

## Online Invoicing: Two Products To Consider (FreshBooks and SOHOS)

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As a small business owner, you're trying to (or at least you should be) keep your costs and expenses to a minimum. We're not talking about being cheap, just economical. If you can do the same job with something less expensive, why would you go for something more and spend the money without any good reason?

The same applies for your bookkeeping. Sure, you could hire a professional accountant to keep track of your business, or you could try out some web applications that will take care of your financial and administrative tasks like calculations, working hours count and invoicing. Everything is pretty automated and your only concern should be to find great clients.

Lucky for you, there are many online accounting applications out in the market, but we'll focus on the two of them so we can show you exactly what's available so you can choose one that suits you and your small business. We'll take a look at SohoOS and FreshBooks and check out their features.

**Small office, Home office – SoHo** for short, is probably the way you work right now – you have rented some office space, or maybe you haven't, or you're working from home. SohoOS isn't an actual operating system but a collection of tools that help you better control your business. SohoOS claims that it's not just a business solution, but a place for individuals to improve their business and their business skills, as well. It simplifies each business process and takes care of your workflow.

We asked Ron Daniel of SohoOS if the SoHo's products are as good as the individual services they might compete with. His response was, *"As the easiest management platform web wide, SohoOS focuses on providing high-quality solutions to adequately answer the holistic needs of micro-business owners. As such, we are the only platform which is designed especially for this population's needs. Consequently, our system is superior to any other single-solution program out there. And, of course, our core management platform is the only available one which is free."*

With SohoOS you'll be able to manage your contacts in one place, as well as managing documents, projects and inventory. Invoices and billing are also a powerful module of the SohoOS, where you can create an invoice and request payments via any method suitable. If you receive your payments via PayPal, SohoOS will automatically know when the payment has been paid and do everything else for you.

FreshBooks is an alternative to SohoOS and is one of the most known online accounting solutions out there. It isn't as extensive as SohoOS, and it shouldn't be – it's massively focused on invoicing and getting paid.

Whether you're being paid via PayPal, 2co, iTransact or any other payment gateway, FreshBooks can work with it. When you create and send an invoice to a client, it gets tracked and you're notified when a payment has been made. You can customize your invoices and even set recurring invoicing and payments so you don't have to worry about those that occur monthly.

Which ever service you choose, one thing is clear – these tools will help you to save a lot of time, which can now be used for more important tasks, and not doing calculations in Excel and copying and editing stuff into your Word invoice template.