Quick Reference Guide

COMPUTER BACKUP & SECURITY

Backupify	Backup solution for cloud-based data	backupify.com
Dropbox	File synchronization, collaboration and storage	dropbox.com
CrashPlan	Free backup system for peer-to-peer connections	crashplan.com
Picasa	Photo organizing, editing and sharing software	picasa.google.com
Shutterfly	Online photo management with family-friendly protection	shutterfly.com
AVG Free	Windows-based anti-virus and spyware software	free.avg.com
How Secure Is My Password	Password security checker	howsecureismypassword.net
iAntivirus	Free antivirus app for Mac	iantivirus.com
LastPass	Password manager with mobile apps	lastpass.com
Mailinator	Disposable email service with on-the-fly inbox creation	mailinator.com
PasswordCard	Printable and app-based password manager	passwordcard.org
Spybot - Search and Destroy	Adware, malware and spyware scanner for Windows	safer-networking.org
YubiKey	USB device for password management	yubico.com

OFFICE SOFTWARE

Adobe Reader XI	PDF reader with annotation and signing	adobe.com/products/reader
easyPDF Cloud	Online PDF tool with easy interface	easypdfcloud.com
eFax Free	Free outgoing fax number	efax.com/efax-free
FaxZero	Free outgoing faxes with ad on cover page	faxzero.com
Google Docs	Free online office suite	docs.google.com
Google Voice	Phone service to organize and manage incoming calls	google.com/voice
NewOCR	Online OCR service with layout analysis options	newocr.com
PDF Expert	PDF app for iOS devices	readdle.com
Zamzar	Convert any file to any format	zamzar.com

WEBSITE

Checkthis	Online poster builder	checkthis.com
Down for Everyone or Just Me	Site that checks to see if a site is up	downforeveryoneorjustme.com
Google Analytics	Website analytics tool	google.com/analytics
WordPress	Website and blog builder	wordpress.com
Zopim	Live chat service	zopim.com

ORGANIZATION

Basecamp	Online project management system	basecamp.com
Cozi Family Organizer	Family-friendly calendar and task manager	cozi.com
Evernote	Notetaking and information organizing system	evernote.com
Google Calendar	Web-based calendar with import and export capabilities	google.com/calendar
Podio	Work management system	podio.com
Redbooth	Team-based tasks and project management	redbooth.com
Wunderlist	Task management tool	wunderlist.com

EFFICIENCY

Chrome Remote Desktop	Remote access tool for Chrome browser and PCs	Chrome Store
Flipboard	Content aggregation and delivery app	flipboard.com
Gmail	Email service that gives you access from anywhere	gmail.com
Google Voice search	Voice recognition feature for searching Google	google.com
IFTTT	Free multi-application automator for cloud services	ifttt.com
Jing	Screencapture tool	techsmith.com/jing
Mailbox	Inbox Zero helper for Gmail and iOS	mailboxapp.com
Skitch	Screenshot tool for desktop and mobile devices	evernote.com/skitch
Splashtop	Remote access tool designed for mobile devices	splashtop.com
TalkTo	Site and apps that facilitate contact with any company	talkto.com

PERSONAL

BrandYourself	Reputation manager for online presence	brandyourself.com
Bubbl.us	Online mind-mapping tool	bubbl.us
Fitbit	Smartphone app that monitors activity	fitbit.com
Google Alerts	Google tool for keyword email alerts	google.com/alerts
re.vu	Resume pages and sites	re.vu
Readability	Browser plugin and app that strips clutter from sites	readability.com

RELATIONSHIPS	CamCard	Mobile business card reader and organizer	camcard.com
	Contxts	SMS business cards	contxts.com
	GrooveBook	Photo album app that lets you print real photo books for $3/month	groovebook.com
	MailChimp	Do-it-yourself email newsletter service	mailchimp.com
	Nimble	Social media-based CRM	nimble.com
	Paperless Post	Animated online cards and invitations	paperlesspost.com
	Postagram	Service that generates and sends postcards	postagramapp.com
	Salesforce	CRM for small-to-medium businesses and associations	salesforce.com
	timetonote	Web-based CRM and project management for groups	timetonote.com
GRAPHICS	123RF	Low-priced royalty-free image site	123rf.com
	animoto	Instant video from pictures, videos and text	animoto.com
	Audacity	Downloadable, open-source audio editor	audacity.sourceforge.net
	ColorZilla	Color tool for Chrome and Firefox	colorzilla.com
	dafont	Archive of free downloadable fonts	dafont.com
	GraphicRiver	Low-priced professional print and digital templates	graphicriver.net
	Identifont	Online wizard to identify typefaces	identifont.com
	WhatTheFont!	Online tool and iOS app to identify fonts	myfonts.com/WhatTheFont/
	Piktochart	Free and bargain infographic generation	piktochart.com
	Graphic Generators	Collection of resources for quick graphics	pinterest.com/askbethz
	Pixlr	Free online Photoshop competitor	pixlr.com
	PowToon	Super cool animated video and presentation tool	powtoon.com
	Tagxedo	Word cloud generator site	tagxedo.com
	Wordmark.it	Online previews of the fonts on your computer	wordmark.it
PRESENTATIONS, SURVEYS, MEETINGS	AnyMeeting	Screensharing and webinar tool	anymeeting.com
	Brown Paper Tickets	Online event management tool with free ticket shipping	brownpapertickets.com
	Eventbrite	Online event management tool	eventbrite.com
	Google Forms	Free forms and surveys connected to Google spreadsheets	forms.google.com
	Google+ Hangouts	Videoconferencing and live broadcast tool	google.com/hangouts
	Issuu	Online magazine/catalog creator	issuu.com
	Minutes.io	Meeting-management tool	minutes.io
	Poll Everywhere	Real-time audience response system and polling tool	polleverywhere.com
	Polldaddy	Online polling site and app	polldaddy.com
	Reflector	Download that mirrors iOS device on Mac or PC	reflectorapp.com
	ScheduleOnce	Meeting-scheduling site	scheduleonce.com
	SignUpGenius	Volunteer organization and sign-up sheets	signupgenius.com
	Speek	Free conference call service for up to 10	speek.com
	Ustream	Live streaming service with extensive audience	ustream.tv
	Vyew	Online meeting rooms for real-time collaboration	vyew.com
TRAVEL	GateGuru	Mobile airport guide	gateguru.com
	SeatGuru	Airplane seat guide	seatguru.com
	TaxiFareFinder	Taxi fare estimation tool	taxifarefinder.com
	TripIt	Travel itinerary organizer	tripit.com
	Waze	Community-driven navigation app	waze.com
HELP	Fancy Hands	Virtual assistants for small tasks starting at $5 per request	fancyhands.com
	Fiverr	Freelance community for $5 projects	fiverr.com
	LogoMyWay	Crowdsourced logo designs	logomyway.com
FINANCIAL	Mint	Free budgeting and expense management tool	mint.com
	OneReceipt	Electronic receipt management for iOS and online	onereceipt.com
	RetailMeNot	Online coupon site	retailmenot.com
	Shoeboxed	Digital and hard-copy expense manager	shoeboxed.com
	Square	Mobile payment system for consumers and businesses	squareup.com
	Wave Accounting	Free online accounting system	waveaccounting.com

BETH ZIESENIS

AUTHOR • SPEAKER • NERD
(NOT NECESSARILY IN THAT ORDER)

BETH IN 3 WORDS:

PRACTICAL.
PRACTICAL.
PRACTICAL.

(AND FUNNY)

KEYNOTES
WORKSHOPS
BREAKOUTS
WEBINARS

Author **Beth Ziesenis** is a technology expert who speaks to 60-plus groups a year about the best free and bargain apps and online resources that will help you **Release Your Inner Nerd** to become more organized, efficient and awesome at work and home.

Since her first Commodore 64 computer, Beth has made a verb out of the word "nerd," and is almost as obsessed with gadgets and doodads as she is with cupcakes. Almost.

RECENT TOPICS

- *Secret Tech Weapons for Professionals*
- *A Day in the Life of a Nerdy Professional*
- *Tech Tools to Create Content for Social Media*
- *So You Think You Can App Expert Panel*
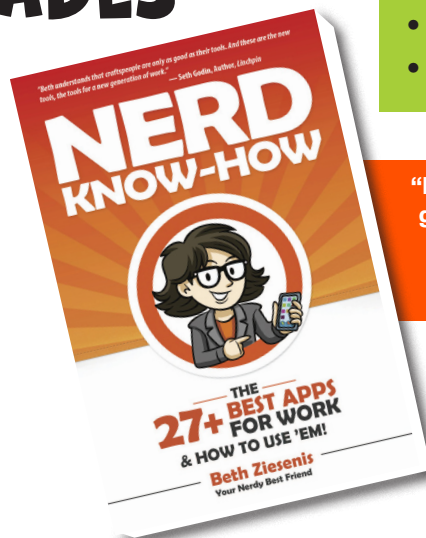- *Tech Tool and App Exchange*

THE NERD PERKS

- Simple flat-rate pricing
- A professional anti-diva speaker
- Games, giveaways and giggles
- Valuable attendees handouts
- Versatile and customized sessions

A FEW ACCOLADES & AWARDS

- *Meetings & Conventions* magazine
  2015 & 2014 Favorite Speaker
- *MeetingsNet* magazine
  2013 Favorite Speaker
- American Society of Association Executives Annual Conference
  Highest Rated Speaker
- American Chamber of Commerce Executives
  Favorite Speaker
- McDonald's
  Best French Fry-er (age 16)

NERD KNOW-HOW

THE **27+** BEST APPS FOR WORK & HOW TO USE 'EM!
Beth Ziesenis
Your Nerdy Best Friend

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YOUR NERDY BEST FRIEND