

RELIABLE BUSINESS TOOLS

50

FREE TOOLS

Every Small Business Should Be Using

The complete toolkit to start, run, and grow
your business without breaking the bank.

reliablebusinesstools.com.au

01

WEBSITE & ONLINE PRESENCE

★ **Shopify** **RECOMMENDED**

The easiest way to get a professional online store or one-page website live fast. Free trial to get started, no tech skills needed.

reliablebusinesstools.com.au/shopify

★ **Square Online** **RECOMMENDED**

Free online store with built-in payment processing. Great for service businesses and retailers who need to take payments.

reliablebusinesstools.com.au/square

★ **Bluehost** **RECOMMENDED**

Affordable web hosting for WordPress sites. Reliable, easy to set up, and comes with a free domain for the first year.

reliablebusinesstools.com.au/bluehost

★ **Free Professional Website** **RECOMMENDED**

Get a professional website built for you by real developers at no cost. If you want it done right without doing it yourself.

reliablebusinesstools.com.au/free-website

1. **WordPress.org**

The world's most popular website platform. Free to use, endlessly customisable, powers over 40% of all websites.

<https://wordpress.org>

2. **Carrd**

Build simple one-page websites in minutes. Free plan covers 3 sites. Perfect for a landing page or personal brand.

<https://carrd.co>

3. **Google Sites**

Completely free website builder from Google. Basic but functional and dead simple to set up.

<https://sites.google.com>

4. **Google Business Profile**

Free listing on Google Maps and Search. Every local business needs this — it's where most customers find you first.

<https://business.google.com>

02

EMAIL MARKETING

★ **AWeber** RECOMMENDED

Email marketing with tagging, automation, and segmentation built in. Free to start. Send the right emails to the right people based on what they actually care about.

reliablebusinesstools.com.au/aweber

5. Mailchimp

Free plan covers up to 500 contacts with basic automation. Good for getting started, gets expensive as you grow.

<https://mailchimp.com>

6. MailerLite

Free for up to 1,000 subscribers with automation and landing pages included. Clean interface, no bloat.

<https://mailerlite.com>

7. Brevo (formerly Sendinblue)

Free plan allows 300 emails per day with no subscriber limit. Also includes SMS marketing.

<https://brevo.com>

03

ACCOUNTING & TAX



Xero RECOMMENDED

Australian cloud accounting software built for small business. Invoicing, bank feeds, BAS, payroll — everything in one place.

reliablebusinesstools.com.au/xero



MYOB RECOMMENDED

Australian accounting and business management software trusted by hundreds of thousands of businesses. Built for Australian tax and compliance.

reliablebusinesstools.com.au/myob



Tax & Accounting Services RECOMMENDED

Find the right tax accountant or bookkeeper for your business. Getting this right from day one saves you thousands.

reliablebusinesstools.com.au/tax-accounting



RBT Sole Trader vs Company Tax Calculator RECOMMENDED

Free tool that compares your tax as a sole trader vs a company structure. See exactly how much you'd save by restructuring.

reliablebusinesstools.com.au/sole-trader-vs-company-tax-calculator-australia

8. Wave Accounting

Completely free accounting software. Invoicing, receipts, financial reports — no monthly fees. Great for sole traders.

<https://waveapps.com>

9. Reckon One

Australian accounting software with a free starter plan. BAS-ready, bank feeds, and simple invoicing.

<https://reckon.com>

04

BUSINESS FINANCE & LOANS

★ **Valiant Finance** **RECOMMENDED**

Compare business loan options from over 80 lenders in one place. Free to compare, no obligation, and they do the legwork for you.

reliablebusinesstools.com.au/valiant-finance

★ **Prospa** **RECOMMENDED**

Fast business loans for Australian small businesses. Apply online, get a decision fast, and access funding when you need it.

reliablebusinesstools.com.au/prospa-finance

★ **RBT Business Loan Finder** **RECOMMENDED**

Free tool that matches you with the right loan type based on your business needs, industry, and location.

reliablebusinesstools.com.au/business-loan-finder

★ **RBT Startup Cost Calculator** **RECOMMENDED**

Free tool to estimate your startup costs before you launch. Know exactly how much you need before you spend a cent.

reliablebusinesstools.com.au/business-cost-calculator

★ **Homeseq** **RECOMMENDED**

Specialist in second mortgage home loans for business owners. Use your home equity to fund your business growth.

reliablebusinesstools.com.au/homeseq

05

BUSINESS INSURANCE



BizCover RECOMMENDED

Compare business insurance quotes from multiple insurers in minutes. Covers public liability, professional indemnity, and more.

reliablebusinesstools.com.au/bizcover



RBT Insurance Needs Finder RECOMMENDED

Free tool to figure out exactly which insurance types your business needs based on your industry and setup.

reliablebusinesstools.com.au/business-insurance-needs-finder-tool



RBT Workers Comp Estimator RECOMMENDED

Free tool that estimates your workers compensation premium based on your industry, state, and wages.

reliablebusinesstools.com.au/workers-compensation-premium-estimator

06

LEGAL



Legal123 RECOMMENDED

Affordable legal documents and templates built for Australian businesses. Contracts, terms and conditions, privacy policies — all legally reviewed.

reliablebusinesstools.com.au/legal123



Law & Accounting Services RECOMMENDED

Find trusted legal and accounting professionals to get your business set up right from the start.

reliablebusinesstools.com.au/law-accounting

10. **Business.gov.au**

Free government resource for business registrations, ABN, legal structures, and compliance checklists. Start here.

<https://business.gov.au>

11. **ASIC Connect**

Register your company name, manage your business details, and handle annual statements. Free to search.

<https://connectonline.asic.gov.au>

07

PROJECT MANAGEMENT

★ **Monday.com** **RECOMMENDED**

Visual project management that keeps your entire business organised. Track tasks, deadlines, and team progress in one place.

reliablebusinesstools.com.au/monday

12. Notion

All-in-one workspace for notes, project plans, databases, and wikis. Free for personal use. Built-in AI assistant.

<https://notion.so>

13. Trello

Simple drag-and-drop boards for managing tasks. Free plan covers unlimited cards and up to 10 boards. Visual and easy.

<https://trello.com>

14. Asana

Free for up to 10 users. Task lists, timelines, and project tracking without the clutter. Great for small teams.

<https://asana.com>

15. ClickUp

Free plan with unlimited tasks, members, and 100MB storage. Does project management, docs, and goals in one platform.

<https://clickup.com>

16. Google Workspace (Free)

Docs, Sheets, Slides, Drive, Calendar, Meet — all free with a Google account. The baseline toolkit for every business.

<https://workspace.google.com>

DESIGN & CREATIVE

17. Canva

Free design tool for social posts, logos, presentations, flyers — everything. Drag and drop, no design skills needed.

<https://canva.com>

18. Unsplash

Free high-resolution stock photos. No attribution required. Thousands of professional images for your website and socials.

<https://unsplash.com>

19. Pexels

Free stock photos and videos. Similar to Unsplash with a strong video library. No watermarks, no signups required.

<https://pexels.com>

20. Remove.bg

Instantly remove backgrounds from images for free. Perfect for product photos and headshots.

<https://remove.bg>

21. Coolors

Free colour palette generator. Hit the spacebar and it generates colour schemes. Saves hours picking brand colours.

<https://coolors.co>

22. Figma

Free design and prototyping tool used by professional designers. Overkill for most small businesses, but powerful if you want it.

<https://figma.com>

23. Photopea

Free browser-based Photoshop alternative. Opens PSD files, does layers, masks, filters — no install, no cost.

<https://photopea.com>

09

SOCIAL MEDIA

24. Buffer

Free plan schedules posts across 3 channels. Simple, clean, does the job without overcomplicating things.

<https://buffer.com>

25. Meta Business Suite

Free scheduling, analytics, and inbox management for Facebook and Instagram. Built by Meta, surprisingly good.

<https://business.facebook.com>

26. Later

Free plan for scheduling Instagram, TikTok, Facebook, and Pinterest. Visual planner so you can see your grid before posting.

<https://later.com>

27. CapCut

Free video editing app for short-form content. TikToks, Reels, Shorts — templates, captions, effects, all free.

<https://capcut.com>

28. Linktree

Free link-in-bio tool. Put all your important links in one place for your social profiles. Takes two minutes to set up.

<https://linktr.ee>

AI TOOLS

29. Claude (Anthropic)

The best AI assistant available. Writing, strategy, research, analysis, content planning, technical builds — it handles everything except images. Free tier available.

<https://claude.ai>

30. ChatGPT (OpenAI)

Free AI chatbot for writing, brainstorming, and research. Good at images via DALL-E. Useful but not as strong as Claude for strategy and writing.

<https://chat.openai.com>

31. Google Gemini

Free AI from Google with access to current search results. Good for quick research and fact-checking.

<https://gemini.google.com>

32. Perplexity

AI-powered search engine that gives sourced answers instead of a list of links. Free tier is generous. Great for research.

<https://perplexity.ai>

33. Gamma

AI-powered presentations and documents. Give it a topic and it builds a polished slide deck in seconds. Free tier available.

<https://gamma.app>

34. Opus Clip

AI video clipping tool. Upload a long video, it automatically cuts the best shorts for YouTube, TikTok, Instagram, and Facebook.

<https://opus.pro>

SEO & ANALYTICS

35. Google Search Console

Free. Shows you exactly what Google thinks of your site — what keywords you rank for, what pages get clicks, and any errors to fix.

<https://search.google.com/search-console>

36. Google Analytics (GA4)

Free. Tracks everything your visitors do on your site — where they come from, what they click, how long they stay.

<https://analytics.google.com>

37. Ubersuggest

Free keyword research tool from Neil Patel. See search volume, difficulty, and content ideas for any keyword. Limited free searches per day.

<https://neilpatel.com/ubersuggest>

38. AnswerThePublic

Free tool that shows what questions people are asking about any topic. Gold for content ideas and understanding what your audience wants.

<https://answerthepublic.com>

39. GTmetrix

Free website speed testing. Shows your load time, performance score, and exactly what's slowing your site down.

<https://gtmetrix.com>

40. Yoast SEO

Free WordPress plugin for on-page SEO. Guides you through optimising every page and post for search engines.

<https://yoast.com>

COMMUNICATION

41. Slack

Free team messaging. Channels, direct messages, file sharing. Works for teams of 2 or 200.

<https://slack.com>

42. Zoom

Free plan allows 40-minute meetings with up to 100 people. Screen sharing, recording, and virtual backgrounds.

<https://zoom.us>

43. Google Meet

Free video calls with any Google account. No download needed, works in the browser. 60-minute meetings with up to 100 people.

<https://meet.google.com>

44. Loom

Free screen recording tool. Record your screen and camera, share a link. Perfect for walkthroughs, feedback, and training.

<https://loom.com>

45. Calendly

Free scheduling tool. Share a link, people book a time that works for both of you. No more back-and-forth emails.

<https://calendly.com>

13

COMMUNITY & LEARNING

★ **RBT Community** RECOMMENDED

Join our free community of Australian business owners. Share wins, get feedback, and learn from others who are building businesses just like yours.

reliablebusinesstools.com.au/community

★ **Skool — Build Your Own Community** RECOMMENDED

Ready to build your own community? Skool is the easiest platform to create, grow, and monetise a community around your business.

reliablebusinesstools.com.au/build-community

46. **Facebook Groups**

Free to create and run. Still the largest platform for building communities. Your audience is probably already there.

<https://facebook.com/groups>

47. **Discord**

Free community platform with text and voice channels. Popular with younger audiences and tech-savvy niches.

<https://discord.com>

14

FREELANCERS & HIRING



Upwork RECOMMENDED

Hire freelance developers, designers, writers, ad managers, virtual assistants — anyone you need. Post a job and get proposals within 24 hours.

reliablebusinesstools.com.au/upwork

48. Fiverr

Freelancers starting at \$5 for small tasks — logo design, voiceovers, data entry, quick edits. Good for one-off jobs.

<https://fiverr.com>

49. Indeed

Free job posting for when you need to hire employees. Australia's most visited job site.

<https://au.indeed.com>



BONUS — FREE RBT TOOLS

★ **RBT Business Tech Tools Finder** **RECOMMENDED**

Free tool that recommends the best software and tools for your business based on your industry and what you need. Stop guessing, start using.

reliablebusinesstools.com.au/business-tech-tools

★ **How to Make Money with Your Business** **RECOMMENDED**

Free guide breaking down proven strategies to generate more revenue from the business you already have.

reliablebusinesstools.com.au/make-money

★ **Business Finance Hub** **RECOMMENDED**

Everything you need to know about funding your business — loans, grants, finance options — all in one place.

reliablebusinesstools.com.au/business-finance

★ **Business Insurance Hub** **RECOMMENDED**

Understand what insurance you need, compare options, and get covered. Built for Australian small businesses.

reliablebusinesstools.com.au/business-insurance

NOW STOP COLLECTING TOOLS AND START USING THEM.

Most businesses fail not because they lack tools,
but because they never implement the ones they already have.

[JOIN THE FREE COMMUNITY](#)

reliablebusinesstools.com.au