](#)**

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Free - Chris Anderson ---> [audiobook] Wired editor and author of The Long Tail explains how the economics 'free' is the future of the web. A recent best seller, so quite cool to get it free here

Free Stuff → [Get it free right here](#)

EBooks the Smart Way - Pat Flynn ---> If you don't know about Pat's awesome Smart Passive Income blog by now, you really should. This free eBook tells you all you need to know to writing your first eBook.

Free Stuff → [Get it free right here](#)

Need to Know - Paul Myers ---> Great overview how to do business online, properly. No big hype like you normally get in these online business books and written in a very down to earth way. I read this a couple of times when I was just starting out and it really helped me. Less relevant if you're already a seasoned pro.

Free Stuff → [Get it free right here](#)

The Pomodoro Technique - Francesco Cirillo ---> probably the best productivity book out there (along with David Allen's GTD), I use the techniques in this book every day. A great read on its own or as a next step to David Allen's book.

Free Stuff → [Get it free right here](#)

279 Days to Overnight Success - Chris Guillebeau ---> Chris Guillebeau is an inspirational guy with a great story – travelling to every country in the world (currently 159 out of 193) while creating a huge community of people who don't want to 'conform' to society norms.

Free Stuff → [Get it free right here](#)

Focus - Leo Babuta ---> Leo's Zen habits blog is legendary – his mantra of minimising your life has created a movement. This book focus shares a lot of his core learnings about how to become more Zen in your busy work life.

Free Stuff → [Get it free right here](#)

Viral Copy by Brian Clark ---> If you write anything on the internet, the aim of the game is for it to go 'viral'. Brian Clark of Copyblogger shares his top practical tips on how to write viral copy.

Free Stuff → [Get it free right here](#)

Believe Me by Michael Margolis ---> We all know how much more entertaining it is to listen to a story than dry facts. What if we could use stories to inspire others and create change? This insightful eBook introduces digital storytelling and how we can use it.

Free Stuff → [Get it free right here](#)

Viral Marketing - David Meerman Scott ---> Viral marketing is one of those funny things – everyone wants to do it but few know how. If anyone does, David Meerman Scott author of The New

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Rules of Marketing & PR does. The fact that this eBook has been downloaded over 1 million times speaks for itself.

Free Stuff → [Get it free right here](#)

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Free Stuff → Check out this list of other [awesome free ebooks – happy reading!](#)

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Get Ideas and Inspiration!

All truths are easy to understand once they are discovered; the point is to discover them. – Galileo

12 of the best blogs, podcasts and learning resources

One of the great wonders of the internet is the wealth of great inspiring education content out there – much of this is completely free. Whether you're trying to learn something specific, or just looking for some inspiration – these blogs, podcasts and learning resources are what you need.

App sumo----> Great daily deals for entrepreneurs, the only complaint I hear about Appsumo from entrepreneurs I know is that they become addicted to buying from it!

Free Stuff!→[Appsumo Free](#) ---> More free stuff to help you with your startup than you can shake a stick at

Clarity----> Need help from proven successful entrepreneurs? Looking for a mentor or advisor? This great new service allows you to speak, 1 on 1 with proven experts

Insider tip!→[See here for 11 highly recommended people](#) you can speak to right now to help you

Startups.com --->Another daily deals site with super offers for entrepreneurs

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Udemy ----> Amazing online video training resource, with tons of startup specific courses

Free Stuff! → [Lean Startup at SXSW 2012](#) ---> filled with gems of lean startup wisdom by Eric Ries

Insider Tip → two highly recommended courses: [UX design for Startups](#) and [Social Media Marketing for Startups](#)

Mixergy--->Awesome interviews from successful entrepreneurs telling all about how they did it.

Insider Tip → Check out the [premium section for some really great courses](#)

Andrew Chen's Blog ---->Serious tech startup growth advice from one of the leaders in Viral Marketing

Sean Ellis's Blog --->Probably the leading authority in startup marketing (he helped Dropbox achieves awesome growth, amongst others) – blog not updated as frequently anymore, but the archives alone are golden

Quicksprout--->Internet marketing tips from co-founder of Kissmetrics

Startup Lessons Learned--->Lean Startup insights from Eric Ries

Smart Passive Income[Podcast & Blog] --->amazingly helpful and insightful blog about blogging and internet marketing

SEOMoz Blog --->Great blog about SEO and inbound marketing

Kissmetrics Blog--->Great blog about growing your startup

Startup Remarkable --->Startup tips, insights and interviews with successful entrepreneurs

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Learn How to Bend Time

Discipline is the bridge between goals and accomplishment. – Jim Rohn

6 Productivity Tools that will save you time & money

One of the first things you learn as an entrepreneur is that one of your most valuable resources is time! Below is a list of great tools to help you save time, take control and get the most out of your day.

Sanebox ---> A must have link of protection between the world and your inbox/sanity

Awesome Discount → [Click this link to get a \\$5 voucher with your Free trial](#)

Followup.cc ----> Not want to deal with an email today? Get it out of your inbox till you need it

Free Stuff → Once you're a paying customer, email contact@followup.cc and mention The Startup Handbook to get 1 month free

Insider tip ---> Sanebox and Followup.cc are two awesome tools that can help you achieve a ['Zero inbox'](#) - I explain how to do it [right here](#) (requires some tools, which I list below)

E.gg timer ----> Work in short focussed bursts, using this **free** tool.

Insider tip ---> Use with the Pomodoro technique (see free ebooks in chapter 1) for maximum impact

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[Roboform](#) --->When you can't remember all your passwords (and just having one password across all website is asking for trouble)

[Mindmeister](#) --->The world's greatest online mind mapping tool. Worth every penny 10 times over

[Card munch](#) ----> Stop wasting time piling up business cards and typing stuff into LinkedIn. Snap a photo and you're done!

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Forget Business School

It isn't what the book costs. It's what it will cost you if you don't read it. – Jim Rohn

15 Essential Reads that will teach you what you need to know

Most entrepreneurs devour business books, I'm sure you're no different. What if there was a list of the very best business books for you to read, so you could spend less time searching through the recommended lists on Amazon, and more time reading and taking massive action? Here is that list – enjoy!

[Steve Jobs - Walter Issacson](#) ---> The more you can learn about the biggest genius of our time, the more you can replicate it

Get it on [Amazon US](#) or [Amazon UK](#)

[Lean Startup - Eric Ries](#) --->The most important book written in the past 5 years. Just read it.

Get it on [Amazon US](#) or [Amazon UK](#)

[Running lean](#) --->

Once you learn the principles behind Lean Startup from Eric Ries, this book will tell you exactly how to apply it

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Get it on [Amazon US](#) or [Amazon UK](#)

[Customer Development - Brant Cooper](#) ---> The official 'cheat sheet' of Steve Blank's 4 Steps to the Epiphany, chose Brant's version over Steve's as waaay easier to read

Get it on [Amazon US](#) or [Amazon UK](#)

[Think and Grow Rich](#) --->The timeless classic that has opened the minds of more entrepreneurs to mention

Get it on [Amazon US](#) or [Amazon UK](#)

[4 Hour Work Week - Tim Ferris](#) ---> Modern entrepreneurial classic? Love it or hate it, it has helped change the lives of many

Get it on [Amazon US](#) or [Amazon UK](#)

[Purple Cow - Seth Godin](#) ---> No list would be complete without Seth. The trouble is which to include? Purple Cow get the vote as its core message is so important, but if you can read all his books - do!

Get it on [Amazon US](#) or [Amazon UK](#)

[Founders at Work](#) - What do the successful founders do?

Get it on [Amazon US](#) or [Amazon UK](#)

[Uncertainty - Jonathan Fields](#) --->Up there with the best releases of 2012, essential guidance for creative entrepreneurs

Get it on [Amazon US](#) or [Amazon UK](#)

[Crush it - Gary Veynerchuck](#) ---> Pumps you up, gets you motivated and excited about what it possible in the Social Media world

Get it on [Amazon US](#) or [Amazon UK](#)

[Rich Dad Poor Dad - Robert Kiyosaki](#) --->If you only ever read one book about money, make it this one

Get it on [Amazon US](#) or [Amazon UK](#)

[Getting Things Done](#) ----> Must read book for getting things out of your head, and DONE

Get it on [Amazon US](#) or [Amazon UK](#)

[Audible](#)

Free Audiobook - get a free audiobook on the audible trial. No catches

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Meet, share ideas, create brilliance

Am I not destroying my enemies when I make friends of them? – Abraham Lincoln

How to grow a powerful network and have a location independent workplace

No man (or woman's) an island – when you begin to read all the best business books out there, one of the most common pieces of advice that keeps coming up is ideas, innovation and success comes from having a rich and varied network of people. As much as the digital age allows us to tweet/facebook and G+ people around the globe, there's nothing like meeting people in person.

And it's not just about meeting any ol' people, it's about meeting people who will understand, help and encourage you in your startup quest. Here's the best ways how to meet the right people who will support you in your startup:

Startup Weekend ---> Go from idea to business in 54 hours. Startup Weekends have inspired over 45,000 entrepreneurs in 400 cities around the world to date - you should join them

Super Discount → Coming soon

Startup Digest ---> Go here, pick your city and you'll get a curated list of the best startup events in your city every week delivered to your inbox for **free**

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[Lanyrd](#) ---> The **free** social conference tool. See what the hot events coming up in your city are, and who's going

[Google Drive](#)--->Recently launched by Google – in direct competition to Dropbox. Easiest way to store, sync & share files online.

Free Stuff!→Google Drive gives 5GB's of **free** storage, to Dropbox's 2GB. That's pretty awesome

[Lean Startup Machine](#) ---> Similar to Startup weekend, but focussed on teaching the core principles of Lean Startup

Super Discount → Coming Soon

[Doodle](#) ---> Take hassle out of scheduling meetings and appointments with one or multiple people with this **free** tool

[Basecamp](#)---> Only the world's greatest project management software. For when Google docs just ain't enough anymore. **Insider Tip** → **Great 45 day free trial as standard**

[Free Conference Call.com](#) ---> Does what it says on the tin. Conference calls for **free**

[Meetup.com](#) ---> Amazing place where you can find people with similar interests having real life meetups in a town near you, the majority of them are completely **free** and come with **free** pizza and beer

[Eventbrite directory and mailing list](#) --->Eventbrite is the ticketing tool most people use these days, state your interests and signup for the **free** monthly mail. Typically there are always some events in this list that you would never see otherwise

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Give Yourself an Unfair Advantage

A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty. -Winston Churchill

11 of the World's Best Startup Incubators/ accelerators

One of the biggest trends in the entrepreneurship space of the past ten years has been the rise of the startup incubator / accelerator. They are programs where for a period of time (usually 3 months) you receive intensive mentoring from a selection of highly experienced mentors, typically in return for some equity. Some accelerators have such a strong track record that some guarantee investment (Y Combinator guarantee \$150,000 to each) whilst most have a really strong record of companies receiving investment

Y-Combinator ---> 3 months, \$150K investment, San Francisco

Techstars ---> 3 months, \$118K investment, 5 U.S. cities

Seedcamp---> 1 year, €50K investment, Global

Springboard---> 3 months, £15K investment, London

500 Startups ---> 3 months, \$10K - \$250K investment, San Francisco

Wayra---> 3 months, €50K investment, Global

Founder Institute ---> 4 weeks, \$950 cost, Global

Dreamit Ventures ---> 3 months, \$25K investment, U.S. & Israel

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[Ignite 100](#) ---> 3 months ---> £100K investment, Newcastle, England

[Bizspark](#)---> 3 months, software & training support, Global

[i/o ventures](#) ---> 3 months, \$25K investment, San Francisco

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Get Building Something Great!

You can't learn to swim, exercising on the beach. – Ronald Cohen

14 Essential Web tools to Get you Started

Dreamhost ---> Super reliable hosting, all you need to get started

Super Discount → I've got a **\$50 discount** for all readers of The Startup Handbook – simply use the Discount Code: **STARTUPHANDBOOK** when signing up

Domai.nr ---> Find a cool web.20 website domain with this **free** tool

The Web Launch ---> For newbies - learn how to set up a blog in just 4 days.

Insider tip → Totally **free** peeps – go get it!

Unbounce ---> The easiest way to create, publish & A/B test promotion specific landing pages without the need for IT or developers.

Awesome Discount → The lovely people in Unbounce are giving readers of The Startup Handbook a 6 month 50% discount (worth up to \$1,500), simply enter coupon code: **startuphandbook650**

Launchrock ---> Simple viral landing pages for your startup

Zendesk ---> Anyone who has ever done any form of customer service on the web, using email – will know that it sucks. Zendesk takes care of all the fuffy bits for you, so your customers feel loved

Free Stuff → As a startup – you can get 12 months of a Zendesk Plus+ FREE! – Worth a **whopping \$3,540*** to qualify you just need to come from one of the incubators they list, even attending a Startup Weekend or Lean Startup Machine (typical price \$50)

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[Balsamiq Mockups](#)--->Super easy wire framing tool to design your mock up/app/website. You should use this before you consider building anything digital

[Flickr, Creative Commons](#) --->Where I get every photo I use on my blog and for this book, for **free**

[99 Designs](#) --->Get anything you want designed, quickly, cheaply – and if you don't like it when it's finished, you don't pay. It's pretty cool

[Wordpress](#) --->The best free website/blog building platform out there, and it's totally **free**

[Shopify](#)---> Selling something online? Shopify is the best, fastest and most effective way to get an online ecommerce store up and running – even if you don't know how to do web design

[Wufoo](#) --->Great, simple web forms, which are all **free**

[Woothemes](#) --->Beautiful, solid Wordpress themes to make your site look great (startupremarkable.com is built on a [wootheme](#))

[Sucuri](#) --->Your site get hacked? Just give these guys a shout and they'll have it sorted in hours for very little \$\$

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Learn what's Working

The results you achieve will be in direct proportion to the effort you apply. – Denis Waitley

9 Awesome Analytical Tools

We now live with data – it's important to know exactly what's working and what's not – so we can apply our resources in the right areas for our businesses. Knowing your data will ensure you focus on the most important metrics for you business and that HIPPO's don't make incorrect subjective decisions that are wrong for the business

Kissmetrics---> Run cohorts, track retention and the other metrics that really matter

Free Stuff → The awesome people at [Kissmetrics](http://kissmetrics.com) will give a free account to Startup Handbook readers – click here: <http://l.kissmetrics.com/startuphandbook>

Optimizely---> Great and easy A/B testing software for your website

Free Stuff ---> Coming Soon

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[Crazy egg](#) ---> Heat mapping and eye tracking software for your website

[Google Analytics](#) ---> Of course, it's great. Oh and it's **free**

[Experiment.ly](#) ---> Does heatmapping& A/B testing (as above), but **free** up to 5,000 visitors

[Clicky](#) ---> Real time analytics for your site, and **free**

[Tracking202](#) ---> Great (**free**) affiliate click tracking software

[Kontagent](#) ---> Incredibly powerful analytics for your social applications

[Klout](#) ---> Social analytics to establish how influential people are - **free**

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Now You've Built it – Grow it

*Do not go where the path may lead, go instead where there is no path and leave a trail. –
Ralph Waldo Emerson*

12 Marketing and Social Media tools

You can't just 'build it and they will come' – use marketing it intelligently, and you'll have a steady stream of new users, vital for the wellbeing for your startup

SEOMoz --->The only SEO software you'll ever need, their blog rocks too

Insider Tip → Get 30 days free trial of their [software here](#)

Free Stuff →[Check out their free video on Udemy](#)

Mailchimp---> Send emails in bulk – so easy a monkey could do it

Free Stuff →build your list up to 2,000 people **for free** before you have to spend a dime

Google Keyword Tool --->

Brilliant, simple and **free** keyword tool

Insider tip →Want more Keyword research tools? [Here's a great list of all the Keyword tools you'll ever need](#)

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[Tweetspinner](#) ---> Get tool that allows you to build your Twitter following easily by automating the hard work

[Tweetdeck](#)---> Great **free** Social media dashboard to help you manage multiple twitter streams at once

[Timely](#)--->You can't be on it all the time! Schedule your tweets in advance, to a time when your audience wants them most. Great **free** tool

[Google PPC](#) ---> The original and still one of the best ways to drive users on a cost per click basis. Mastery of Google PPC (or Facebook PPC) can mean amazing growth for your startup, so it's pretty useful to know ;)

Free Stuff! → The lovely people in Google have personally arranged a special discount just for readers of **The Startup Handbook**. Get a **free £50 (\$75)** Google PPC voucher by simply calling Google HQ London on 0044 800 169 0478, ask for Katrina (ext: 28431) and **reference The Startup Handbook**. Insider Tip → If you promise to spend £50, she'll give you a free £75 (\$100) – we love Katrina 😊

[Bing PPC](#) ---> Yes, there's another search engine with adwords in the world. Insider tip → Bing can be much less competitive for advertising, meaning better value clicks

Free Stuff! → Bing are offering **£125 (\$175) worth of free ads** – nice! [Go get 'em!](#)

[Retargeter](#) ---> Want to dip your toe into the world of retargeting? Try Retargeter, one of the few retargeting providers that does not require a minimum spend

[Adparlor](#)---> Spending over \$20K on social ads? Forget cost per click (CPC), pay these guys on a cost per acquisition (CPA) basis

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Team Assemble!

Talent wins games, but teamwork and intelligence wins championships - Michael Jordan

9 Resources to Help Build Your Rockstar Team

Great teams have increased likelihood of success. But finding passionate, motivated teammates can be hard – the following resources will help you find the right people (or, if it's you looking for a job, will help you find one)

[Startup VIP list](#) ---> Where some of the best startup talent hangout (US focus)

[Work in Startups](#) ---> Specialising in finding talent for startups (UK focus)

[Crunchboard](#) --->Startup jobs board read by many (global)

[Zirtual](#) ---> Where to find a high quality virtual VA

[Odesk](#) ---> Find remote, skilled workers to fulfil specific tasks

[Onlinejobs.ph](#) ---> Looking for a full time Filipino VA, here's the spot

[Intern Avenue](#)--->Find an intern to work with you

[Fiverr.com](#) --->Amazing site where people offer to do all sorts, for \$5

[Brave New Talent](#) ---> Social recruiting network



Lay the Right Foundations

Once you're facing in the right direction, all you need to do is put one foot forward. – Zen Saying

Business, funding and finance

Getting the right pieces of the puzzles in place early on can save you tons of time down the road – use this stuff from the start and you'll place yourself on a solid foundation for the future

[Startup Toolkit](#) ---> Business model canvas - available to download free

Free Stuff → Totally free

[Lean Canvas](#) ---> Like above, specifically for Lean startups

[Scott Edward Walker](#) ---> The entrepreneur's lawyer (specialist in tech startups)

[Zoho](#) ---> Great range of free online tools for easy invoicing, CRM & lots more

[Midas list](#) ---> list of top tech investors of 2012

[Wicked Start](#) ---> Startup resources, checklists, community

[15 Second Pitch](#) ---> Get your 15 pitch nailed!

[Google Apps](#) ---> Everything you need under one roof. You should be using this now

[Docracy](#) ---> Great **free** resource of open legal documents, provided by trusted sources

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Thank You



I hope you have enjoyed this book as much as I have loved writing it for you. I really hope that you find these discounts, tips and free resources useful and they help you in your startup and you achieve AMAZING success.

Thank you for your support for my blog: Startup Remarkable, and for taking the time to read this eBook, I know you're busy!

If you enjoyed this ebook, used these resources or have suggestions how to make it better – **could I ask for your thoughts by [answering these 7 questions](#)** (will just take 4 minutes)

Lastly, if you'd like to follow me on [Twitter](#), I'm at [@howardvk](#) or you can follow my [Facebook page](#) and of course my blog: <http://startupremarkable.com>

Thanks again and wishing you success in your startup!

Howard

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Or copy this tweet:

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NOTE: If you would like to share this Handbook, please do! To do so you can direct people to the link below, so they have a chance to join the newsletter as well. Thank you kindly!

<http://startupremarkable.com/startuphandbook>

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[starmist1](#), [jurvetson](#)

Legal stuff:

The information contained in this guide is for informational purposes only.

I am not a lawyer or an accountant. Any legal or financial advice that I give is my opinion based on my own experience. You should always seek the advice of a professional before acting on something that I have published or recommended.

Please understand that there are some links contained in this guide that I may benefit from financially. The material in this guide may include information, products or services by third parties. Third Party Materials comprise of the products and opinions expressed by their owners. As such, I do not assume responsibility or liability for any Third Party material or opinions.

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