

# What Is Trello?

- Visual collaboration tool that organizes your projects into Boards, Lists, and Cards – like a digital corkboard.
- Provides an overview of who is doing what and what still needs to be done.
- Customization: Flexible enough to manage a personal schedule to group projects.



<https://trello.com/>

# What Problems Does Trello Solve?

Scattered notes & to-do lists

No clear view of project progress

Team confusion on who is doing what

Touching base multiple times to get progress updates

Basic administrative task automation

# How Does Trello Work?

- Move cards from left to right as work progresses, creating a visual timeline.
- Cloud based, live updates for everyone on team
- AI Assistant: Butler can handle simple automation, like moving all unfinished tasks from Friday to next week, send emails when a task is complete, etc...



# How Can a Small Business Use Trello?



## The Bakery (Order Tracking):

- Automation: When a card moves to "Ready for Pickup," Trello automatically texts the customer that their cake is ready.



## The Real Estate Agent (Closing Checklist):

- Automation: When a card moves to "Closed," Trello moves the card to an "Archive" board and adds a "Send Thank You Gift" reminder for 30 days later.



## Gym Manager:

- Automation: When a card for a customer moves to "Enrolled", a welcome email is sent.

# Trello Competitors

Feature	Trello	Asana	ClickUp
Best For	Simplicity & Speed	Complex Project Paths	"All-in-One" Seekers
Learning Curve	Zero (Minutes)	Moderate (Days)	High (Weeks)
Main View	Visual Cards	Lists & Timelines	"Everything" View
Automation	Simple English (when/then)	Logic Flowcharts	Heavy Configuration

# Trello Pricing

Plan	Price	Features
Free	\$0	<ul style="list-style-type: none"><li>• 10 Boards</li><li>• Unlimited Cards</li><li>• Basic Automation</li></ul>
Standard	\$5	<ul style="list-style-type: none"><li>• Unlimited Boards</li><li>• Custom Fields</li><li>• Advanced Checklists</li></ul>
Premium	\$10	<ul style="list-style-type: none"><li>• AI Assistant</li><li>• Timeline/Calendar Views</li><li>• Unlimited Automation</li></ul>
Enterprise	\$17.50	<ul style="list-style-type: none"><li>• Org-wide Security</li><li>• Admin Controls</li><li>• Unlimited Workspaces</li></ul>

# Trello Demo:

<https://www.youtube.com/watch?v=yDlDdTp7p6Q&t=1s>

