

## HOW TO USE THE CHEAT SHEET

This cheat sheet is designed to help you pinpoint the tools you need to run your business. It is separated into two categories.

**Essential Tools** - The tools that are critical for your business.

**Optional Tools** - The tools you can consider after implementing the essential tools.

## MANAGEMENT TOOLS

**Buy Domain** - allows you to purchase a domain directly from Builderall and connect it to your website.

**Custom Email** - allows you to create professional emails using your domain.

**SEO Report tool** - allows you to optimize your SEO settings for your website.

**DNS Manager** - allows you to manage your DNS records for your domain (advanced users).

### ESSENTIAL TOOLS

## CHEETAH WEBSITE BUILDER

- Build your brand, build trust and demonstrate your authority.
- Provide value and engage your prospective clients.
- Collect emails and build an email list.
- Qualify your traffic.
- Get found in search engines.

## MAILING BOSS

- Collect and manage email addresses.
- Create an autoresponder system to automatically email a predetermined set of emails to your leads.
- Segment leads and clients to send special emails.
- Create and deliver newsletter.

### OPTIONAL TOOLS

- **App Builder** - share information about your restaurant, specials, and allow customers to order/pay ahead or reserve a table through their mobile device.
- **Booking Builder** - allow clients to schedule table reservations or parties.
- **Browser Notifications** - keep customers updated with the latest news including specials.
- **Messenger Chatbot/Sitebot** - connect to Facebook page to allow leads and clients to get information and automated assistance on your Facebook page or website.
- **SMS Messaging** - allows you to text message leads or clients.
- **Social Proof** - allows you to have social proof of when leads or clients register or make a purchase on your website.
- **Super Checkout** - allows you to sell branded merchandise to your customers.
- **Telegram** - allows you to manage automated messages for a telegram group to keep customers updated on specials.
- **WhatsApp** - allows you to manage automated messages for a WhatsApp group to keep customers updated on specials.