



# TECH TALK: TOOLS FOR YOUR EDITORIAL BUSINESS

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*Carin Panganiban*

*March 2016*



**BEFORE WE BEGIN**

# OBJECTIVES

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- To introduce several key tools and their benefits
- To make it easy to get started using them by walking through brief demos
- To leave class confident about leveraging new tech for their businesses

# AGENDA

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1. Simplifying 'site creation
2. Controlling your contracts
3. Dealing with documents
4. Perfecting project management
5. Tracking your time
6. Exciting extras

# SIMPLIFYING 'SITE CREATION

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*A great portfolio website the easy way*

# SIMPLIFYING 'SITE CREATION

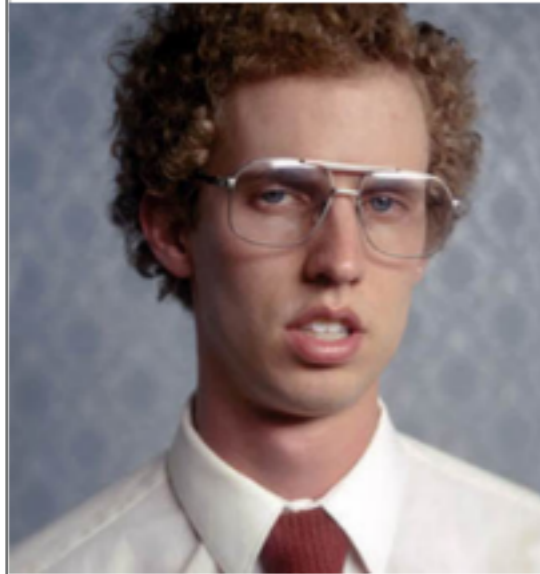
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IF YOU JUST HAVE  
A FEW HOURS:



# LINKEDIN HIGHLIGHTS

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## Napoleon Dynamite

Assistant Photographer

Preston, Idaho

Killer headline goes here

**Current** Glamour Shots by Deb

**Previous** Sales Rep for Uncle Rio

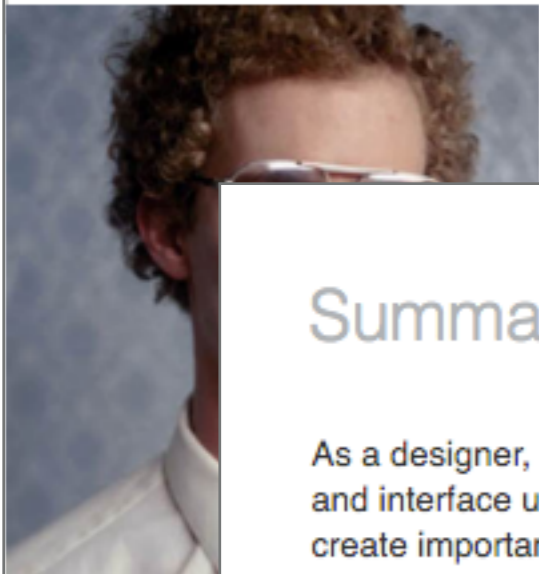
**Education** Preston Senior High School

Edit Profile

500+  
connections

# LINKEDIN HIGHLIGHTS

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**Napoleon Dynamite**  
Assistant Photographer  
Preston Idaho

## Summary

As a designer, I like to solve problems—particularly problems around content, information design, and interface usability—and I spend a lot of time thinking about how seemingly small changes can create important shifts in psychology and understanding.

As a product manager, I also spend a lot of time with the big problems—pushing individuals to hone down the...

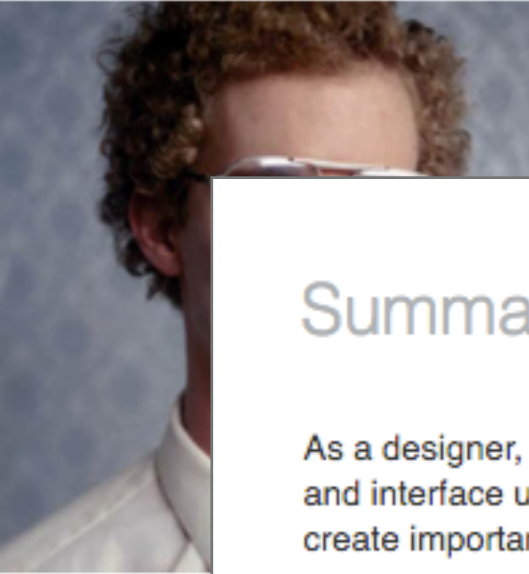
Add Media:

-  Document
-  Photo
-  Link
-  Video
-  Presentation



# LINKEDIN HIGHLIGHTS

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**Napoleon Dynamite**  
Assistant Photographer  
Dexter, Idaho

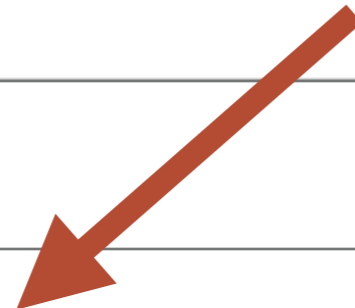
## Summary






As a designer, I like to solve problems—particularly problems around content, information design, and interface usability—and I spend a lot of time thinking about how seemingly small changes can create important shifts in psychology and understanding.

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Add Media:  Document  Photo  Link  Video  Presentation

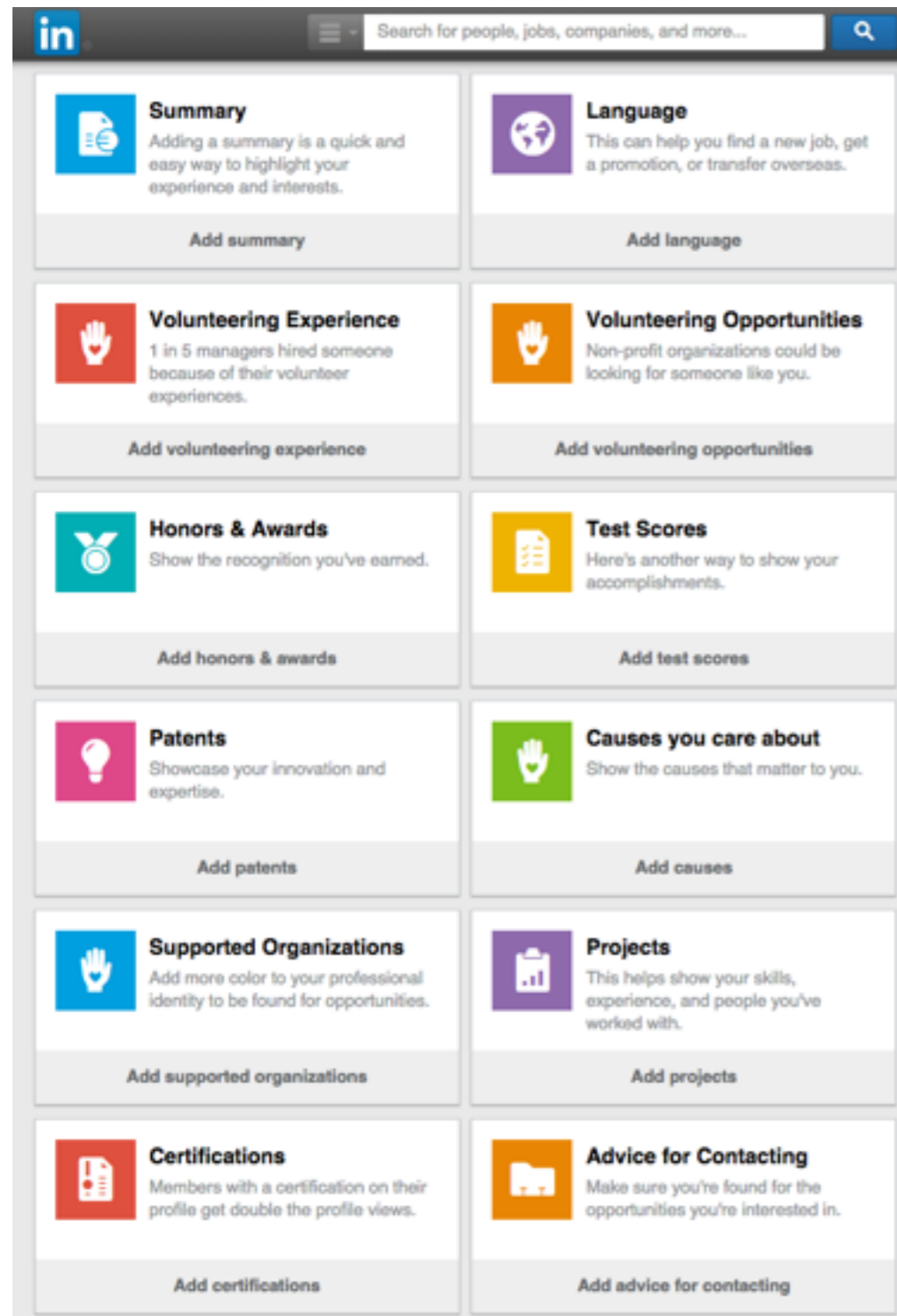
Add documents or links to your work in your Summary or in any Experience sections



Add Media:  Document  Photo  Link  Video  Presentation

# LINKEDIN HIGHLIGHTS

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## OTHER SECTIONS

- Skills & Endorsements
- Recommendations
- Projects
- Certifications
- Honors & Awards
- Publishings
- Your Posts
- Groups
- Your Organizations
- & more

# SIMPLIFYING 'SITE CREATION

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IF YOU HAVE  
A FEW DAYS:

The Weebly logo is displayed in a blue, rounded, sans-serif font. The letters are white with a thick blue outline, giving it a bubbly, friendly appearance. The word "weebly" is written in lowercase.

# WEEBLY HIGHLIGHTS

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## What's the Focus of Your Site?



Site



Blog



Store



You'll have access to all of our awesome features no matter what you choose!

# WEEBLY HIGHLIGHTS

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W

LOGOUT

## Choose a Theme

You can easily change this later. Any theme can have a Store or Blog.

SLICK

WELCOME TO SLICK

VIEW MENU

Paper

Cultivating Stories

Paper is the creative studio & shopfront of Eden May.

SHOP PAPER

Welcome to Paper

The elegant & tasteful cultivation of life

IMPACT

BIRDEYE

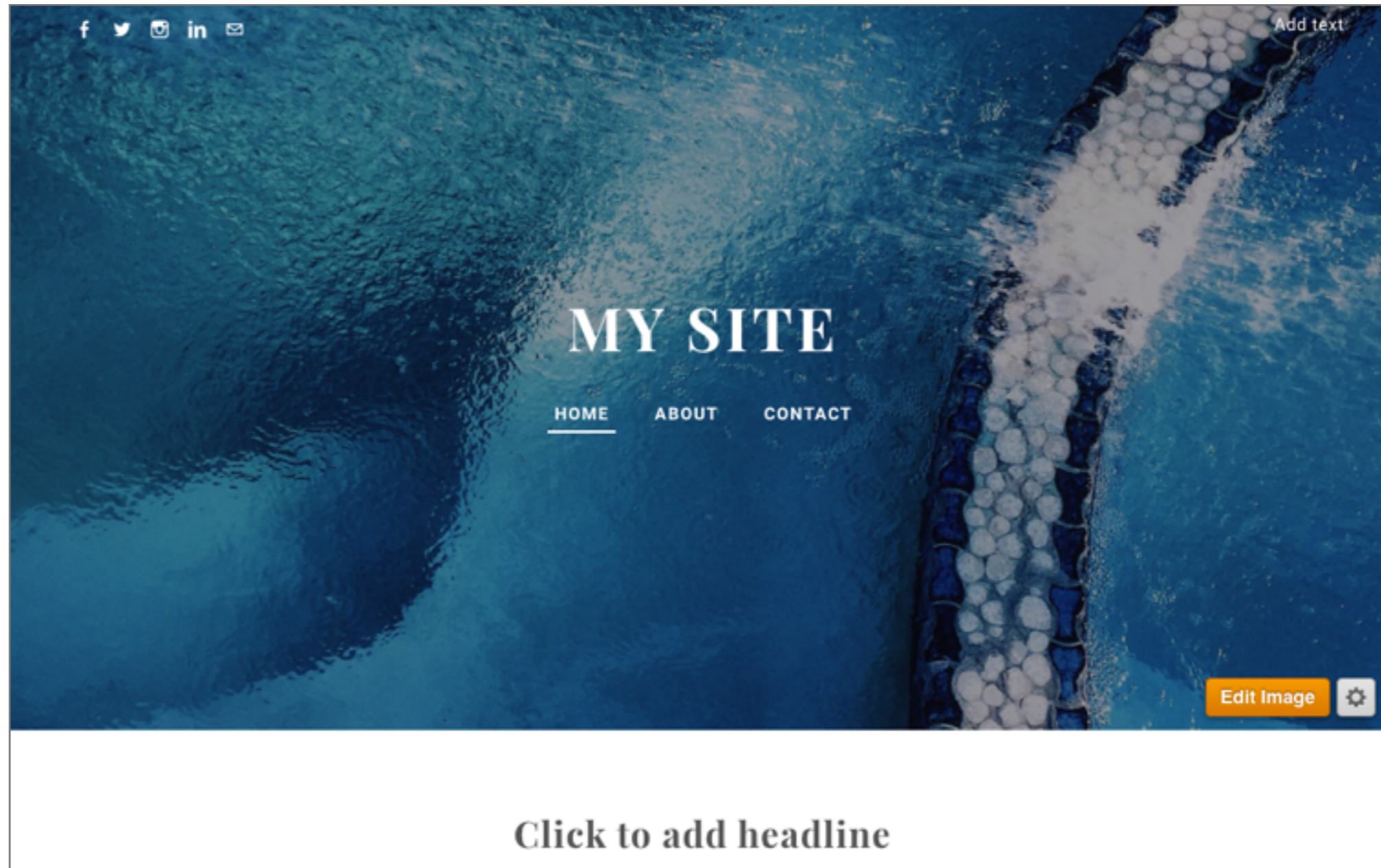
HOME ABOUT BLOG STORE CONTACT SPLASH

COLLECTIVE JOURNAL

# WEEBLY HIGHLIGHTS

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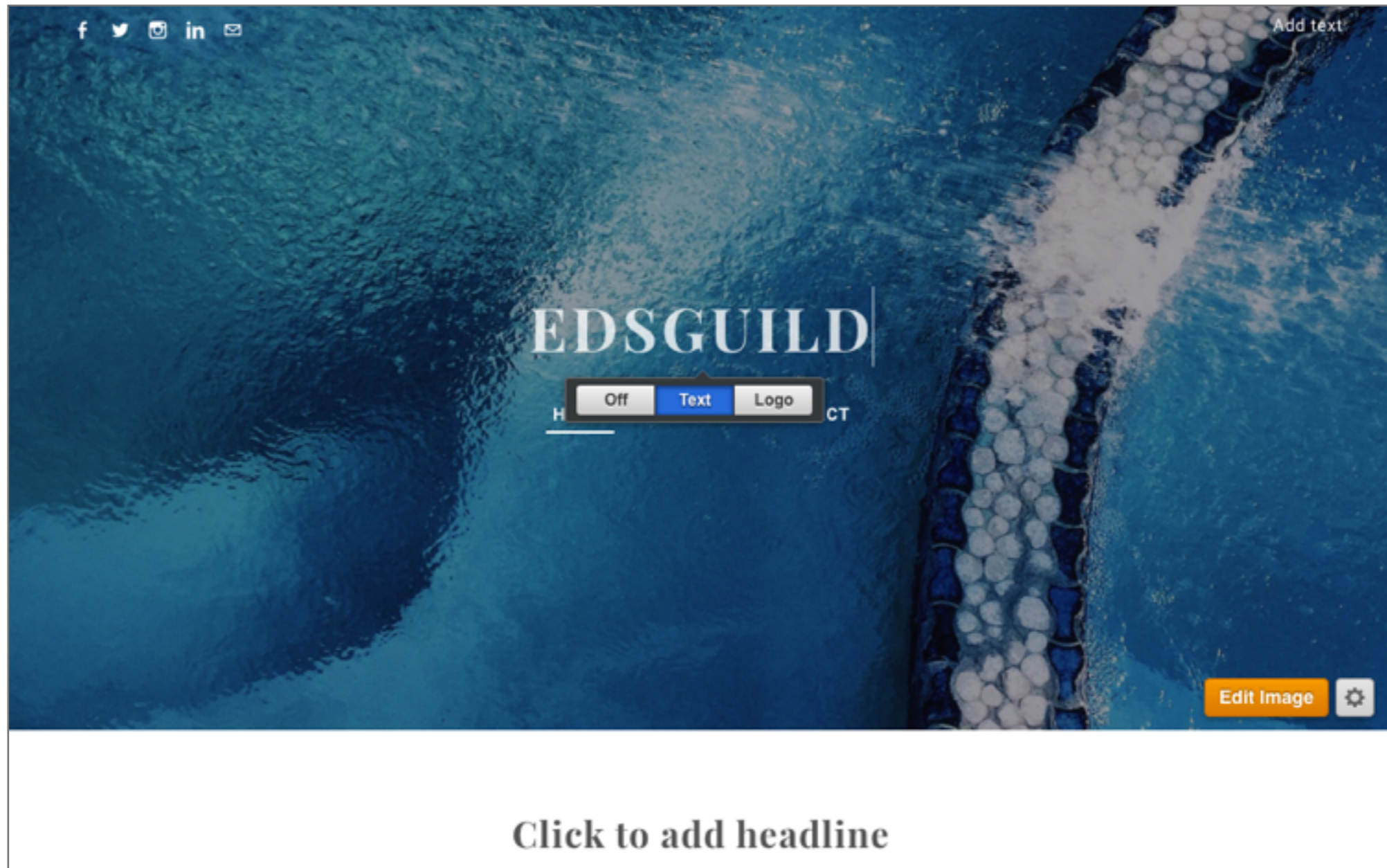
CHOSEN THEME: “IMPACT”



# WEEBLY HIGHLIGHTS

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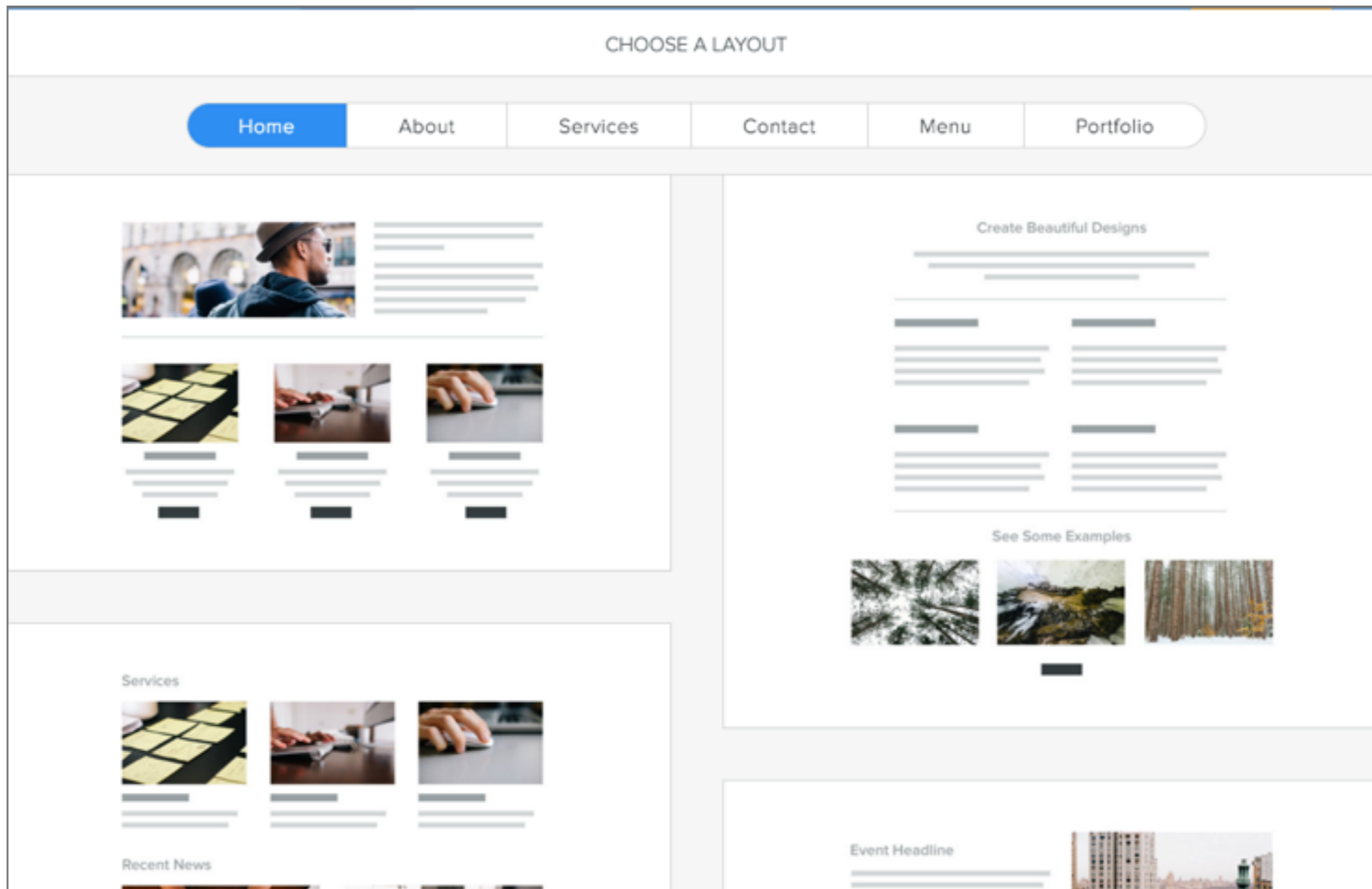
Click on any element to edit and adjust



# WEEBLY HIGHLIGHTS

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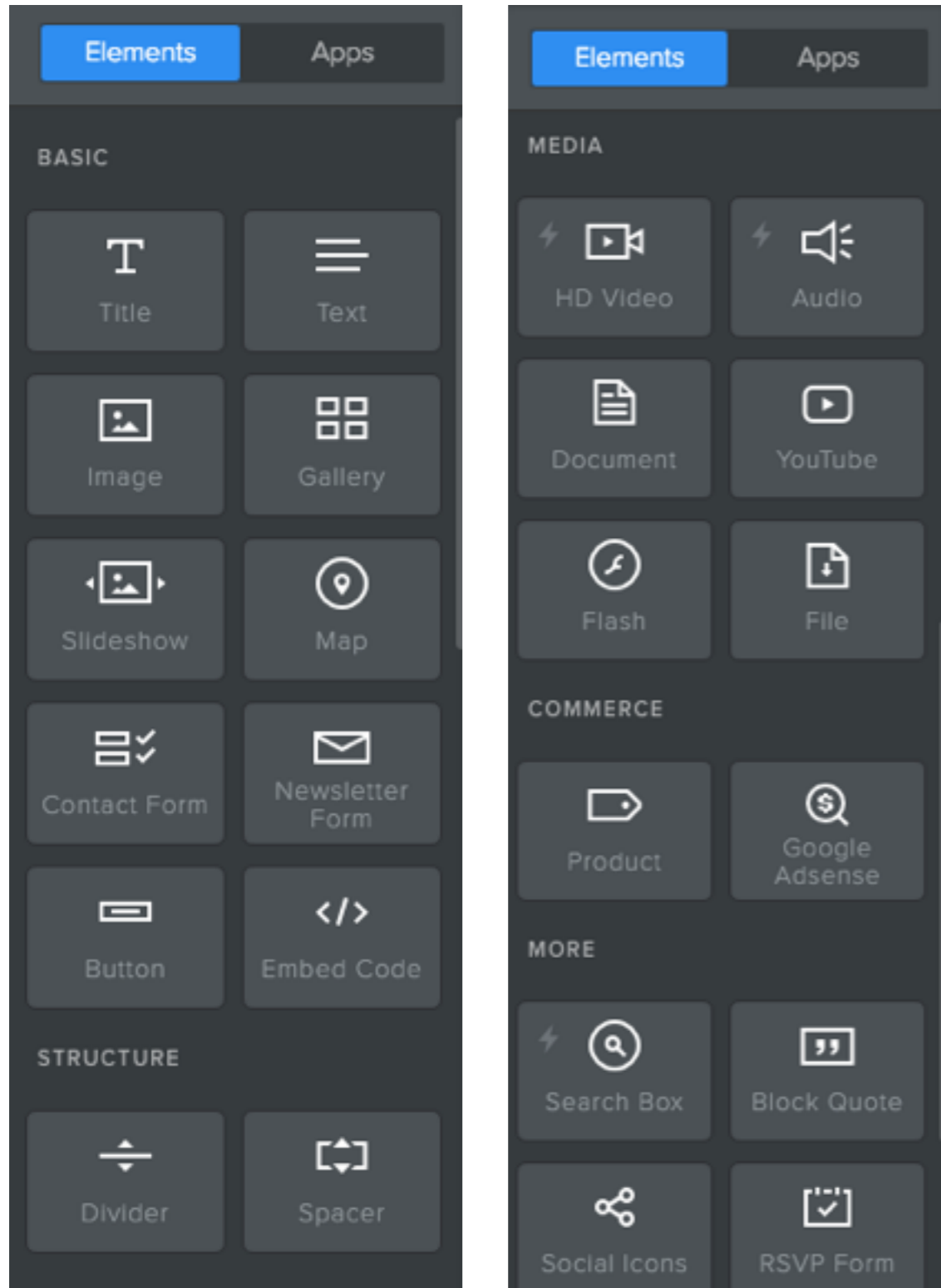
Choose pre-made layouts:





# WEEBLY HIGHLIGHTS

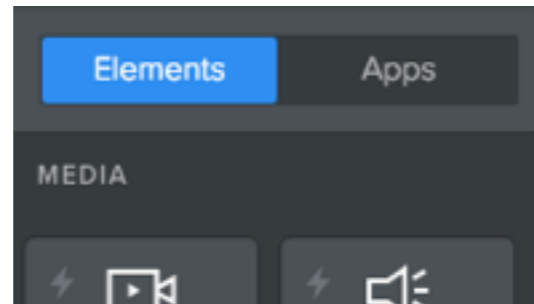
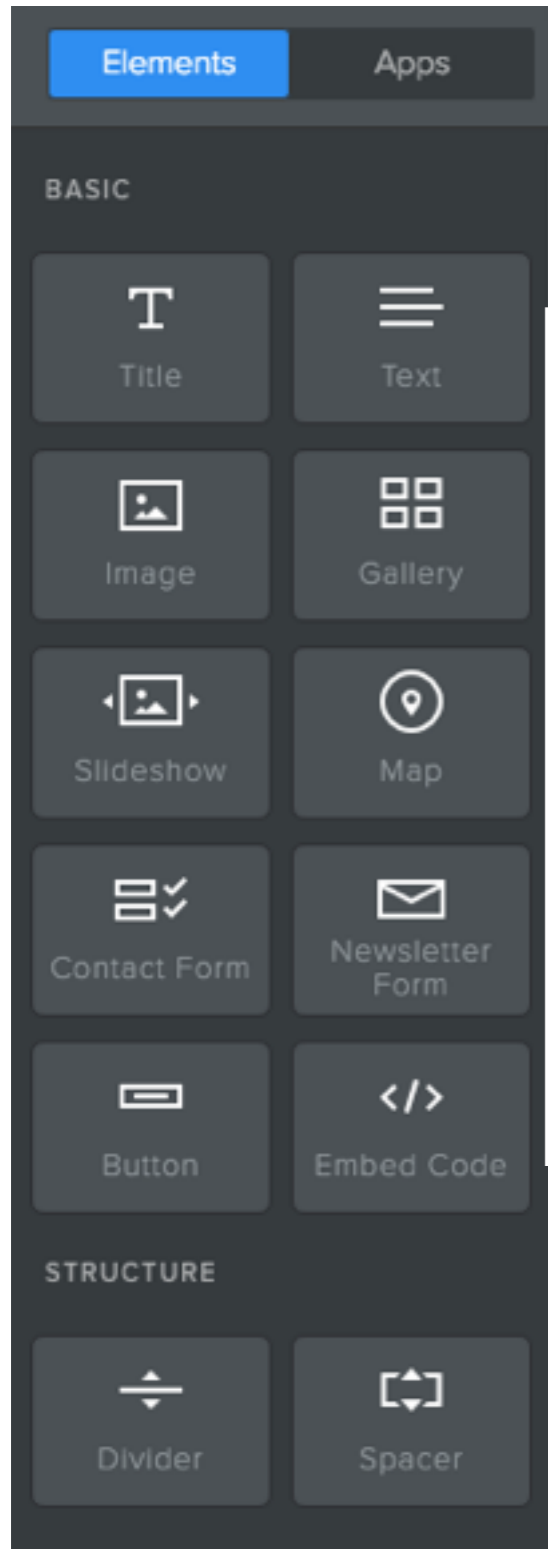
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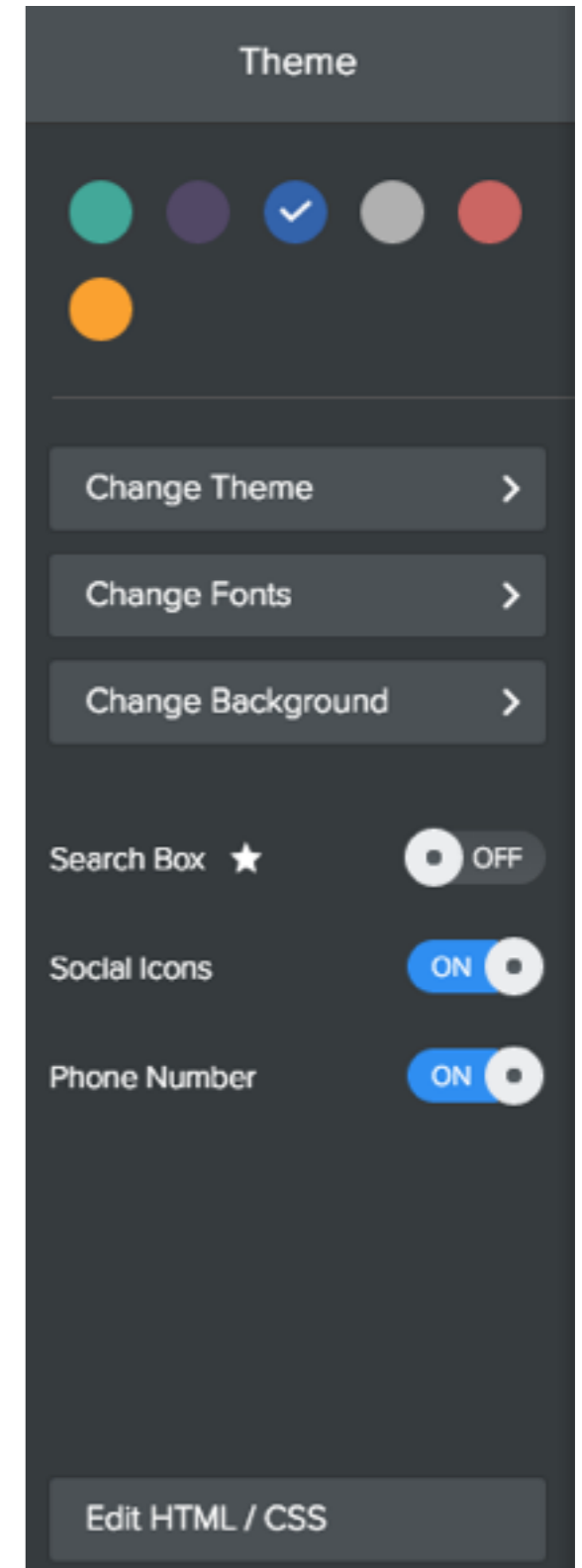
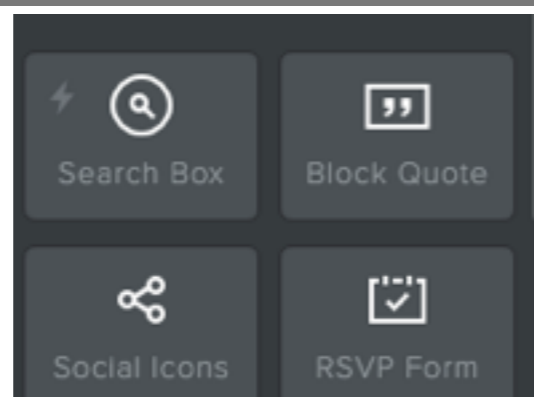
Or add your own elements wherever you need them, in a simple drag-and-drop interface, always on the left panel

# WEEBLY HIGHLIGHTS

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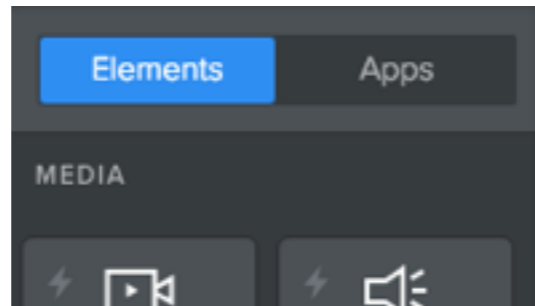
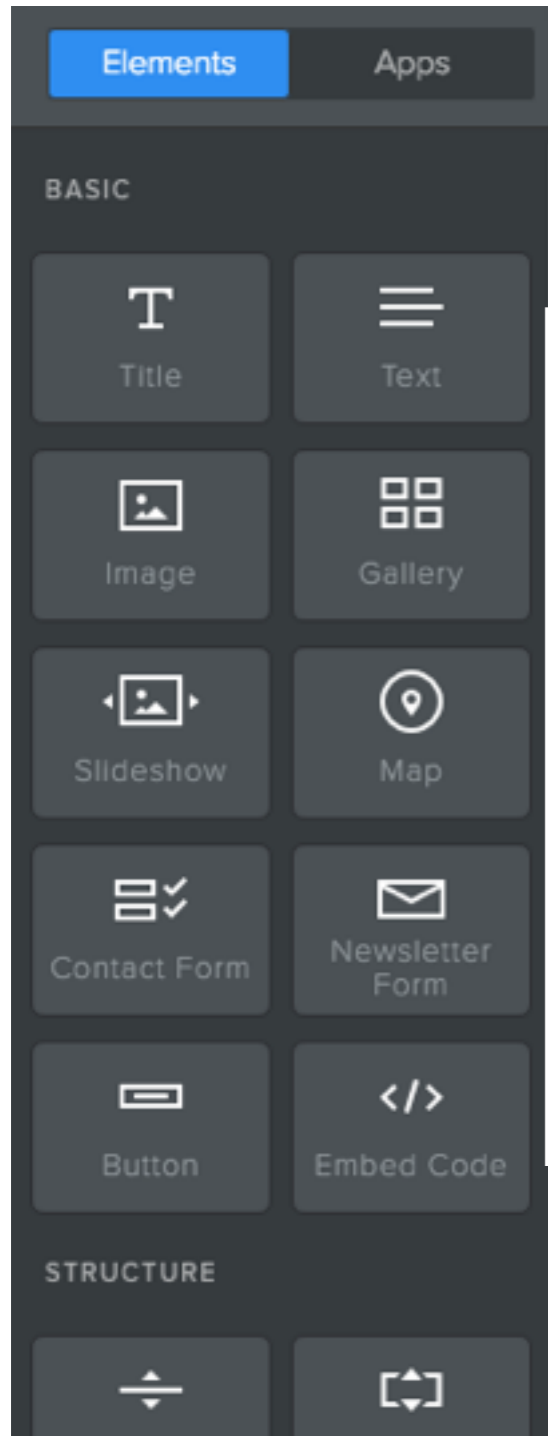


And adjust your theme or change your theme whenever you want, without affecting your content.

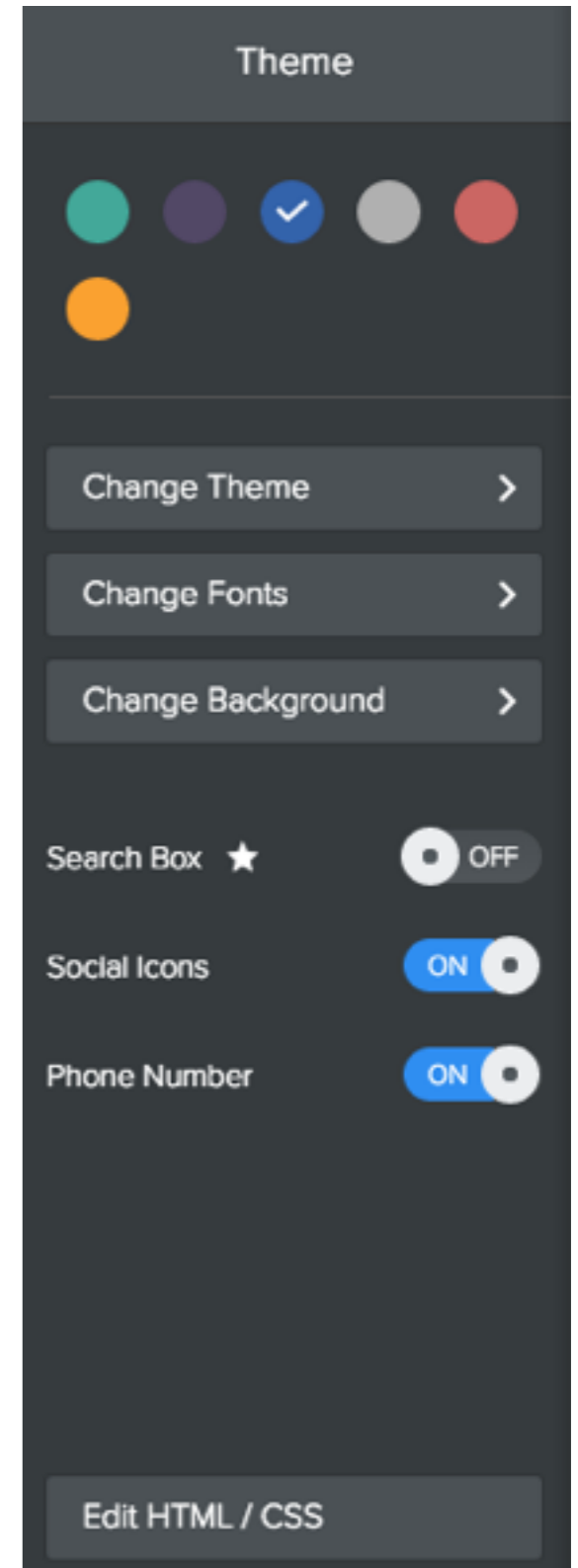


# WEEBLY HIGHLIGHTS

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And adjust your theme or change your theme whenever you want, without affecting your content.



(even get into the code if you want to!)



# SIMPLIFYING 'SITE CREATION

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IF YOU HAVE UNLIMITED TIME...  
AND WANT UNLIMITED CUSTOMIZATION...



# SIMPLIFYING 'SITE CREATION

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The image is a screenshot of the WordPress.com homepage. At the top left, there is a blue header with the WordPress logo and the text "WordPress.com". At the top right, there is a "Log In" button. The main content area has a dark background with a large crowd of people. The central text reads "Create your new website for free" in a large, white font. Below this, a smaller white font says "WordPress.com is the best place for your personal blog or business site." Two prominent blue buttons are centered: "Create Website" on the left and "Create Blog" on the right. Below these buttons, there are three columns of content, each with an icon in a circle, a title, a short description, and a "Learn more" link. The first column features a globe icon, the title "Create a Website", the description "Promote your business or personal brand", and a "Learn more" link. The second column features a laptop icon, the title "Start a Blog", the description "Share your thoughts with friends and fans", and a "Learn more" link. The third column features a document icon, the title "Discover", the description "Find and discuss the best stories on the web", and a "Learn more" link.


WordPress.com


Log In

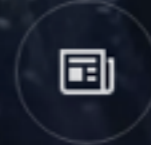
## Create your new website for free

WordPress.com is the best place for your personal blog or business site.

Create Website Create Blog

 **Create a Website**  
Promote your business or personal brand  
[Learn more](#)

 **Start a Blog**  
Share your thoughts with friends and fans  
[Learn more](#)

 **Discover**  
Find and discuss the best stories on the web  
[Learn more](#)

# CONTROLLING YOUR CONTRACTS

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*Making sense (and cents) out of legal*

# CONTROLLING YOUR CONTRACTS

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Remember!!! Ask for the money up front!!



your  cards  
someecards.com

# CONTROLLING YOUR CONTRACTS

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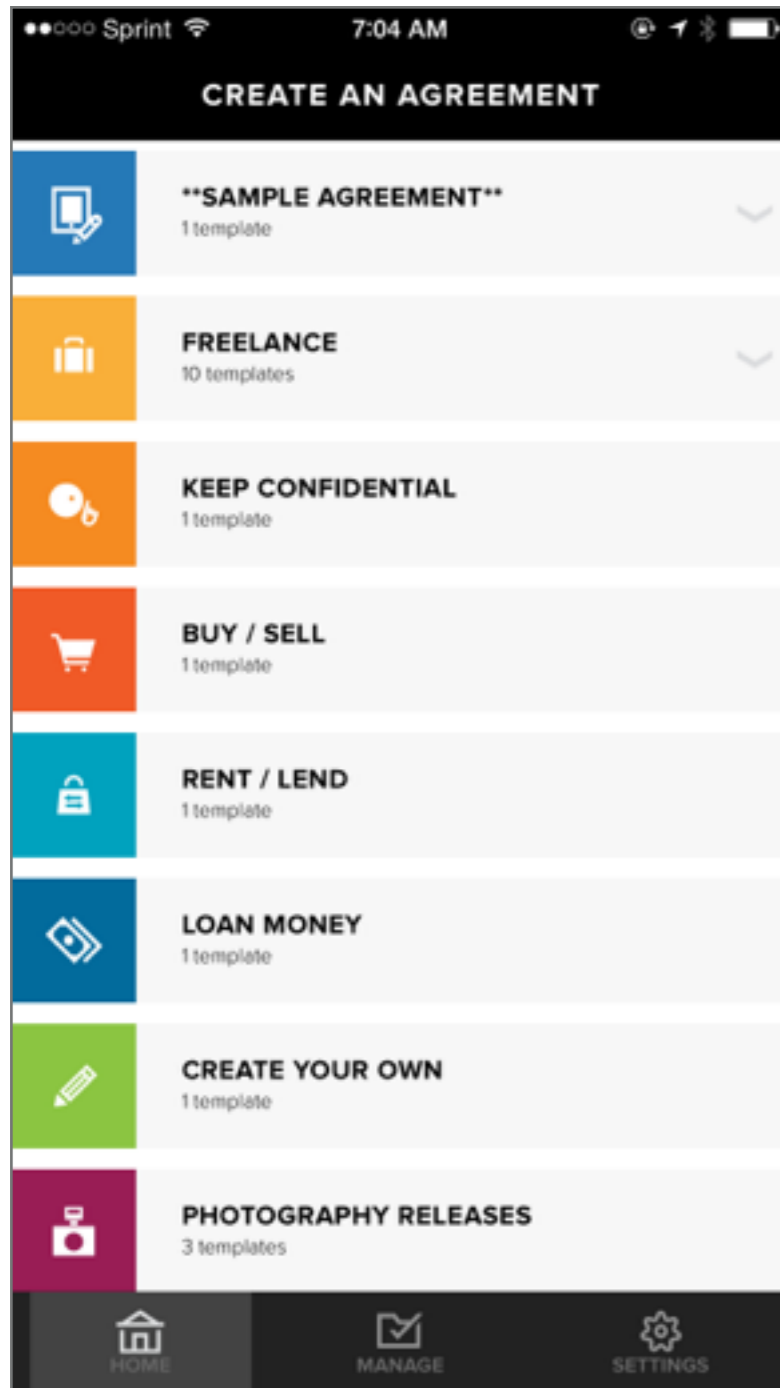
**SHAKE**

*[www.shakelaw.com](http://www.shakelaw.com)*

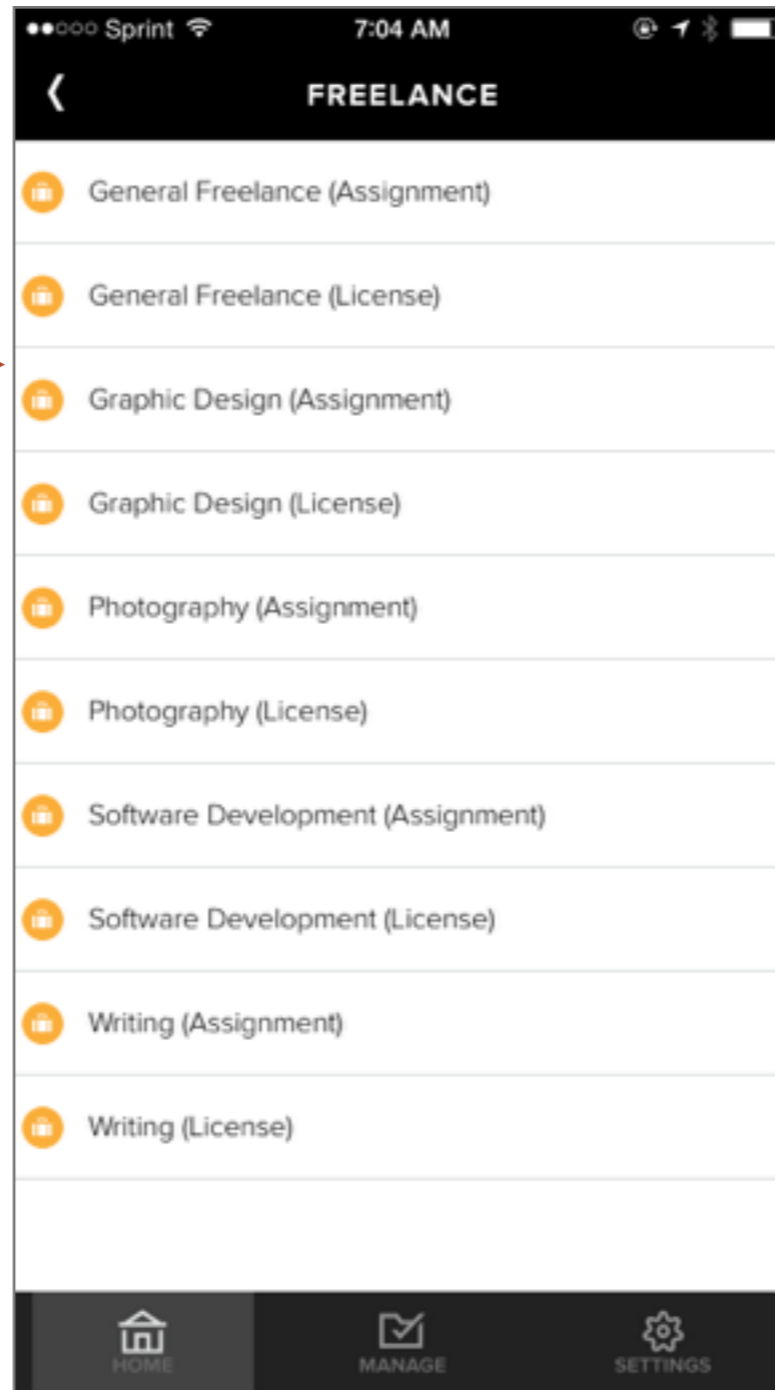
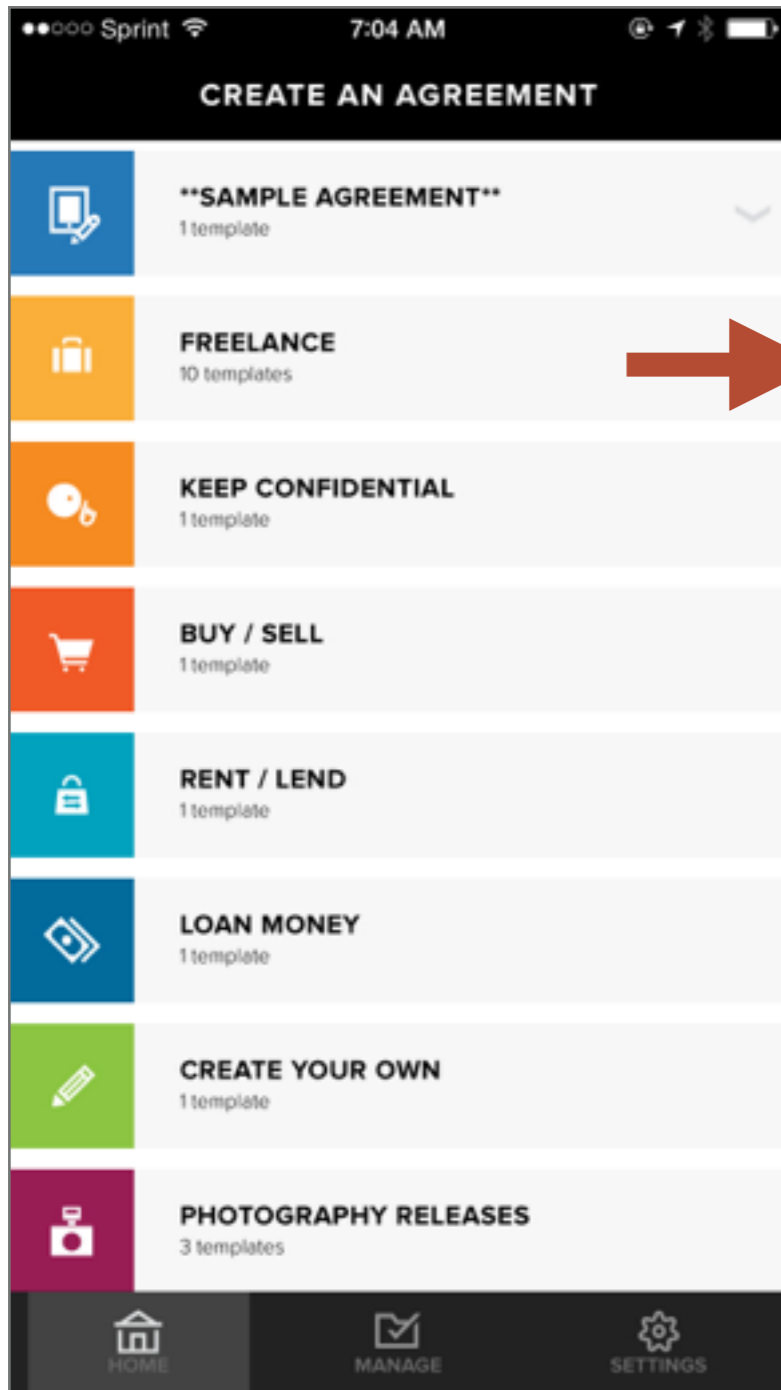
*mobile app | web app*

# SHAKE CONTRACTS

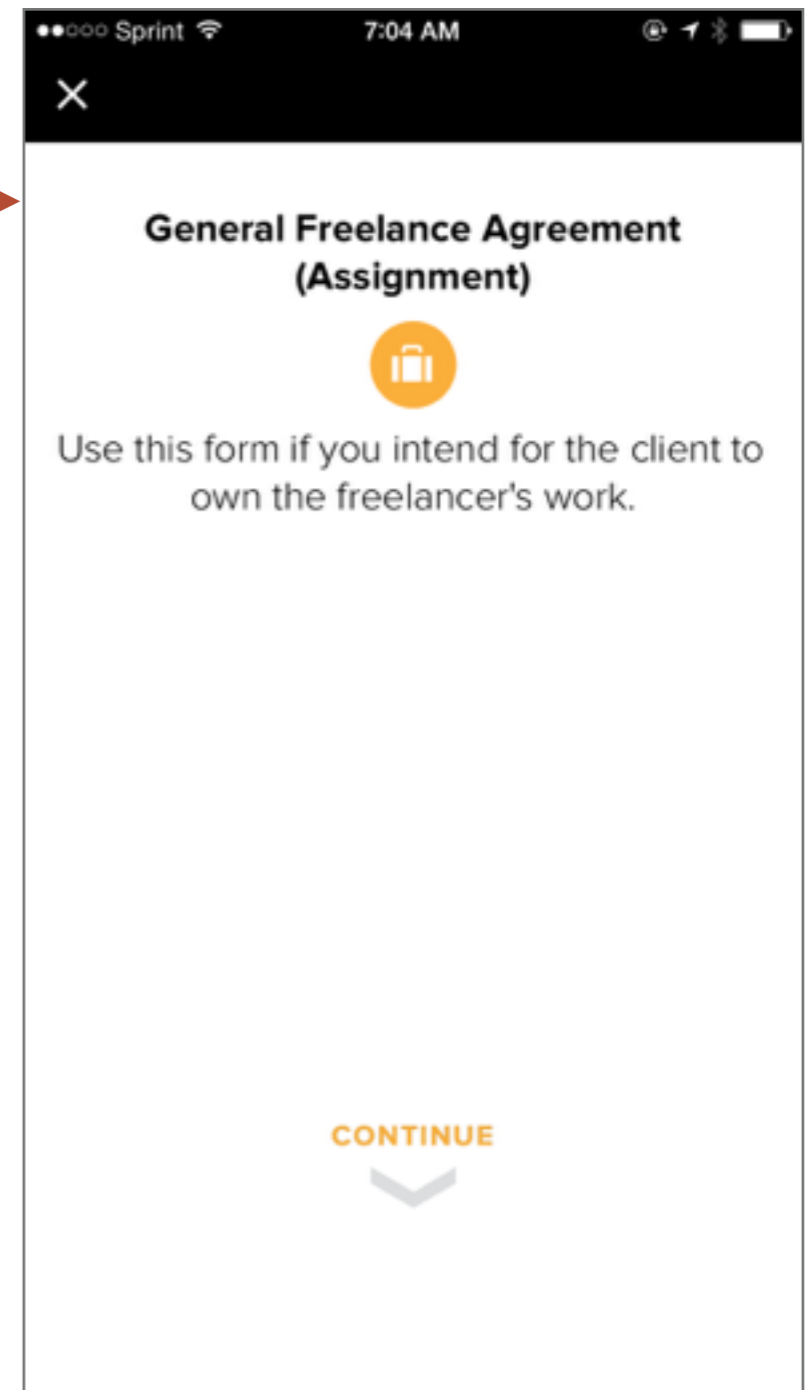
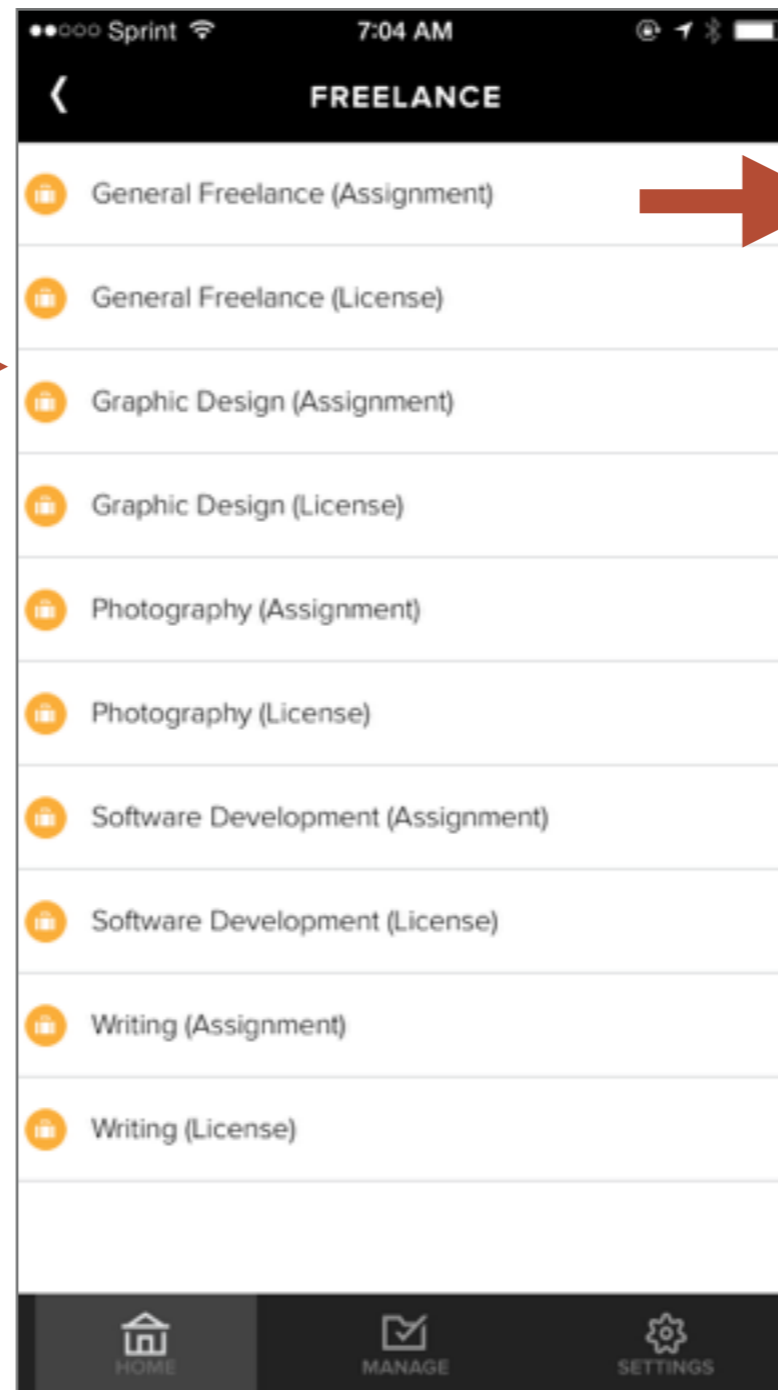
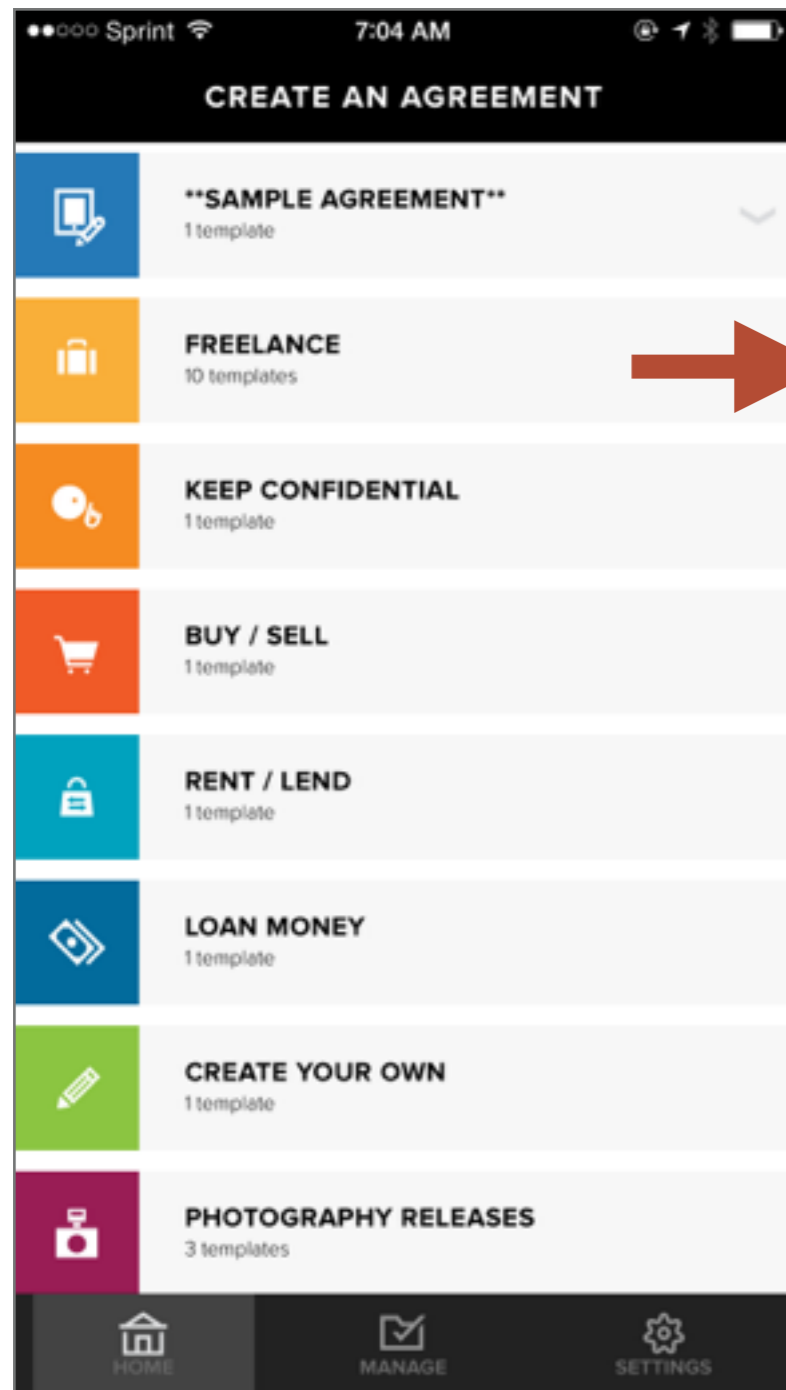
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# SHAKE CONTRACTS



# SHAKE CONTRACTS



# SHAKE CONTRACTS

---

## 1. Name Client and Freelancer

Sprint 7:05 AM

CREATE PREVIEW EDIT

What are the client's and freelancer's full names? (e.g., 'John Smith' or 'Acme, Inc.')

Client Name

Freelancer Name

Describe what the freelancer will do. Include any milestones.

< > Done

Q W E R T Y U I O P  
A S D F G H J K L  
↑ Z X C V B N M ↵  
123 😊 🎤 space return

# SHAKE CONTRACTS

---

The screenshot shows a mobile application interface for creating a contract. At the top, there is a status bar with 'Sprint' and '7:06 AM'. Below that is a navigation bar with a close button (X) and three tabs: 'CREATE' (highlighted), 'PREVIEW', and 'EDIT'. The main content area consists of several input fields:

- A text field with the prompt: "What are the client's and freelancer's full names? (e.g., 'John Smith' or 'Acme, Inc.')" and the text "EdGuild Test" entered.
- A text field with the prompt: "Describe what the freelancer will do. Include any milestones." This field is highlighted with an orange border and contains an information icon (i) in the top right corner.
- A button labeled "ADD / EDIT A DESCRIPTION" with a document icon.
- A text field with the prompt: "What's the final deadline for completing the specified work?"
- A text field with the prompt: "The client will pay the freelancer:"
- A text field with the prompt: "How much is due at signing?"

1. Name Client and Freelancer
2. Describe the work to be done

# SHAKE CONTRACTS

Sprint 7:06 AM

CREATE PREVIEW EDIT

Describe what the freelancer will do. Include any milestones.

What's the final deadline for completing the specified work?

Mar 14, 2016

The client will pay the freelancer:

< > Clear Done

December	11	2013
January	12	2014
February	13	2015
<b>March</b>	<b>14</b>	<b>2016</b>
April	15	2017
May	16	2018
June	17	2019

1. Name Client and Freelancer
2. Describe the work to be done
3. Choose deadline

# SHAKE CONTRACTS

---

The screenshot shows a mobile app interface for creating a contract. At the top, there's a status bar with 'Sprint', signal strength, Wi-Fi, time '7:07 AM', and battery. Below that is a navigation bar with a close button (X), and three tabs: 'CREATE' (highlighted), 'PREVIEW', and 'EDIT'. The main form consists of several sections:

- A text input field with the placeholder: "Describe what the freelancer will do. Include any milestones."
- A text input field with the placeholder: "What's the final deadline for completing the specified work?" and a date example: "March 14, 2016".
- A section titled "The client will pay the freelancer:" with an information icon (i) in the top right. It contains two buttons: "Flat fee" (highlighted in blue) and "Based on time". Below the buttons is a text input field with the placeholder "e.g., '\$100'".
- A text input field with the placeholder: "How much is due at signing?"
- A text input field with the placeholder: "Will the freelancer be reimbursed for any expenses?"

1. Name Client and Freelancer
2. Describe the work to be done
3. Choose deadline
4. Choose payment terms



# SHAKE CONTRACTS

---

The client will pay the freelancer:  
Flat fee

How much is due at signing?  
e.g., '\$50'

Will the freelancer be reimbursed for any expenses?

When is payment due?

What is the monthly interest on late payment?

1. Name Client and Freelancer
2. Describe the work to be done
3. Choose deadline
4. Choose payment terms

# SHAKE CONTRACTS

---

Will the freelancer be reimbursed for any expenses?

When is payment due?  
Select One

What is the monthly interest on late payment?

Select One  
on the invoice date

**within 10 days of the invoice date**

within 15 days of the invoice date

within 30 days of the invoice date

within 45 days of the invoice date

1. Name Client and Freelancer
2. Describe the work to be done
3. Choose deadline
4. Choose payment terms

# SHAKE CONTRACTS

---

When is payment due?  
within 10 days of the invoice date

What is the monthly interest on late payment?  
e.g., '1.5%

If the client cancels the agreement before completion, how will the freelancer be compensated?

1. Name Client and Freelancer
2. Describe the work to be done
3. Choose deadline
4. Choose payment terms

# SHAKE CONTRACTS

---

The screenshot shows the 'CREATE' screen of the Shake Contracts app. At the top, there's a status bar with 'Sprint', signal strength, Wi-Fi, time '7:08 AM', and battery. Below that is a navigation bar with a close button (X), 'CREATE' (highlighted), 'PREVIEW', and 'EDIT'. The main content area has a text input field with the placeholder 'completion, how will the freelancer be compensated?' and the text 'Prorated fees for work completed' below it. Below this is a larger text input field with the placeholder 'Where are you based? (e.g., Virginia, Delaware)' and the text 'Washington' entered. To the right of this field is an information icon (i). At the bottom of the form is a large orange button labeled 'GENERATE AGREEMENT'. Below the form is a keyboard with a 'Done' button on the right.

1. Name Client and Freelancer
2. Describe the work to be done
3. Choose deadline
4. Choose payment terms
5. Name your state

# SHAKE CONTRACTS

---

The screenshot shows a mobile application interface for creating a contract. At the top, the status bar displays 'Sprint', signal strength, Wi-Fi, and the time '7:08 AM'. Below the status bar is a navigation bar with a close button (X) on the left and three options: 'CREATE' (highlighted in blue), 'PREVIEW', and 'EDIT'. The main content area contains a text input field with the placeholder text 'completion, how will the freelancer be compensated?' and the text 'Prorated fees for work completed' below it. Below this is another text input field with the placeholder text 'Where are you based? (e.g., Virginia, Delaware)' and the text 'Washington' entered. A large orange button labeled 'GENERATE AGREEMENT' is positioned below the input fields. At the bottom of the screen, there is a keyboard with a 'Done' button on the right side.

1. Name Client and Freelancer
2. Describe the work to be done
3. Choose deadline
4. Choose payment terms
5. Name your state
6. **Generate agreement**

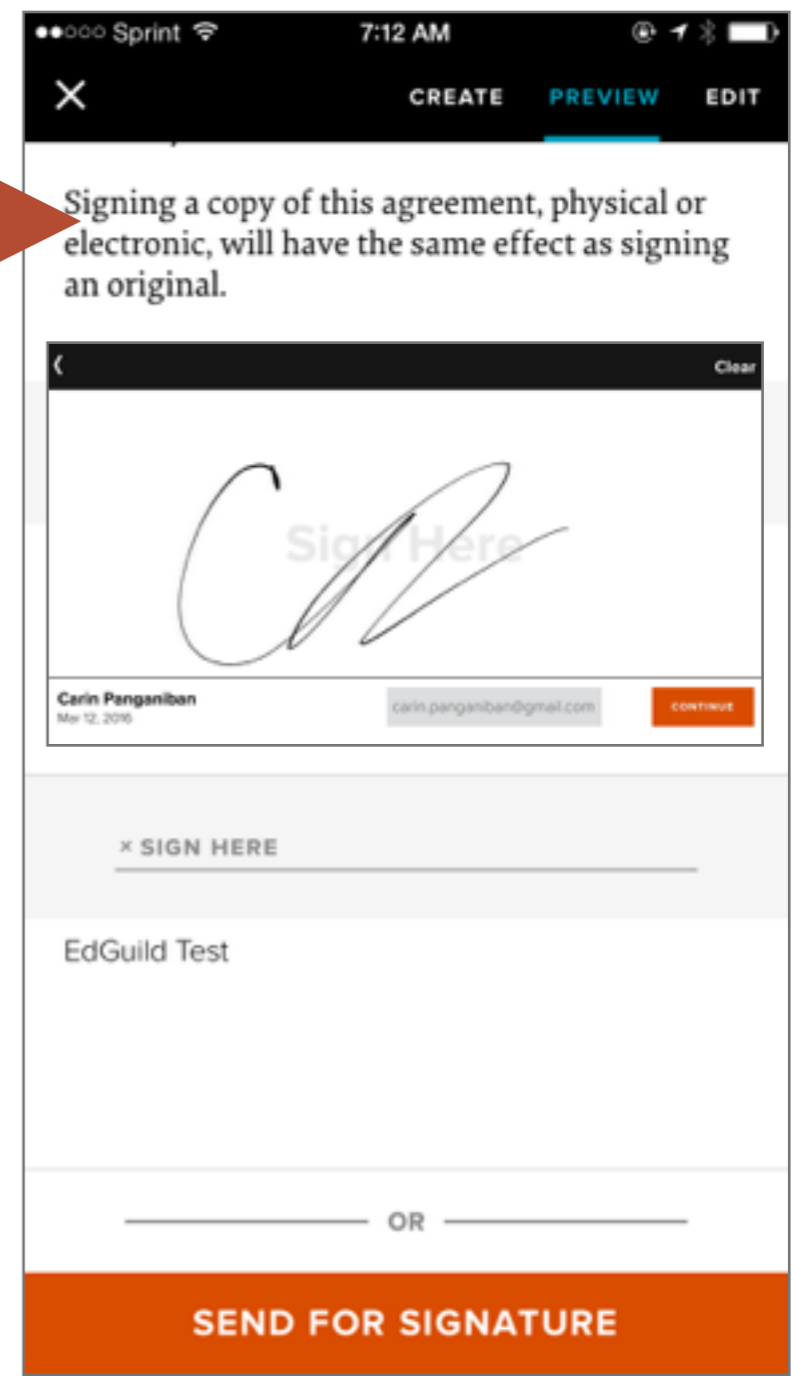
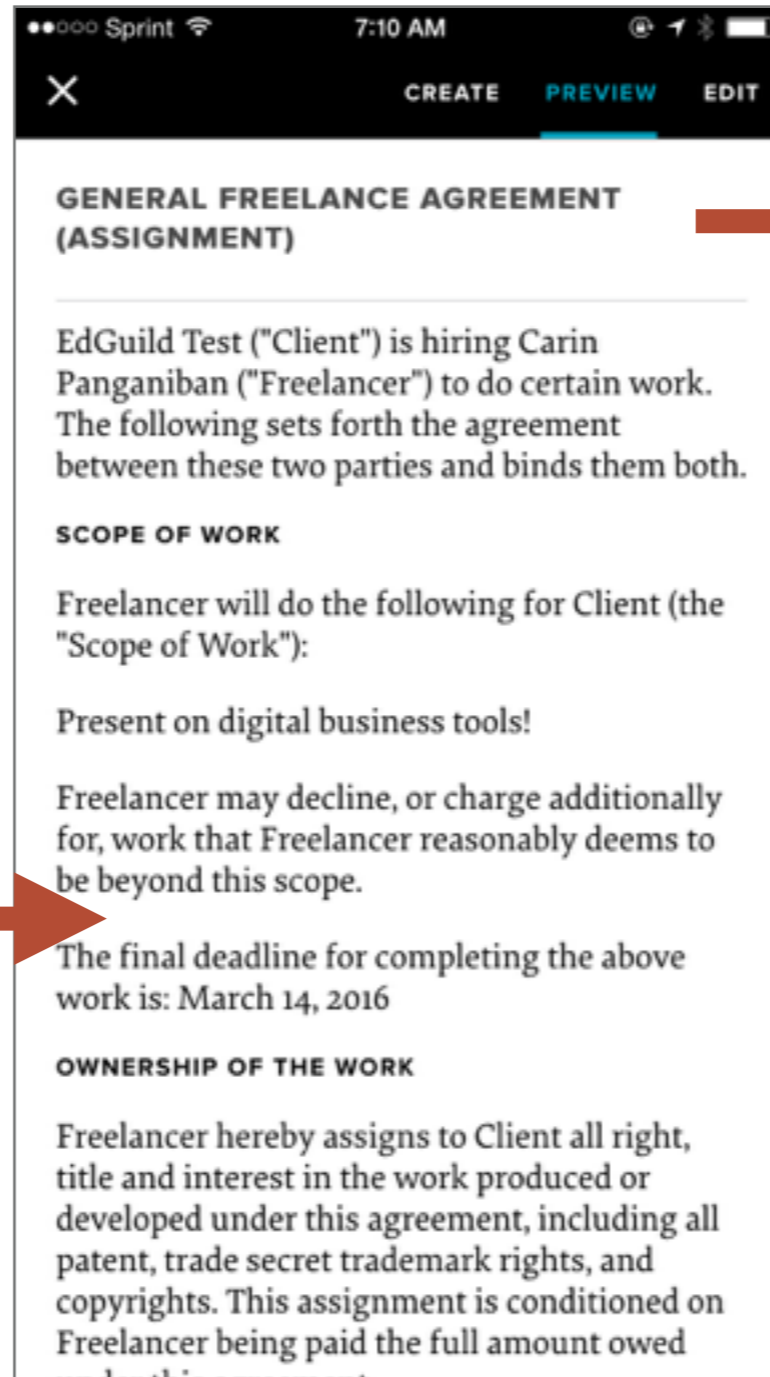
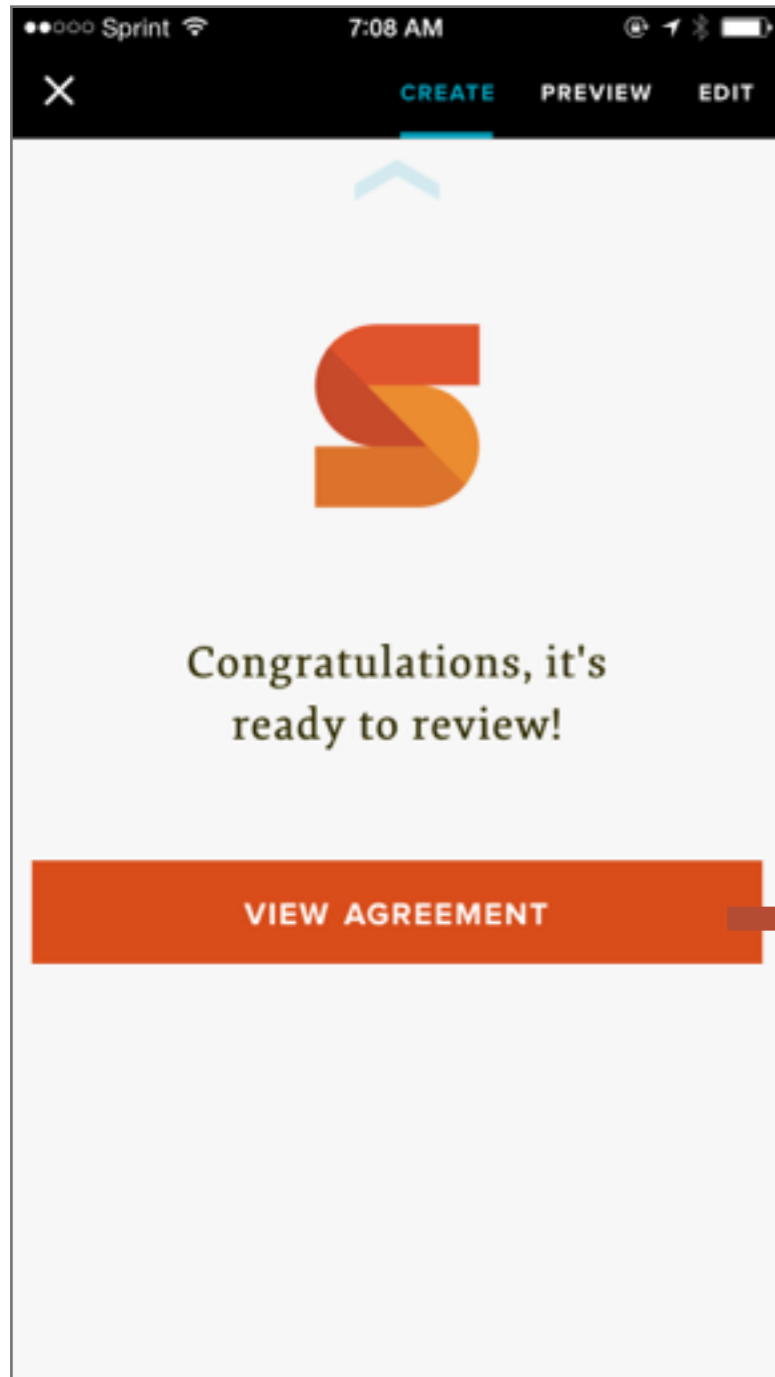
# SHAKE CONTRACTS

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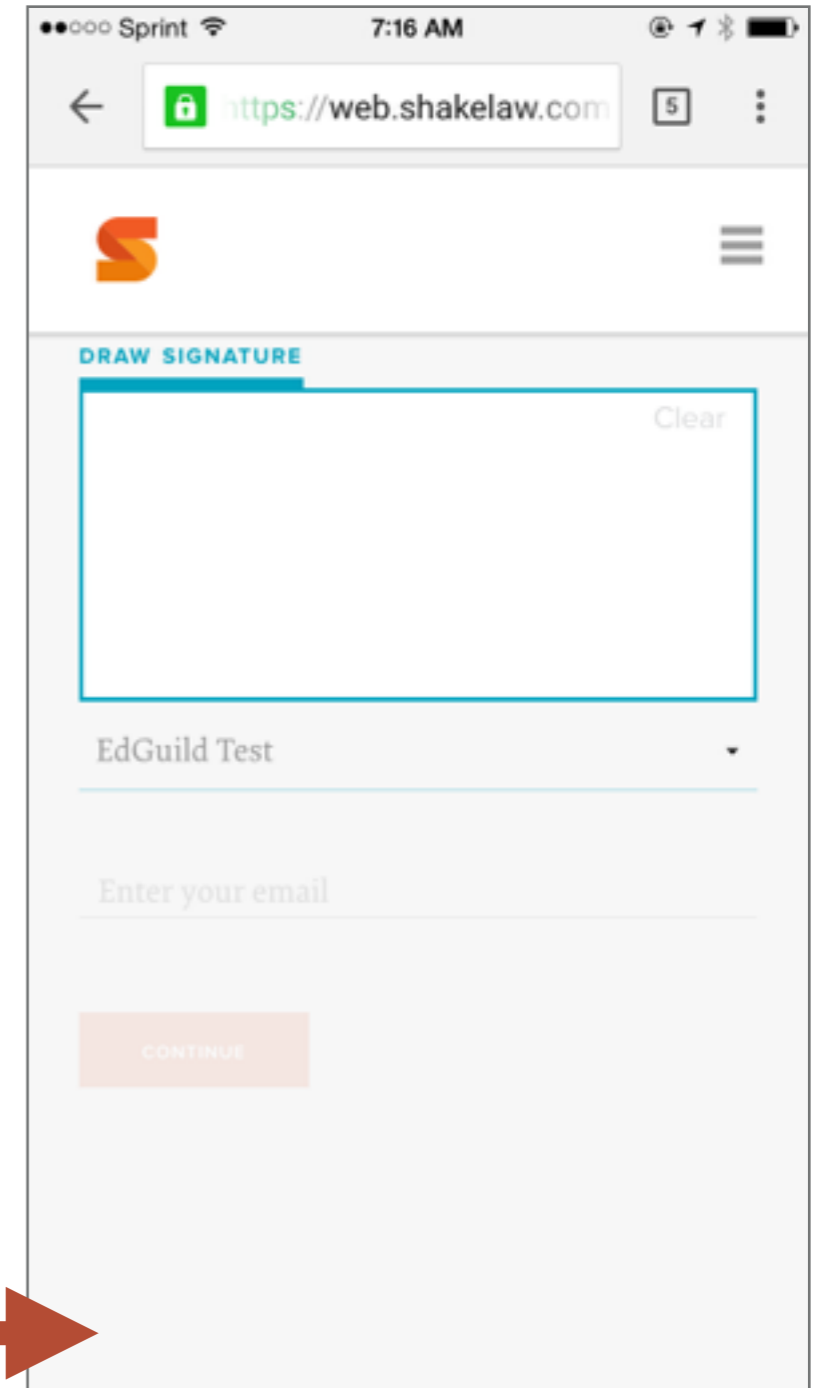
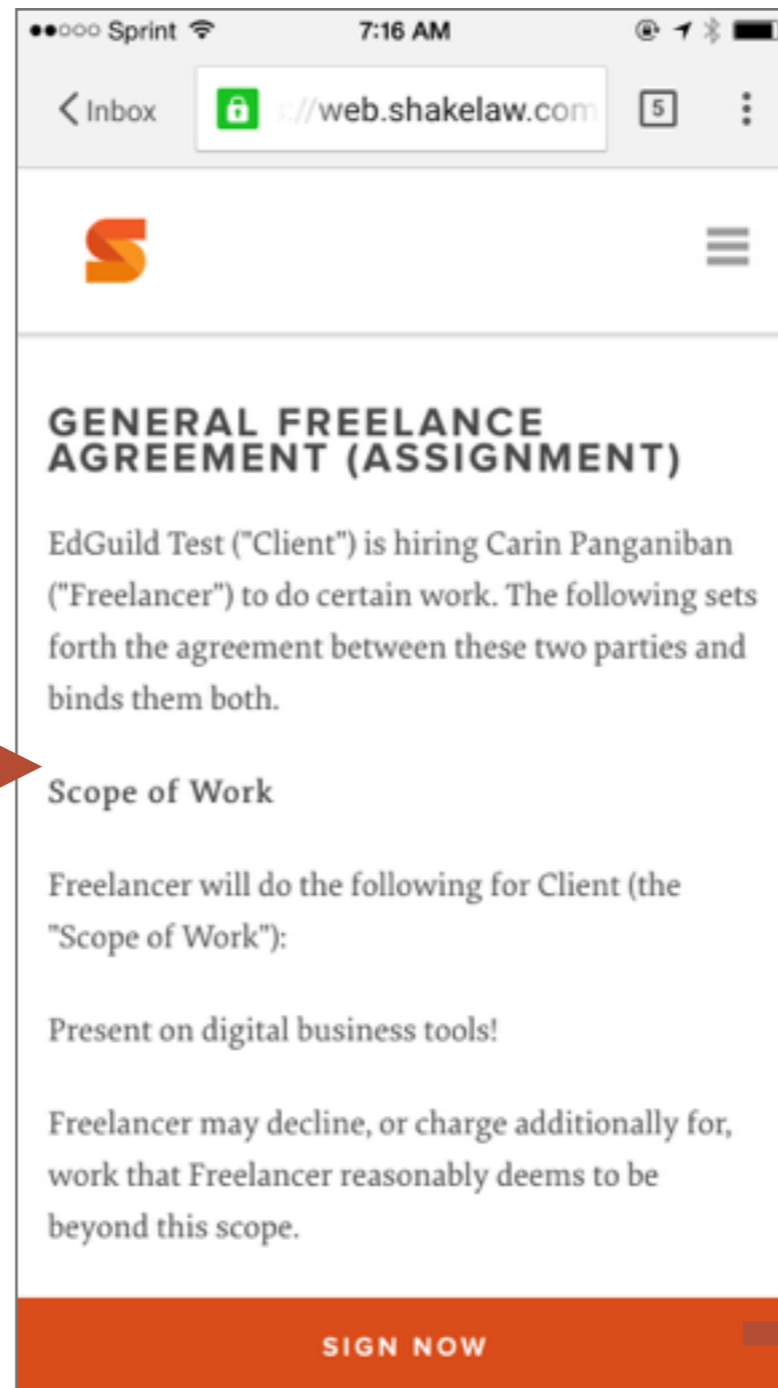
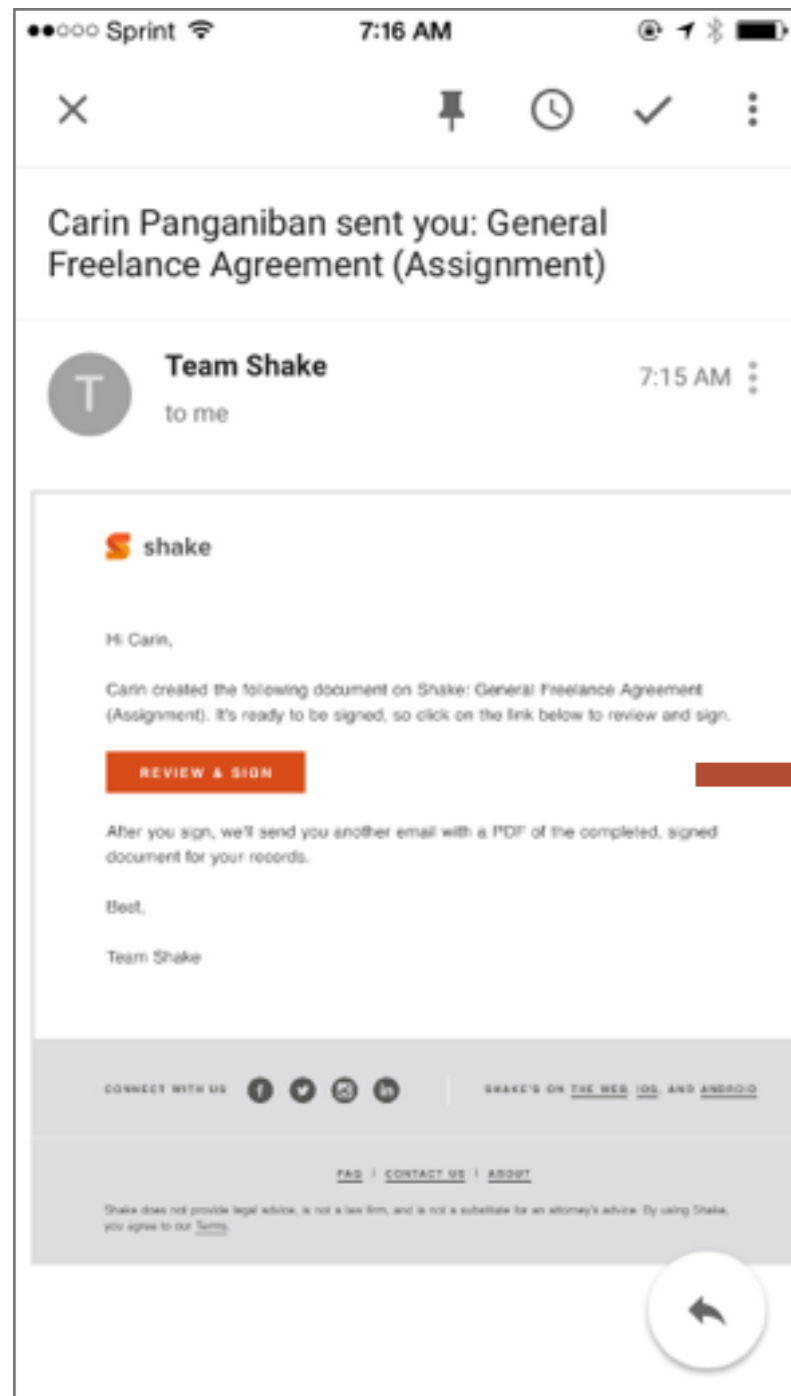
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1. Name Client and Freelancer
2. Describe the work to be done
3. Choose deadline
4. Choose payment terms
5. Name your state
6. **Generate agreement**
7. *Review, edit, sign and send*
8. *Client reviews and signs*

# SHAKE CONTRACTS



# SHAKE CONTRACTS (CLIENT EMAIL)







**BONSAI**

*www.hellobonsai.com*

*web app*

# BONSAI HIGHLIGHTS

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- Write beautiful, bulletproof contracts, as easily as with Shake
- Get contracts signed and stored
- Create invoices from contracts
- Integrate payment methods like PayPal
- Con: Web app only
- Con: Not many pre-made specialized templates

# BONSAI CONTRACTS

---

## BASIC INFO

---

I am a **freelancer** and I'm in **the United States** in **Washington**.

I work as a/an **Editor**.

I work through a company (e.g., Smith Corp).

My Client is a **company** named **Random House**.

## PAYMENT

---

The Client will pay a **flat fee** of **\$10,000 USD**.

Before I start work, the Client will pay me a deposit of **\$1,000**. For the remaining amount, I'll invoice them **at the end of the project**.

The Client has **15** day(s) to pay invoices.

Late payments incur a fee of **1** % per month.

This contract will start on **Mar 10, 2016** and will end **when the scope of work is complete**.

If either party ends the contract early, the Client will pay **a pro-rated amount for the time worked**.

# BONSAI CONTRACTS

---

## BASIC INFO

---

I am a **freelancer** and I'm in **the United States** in

**Washington**.

I work as a/an **Editor**

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My Client is a **company** named **Random House**.

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incur a fee of **1** % per month.

I start on **Mar 10, 2016** and will end

**when the scope of work is complete**.

If either party ends the contract early, the Client will pay

**a pro-rated amount for the time worked**.

Like Shake, Bonsai walks you through building a contract with simple prompts.

# BONSAI CONTRACTS

---

BASIC INFO	PAYMENT
<b>SCOPE OF WORK</b>	The Client will pay a flat fee * of \$10,000 USD * .
What am I, the "Editor", being hired to do?	Before I start work, the Client will pay me a deposit of \$1,000 . For the remaining amount, I'll invoice them at the end of the project * .
Edit the next major YA trilogy.	th. id will end
<b>OPTIONAL</b> Click to attach a statement of work file.	If either party ends the contract early, the Client will pay a pro-rated amount for the time worked * .

But also allows attachments to the contract

# BONSAI CONTRACTS

---

Review the contract, clicking the highlights to make changes.  
You won't be able to edit it once you sign it.

Click highlighted text to edit it, or

**SIGN CONTRACT**

+ LOGO + ADDENDUM

**NEXT**

**Independent Contractor Agreement**

This Contract is between **Random House** (the "Client") and **Carin Panganiban** (the 'Editor').  
The Contract is dated [*the date both parties sign*].

**1. WORK AND PAYMENT.**

**1.1 Project.** The Client is hiring the Editor to do the following: **Edit the next major YA trilogy.**

**1.2 Schedule.** The Editor will begin work on **March 10, 2016** and will **continue until the work is complete**.  
Contract can be ended by either Client or Editor at any time, pursuant to the terms of Section 6, Term and 1

**1.3 Payment.** The Client will pay the Editor a **flat fee of \$10,000.00 (USD)**. Of this, the Client will pay the Editor **\$1,000.00 (USD)** before work begins.

**1.4 Expenses.** The Client **will not** reimburse the Editor's expenses.

**1.5 Invoices.** The Editor will invoice the Client **at the end of the project**. The Client agrees to pay the amount owed within **15 days** of receiving the invoice. Payment after that date will incur a late fee of **1.0%** per month on the outstanding amount.

**1.6 Support.** The Editor **will not** provide support for any deliverable once the Client accepts it, unless otherwise agreed in writing.

**2. OWNERSHIP AND LICENSES**

You can also add  
logos and  
addendums

# BONSAI CONTRACTS

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INVOICES

4 OF 4

Bonsai Contracts & Payments are integrated to simplify your freelancing.

Send invoices via Bonsai. Get paid via credit card, bank transfer, or PayPal. Automated payments help you save time & avoid late payments.

[LEARN MORE >](#)

AND BONUS! You can create invoices for the work directly from the contract!

We'll create 2 invoices for this project:

1	Invoice: <b>Deposit</b> for \$1,000.00	will be issued Mar 10, 2016
2	Invoice: <b>Payment for work</b> for \$9,000.00	

**Create** ▾ these invoices once this contract is signed.

(You can review & edit them before they're sent.)

# BONSAI CONTRACTS

Connect your Stripe or PayPal account to get paid.  
CONNECT NOW >

Changes saved. [AUTO-SEND](#) [SEND NOW](#)

INVOICE # 1001

Add Your Logo

Invoice Title

FROM	TO
Carin Panganiban	Client Name
Your Company, LLC	Client Company, LLC
carin.panganiban@gmail.com	client@email.com
ISSUED ON	DUE ON
Mar 10, 2016	Mar 10, 2016

ITEM NAME	UNITS	RATE	TOTAL
Hourly Design Rate	1	\$0.00	\$0.00

ITEM NAME	UNITS	RATE	TOTAL
Hourly Design Rate	1	\$0.00	\$0.00
<b>Subtotal</b>			<b>\$0.00</b>
0% Tax			\$0.00
\$0.00 Discount			-\$0.00
<b>Total</b>			<b>\$0.00 (USD)</b>

PAYMENT  
[Add a payment method](#)

LATE FEES  
If this invoice is unpaid by the due date, a non-compounding late fee of **1.0** % accrues monthly on the outstanding amount.

NOTES  
Thank you for your business!



# BONSAI CONTRACTS

Connect your Stripe or PayPal account to get paid.  
CONNECT NOW >

Changes saved. AUTO-SEND SEND NOW

INVOICE # 1001

Add Your Logo

Invoice Title

FROM	TO
Carin Panganiban	Client Name
Your Company, LLC	Client Company, LLC
carin.panganiban@gmail.com	client@email.com

ISSUED ON	DUE ON
Mar 10, 2016	Mar 10, 2016

ITEM NAME	UNITS	RATE	TOTAL
Hourly Design Rate	1	\$0.00	\$0.00

OR create them any time you want, and link your PayPal to get paid!

ITEM NAME	UNITS	RATE	TOTAL
Hourly Design Rate	1	\$0.00	\$0.00
<b>Subtotal</b>			<b>\$0.00</b>
0% Tax			\$0.00
			-\$0.00
			<b>\$0.00 (USD)</b>

If this invoice is unpaid by the due date, a non-compounding late fee of **1.0 %** accrues monthly on the outstanding amount.

NOTES

Thank you for your business!



**PAYPAL**

*[www.paypal.com](http://www.paypal.com)*



*web app | mobile app | integrations*



# PAYPAL HIGHLIGHTS

---


- Build & send invoices
- Track invoices & send reminders for payments
- View & download payment and invoice history
- Get paid securely from PayPal, credit, or debit accounts (2.9% fee)
- Create personalized templates to quickly re-create invoices for standard work


# PAYPAL INVOICES


PayPal Summary Activity Send & Request Wallet Shop   Log out

Manage Invoices **Create Invoice** Items Settings  Features  Invoicing feedback


## Create Invoice



[Preview](#) [Send](#) [Save](#) 

My templates  


 [+ Add company logo](#)



[My business information](#)

Invoice number  




Invoice date   

Reference

Due date  

Bill to:   [+ Bill multiple customers](#) 

Cc:

Customize      

# PAYPAL INVOICES

## Create Invoice

[Preview](#) [Send](#) [Save](#) ▼

Customize Hours ▼ Add/remove detail ▼ USD - U.S. Dollars ▼

Description	Hours	Rate	Amount
Item name	1	0.00	\$0.00
Enter detailed description (optional)			

[+ Add another line item](#)

		Subtotal	\$0.00
Discount	<input type="text" value="0"/>	% <span>▼</span>	\$0.00
<b>Total</b>			<b>\$0.00 USD</b>

Allow partial payment i

Note to recipient

Such as "Thank you for your business"

4000

Terms and conditions

Include your return or cancelation policy

4000

[Attach files](#) i

# PAYPAL INVOICES

**Pending** Statements ▾

MAR 09 EdGuild Test  
Invoice sent \$0.00 USD

➤ EdGuild Test hasn't paid yet. [Send a reminder](#) | [Cancel](#)

Manage Invoices   Create Invoice   Items   Settings ▾   Features   Invoicing feedback

## Invoice Details

[Remind](#)   [Edit](#)   [More ▾](#)

### History

Mar 9, 2016, 10:49 AM	You sent a invoice to EdGuild Test (carin.panganiban@gmail.com).
Mar 9, 2016, 10:49 AM	You updated the invoice.
<a href="#">More...</a>	

+ Add memo to self

Carin Panganiban

**INVOICE**

Invoice #: 0001

# PAYPAL INVOICES

**Pending** Statements ▾

MAR 09 EdGuild Test  
Invoice sent \$0.00 USD  
EdGuild

Manage Invoices

Invoice De

**History**

Mar 9, 2016, 10:49

Mar 9, 2016, 10:49

More...

+ Add memo to self

Features Invoicing feedback

Remind Edit More ▾

n.panganiban@gmail.com).

Carin Panganiban

**INVOICE**

Invoice #: 0001

2016/03/09

Send and view your pending invoices, and send pre-designed reminders for upcoming or late payments...

# PAYPAL INVOICES

**Pending** Statements ▾

MAR 09 EdGuild Test  
Invoice sent \$0.00 USD

▶ EdGuild Test hasn't paid yet. [Send a reminder](#) | [Cancel](#)

Manage Invoices   Create Invoice   Items   Settings ▾   Features   Invoicing feedback

## Invoice Details

[Remind](#)   [Edit](#)   [More ▾](#)

### History

Mar 9, 2016, 10:49 AM	You sent a invoice to EdGuild Test (carin.panganiban@gmail.com).
Mar 9, 2016, 10:49 AM	You updated the invoice.
<a href="#">More...</a>	

+ Add memo to self

Carin Panganiban

Invoice #: 0001

...and see invoice history, including when the invoice was edited.



# PAYPAL INVOICES

## Invoice Details

Print

Pay now

VISA

MasterCard

Discover

DISCOVER

PayPal

PayPal CREDIT

This invoice was edited on March 9, 2016 at 10:49 AM PST

# INVOICE

**Carin Panganiban**

Invoice number: 0001

Invoice date: 3/9/2016

Payment terms: Due on receipt

Due date: 3/9/2016

Amount Due:

**\$1.00**

**Bill To:**

EdGuild Test

carin.panganiban@gmail.com

Description

Amount

# PAYPAL INVOICES

## Invoice Details

Print

Pay now



This invoice was edited on March 9, 2016 at 10:49 AM PST

**Carin Panganiban**

Clients receive a link to the invoice via email and can print the invoice and send a check OR pay electronically with their method of choice.

VOICE

receipt

Amount Due:  
**\$1.00**

**Bill To:**

EdGuild Test

carin.panganiban@gmail.com

Description

Amount

# PAYPAL INVOICES

## Invoice Details

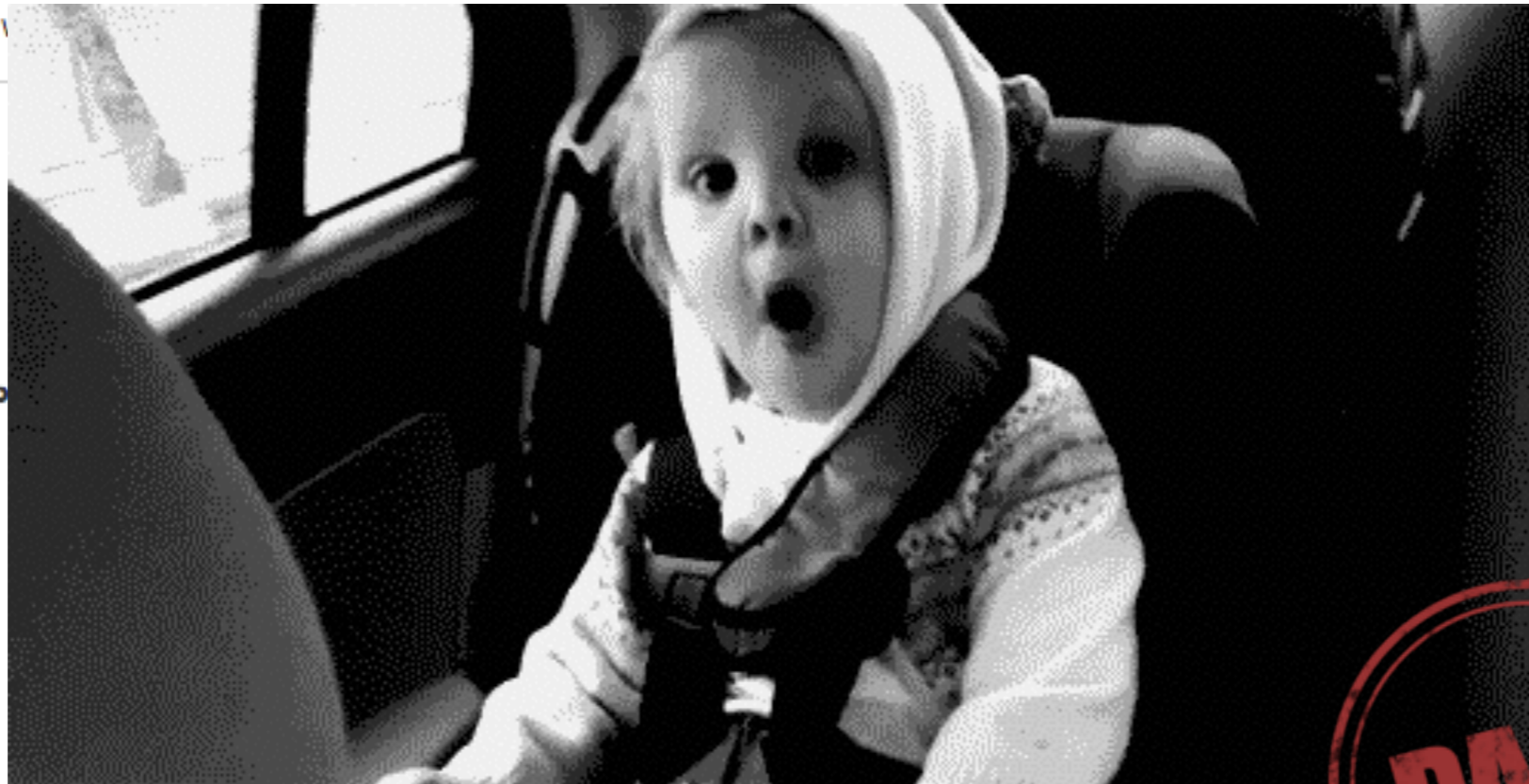
Print

Pay now



This invoice v

Carin P



Bill To:

EdGuild Test

carin.panganiban@gmail.com

You get paid!



Description

Amount

# DEALING WITH DOCUMENTS

---

*Leveraging cloud technology*

# DEALING WITH DOCUMENTS

---



# DEALING WITH DOCUMENTS

---

# WHICH TO USE?

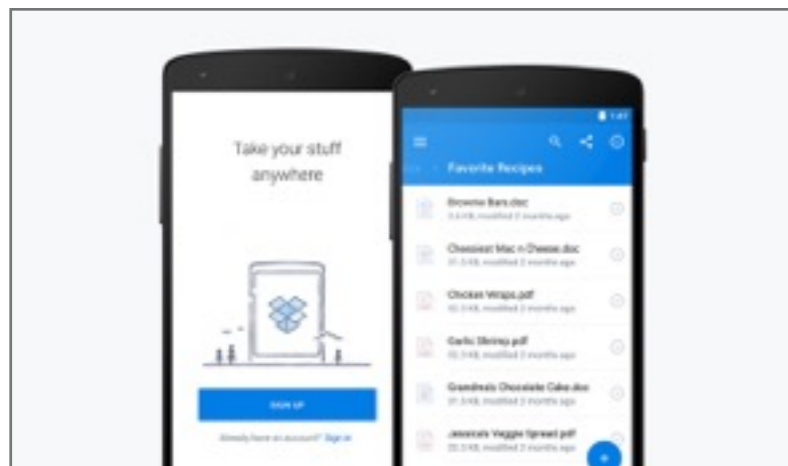
*to store, backup, transfer, collaborate, edit, and organize document  
...and access them anywhere*



*web app | mobile app | desktop app*

# DEALING WITH DOCUMENTS

---

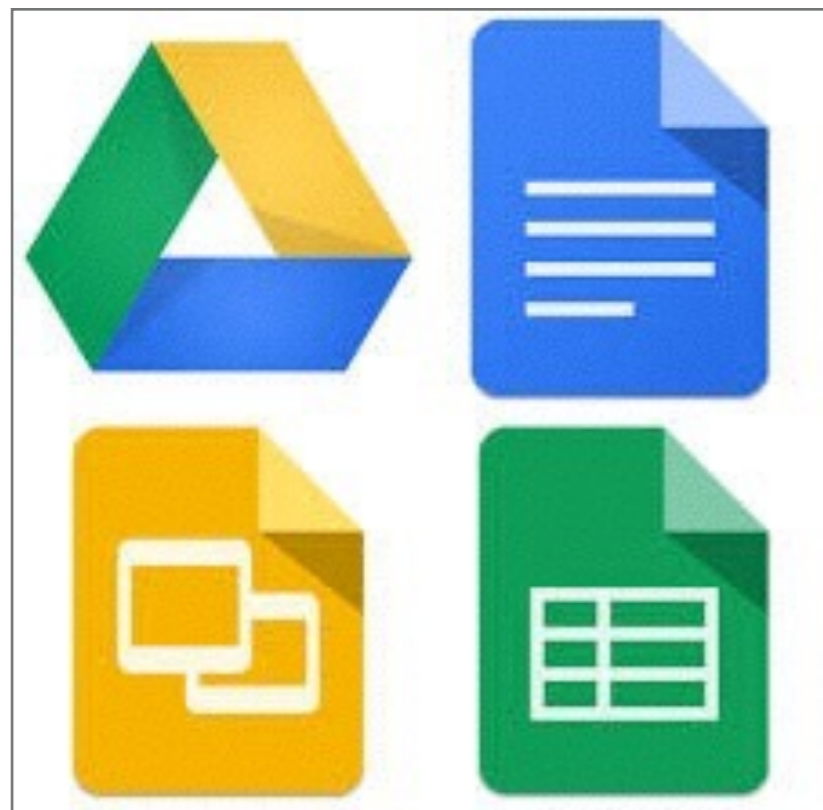


- The “classic” cloud storage: reliable and **easy-to-use**
- **Free 2GB** storage, with ability to “earn” more
- **\$10/mo for 1 TB**
- Lives within computer’s **file system**
- **Plugins for Gmail** for easy sending

[www.dropbox.com](http://www.dropbox.com)

# DEALING WITH DOCUMENTS

---



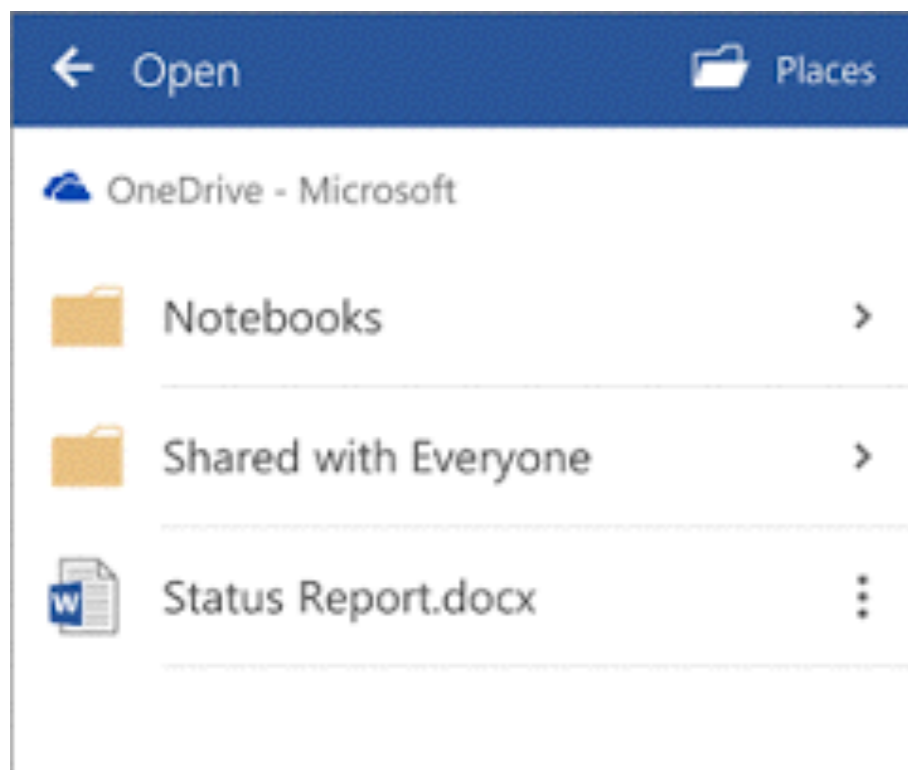
- Complete set of free **office documents** (word processor, spreadsheet app, presentation builder)
- **Free 15GB** storage
- \$2/mo for 100GB or \$10/mo for 1 TB
- Easy sending, viewing, and downloading documents with **Gmail**.

[www.google.com/drive](http://www.google.com/drive)



# DEALING WITH DOCUMENTS

---



- Works very closely with **Microsoft Office apps** (Word, Excel, PowerPoint)
- **Edit** and download Office documents online
- **Free 5GB** storage
- **\$2/mo** for 50GB
- **Con:** least popular, and so least amount of integrations

[www.onedrive.com/live](http://www.onedrive.com/live)

...AND THEN THERE'S



**EVERNOTE**

[www.evernote.com](http://www.evernote.com)

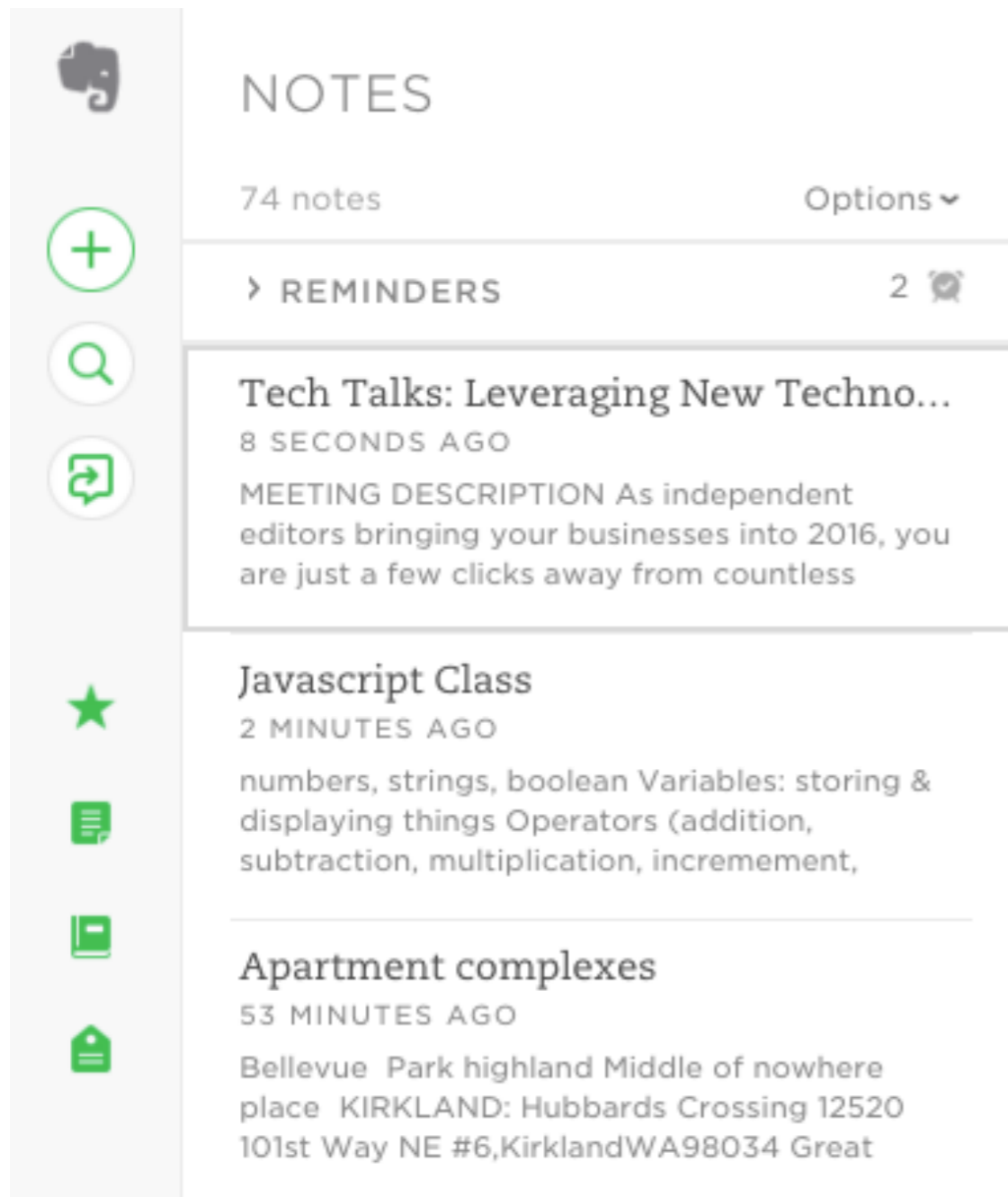
*web app | mobile app | desktop app*

# EVERNOTE HIGHLIGHTS

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- Write (and categorize) notes, quickly, **anytime**—when an idea strikes, when a client sends new information, when you meet a new potential client.
- Automatically **syncs** across all devices
- Content is 100% **searchable**, and easy to tag and categorize
- **Attach** documents & images, record audio, or sketch in app
- Usage is **free** (additional features only \$25-50/year)

# USE EVERNOTE TO...



The image shows the Evernote application interface. On the left is a vertical sidebar with icons for home, add, search, refresh, star, list, document, and home. The main area is titled 'NOTES' and shows a list of notes. The first note is 'Tech Talks: Leveraging New Techno...' with a timestamp of '8 SECONDS AGO' and a preview of a meeting description. The second note is 'Javascript Class' with a timestamp of '2 MINUTES AGO' and a preview of text about variables and operators. The third note is 'Apartment complexes' with a timestamp of '53 MINUTES AGO' and a preview of address information.

NOTES

74 notes Options ▾

› REMINDERS 2 🔔

**Tech Talks: Leveraging New Techno...**  
8 SECONDS AGO  
MEETING DESCRIPTION As independent editors bringing your businesses into 2016, you are just a few clicks away from countless

**Javascript Class**  
2 MINUTES AGO  
numbers, strings, boolean Variables: storing & displaying things Operators (addition, subtraction, multiplication, increment,

**Apartment complexes**  
53 MINUTES AGO  
Bellevue Park highland Middle of nowhere place KIRKLAND: Hubbards Crossing 12520 101st Way NE #6,KirklandWA98034 Great



Share



Classes ▾ New tag...

## Tech Talks: Leveraging Ne...

### MEETING DESCRIPTION

As independent editors bringing your businesses into 2016, you are just a few clicks away from countless business tools and new apps designed to make your business lives easier. However, sorting through them all (and then learning how to *use* them) can be a bit of a challenge. In this "Tech Talk," we will pinpoint some of the best new and "tried and true" digital tools for independent business owners and demonstrate key ways to leverage them for your work. From professionally establishing your editing business and engaging new clients, to efficiently managing daily tasks and tracking your hours, we will cover the best tech tools make your work life easier and more effective.

# USE EVERNOTE TO...

Write anything — project notes, proposal drafts, email templates, to do lists

## Tech Talks: Leveraging New Techno...

8 SECONDS AGO

MEETING DESCRIPTION As independent editors bringing your businesses into 2016, you are just a few clicks away from countless

## Javascript Class

2 MINUTES AGO

numbers, strings, boolean Variables: storing & displaying things Operators (addition, subtraction, multiplication, increment,

## Apartment complexes

53 MINUTES AGO

Bellevue Park highland Middle of nowhere place KIRKLAND: Hubbards Crossing 12520 101st Way NE #6,KirklandWA98034 Great



Share



Classes New tag...

## Tech Talks: Leveraging Ne...

### MEETING DESCRIPTION

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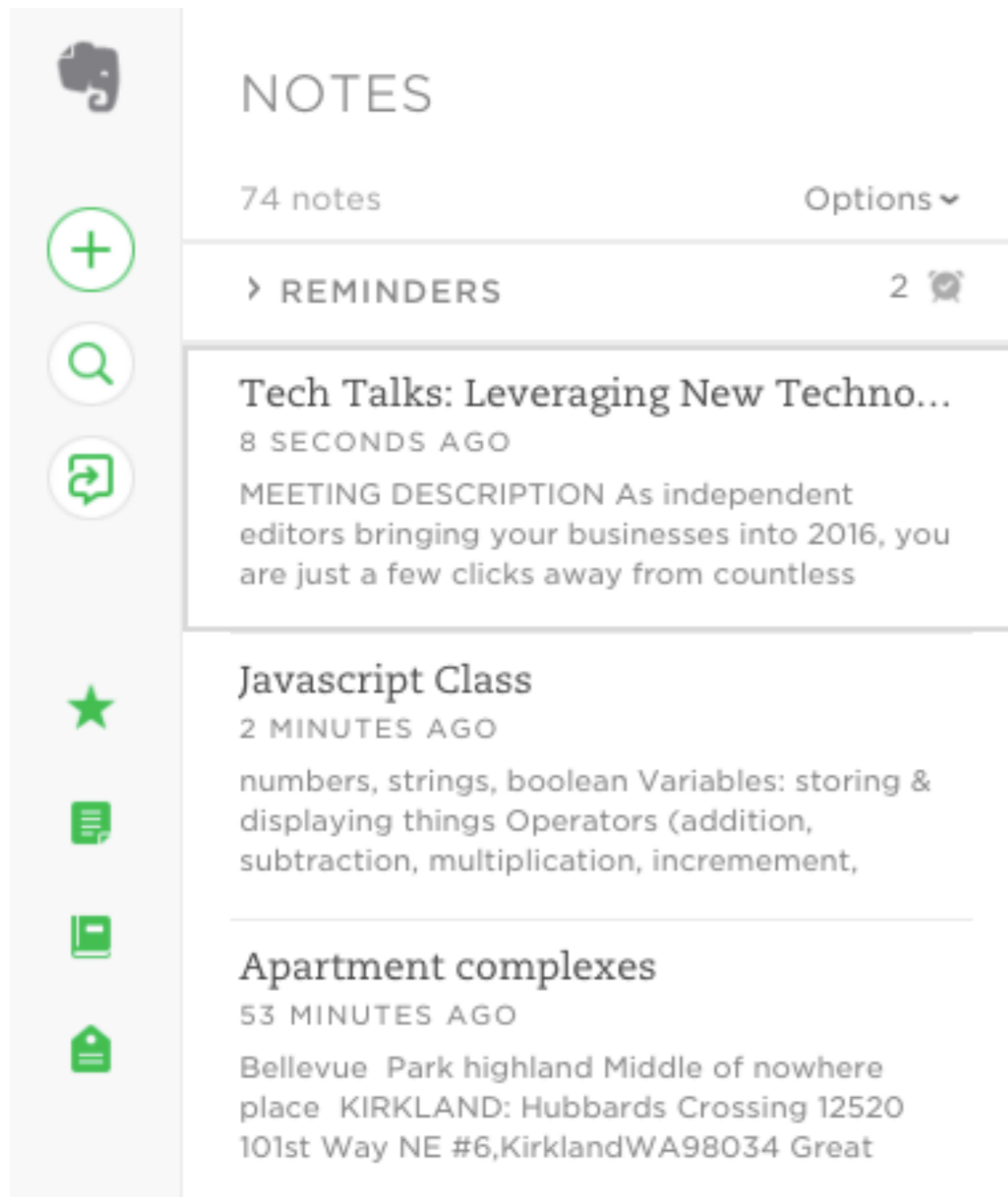
# USE EVERNOTE TO...

The screenshot displays the Evernote application interface. On the left is a vertical sidebar with icons for home, add, search, share, star, list, and home. The main area is divided into sections: 'NOTES' (74 notes, Options), 'REMINDERS' (2), and a list of notes. The first note is 'Tech Ta' (8 SECON MEETING editors br are just a). Below it is 'Javascript Class' (2 MINUTES AGO) with content: 'numbers, strings, boolean Variables: storing & displaying things Operators (addition, subtraction, multiplication, increment,'. The next note is 'Apartment complexes' (53 MINUTES AGO) with content: 'Bellevue Park highland Middle of nowhere place KIRKLAND: Hubbards Crossing 12520 101st Way NE #6,KirklandWA98034 Great'. To the right, a preview of a note titled 'Tech Talks: Leveraging Ne...' is visible, with a 'Share' button and a green share icon. A dark grey text box is overlaid on the notes list, containing the text: 'Clip info, articles, and screenshots from the web when researching (\*Chrome plug-in)'. The text box is positioned over the 'Tech Ta' and 'Javascript Class' notes.

# USE EVERNOTE TO...

The image shows the Evernote application interface. On the left is a sidebar with navigation icons: a home icon, a plus sign, a magnifying glass, a refresh icon, a star, a list icon, a document icon, and a house icon. The main area is divided into two sections. The top section is titled 'NOTES' and shows '74 notes' and 'Options'. Below it is a 'REMINDERS' section with '2' items. The bottom section shows a list of notes, including 'Tech Talks: Leveraging New Techno...' (8 SECONDS AGO), 'Javascript Class' (2 MINUTES AGO), and 'Apartment complexes' (53 MINUTES AGO). The right side of the image shows a detailed view of the 'Tech Talks' note. It has a title 'Tech Talks: Leveraging Ne...', a 'MEETING DESCRIPTION' section, and a 'Share' button. A central text box with a dark background and white text reads: 'Store images of handwritten notes, business cards, and expense receipts to organize your business'.

# USE EVERNOTE TO...



The image shows the Evernote application interface. On the left is a vertical sidebar with icons for home, add, search, share, star, list, folder, and home. The main area is titled 'NOTES' and shows a list of notes. The first note is 'Tech Talks: Leveraging New Techno...' with a timestamp of '8 SECONDS AGO'. The second note is 'Javascript Class' with a timestamp of '2 MINUTES AGO'. The third note is 'Apartment complexes' with a timestamp of '53 MINUTES AGO'. The interface includes a search bar, a 'Share' button, and a 'New tag...' option.

NOTES

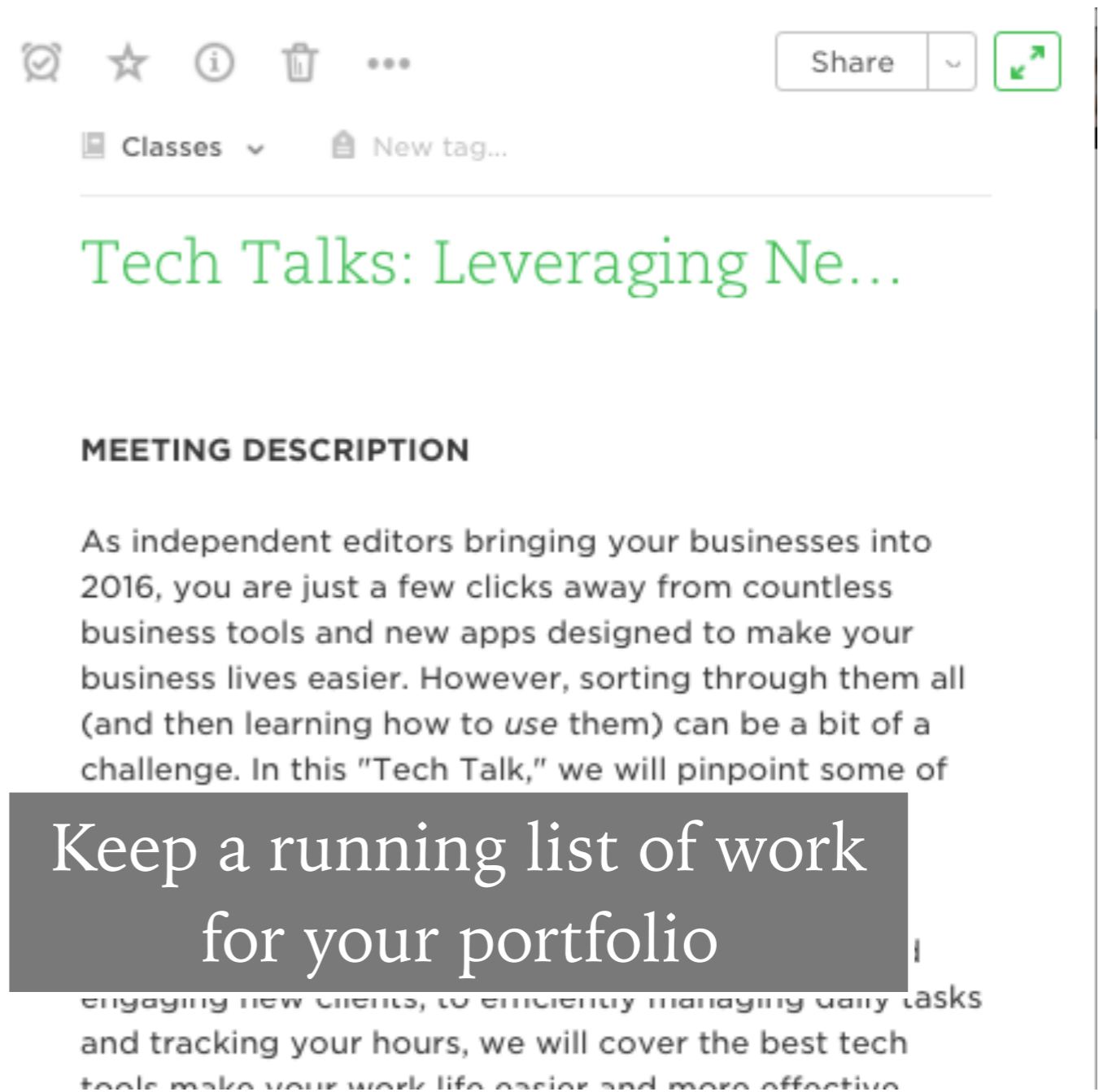
74 notes Options ▾

› REMINDERS 2 🔔

**Tech Talks: Leveraging New Techno...**  
8 SECONDS AGO  
MEETING DESCRIPTION As independent editors bringing your businesses into 2016, you are just a few clicks away from countless

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**Apartment complexes**  
53 MINUTES AGO  
Bellevue Park highland Middle of nowhere place KIRKLAND: Hubbards Crossing 12520 101st Way NE #6,KirklandWA98034 Great



The image shows a close-up of an Evernote note. The note is titled 'Tech Talks: Leveraging Ne...' and has a 'MEETING DESCRIPTION' section. The text in the description reads: 'As independent editors bringing your businesses into 2016, you are just a few clicks away from countless business tools and new apps designed to make your business lives easier. However, sorting through them all (and then learning how to use them) can be a bit of a challenge. In this "Tech Talk," we will pinpoint some of'. A dark grey box with white text is overlaid on the note, reading 'Keep a running list of work for your portfolio'. Below the box, the text continues: 'engaging new clients, to efficiently managing daily tasks and tracking your hours, we will cover the best tech tools make your work life easier and more effective'.

🔔 ☆ ⓘ 🗑️ ⋮

Share ▾ 📄

Classes ▾ New tag...

**Tech Talks: Leveraging Ne...**

**MEETING DESCRIPTION**

As independent editors bringing your businesses into 2016, you are just a few clicks away from countless business tools and new apps designed to make your business lives easier. However, sorting through them all (and then learning how to use them) can be a bit of a challenge. In this "Tech Talk," we will pinpoint some of

**Keep a running list of work for your portfolio**

engaging new clients, to efficiently managing daily tasks and tracking your hours, we will cover the best tech tools make your work life easier and more effective



# PERFECTING PROJECT MANAGEMENT

---

*Calendars, Tasks, Lists, Oh My!*

# PERFECTING PROJECT MANAGEMENT

---

## WHICH TO USE?

*There are a TON of to-do-list apps on the marketplace, and my general rule is “use what works for you.” But if I had to choose just ONE...*





*[www.asana.com](http://www.asana.com)*

*web app | mobile app | extensions & integrations*

# ASANA HIGHLIGHTS

---

## VERY CUSTOMIZABLE WITH:

- projects
- sections
- tasks
- subtasks
- tags
- colors
- due dates
- due times
- comments
- attachments

# ASANA HIGHLIGHTS

---

The screenshot displays the Asana web interface. On the left is a dark blue sidebar with the Asana logo and navigation options: 'My Dashboard', 'Show Recents and more...', 'CP', 'Invite People', 'Team Conversations', 'Team Calendar', 'PROJECTS', 'Work Rules! (Hachette)', and 'The Bump: Chicago (XO Group)'. The main content area has a top navigation bar with 'MY TASKS', 'MY INBOX', a search bar, and a '+'. Below this is a dropdown menu for 'My Tasks in My Company' with options for 'List', 'Calendar', and 'Files'. The 'List' view is active, showing an 'Add Task' button and a list of task rows. The first row is highlighted in light blue and contains a grid icon and a checkmark icon.

# ASANA HIGHLIGHTS

The screenshot displays the Asana web interface. On the left is a dark blue sidebar with the Asana logo at the top. Below the logo are sections for 'My Dashboard', 'Team Conversations', 'Team Calendar', and 'PROJECTS'. The 'PROJECTS' section is highlighted with a plus sign icon. Two project names are listed: 'Work Rules! (Hachette)' and 'The Bump: Chicago (XO Group)'. The main content area on the right shows a navigation bar with 'MY TASKS', 'MY INBOX', and a search bar. Below this is a dropdown menu for 'My Tasks in My Company' with options for 'List', 'Calendar', and 'Files'. The 'List' view is active. An 'Add Task' button is visible at the top of the task list. A callout box with a dark background and white text, containing the instruction 'Start by creating a project to put your tasks in.', has a red arrow pointing to the plus sign next to the 'PROJECTS' header in the sidebar.

# ASANA HIGHLIGHTS

---

The image shows the Asana interface with a 'New Project' modal dialog open. The dialog has a title bar with 'New Project' and a close button. Below the title, there is a 'PROJECT NAME' field containing 'EdGuild Presentation'. Underneath is a description field with the placeholder text 'Add a description'. The 'PRIVACY' section has two radio button options: 'Shared with My Company' (which is selected) and 'Private to me'. The 'Shared with My Company' option includes the subtext 'All members of this workspace can access this project.' The 'Private to me' option includes the subtext 'Only you can access this project.' At the bottom right of the dialog is a blue 'Create Project' button, which is highlighted by a red arrow.

# ASANA HIGHLIGHTS

The screenshot displays the Asana web interface. On the left is a dark blue sidebar with the Asana logo and navigation options: 'My Dashboard', 'Team Conversations', 'Team Calendar', and 'PROJECTS'. Under 'PROJECTS', 'EdGuild Presentation' is selected. The main content area shows the project header with 'MY TASKS', 'MY INBOX', and a search bar. Below the header, the project name 'EdGuild Presentation' is followed by view options: 'List', 'Conversations', 'Calendar', 'Progress', and 'Files'. A context menu is open over the 'List' view, listing actions such as 'Edit Name & Description', 'Copy Project URL', 'Sync to Calendar', 'Add Tasks by Email', 'Print', 'Use as a Template (Copy Project)', 'Set Highlight Color', 'Export', 'Archive Project', and 'Delete Project'. The 'Set Highlight Color' option is highlighted in blue and has a color picker sub-menu open, showing a grid of color swatches and a 'No Color' option. The 'Set for Everyone' checkbox is checked.



# ASANA HIGHLIGHTS

The screenshot displays the Asana web interface. On the left is a dark blue sidebar with the Asana logo and navigation options: 'My Dashboard', 'Team Conversations', 'Team Calendar', 'PROJECTS' (with a plus icon), 'Work Rules! (Hachette)', 'The Bump: Chicago (XO Group)', and 'EdGuild Presentation' (highlighted). The main content area has a top navigation bar with 'MY TASKS', 'MY INBOX', a plus icon, and a search bar. Below this is a project header for 'EdGuild Presentation' with tabs for 'List', 'Conversations', 'Calendar', 'Progress', and 'Files'. The task list shows one task: 'Cover Asana Basics' with a checkmark icon and a user icon. Below the task is a text input field with the placeholder 'Add another task by pressing enter.' and several horizontal lines for additional tasks. On the right, a task detail panel for 'Cover Asana Basics' includes a 'Start timer' button, a 'Description' field, and a comment section with a 'Write a comment...' text area and a 'Followers' section showing 'CP' and a plus icon.

# ASANA HIGHLIGHTS

The image shows a screenshot of the Asana web interface. On the left is a dark blue sidebar with the Asana logo and navigation options like 'My Dashboard', 'Team Conversations', and 'PROJECTS'. The main area is divided into a top navigation bar with 'MY TASKS', 'MY INBOX', and a search bar. Below that, the current project is 'EdGuild Presentation' with view options: 'List', 'Conversations', 'Calendar', 'Progress', and 'Files'. The task list shows one task: 'Cover Asana Basics'. A red arrow points to the first line of the task input field, which contains the text 'Add another task by pressing enter.'. A grey text box with white text is overlaid on the task list, stating: 'Just click on your first line to start typing a task.' The right sidebar shows the task details for 'Cover Asana Basics', including a 'Start timer' button, a 'Description' field, and a comment section.

# ASANA HIGHLIGHTS

The screenshot displays the Asana web interface. On the left is a dark blue sidebar with the Asana logo and navigation options: My Dashboard, Show Recents and more..., Invite People (with a 'CP' profile icon), Team Conversations, Team Calendar, PROJECTS (with a '+' icon), Work Rules! (Hachette), The Bump: Chicago (XO Group), and EdGuild Presentation (highlighted in orange). The main content area is titled 'EdGuild Presentation' and shows a task list. At the top of this area are 'MY TASKS', 'MY INBOX', a search bar, and view options: 'List' (underlined), 'Conversations', 'Calendar', 'Progress', and 'Files'. Below the view options is an 'Add Task' button and a 'View: Incomplete Tasks' dropdown. The task list is titled 'Cover Asana Basics:' and shows a 'List View' option with a checkmark and a user icon. The task list itself is empty with several horizontal lines. On the right side of the interface, there is a 'Unassigned' section with a calendar icon, followed by a section for 'EdGuild Presentation' showing 'List View' with a checkmark, a 'Start timer' button, a text input field, and a comment section with a 'CP' profile icon and a 'Write a comment...' text area. At the bottom right, there is a 'Followers' section with a 'CP' profile icon and a '+' icon.

# ASANA HIGHLIGHTS

The screenshot displays the Asana web interface. On the left is a dark blue sidebar with the Asana logo, navigation options like 'My Dashboard', 'Team Conversations', and 'Team Calendar', and a 'PROJECTS' section listing 'Work Rules! (Hachette)', 'The Bump: Chicago (XO Group)', and 'EdGuild Presentation'. The main content area shows the 'EdGuild Presentation' project in 'List' view. At the top, there are tabs for 'MY TASKS', 'MY INBOX', and a search bar. Below these are navigation options for 'List', 'Conversations', 'Calendar', 'Progress', and 'Files'. A task titled 'Cover Asana Basics:' is highlighted in light blue. A red arrow points to a colon at the end of this task title. A grey callout box with white text is overlaid on the task, stating: 'Enjoy shortcuts like a colon after a task to create a section of tasks, and just “enter” to create a new task.' The right sidebar shows 'Unassigned' tasks, the current project 'EdGuild Presentation', and a 'List View' section with a 'Start timer' button and a comment box.

asana

MY TASKS MY INBOX

Search

EdGuild Presentation

List Conversations Calendar Progress Files

Add Task

View: Incomplete Tasks

Cover Asana Basics:

List View

Enjoy shortcuts like a colon after a task to create a section of tasks, and just “enter” to create a new task.

Unassigned

EdGuild Presentation

List View

Start timer

Carin Panganiban creat

CP Write a comment...

Followers CP

# ASANA HIGHLIGHTS

The screenshot displays the Asana web interface. At the top, there are navigation tabs for 'MY TASKS' and 'MY INBOX', a search bar, and a user profile for 'My Company' with initials 'CP'. Below this, the current workspace is identified as 'EdGuild Presentation'. The main view is a 'List' view of tasks, with options for 'Conversations', 'Calendar', 'Progress', and 'Files'. A sidebar on the left contains an 'Add Task' button and a 'View: Incomplete Tasks' dropdown. The task list shows a task titled 'Cover Asana Basics:' in 'List View'. The task detail panel on the right shows the task title, a 'Start timer' button, a 'Description' field, and a comment section with a 'Comment' button. The comment section shows a user profile 'CP' and a text input field with the placeholder 'Write a comment...'. The task detail panel also includes a 'Start timer' button and a 'Description' field. The task list shows a task titled 'Cover Asana Basics:' in 'List View'. The task detail panel on the right shows the task title, a 'Start timer' button, a 'Description' field, and a comment section with a 'Comment' button. The comment section shows a user profile 'CP' and a text input field with the placeholder 'Write a comment...'. The task detail panel also includes a 'Start timer' button and a 'Description' field.

# ASANA HIGHLIGHTS

The screenshot displays the Asana web interface. At the top, there are navigation tabs for 'MY TASKS' and 'MY INBOX', a search bar, and a user profile for 'My Company' with initials 'CP'. Below this, the project 'EdGuild Presentation' is selected, with tabs for 'List', 'Conversations', 'Calendar', 'Progress', and 'Files'. The 'List' view is active, showing a task titled 'Cover Asana Basics'. The task card includes a 'List View' header, a 'Start timer' button, and a 'Description' field. A comment section at the bottom shows a user 'CP' with a text input field and a 'Comment' button. A red arrow points from a text box on the left towards the task card.

MY TASKS MY INBOX + Search My Company CP

EdGuild Presentation List Conversations Calendar Progress Files 1 Member Add

Add Task View: Incomplete Tasks

Cover Asana Basics:

List View |

Add another task by pressing enter.

Unassigned Due Date

EdGuild Presentation > Cover Asana Basics

List View

Start timer

Description

Carin Panganiban created task. 10:10pm  
Carin Panganiban added to EdGuild Presentation. 10:10pm

CP Write a comment... Comment

And then leave as is  
or get into the nitty  
gritty

# ASANA HIGHLIGHTS

The image shows a screenshot of the Asana web interface. At the top, there are navigation tabs for 'MY TASKS' and 'MY INBOX', a search bar, and a user profile for 'My Company' with initials 'CP'. Below this, there are tabs for 'Conversations', 'Calendar', 'Progress', and 'Files', along with '1 Member' and an 'Add' button. A dark grey box with the text 'due date' is overlaid on the left side, with a red arrow pointing from it to the 'Due Date' icon in the task toolbar. The task toolbar also includes icons for 'Unassigned', 'Due Date', 'Heart', 'Shield', 'Share', 'Attach', and 'More'. The main task area shows a task titled 'Cover Asana Basics' under the project 'EdGuild Presentation'. The task is in 'List View' and has a 'Start timer' button. Below the task title, there is a 'Description' field. At the bottom, there is a comment section with a text input field and a 'Comment' button. The user 'Carin Panganiban' is shown as the creator of the task.

# ASANA HIGHLIGHTS

The screenshot displays the Asana web interface. At the top, there are navigation tabs for 'MY TASKS' and 'MY INBOX', a search bar, and a user profile for 'My Company' (CP). Below this, the current workspace is identified as 'EdGuild Presentation' with a star icon and a dropdown arrow. The view is set to 'List', with other options like 'Conversations', 'Calendar', 'Progress', and 'Files' visible. A '1 Member' and 'Add' button are also present.

The main task area is split into two columns. The left column has an 'Add Task' button and a 'View: Incomplete Tasks' dropdown. Below this, a task titled 'Cover Asana Basics:' is shown with a greyed-out 'tags' field and a prompt to 'Add another task by pressing enter.' The right column shows a task card for 'Cover Asana Basics' with a 'List View' icon, a 'Start timer' button, and a description field. A red arrow points from the 'tags' field in the left column to the 'tags' icon in the task card's header. Below the task card, there are two activity log entries: 'Carin Panganiban created task. 10:10pm' and 'Carin Panganiban added to EdGuild Presentation. 10:10pm'. At the bottom, there is a comment section with a 'Write a comment...' input field and a 'Comment' button.



# ASANA HIGHLIGHTS

The screenshot displays the Asana interface. At the top, there are navigation tabs for 'MY TASKS', 'MY INBOX', and a search bar. Below this, the 'EdGuild Presentation' project is selected, with tabs for 'List', 'Conversations', 'Calendar', 'Progress', and 'Files'. The 'List' view is active, showing a task titled 'Cover Asana Basics'. The task detail view on the right shows the task title, a 'List View' button, a 'Stop' button, a 'Description' field, and a comment section. A red arrow points from a text box to the task detail view.

MY TASKS MY INBOX + Search My Company CP

EdGuild Presentation List Conversations Calendar Progress Files 1 Member Add

Add Task View: Incomplete Tasks

Cover Asana Basics:

List View |

Add another task by pressing enter.

subtasks, attachments, and more

EdGuild Presentation > Cover Asana Basics

List View

Stop

Description

Carin Panganiban created task. 10:10pm  
Carin Panganiban added to EdGuild Presentation. 10:10pm

CP Write a comment... Comment

# ASANA HIGHLIGHTS

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## ORGANIZE YOUR WAY WITH:

- Task list view
- Calendar view
- Drag and drop sections and tasks
- View by tag
- Search by keyword
- Sort by due date
- Show uncompleted tasks, completed tasks, or both

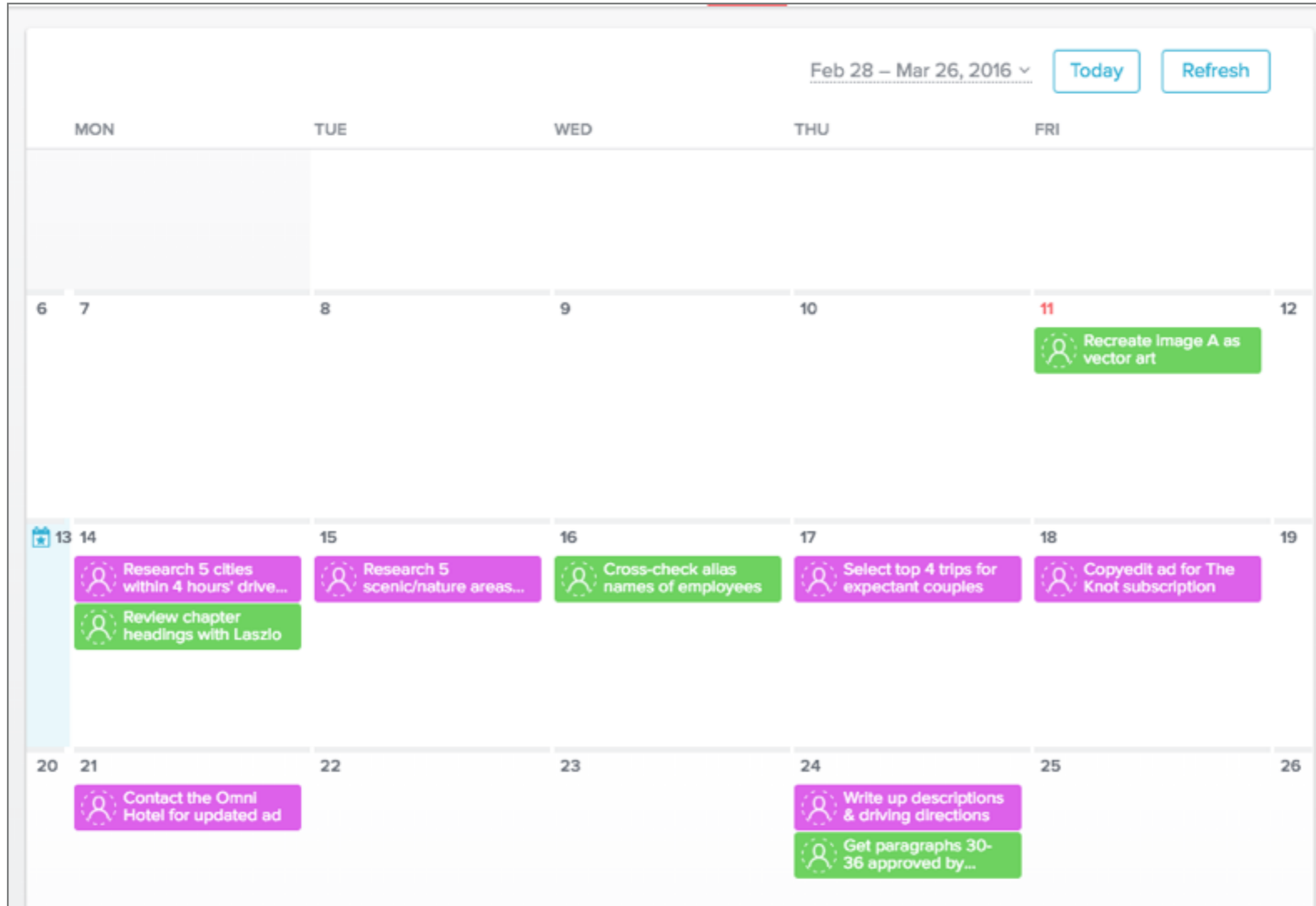
# ASANA HIGHLIGHTS

The screenshot displays the Asana web interface. On the left is a dark blue sidebar with the Asana logo, a 'My Dashboard' section with a 'Show Recents and more...' link, and a 'PROJECTS' section listing 'Work Rules! (Hachette)', 'The Bump: Chicago (XO Group)', and 'EdGuild Presentation'. The main workspace shows the 'Work Rules! (Hachette)' project in 'List' view. At the top of the workspace, there are navigation tabs for 'MY TASKS', 'MY INBOX', a search bar, and a 'My Company' profile. Below these are sub-tabs for 'List', 'Conversations', 'Calendar', 'Progress', and 'Files'. A 'View: Incomplete Tasks' dropdown is in the top right. The task list is organized into sections: 'Chapter 1:', 'Chapter 5:', and 'Insert:'. Each task is preceded by a checked checkbox and followed by a category label and a due date.

Task	Category	Due Date
Review chapter headings with Laszlo	copyediting	Tomorrow
Recreate image A as vector art	design	Mar 11
Cross-check alias names of employees	copyediting	Wednesday
Get paragraphs 30-36 approved by Google's legal department		Mar 24
Crop and color correct 23 images for insert	design	
Insert layout	design	
Typeset captions	composition	
Hire and write contract for insert printer	prepress	
Send approved proof to insert printer with color instruction		

# ASANA HIGHLIGHTS

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# ASANA HIGHLIGHTS

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## COLLABORATE WITH OTHERS WITH:

- Shared lists, calendars, and files
- Task assignments
- Team status and progress charts
- Team conversations and comments
- Customizable notifications

# ASANA HIGHLIGHTS

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## INTEGRATIONS GALORE!



# TRACKING YOUR TIME

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*Goodbye guestimations*



[www.toggl.com](http://www.toggl.com)

*web app | mobile app | desktop app | extensions & integrations*



# TOGGL HIGHLIGHTS

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- Use timer or manual input
- Add description, project, client
- Separate billable hours (pro feature)
- Create reports
- Use anywhere, with mobile apps (iphone & android), desktop app (mac, pc & linux), and Chrome extension
- INTEGRATE WITH ASANA!

# TOGGL HIGHLIGHTS

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The screenshot shows the Toggl web interface. At the top is a dark navigation bar with the Toggl logo, menu items for 'Timer', 'Reports', 'Projects', and 'Team', and user information for 'Carin Panganiban'. Below the navigation bar is a light gray area containing a single timer entry. The entry has a text input field with 'Presenting', a '+ SELECT PROJECT' button, a tag icon, a '\$' icon, a '0 sec' timer, and a green 'Go!' button. A blue link 'Add manually' is located in the top right corner of the timer entry area.

# TOGGL HIGHLIGHTS

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The screenshot shows the Toggl web interface. At the top is a dark navigation bar with the Toggl logo, menu items for 'Timer', 'Reports', 'Projects', and 'Team', a hamburger menu icon, a notification bell with a red '1', a help icon, and the user name 'Carin Panganiban'. Below the navigation bar is a light gray header area with the text 'Add manually' on the right. The main content area features a white input field containing the text 'Presenting'. To the right of the input field are several elements: a green plus sign followed by the text '+ SELECT PROJECT', a tag icon, a dollar sign icon, and the text '0 sec'. On the far right of this row is a bright green button with the text 'Go!'.



Start with  
title

# TOGGL HIGHLIGHTS

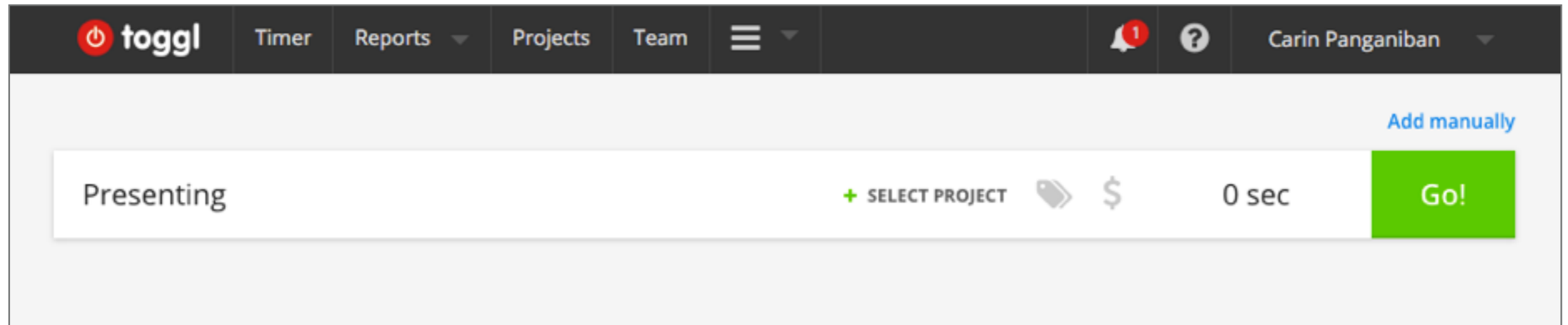
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The screenshot shows the top navigation bar of the Toggl application. The navigation items are: toggl (logo), Timer, Reports (with a dropdown arrow), Projects, Team, and a menu icon (with a dropdown arrow). On the right side of the navigation bar, there is a notification bell icon with a red '1', a help icon (question mark), and the user name 'Carin Panganiban' with a dropdown arrow. Below the navigation bar, the main interface shows a project timer for 'Presenting'. A grey box with the text 'Add project' is overlaid on the timer. To the right of the timer, there is a '+ SELECT PROJECT' button, a tag icon, a dollar sign icon, and a '0 sec' display. A green 'Go!' button is on the far right. A blue link 'Add manually' is located above the 'Go!' button. A red arrow points from the 'Add project' box to the 'Create project' modal below.

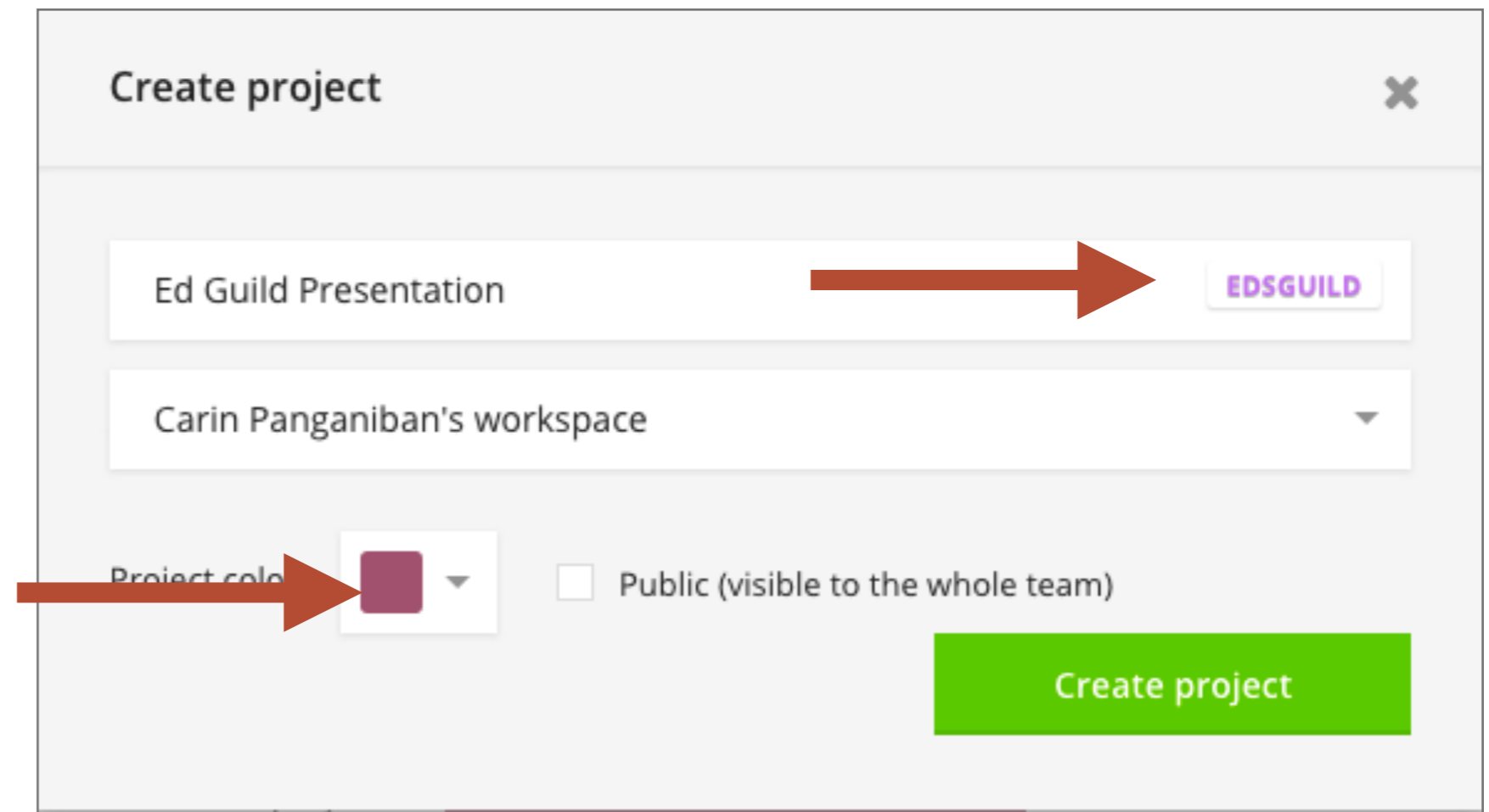
The screenshot shows the 'Create project' modal dialog. The title bar contains 'Create project' and a close button (X). The main content area has a text input field containing 'Ed Guild Presentation' and a '+ SELECT CLIENT' button to its right. Below this is a dropdown menu showing 'Carin Panganiban's workspace'. At the bottom, there is a 'Project color:' label, a color selection box (currently showing a grey square), and a checkbox labeled 'Public (visible to the whole team)'. A green 'Create project' button is located at the bottom right of the modal.

# TOGGL HIGHLIGHTS

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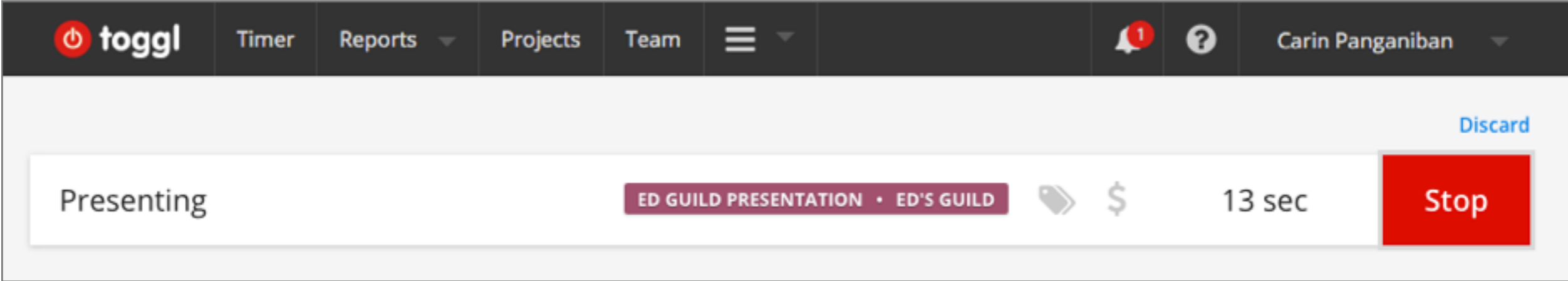


Customize  
with colors  
and client



# TOGGL HIGHLIGHTS

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Hitting “GO”  
at any point  
starts the  
timer

# TOGGL HIGHLIGHTS

The screenshot displays the Toggl web interface. At the top, there is a navigation bar with the Toggl logo, 'Timer', 'Reports', 'Projects', 'Team', and a menu icon. On the right side of the navigation bar, there are notification and help icons, and the user's name 'Carin Panganiban'. Below the navigation bar, a timer is active, showing 'Presenting' as the task name, 'ED GUILD PRESENTATION • ED'S GUILD' as the project, and a duration of '13 sec'. A red 'Stop' button is visible next to the timer. A 'Discard' link is located in the top right corner of the timer area. A dark grey text box is overlaid on the timer, containing the text: 'And at any point, you can view that day's and other days' logged work...'. Below the timer, a list of work items is shown for 'Sun, 6 Mar' with a total time of '0 h 01 min'. The items are: 'Cross-check alias names of employees' (0:00:19, 7:47 PM - 7:48 PM), 'Recreate image A as vector art' (0:01:08, 7:46 PM - 7:47 PM), and 'Tongits app' (0:00:01, 7:16 PM - 7:16 PM). The 'Tongits app' item has a blue 'TONGITS' button next to it.

Discard

Presenting ED GUILD PRESENTATION • ED'S GUILD 13 sec Stop

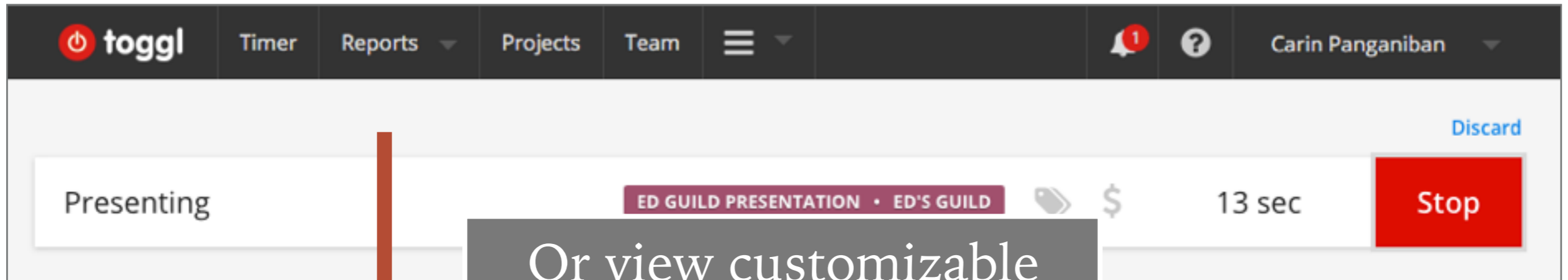
And at any point, you can view that day's and other days' logged work...

Sun, 6 Mar 0 h 01 min

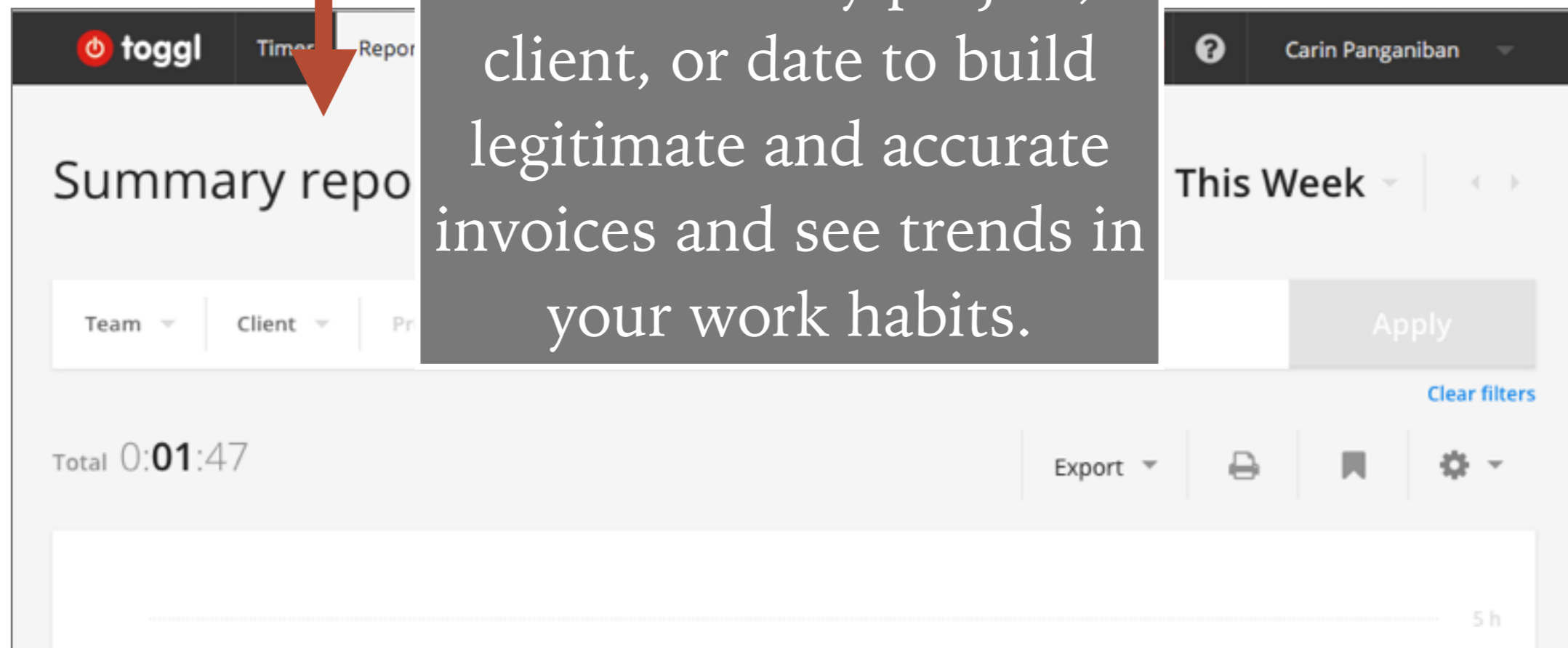
<input type="checkbox"/>	Cross-check alias names of employees	ED GUILD PRESENTATION • ED'S GUILD	0:00:19	7:47 PM - 7:48 PM
<input type="checkbox"/>	Recreate image A as vector art	ED GUILD PRESENTATION • ED'S GUILD	0:01:08	7:46 PM - 7:47 PM
<input type="checkbox"/>	Tongits app	TONGITS	0:00:01	7:16 PM - 7:16 PM

# TOGGL HIGHLIGHTS

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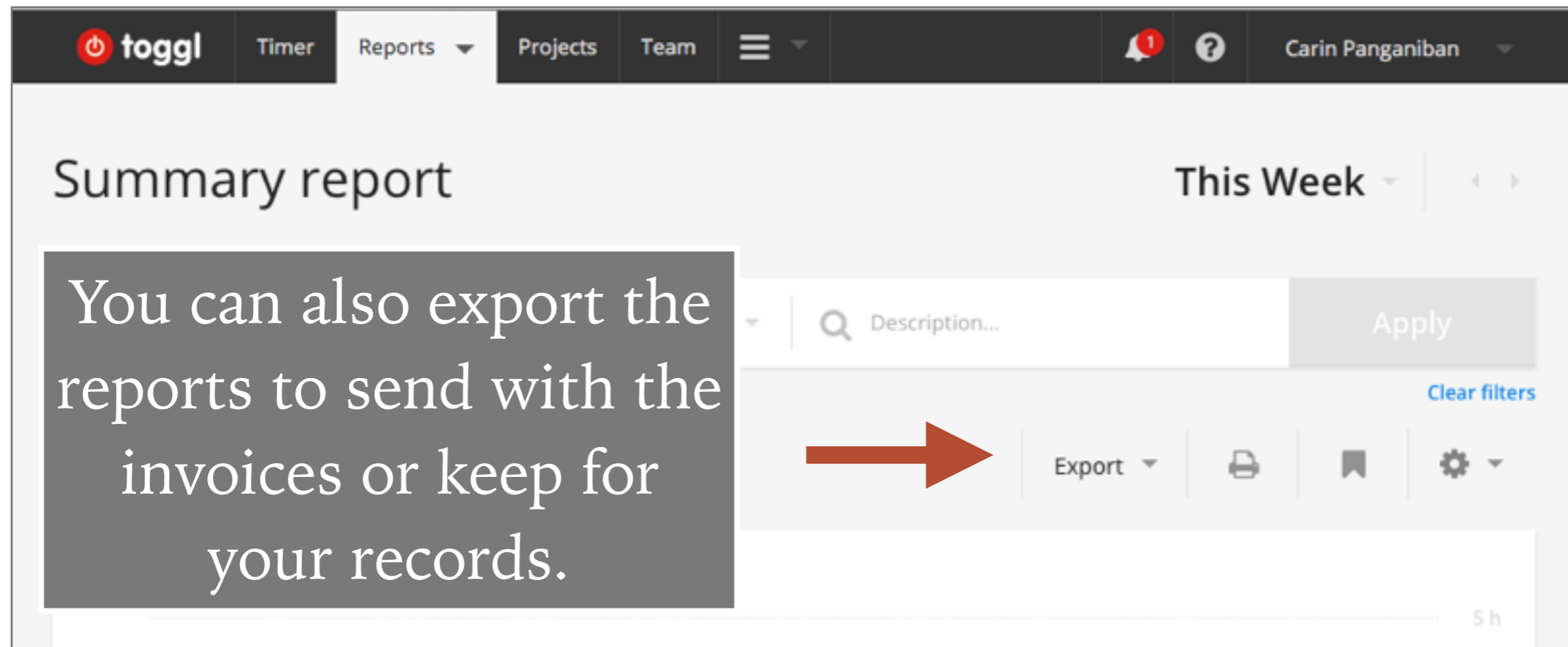
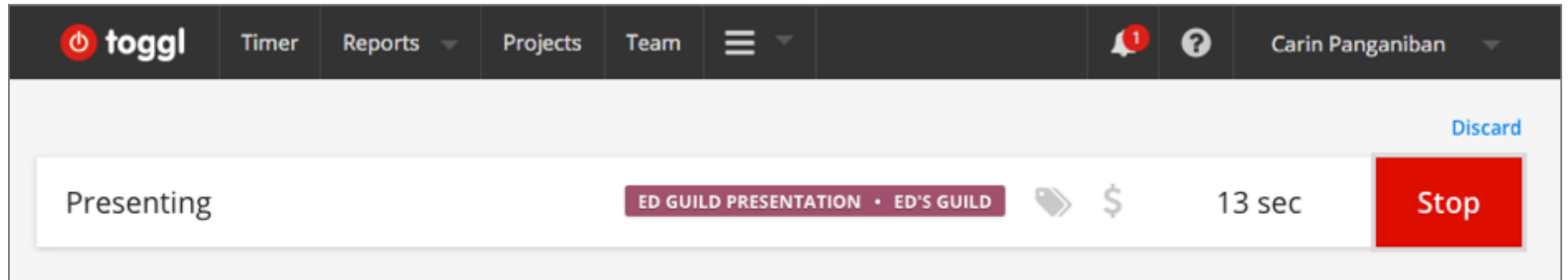
Or view customizable summaries by project, client, or date to build legitimate and accurate invoices and see trends in your work habits.





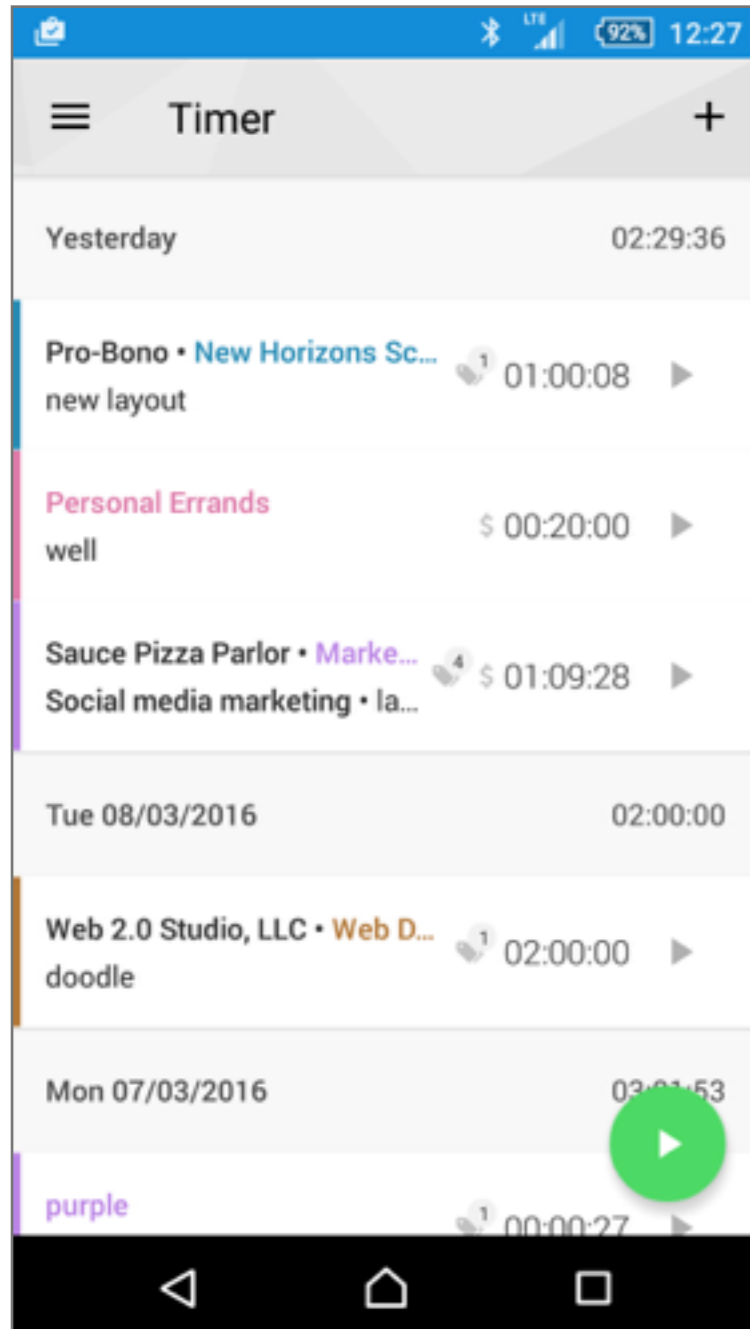
# TOGGL HIGHLIGHTS

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# TOGGL HIGHLIGHTS

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Use the mobile app to start your timer or view trends, whenever and wherever you are.

# TOGGL HIGHLIGHTS

om/0/60680215022663/calendar

MY TASKS MY INBOX + Search

My Company CP 1 Member Add

MON

6 7 8 9 12

13 14 15 16 17 18 19

Research 5 cities within 4 hours' drive... Research 5 scenic/nature areas... Cross-check allas names of employees Select top 4 trips for expectant couples Copyedit ad for The Knot subscription

Recreate Image A as vector art

And the Chrome extension to start a task whether you are on the toggl site or not

carin.panganiban@gmail.com

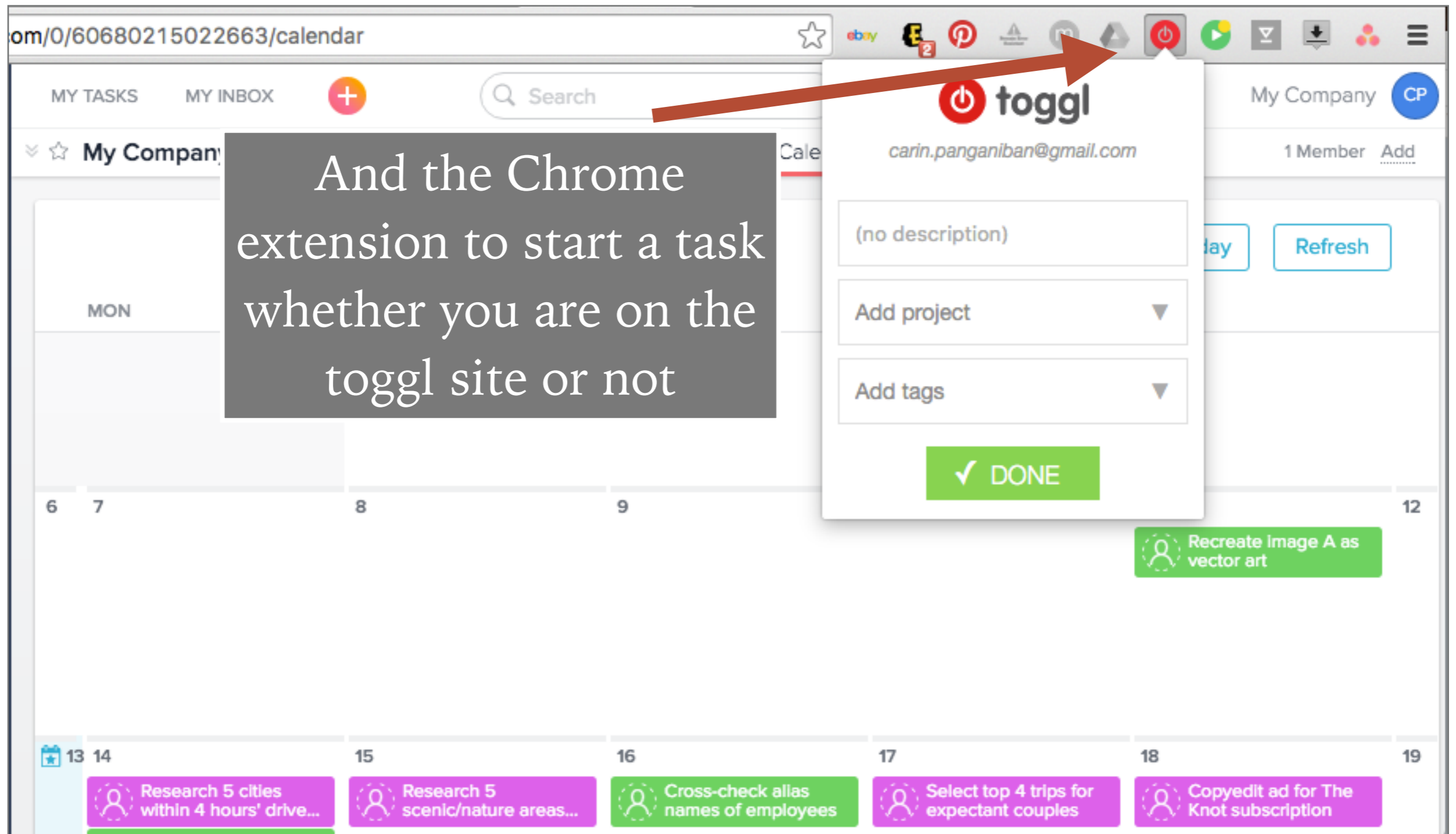
(no description)

Add project

Add tags

✓ DONE

Refresh

The image is a screenshot of a web browser displaying the Toggl task management interface. The browser's address bar shows a URL ending in "/calendar". The page has a navigation bar with "MY TASKS", "MY INBOX", and a search bar. A calendar view is visible, showing days from Monday to Friday. Several tasks are listed at the bottom of the calendar, each with a person icon and a description. A Chrome extension popup is open, showing the Toggl logo, the user's email address, and options to add a project or tags. A green "DONE" button is at the bottom of the popup. A red arrow points from the popup to the Toggl extension icon in the browser's toolbar. A grey text box with white text is overlaid on the calendar, stating: "And the Chrome extension to start a task whether you are on the toggl site or not".

# TOGGL HIGHLIGHTS

The screenshot displays the Asana web interface. At the top, the navigation bar includes 'MY TASKS', 'MY INBOX', a search bar, and 'My Company CP'. Below this, a project titled 'Work Rules! (Hachette)' is selected, with tabs for 'List', 'Conversations', 'Calendar', 'Progress', and 'Files'. The task view shows 'Unassigned' status, 'Wednesday' due date, and a task title 'Cross-check alias names of employees'. A red power button icon labeled 'Start timer' is visible below the title, with a red arrow pointing to it. Below the task title is a 'Description' field and a tag 'copyediting'. A history section at the bottom lists actions by 'Carin Panganiban' on 'Mar 6': 'created task', 'added to Work Rules! (Hachette)', 'added to copyediting', and 'changed the due date to March 16'. A dark grey text box on the right contains the text: 'And integrate right into Asana to start a timer for any Asana task!'.

# EXCITING EXTRAS

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*It's the little things*

# EXCITING EXTRAS

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Office Lens  
*mobile app*



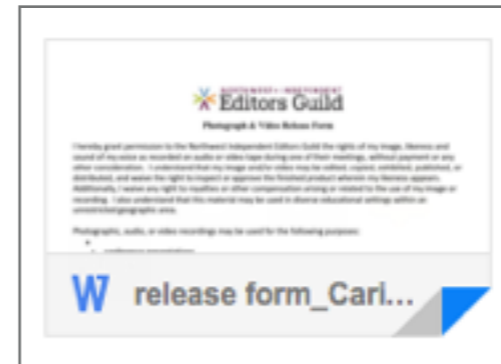
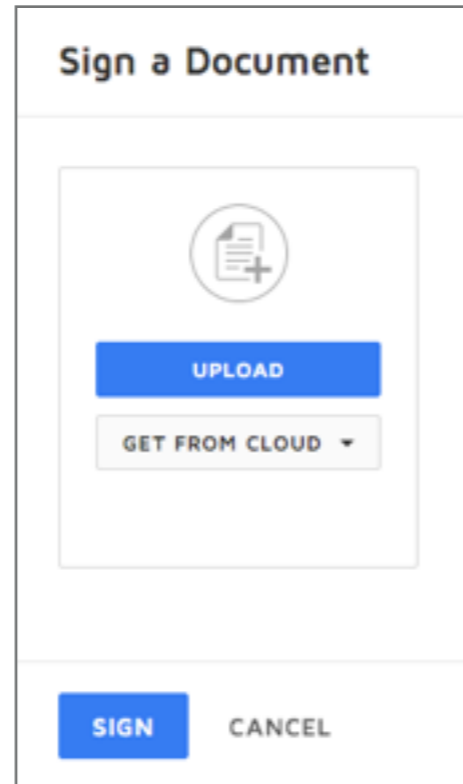
- Take photos of documents and convert them to crisp, clean image files to save or send
- Use for: expense receipts, whiteboard notes, handwritten diagrams, etc.
- See also: Tiny Scanner (mobile app) for turning pictures into PDFs.

# EXCITING EXTRAS

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DocuSign  
*mobile, web app  
& extensions*



- Sign documents via upload or the cloud
- Sign documents directly in Gmail or Google Drive with a Chrome extension
- Sign by mouse or finger on touch devices

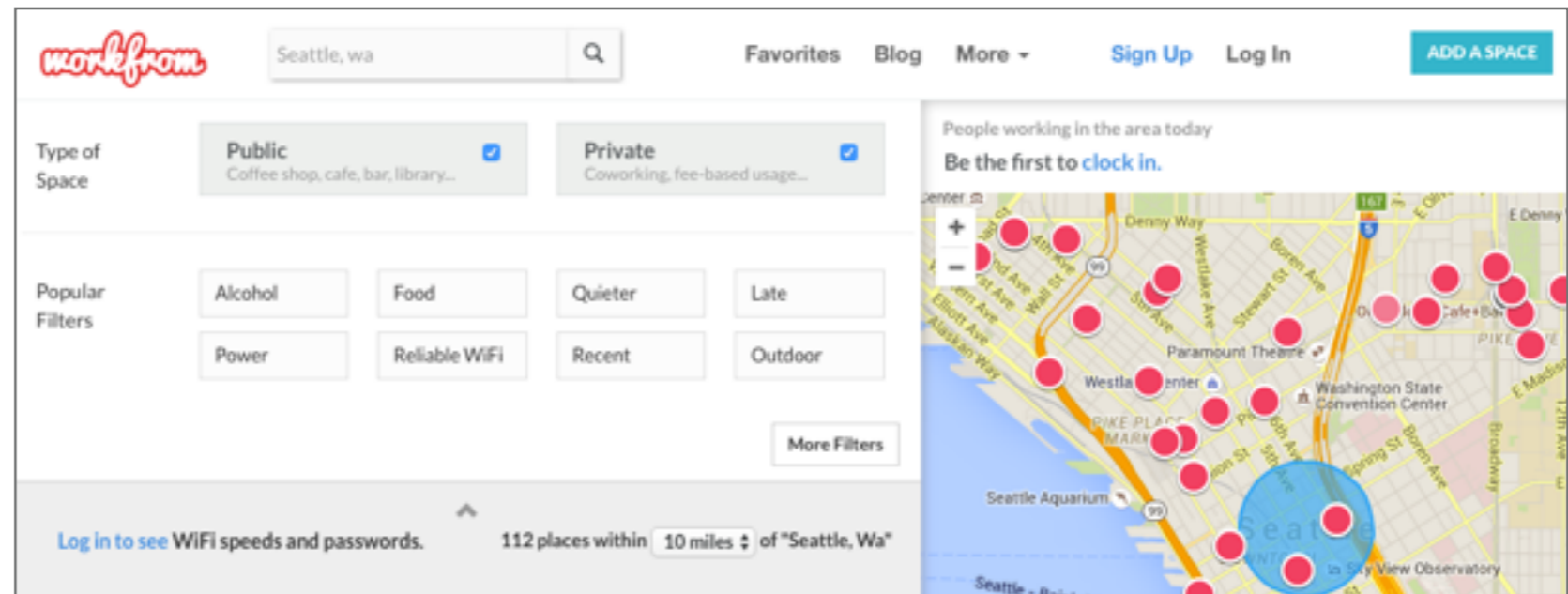
# EXCITING EXTRAS

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workfrom

*mobile & web app*



- Find spaces near you to do work: from cafes to rooms or desks to rent.
- See hours, wifi reliability, and other tips from fellow users



# EXCITING EXTRAS

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freedom

*mobile & web app*



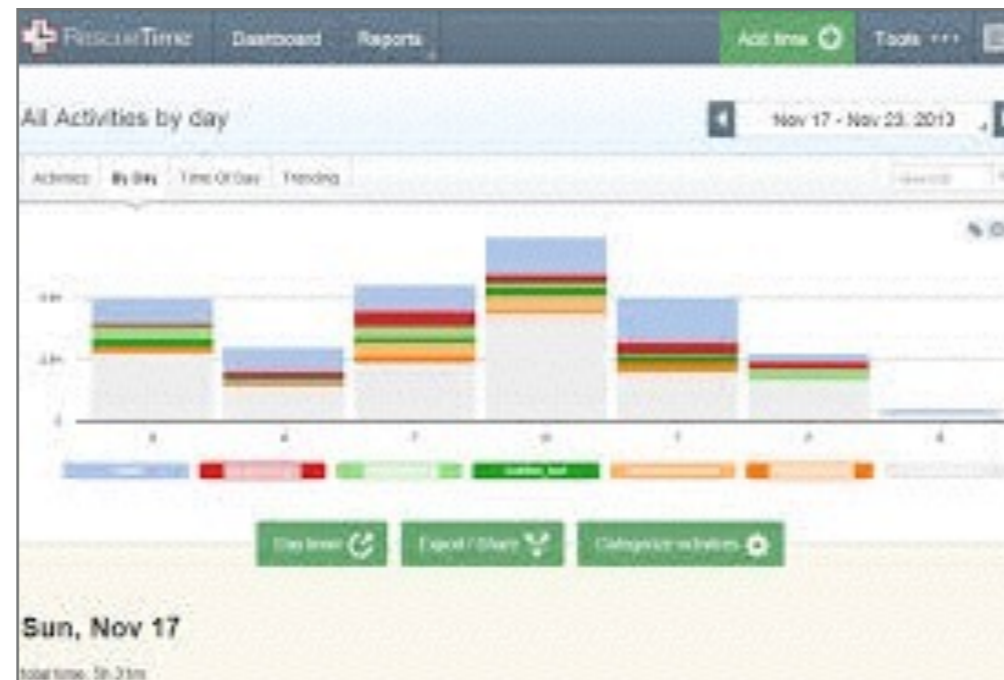
- Install to block specific distracting websites or apps when you need to, or at a scheduled time.
- Block the whole internet if you need to!

# EXCITING EXTRAS

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RescueTime  
*web & mobile app*



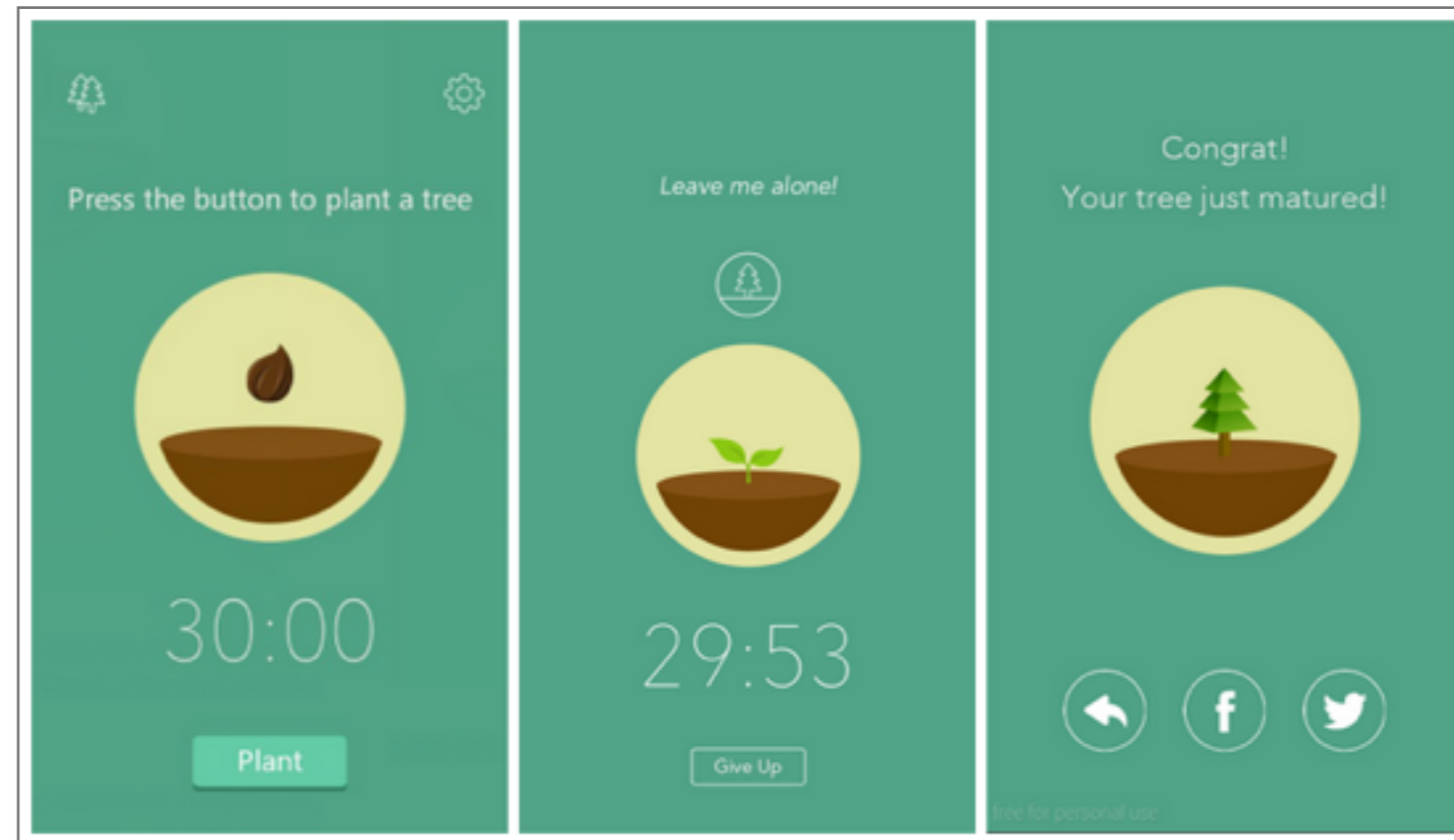
- Runs seamlessly in the background to let you know how much time you're spending on various sites and applications.
- Set alerts when you've reached a maximum time on a certain site or app!

# EXCITING EXTRAS

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Forest  
*mobile app*



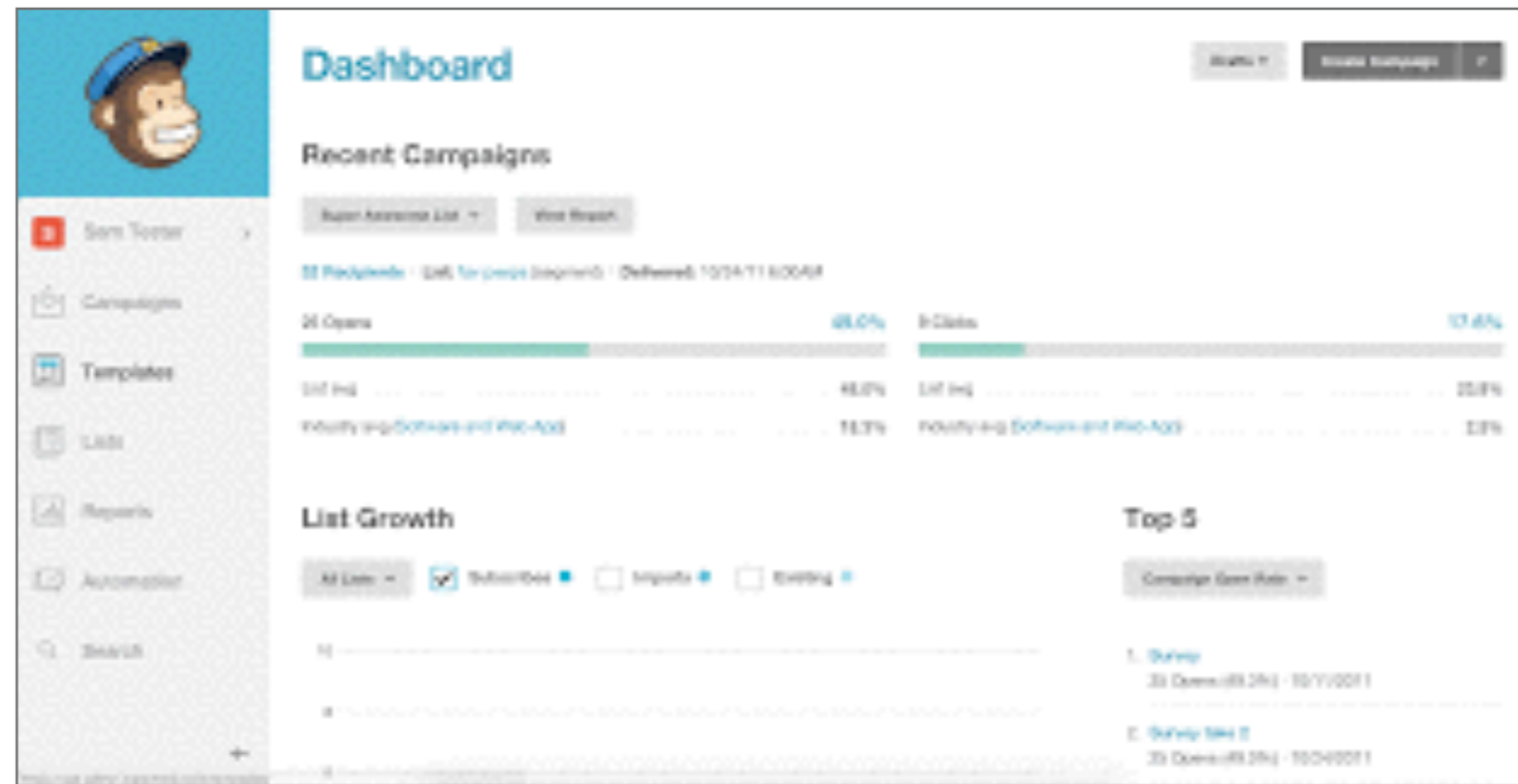
- The mobile app that keeps you from all other mobile apps (and notifications!)
- Start planting a tree when you're ready to foccus.
- The tree dies if you leave the app! Stay focused and you build a whole forest!

# EXCITING EXTRAS

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MailChimp  
*web app*



- Organize your contacts into groups and send mass emails when looking for new work
- Design email templates for standard, recurring communication
- See reports on email success and activity

# EXCITING EXTRAS

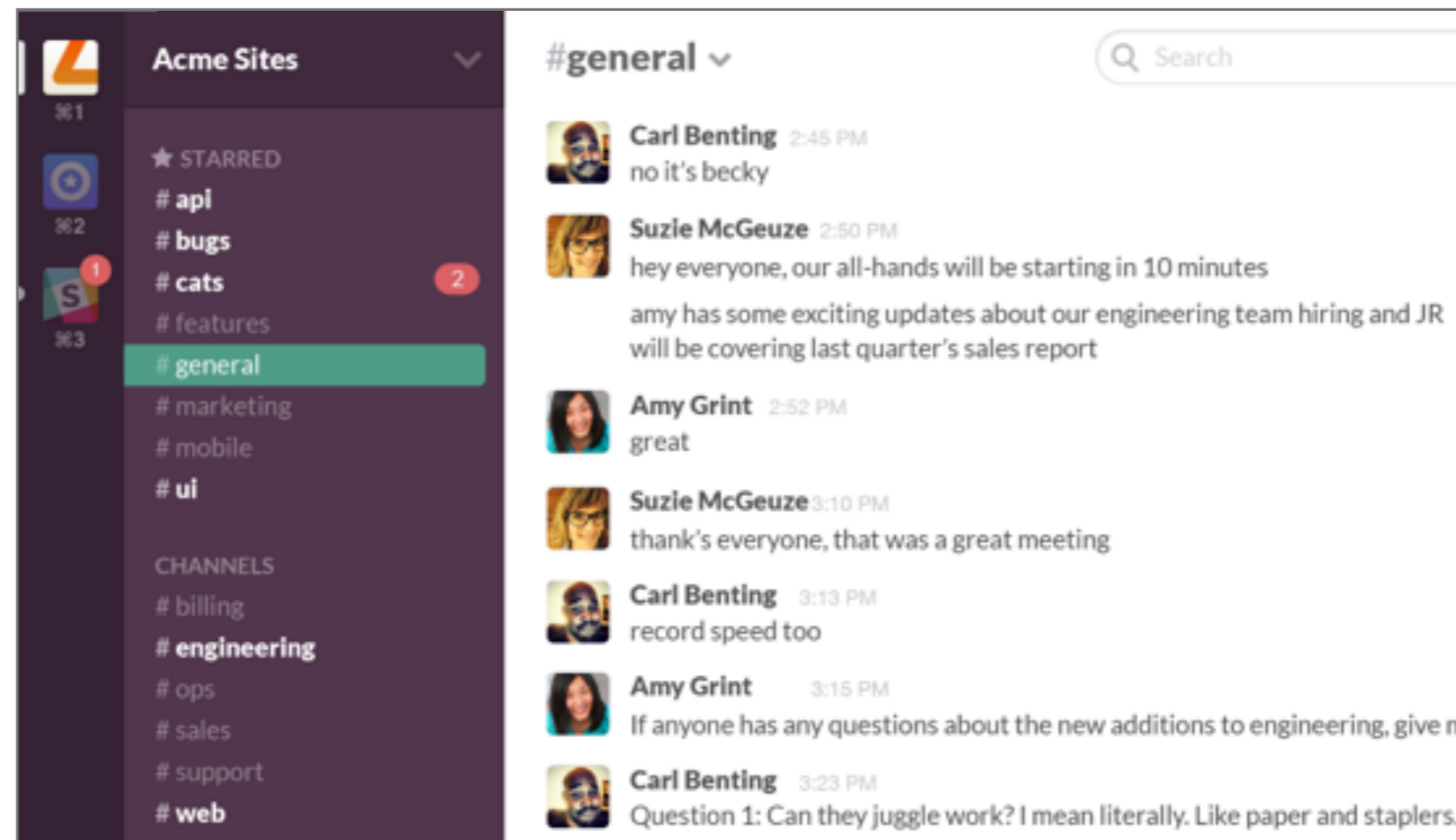
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Slack

*web, mobile,*

*& desktop app*



- Group communication made simple: searchable real-time messaging, with labels, attachments, and much much more, to say goodbye to messy email chains.
- Integrations galore, with Asana, Trello, and many other tools.



**THANKS, FOLKS!**

*carin.panganiban@gmail.com*

*@carinpanganiban*

# APPENDIX

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*list of apps mentioned*

# APPENDIX

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LinkedIn ([www.linkedin.com](http://www.linkedin.com))

Weebly ([www.weebly.com](http://www.weebly.com))

WordPress ([www.wordpress.com](http://www.wordpress.com))

Shake ([www.shakelaw.com](http://www.shakelaw.com))

Bonsai ([www.hellobonsai.com](http://www.hellobonsai.com))

PayPal ([www.paypal.com](http://www.paypal.com))

DropBox ([www.dropbox.com](http://www.dropbox.com))

Google Drive ([www.google.com/drive](http://www.google.com/drive))

OneDrive ([www.onedrive.com](http://www.onedrive.com))

Evernote ([www.evernote.com](http://www.evernote.com))



# APPENDIX

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Asana ([www.asana.com](http://www.asana.com))

Toggl ([www.toggl.com](http://www.toggl.com))

Office Lens (app store)

DocuSign ([www.docuSign.com](http://www.docuSign.com))

Workfrom ([www.workfrom.co](http://www.workfrom.co))

Freedom ([www.freedom.to](http://www.freedom.to))

RescueTime ([www.rescuetime.com](http://www.rescuetime.com))

Forest (app store)

MailChimp ([www.mailchimp.com](http://www.mailchimp.com))

Slack ([www.slack.com](http://www.slack.com))