NEW

the physician resource report

freelance **md**

Introduction

Dear Physician,

There has never been a better time to be a business owner; one of the reasons for this is the sheer wealth of resources available. There are tools to help you be more productive, to enhance the look and feel of your products and services, to improve your conversion rates, to drive traffic to your website, and much, much more.

In this report, you will discover the tools and resources that we have either personally used to build our business, or that we have researched and confidently recommend on a daily basis to my friends, staff, clients, customers, coaching students, and prospects.

Some of these solutions are free, others require a fee. Although it may be tempting to focus purely on the free resources, the reality is that paid services almost always provide a superior experience. If your budget allows for it, I strongly recommend going for the paid options wherever possible.

It should be noted that this is not an exhaustive list. Just because I don't mention a particular resource, doesn't mean that it isn't worthwhile. Additionally, these are our personal preferences and there is no absolute right or wrong here. You may disagree with some of our choices, and that's ok. Nevertheless, whatever your level of experience, I'm confident that within these pages you'll be introduced to some products and services for the first time, that will revolutionize your business and will lead you to wonder how you ever managed without them.

Gregory H. Bledsoe MD MPH

Key

Recommended

This button denotes those products and services that we use and have our highest recommendation.

Business Networks

Society of Physician Entrepreneurs

The Society of Physician Entrepreneurs offers education and support to physician entrepreneurs; idea stage through funding.
http://www.sopenet.org/

Freelance MD

Freelance MD is an active community of physicians that gives you greater control of your medical practice, income, and lifestyle, even if you're clueless about where to begin and you're already working 80 hour weeks.
http://freelancemd.com

LinkedIn

LinkedIn operates the world's largest professional network on the Internet with more than 90 million members in over 200 countries and territories.
http://www.linkedin.com/
Join Freelance MD on LinkedIn

Small Business Administration

Small Business Administration, help and advice.
http://www.sba.gov/

Legal

Legal Zoom

An easy-to-use, online service that helped people create their own legal documents.
http://legalzoom.com

Prepaid Legal

Pre-paid Legal currently provides legal services to over 1.4 million families across the U.S. and Canada. Plan benefits are delivered through a network of independent provider law firms.
http://prepaidlegal.com/

Medical Justice

Recommended

Medical Justice, run by physicians for physicians, is the leader in offering patented services to protect physicians' most valuable assets – their practice and reputation – against frivolous lawsuits, Internet defamation and other medico-legal threats.
http://medicaljustice.com

CME & Physician Training

Medical Fusion Conference

Recommended

Medical Fusion brings together physician leaders who have developed unique niche areas to further their careers. Concierge medicine, telemedicine, entrepreneurship, writing & publishing, medical tourism, and internet marketing are some of the topics covered.
http://medfusionconf.com/

ExpedMed

Recommended

ExpedMed is an expedition and wilderness medicine education company committed to providing "best of service" CME educational opportunities for medical professionals. Our courses train participants to work in wilderness, extreme and remote environments.
http://www.expedmed.org/

Health 2.0

The Health 2.0 Conference is the leading showcase of cutting-edge technologies in health care.
http://www.health2con.com/

Physician Writing Course

Recommended

The course covers the 3 key elements of successful publishing, writing well, getting published, and mastering ethical and effective publicity & promotion
http://www.harvardwriters.com/

Client Management

Highrise

Track your Leads, Contacts, & Deals with Highrise. The smarter way to keep track of the people you do business with. Know who you talked to, what was said, and when to follow-up next. Get business done.
http://www.highrisehq.com

Sugar CRM

Commercial open source customer relationship management (CRM). CRM software for sales force automation and customer support deployed on demand or on site.
http://sugarcrm.com

Zoho CRM

Affordable On-Demand CRM from Zoho, makers of a huge range of office related apps.
http://crm.zoho.com

Email

Gmail Recommended

By far the best email client for personal use.
http://mail.google.com

Constant Contact

Whether you're looking to send an email newsletter, a high-impact email promotion, an email event invitation, an online survey, or build your email list, discover how Constant Contact can help you get it done.
http://www.constantcontact.com

AWeber

Opt-in email marketing is easy with AWeber! Send email newsletters and autoresponders. Get top-notch email deliverability and toll-free support.
http://freelancemd.aweber.com/

Mailchimp

We make it easy to send email newsletters to your customers, manage your subscriber lists, and track campaign performance. Unlike some of our competitors, we don't "dumb things down."
http://www.mailchimp.com

Campaign Monitor

Email marketing software for designers and their clients. Send beautiful email campaigns, track the results and manage your subscribers. Earn a tidy profit by letting your clients sent at prices you se!
http://www.campaignmonitor.com

Collaboration

Skype

Recommended

Skype is a great tool for meetings and conferences, and really anything business related! It's purposes don't just stop there though, it can also be used to call family/friends and home phones for small fees!
https://www.skype.com

Jing

Recommended

Fantastic and free image and screencasting tool.
http://jingproject.com

Gotomeeting

Easy Online Meetings – Anytime, Anywhere. Use GoToMeeting to present, demonstrate and meet all you want – for one low flat fee.
http://gotomeeting.com

Join Me

Recommended

Fantastic and free screen sharing.
http://join.me

Dropbox

DropBox syncs and backs up your files automatically to your computers and the web..
https://www.getdropbox.com/home

Billing & Payments

Paypal

Accept payment via PayPal from credit cards or PayPal accounts including e-Cheques.
https://www.paypal.com

Google Checkout

Google Checkout

With Google Checkout you can quickly and easily buy from stores across the web and track all your orders and shipping in one place.
https://google.checkout.com

Less Accounting

Send invoices and proposals, track expenses, automatically import bank transactions and take the stress out of accounting!
https://www.lessaccounting.com

Xoom

Sending money worldwide with Xoom is easy. With the Xoom.com money transfer service you can send money worldwide from any Internet-enabled computer to friends and family in more than 44 countries.
https://www.xoom.com

Money bookers

Accept Credit Cards and local payments in 30+ countries.
https://moneybookers.com

Personal Finance

Mint

Mint is the best (free) way to manage your money!\
https://www.mint.com

Xero

Xero is an online accounting system designed for small businesses and their advisors. Access your inancial figures - bank transactions, invoices, GST - anytime you need it, from anywhere in the world.
https://www.xero.com

Lotus Wealth Solutions

Recommended

Physician wealth management. learn the TRUTH about financial planning and investing from a physician who's also a wealth manager.
http://lotuswealthsolutions.com

Quickbooks

#1 Small Business Financial Software! QuickBooks is used by millions of small business owners—more than all competing products combined.
https://quickbooks.intuit.com

Peachtree

Sage Peachtree is accurate, easy-to-use accounting software that provides the insights and control needed for businesses that are committed to getting the numbers right and improving results
https://www.peachtree.com

Social & Marketing

Frontdesk Recommended

Frontdesk marketing gurus are experts in inbound marketing and lead generation, from SEO and video marketing to webinars, Facebook and Twitter.
http://frontdeskseo.com/facebook-twitter-marketing/

HARO – Help A Reporter Out

This service is designed to match reporters with relevant experts. This is an opportunity to promote you or your brand; being quoted as an "expert" is an excellent source of publicity. Open a free account and list your areas of expertise.
http://helpareporter.com

Print MD

Direct mail marketing (postcards and posters) for cosmetic clinics, plastic surgeons, and medical spas.
http://printmd.net

Physicians + Facebook Marketing Recommended

How to page for physicians who want to learn how to leverage the power of Facebook.
http://www.facebook.com/groups/142993412412626

Website Development

Squarespace Recommended

A fully hosted, completely managed environment for creating and maintaining a website, blog or portfolio. FreelanceMD.com is built on Squarespace.
http://squarespace.com/

Expression Engine

ExpressionEngine is a flexible, feature-rich content management system that empowers thousands of individuals, organizations, and companies around the world to easily manage their website.
http://ExpressionEngine.com/

Wordpress

WordPress is a state-of-the-art publishing platform with a focus on aesthetics, web standards, and usability. WordPress is both free and priceless at the same time.
http://wordpress.org/

Blogger

A beginners blogging tool. Share your thoughts, photos, and more with your friends and the world. Plus unlimited flexibility to personalize your blog with themes, gadgets, and more.
http://blogger.com/

Google Analytics Recommended

Google Analytics is the enterprise-class web analytics solution that gives you rich insights into your website traffic and marketing effectiveness. http://analytics.google.com

Outsourcing

Frontdesk

Recommended

Frontdesk marketing gurus are experts in inbound marketing and lead generation, from SEO and video marketing to webinars, Facebook and Twitter.
http://www.frontdeskseo.com

Elance.com

This is a great source used for outsourcing all kinds of projects. You can find professionals in design, programming, websites, writing, consulting, traffic generation and much more. An escrow service is also provided to ensure the safe transfer of funds.
http://elance.com

oDesk

Another freelance hiring website. One of the key advantages of this service is that payments are made directly to oDesk, rather than the individual workers.
http://odesk.com

Guru.com

Boasts more than one million freelancers available for hire and posting a project is free of charge.
http://guru.com

Webinars

Reputation Management

How to Protect & Own Your Professional & Personal Reputation Online.
http://webinarfoundry.com/register.php?webinar=reputation

General Tools

Time Machine

Never again worry about losing your digital files. Time Machine automatically saves up-to-date copies of everything on your Mac — photos, music, videos, documents, applications, and settings.
http://www.apple.com/macosx/what-is-macosx/time-machine.html

Mozy

Mozy makes online backup possible for everyone with an affordable, secure solution that's easy to use.
http://mozy.com

GoogleDocs

Google Docs is a free, Web-based word processor, spreadsheet, presentation, and form application. It allows users to create and edit documents online while collaborating in real-time with other users.
https://docs.google.com

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