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25 FREE TOOLS **EVERY FREELANCER NEEDS** **WORK SMARTER. SAVE TIME. GROW FASTER.**

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25 FREE TOOLS EVERY FREELANCER SHOULD KNOW

Page 1: Introduction — Build a Freelance Business Without Expensive Tools

Freelancing offers the freedom to choose your projects, work with clients around the world, and build a business around your skills. However, working independently also means managing responsibilities that a traditional company might distribute among several employees. You may need to find clients, send proposals, attend meetings, manage deadlines, create deliverables, issue invoices, and promote your services—all by yourself.

The good news is that you do not need an expensive collection of software to run a professional freelance business. Many reliable tools offer free plans that can help you organize your work, communicate with clients, produce high-quality deliverables, and maintain a more consistent workflow.

The key is not to use as many tools as possible. It is to select the right tools for your specific needs and connect them into a simple working system.

For example, a freelance graphic designer might use Canva for designs, Google Drive for file sharing, Trello for project tracking, and Clockify for tracking working hours. A freelance writer might prefer Google Docs, Grammarly's free features, Notion, and Google Calendar. Both freelancers can work efficiently without subscribing to every premium service.

What makes a tool worth using?

A useful freelance tool should solve a real business problem. Before adding any tool to your workflow, consider these questions:

- Does it save time? It should reduce repetitive tasks or make complicated work easier.
- Is the free plan sufficient? Check feature limits, storage, usage restrictions, and export options.
- Is it easy to learn? Complicated software can consume more time than it saves.
- Does it work with your existing tools? Simple integration helps prevent duplicated work.
- Is it suitable for client work? Consider privacy, permissions, file ownership, and commercial-use terms.

Throughout this guide, “free” means a tool offers a usable free plan or free access to its core features. It does not mean every feature is free forever. Some providers use freemium models, impose usage limits, or reserve advanced features for paid subscriptions. Always review current pricing and terms before depending on a tool for important client work.

The objective is simple: create a reliable freelance workflow, keep unnecessary expenses low, and spend more time on the work clients actually pay you to do.

PAGE 2: COMMUNICATION AND CLIENT MANAGEMENT TOOLS

1. Google Meet — Online client meetings

Website: meet.google.com

Google Meet helps freelancers hold client consultations, discuss project requirements, share ideas, and conduct progress meetings remotely. It is useful when working with international clients who prefer video calls instead of lengthy email conversations.

How to use it effectively:

- Schedule a discovery meeting before preparing a proposal.
- Confirm the project scope, deadlines, budget, and deliverables during the call.
- Send a short written summary after the meeting so both sides understand the agreed next steps.

Best for: Virtual assistants, consultants, designers, developers, and marketing freelancers.

2. Slack — Organized client communication

Website: slack.com

Slack organizes conversations into channels and direct messages. It can be useful when a freelancer works with a business that already uses Slack for communication. Instead of searching through long email threads, project discussions can remain grouped by topic.

For example, a marketing freelancer could use separate channels for content planning, campaign updates, and client feedback.

How to use it effectively: Keep project conversations focused, share important files in the appropriate channels, and summarize important decisions in a permanent project document.

The free plan has limits, including access to only 90 days of searchable message history under Slack's published plan details. Save essential decisions and deliverables somewhere you control.

Slack

Best for: Freelancers collaborating with agencies, startups, and remote teams.

3. Calendly — Automatic meeting scheduling

Website: calendly.com

Calendly allows clients to select available meeting times through a scheduling link. This reduces the back-and-forth messages involved in arranging calls across different time zones.

Instead of asking a potential client to suggest several times, you can share a booking link showing your available slots.

How to use it effectively:

1. Set your working hours and availability.
2. Create a booking link for introductory calls.
3. Add the link to your portfolio, email signature, or client proposals.
4. Leave enough time between meetings to prepare notes and complete follow-up tasks.

The free plan is suitable for basic scheduling, although advanced event types and certain automation features may require payment.

Best for: Consultants, coaches, developers, and freelancers who regularly conduct client meetings.

4. Loom — Video explanations and project walkthroughs

Website: loom.com

Loom lets you record your screen, voice, and explanations to create short videos. It can reduce the need for repeated meetings when explaining a website change, presenting a design, or demonstrating how to use a completed project.

For example, a web developer can record a walkthrough showing the client how to update website content. A designer can explain the reasoning behind a proposed layout.

How to use it effectively: Keep videos focused on one topic, show the actual work, and finish with a clear list of actions the client needs to take.

Check the free plan's recording and storage limits before making Loom central to your delivery process.

Best for: Web developers, designers, virtual assistants, and technical freelancers.

5. Google Calendar — Deadlines and daily planning

Website: calendar.google.com

Google Calendar helps freelancers organize meetings, submission dates, personal commitments, and recurring work sessions.

A freelancer who accepts several projects can easily lose track of overlapping deadlines. A calendar provides a visual overview of upcoming responsibilities and helps prevent overbooking.

How to use it effectively:

- Add each confirmed deadline as soon as you accept a project.
- Schedule time for research, production, revisions, and delivery.
- Set reminders before important meetings.
- Reserve time for finding new clients and improving your skills.

Best for: Every freelancer, especially anyone managing multiple clients.

PAGE 3: PROJECT MANAGEMENT AND PRODUCTIVITY TOOLS

6. Trello — Visual project management

Website: trello.com

Trello uses boards, lists, and cards to help freelancers see the status of their work. A simple board can separate tasks into stages such as To Do, In Progress, Client Review, and Completed.

Each card can contain a task description, deadline, checklist, attachment, and comments.

Practical example: A freelance content writer managing five articles can create one card per article and move each card through research, drafting, editing, and delivery.

Trello's free plan includes up to 10 open boards per workspace, making it a practical starting point for organizing several projects.

Atlassian Support

Best for: Writers, designers, virtual assistants, and small freelance teams.

7. Notion — Your freelance business workspace

Website: notion.com

Notion combines notes, documents, databases, task lists, and knowledge management in one workspace. You can use it to create a personal freelance operating system.

Useful pages include:

- Client directory and contact information.
- Project requirements and meeting notes.
- Service packages and pricing.
- Proposal templates and onboarding checklists.
- Content calendars and weekly goals.

For example, create one client page containing the agreed scope, delivery dates, feedback, and links to project files. This makes it easier to find information without searching through several applications.

The free plan supports individual use, but file upload size and collaboration features have limits.

Notion

Best for: Freelancers who want a central location for business information.

8. Todoist — Personal task management

Website: todoist.com

Todoist is a task manager designed to help you capture and prioritize work. While a project board is useful for tracking the overall status of a client assignment, a personal task manager is helpful for deciding what to do next.

Instead of writing "Work on client website," create actionable tasks such as "Review homepage copy," "Resize product images," and "Send revised design to client."

How to use it effectively: Assign realistic due dates, prioritize important tasks, and review your list at the beginning and end of each workday.

Avoid putting every minor idea into today's task list. Too many priorities make it difficult to identify the work that matters most.

Best for: Freelancers who struggle with distractions, task overload, or inconsistent routines.

9. Clockify — Track your working hours

Website: clockify.me

Clockify helps freelancers record how much time they spend on different projects and tasks. It is particularly valuable for hourly contracts, but it can also help freelancers understand the actual cost of delivering fixed-price projects.

Suppose you charge \$100 for a project and spend eight hours completing it. Your gross revenue per working hour is \$12.50 before expenses, taxes, and other unpaid business activities.

Tracking time across several projects can reveal which services are profitable and which regularly take longer than expected.

How to use it effectively:

- Create a separate project for each client.
- Track billable and non-billable time.
- Review weekly reports.
- Use past records to estimate future projects more accurately.

Clockify offers a free time-tracking plan, although advanced features may be paid.

Upwork

Best for: Hourly freelancers, developers, consultants, and service providers.

10. Google Drive — Cloud storage and file sharing

Website: drive.google.com

Google Drive lets you store documents, spreadsheets, presentations, images, and other project files online. It also makes it easier to share files with clients without repeatedly sending large email attachments.

Create a consistent folder structure for each client:

- Contracts and project briefs.
- Working files.
- Client feedback.
- Final deliverables.
- Invoices and payment records.

Use descriptive filenames such as ClientName_Homepage_Revision_02 rather than generic names like final-final-new.

Google's free account includes 15 GB of storage shared across Google Drive, Gmail, and Google Photos.

Zapier

Best for: All freelancers who regularly create, receive, or deliver digital files.

PAGE 4: DESIGN, CONTENT CREATION, AND WRITING TOOLS

11. Canva — Professional designs without advanced skills

Website: canva.com

Canva is a design platform for creating social media graphics, presentations, simple marketing materials, portfolios, thumbnails, and branded documents.

A freelance social media manager can use it to prepare post designs. A virtual assistant can create a professional presentation. A freelancer looking for work can build a visual portfolio to showcase selected projects.

How to use it effectively:

1. Choose a template suited to your intended format.
2. Adjust colors, typography, images, and spacing to match the client's brand.
3. Keep layouts consistent across related designs.
4. Check image quality and spelling before exporting.
5. Confirm that assets are permitted for the intended commercial use.

Canva's free plan includes design templates and exports, while some premium assets and features require payment.

Canva

Best for: Designers, content creators, marketers, and beginners who need attractive visual materials.

12. Photopea — Browser-based image editing

Website: photopea.com

Photopea is an online image editor that supports many common image formats, including PSD files. It offers tools for working with layers, selections, masks, text, and image adjustments.

It can be useful when you need to edit an image but do not have access to paid desktop software.

How to use it effectively: Use layers to keep edits organized, preserve an untouched copy of the original file, and export the finished image in the format required by the client.

Because it runs in a browser, performance may depend on your computer and the size of the project. Always confirm the final export looks correct before delivery.

Best for: Freelance graphic designers, ecommerce assistants, and content creators.

13. Figma — Interface and website design

Website: figma.com

Figma is a collaborative design tool used for website layouts, mobile app interfaces, wireframes, prototypes, and design systems.

It helps freelancers demonstrate how a website or app should look and behave before development begins. Clients can review designs and provide feedback without relying entirely on screenshots or lengthy descriptions.

How to use it effectively: Start with a wireframe, establish a consistent visual style, create the main screens, and use a prototype to demonstrate important interactions.

The free plan is useful for learning and smaller projects, but collaborative project limits and advanced features can vary by plan.

Best for: UI/UX designers, website designers, product designers, and developers who need visual mockups.

14. Grammarly — Clearer professional writing

Website: grammarly.com

Grammarly helps identify grammar, spelling, punctuation, and clarity issues in supported writing environments. It is useful when preparing proposals, emails, reports, website copy, and client-facing documents.

Even strong writers can overlook small errors when working quickly. A proofreading tool adds another review step before content is delivered.

How to use it effectively: Write your content first, review suggested corrections, and check that the final wording preserves the intended meaning and tone.

Do not accept every suggestion automatically. A tool can misunderstand industry terminology, brand voice, or deliberate stylistic choices.

Best for: Writers, editors, virtual assistants, marketers, and freelancers communicating with international clients.

15. LanguageTool — Multilingual proofreading

Website: languagetool.org

LanguageTool checks spelling, grammar, and style in multiple languages. It can be useful when you write in English or work with multilingual clients and need an additional proofreading option.

For example, a content freelancer can check a draft for common grammatical mistakes before reviewing it manually for accuracy and readability.

How to use it effectively: Select the appropriate language, review the highlighted issues, and read the complete document aloud or slowly before sending it to the client.

Its free version has usage and feature limitations, so it is best treated as a proofreading assistant rather than a substitute for human editing.

Best for: Content writers, translators, editors, and multilingual freelancers.

PAGE 5: AI, RESEARCH, AND TECHNICAL TOOLS

16. ChatGPT — Your everyday AI assistant

Website: chatgpt.com

ChatGPT can help freelancers brainstorm ideas, organize research, outline articles, draft emails, explain technical concepts, troubleshoot code, and develop project plans.

For example, a freelance copywriter can ask for five headline variations. A web developer can use it to understand an error message. A virtual assistant can turn rough meeting notes into a structured action list.

How to use it effectively:

- Give the tool context about your client, audience, goal, and preferred tone.
- Request an outline or first draft before asking for refinements.
- Provide examples of the style you want.
- Verify factual claims, calculations, sources, and technical recommendations.
- Edit the output so it reflects your expertise and the client's actual requirements.

The free version has usage limits, and its features may change. Never paste confidential client information into an AI tool unless the client has authorized the use and you have checked the relevant privacy and data settings.

Best for: Writers, marketers, developers, researchers, and freelancers who want to speed up repetitive thinking tasks.

17. Google Trends — Discover what people are searching for

Website: trends.google.com

Google Trends shows how search interest changes over time and allows comparisons between search terms, regions, and related topics.

It is useful for freelancers who create content, conduct marketing research, or help clients select topics for campaigns.

Example: A content strategist can compare interest in “email marketing” and “social media marketing” in a target country before planning a content calendar.

How to use it effectively:

1. Enter a relevant search term.
2. Select the target country or region.
3. Choose an appropriate time period.
4. Compare related terms.
5. Use the findings alongside keyword research and audience data.

Remember that Trends reports relative search interest rather than exact monthly search volume. A rising trend does not automatically mean a keyword is easy to rank for or commercially valuable.

Best for: SEO freelancers, bloggers, content strategists, and digital marketers.

18. Google Search Console — Monitor website search performance

Website: search.google.com/search-console

Google Search Console helps website owners understand how their sites appear in Google Search. It provides information about search queries, clicks, impressions, indexing, and certain technical issues.

SEO freelancers can use it to assess a client's existing performance, identify pages that receive impressions but few clicks, and monitor changes after optimization.

How to use it effectively:

- Confirm that you have authorized access to the client's website property.
- Review the queries and pages bringing in search impressions.
- Identify relevant pages that may benefit from improved titles or content.
- Check indexing reports when investigating visibility problems.
- Compare performance across appropriate time periods.

Search Console does not guarantee rankings, and changes may take time to appear. Access must be authorized by the website owner.

Best for: SEO specialists, website managers, and digital marketing consultants.

19. Bitwarden — Secure password management

Website: bitwarden.com

Freelancers often manage accounts for email platforms, websites, advertising systems, project tools, and client dashboards. Reusing passwords creates unnecessary security risks.

Bitwarden is a password manager that helps store and organize credentials so you do not have to remember a separate password for every service.

How to use it effectively:

- Use unique, strong passwords for important accounts.
- Enable multifactor authentication where available.
- Keep personal and client credentials organized separately.
- Share access through appropriate secure mechanisms rather than sending passwords in plain text.
- Remove access when a contract ends or a team member no longer needs it.

A password manager is only one part of security. You should also keep devices updated, recognize phishing attempts, and follow each client's access policies.

Best for: Every freelancer, particularly those handling websites, customer data, or business accounts.

20. Google Sheets — Spreadsheets for business management

Website: sheets.google.com

Google Sheets can help freelancers manage information that does not require a complex business application.

You can create spreadsheets for tracking income and expenses, recording leads, monitoring project progress, planning content, and calculating project estimates.

Example: Build a lead tracker with columns for prospect name, service needed, contact date, estimated budget, follow-up date, and current status.

How to use it effectively: Keep column names consistent, use filters to locate records, and protect sensitive information through suitable access permissions.

For financial tracking, separate business income from expenses and retain supporting records. Use the spreadsheet as an organizational aid, not as a replacement for professional tax or accounting advice when that is required.

Best for: Freelancers who want a flexible, low-cost way to manage their business data.

PAGE 6: INVOICING, PAYMENTS, AND BUSINESS ADMINISTRATION

21. PayPal Invoicing — Send professional invoices

Website: [paypal.com](https://www.paypal.com)

PayPal's invoicing service allows eligible users to prepare and send invoices to clients. Depending on the country, account type, and payment method, clients may have options to pay electronically.

Professional invoices help clarify what the client is purchasing, how much is owed, and when payment is due.

What every invoice should include:

- Your business or professional name and contact details.
- The client's name or business details.
- A unique invoice number and issue date.
- A clear description of services delivered.
- The total amount and applicable currency.
- Payment terms and the due date.
- Any applicable tax information.

Important: Creating an invoice may be free, but processing a payment can involve fees. Payment availability and account features also vary by country. Confirm local eligibility and charges before promising a client a particular payment method.

Best for: Freelancers who need a straightforward way to request payment from eligible clients.

22. Wave — Invoicing and basic bookkeeping

Website: [waveapps.com](https://www.waveapps.com)

Wave provides invoicing and accounting tools for small businesses and independent professionals. Depending on availability, its free features can help freelancers record transactions, organize income and expenses, and create invoices.

This is particularly useful when your business begins handling multiple clients and you need better financial records than a collection of email receipts.

How to use it effectively:

1. Record income when payments are received.
2. Track business expenses and keep receipts.
3. Reconcile records against actual bank or payment transactions.
4. Review outstanding invoices regularly.
5. Maintain backups of essential financial records.

Wave's availability and included features differ by country. Payment processing, advanced features, and some services may cost extra. Verify that it supports your location before building your financial workflow around it.

Best for: Eligible freelancers who want to organize their invoicing and bookkeeping.

23. Zoho Invoice — Invoicing and payment follow-ups

Website: [zoho.com/invoice](https://www.zoho.com/invoice)

Zoho Invoice helps service providers prepare invoices, manage billing information, and track payment status. It is worth considering if you want invoicing to be more organized than manually preparing documents for every client.

For recurring projects, reusable service descriptions can save time and help maintain consistency.

How to use it effectively: Create an invoice after completing the agreed milestone, specify payment terms clearly, and send polite reminders for overdue balances.

Before choosing any invoicing platform, check its current free-plan eligibility, invoice limits, supported currencies, tax settings, and payment integrations. A tool's advertised free access does not necessarily mean every payment service is free.

Best for: Consultants, virtual assistants, designers, developers, and other service-based freelancers.

PAGE 7: MARKETING, PORTFOLIO, AND CLIENT ACQUISITION TOOLS

24. Buffer — Plan and schedule social media posts

Website: buffer.com

Buffer helps freelancers plan and schedule social media content across supported platforms. It is useful for maintaining a professional online presence without manually publishing every post at the last minute.

Freelancers can use social media to share case studies, explain their services, publish useful tips, demonstrate expertise, and connect with prospective clients.

How to use it effectively:

- Choose one or two platforms where your target clients are active.
- Create a realistic weekly posting schedule.
- Prepare posts in batches to reduce daily workload.
- Share useful examples of your work rather than promotional messages alone.
- Review engagement and inquiries to understand which topics resonate with your audience.

The free plan has limits on connected channels and scheduled content, and supported features may change. Review the current plan before selecting a publishing workflow.

Best for: Social media managers, designers, content creators, and freelancers building a personal brand.

25. Contra — Portfolio and freelance opportunities

Website: contra.com

Contra is a platform for independent professionals to present their work, build a portfolio, and connect with potential clients. It can be useful for freelancers who want a more polished online presence without immediately paying to develop a custom website.

A portfolio should show more than attractive images. It should explain the client's problem, your contribution, the work you delivered, and the result when reliable evidence is available.

How to use it effectively:

1. Select three to five strong examples of your work.
2. Write a short explanation of each project's goals and your role.
3. Use clear images, screenshots, or links where appropriate.
4. Explain the services you offer and the types of clients you help.
5. Keep your profile updated as you complete new projects.

Review current platform terms, fees, and eligibility before relying on it for payments or client acquisition. A portfolio platform can improve your presentation, but it cannot guarantee leads or contracts.

Best for: Designers, developers, marketers, writers, and other freelancers who need a professional portfolio.

PAGE 8: HOW TO COMBINE THESE 25 TOOLS INTO ONE FREELANCE WORKFLOW

Knowing about useful tools is only the first step. The real advantage comes from combining a small number of tools into a system that supports your daily work.

You do not need all 25 applications installed immediately. Start with the tasks you perform most frequently, then add tools only when you identify a genuine need.

A simple freelance workflow

Step 1: Find and schedule opportunities

Use Google Calendar to manage availability and Calendly to arrange discovery calls. Use Contra to showcase your work and attract potential clients.

Step 2: Understand the project

Use Google Meet for discussions, Loom for explanations, and Notion or Google Docs for project notes and requirements.

Step 3: Organize and complete the work

Use Trello to track project stages, Todoist to organize daily tasks, and Clockify to record time spent on assignments.

Step 4: Produce and review deliverables

Use Canva, Photopea, or Figma for visual work; Grammarly or LanguageTool for proofreading; and ChatGPT for brainstorming and outlining.

Step 5: Deliver and get paid

Share final files through Google Drive, issue invoices using a suitable invoicing service, and update your income and expense records in Google Sheets or compatible accounting software.

Step 6: Improve and grow

Use Google Trends and Search Console for relevant research, Buffer for consistent social content, and Bitwarden to protect your accounts.

Recommended starter toolkits by freelance profession

Freelancer type

Recommended starting tools

Content writer

Google Docs, Grammarly, ChatGPT, Trello, Clockify

Graphic designer

Canva, Photopea, Figma, Google Drive, Contra

Web developer

Figma, Google Drive, Loom, Trello, ChatGPT

SEO specialist

Search Console, Google Trends, Google Sheets, ChatGPT, Notion

Virtual assistant

Google Calendar, Google Meet, Notion, Todoist, Google Sheets

Social media manager

Canva, Buffer, Google Drive, ChatGPT, Trello

These are suggested combinations, not mandatory requirements. Choose the tools that match your actual services and your clients' preferred ways of working.

Five mistakes freelancers should avoid

1. Signing up for too many tools. Switching between multiple platforms creates distractions. Start with a small, manageable toolkit.
2. Ignoring free-plan limits. Check storage allowances, usage caps, export restrictions, and upgrade requirements before moving important work into a platform.
3. Forgetting backups. Keep copies of important deliverables, contracts, invoices, and records. Do not rely on a single account or application for every business file.
4. Sharing confidential information carelessly. Protect client credentials, private documents, personal data, and unpublished work. Confirm authorization before using external AI tools or sharing files.
5. Expecting software to replace professional judgment. Tools can speed up production, but you remain responsible for quality, accuracy, communication, and meeting the agreed scope.

PAGE 9: YOUR 7-DAY ACTION PLAN AND FINAL TAKEAWAYS

The easiest way to benefit from free freelance tools is to implement them gradually. Use the following seven-day plan to create a working system without overwhelming yourself.

Your 7-day checklist

0/7 complete

Day 1

Organize your files

Set up Google Drive folders for clients, projects, contracts, and final deliverables.

Day 2

Build your task system

Create a Trello board or Todoist list and add all current projects and deadlines.

Day 3

Improve client communication

Set up Google Calendar and prepare a professional meeting or scheduling process.

Day 4

Prepare your work toolkit

Choose the relevant design, writing, research, or development tools for your service.

Day 5

Organize your finances

Choose an invoicing option suitable for your country and create a simple income and expense tracker.

Day 6

Improve your online presence

Update your portfolio and prepare a few useful posts or examples of your work.

Day 7

Review and simplify

Identify which tools saved time, remove unnecessary ones, and plan your next week's priorities.

Reset checklist

How to decide when to upgrade to a paid tool

Free tools are excellent for getting started, but a paid plan may eventually be worthwhile. The decision should be based on measurable business value rather than the number of premium features advertised.

Consider upgrading when:

- You regularly hit a limit that delays paid client work.
- A paid feature saves enough working time to justify its cost.
- You need stronger collaboration, administration, or security controls.
- Your client requires a specific workflow or integration.
- Your business has stable income and the expense fits your budget.

For example, if a paid scheduling feature saves several hours each month and those hours can be spent on paid projects, it may justify the subscription. If you rarely use the feature, the free plan is probably sufficient.

Review subscriptions every month or quarter. Cancel tools that no longer solve an important problem.

FINAL THOUGHTS

Successful freelancing is not about owning the most software. It is about delivering reliable work, communicating clearly, meeting deadlines, and building relationships that encourage clients to return.

The 25 tools in this guide provide a practical starting point for organizing your freelance business, producing professional work, protecting your accounts, and managing your time and money. Many offer useful free access, but their pricing, eligibility, and limitations can change, so verify the details before committing to a workflow.

Start with three to five tools that address your biggest challenges. Learn them properly, establish a consistent routine, and expand your toolkit only when your business needs it.

Your goal is not to collect tools. Your goal is to build a freelance business that works efficiently.

Research and official resources

Use these resources to verify tool features and current plan restrictions before publishing or distributing this guide.

- [Canva pricing](#) — design features and free-plan access.
-
- Canva
-
- [Trello plans](#) — project management limits.
-
- trello.com
-
- [Notion pricing](#) — workspace and file-upload restrictions.
-
- Notion
-
- [Slack plans](#) — messaging and collaboration limits.
-
- Slack
-
- [Clockify](#) — time tracking for projects and clients.
-
- Upwork
-
- [Google Drive](#) — cloud storage and file sharing.
-
- Zapier
-