

We've done our best to provide you with a list of tools you should work to acquire. Some of them are physical items you should purchase to have the tools you need to succeed, others are digital tools that you may need to purchase.

We've tried to take into account your starting budget and know you may not be able to purchase all of these right now, but they are a starting point for you to work towards. As you become more successful you should reinvest in your tools, upgrading as you upgrade your income.

## Home Office

- **Laptop with webcam** - something as simple as this [Google Chromebook](#) will get you through your first year. The majority of the tools are all online so you don't need a lot of storage or ram. Occasionally you might need to make a video, but it would be a short simple video that any stock graphics card is capable of rendering.
- **Good wifi** - strong enough to stream online video training
- **A quiet working area** with a distraction free background (remember online meeting members will be able to see behind you)
- **An ergonomic chair** - We're not scientists so we can't explain why, but an [office chair](#) that adjusts your height and arm rests will increase your focus and productivity.
- **Headphones** - [Low profile](#) are my favorite, but others like the [noise cancelling](#) kind (when your budget allows)
- **Mic** - something [simple](#) like this is all you need to get started - you really just want to be heard clearly and sometimes older laptops aren't able to do that. If your laptop is relatively new you should be fine (but test it).

## Software

- **[Google app suite](#)** (or microsoft office) - being able to easily create and share documents is crucial. We recommend creating a document in your Google Drive account, sharing it with a friend and then having them share another with you so that you can get comfortable using this tool.
- **[Slack](#)** (get the app for your phone and for your computer) Many online jobs use this tool for team communication, so you'll want to become familiar with it. We HIGHLY recommend learning about "threaded comments" as this is becoming a popular Slack etiquette.
- **[Zoom.us](#)** - most online businesses will use this tool (or a similar tool) for holding online team meetings. They do you a favor and set up a [Test](#) Meeting so that you can practice using their software.
- **[Loom](#)** - is a screen sharing tool that allows you to record a video of your computer screen with (or without) your face so that you can communicate with your team without having to schedule a meeting. This is often used for quick questions or explanations on issues or projects.
- **Invoicing** - as a freelancer in the United States you will likely be a w9 team member. Which means you will not receive a W2 and your taxes will not be withheld. It's common practice (expected) that if you provide a service for a company you will send them an invoice to get paid. Using a good invoicing software like Freshbooks or Xero.com will make tracking invoices and collecting payments easy for you.
- **Ad network accounts** - It's recommended that as you go through this course you have an ad account in Google and Facebook. Don't worry, we train how to use them, but creating an account will be helpful for you to practice as you go through the AdSkills training.