

THE *aligned* FEMALE ENTREPRENEUR

12-Weeks to Creating a Profitable Soul-Centered Business

Little Black Book of Resources:

The Best Apps and Tools for Building Your Business

There are SO many apps and tools out there to build your business... it can be overwhelming and completely time-consuming to weed through it all.

We're simplifying the search process for you by including our tried-and-true must-haves all right here in one easy reference spot!

ONLINE SCHEDULERS

Acuity

Full Slate

Calendly

Time Trade

WEBSITE HOSTING

Bluehost

Site Ground

WP Engine (more expensive but really great)

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WEBSITE PLATFORMS

Wordpress

Squarespace

Wix

Weebly

ONLINE IMAGE CREATION

Canva

Pic Monkey

Pixlr

PLACES TO FIND IMAGES TO USE ONLINE - FREE

Flickr Commons

MorgueFile

Pixabay

Pexels

Unsplash

stocksnap.io

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PLACES TO FIND IMAGES TO USE ONLINE – PAID

Stocksy

Istockphoto

PROJECT ORGANIZATION/TASK MANAGEMENT

Trello

Asana

Basecamp

Clickup

CLIENT FOLLOW UP

Trello

Adding to Google or Mac Calendar

EMAIL

Gmail through gsuite

Mac Mail

Outlook

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SOCIAL MEDIA PLATFORMS (RECOMMENDED)

Facebook

Instagram

YouTube

SOCIAL MEDIA PLANNING AND MANAGEMENT

Planoly

Later

Buffer

Preview

MUSIC WHILE WORKING

Spotify

Apple Music

VIDEO CONFERENCING

Zoom

Skype (this one has more issues it seems than Zoom for video)

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SETTING UP A WEB-BASED BUSINESS PHONE NUMBER (good for international calls)

Google Voice

Skype

OUTSOURCING / FINDING SUPPORT

Upwork

Fiverr

Elnance

Assist U

oDesk

ACCOUNTING/TRACKING FINANCES

QuickBooks Self Employed

ShoeBoxed

Excel Spreadsheet (for beginners)

TRACKING PERSONAL FINANCES

Mint

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CREDIT CARD PROCESSING

PayPal

Stripe

SquareUp

NEWSLETTER SERVICES

Aweber

Mailchimp

PROFESSIONAL PHOTOGRAPHY

In Her Image Photography

WEBSITE PROFESSIONALS

Alchemy and Aim

LANDING PAGES FOR OPT IN AND SALES PAGES

Lead Pages

Megaphoneapp

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WORDPRESS PLUG INS FOR BUILDING SALES PAGES

Elementor

Beaver Builder

ONLINE COURSE CONTENT DELIVERY

Kajabi: Simple content delivery system with easy video, audio and pdf upload capability. Can host multiple courses and has a clean, simple design.

LearnDash

Thinkific

Coaches Console

Wishlist Member – used in conjunction with wordpress site to drip content

SHOPPING CARTS AND AUTORESPONERS (AUTOMATES SELLING PRODUCTS)

1ShoppingCart

Infusionsoft (only for advanced biz, higher cost)

OfficeAutoPilot (only for advanced biz, higher cost)

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SURVEYS

Survey Gizmo

Survey Money

TELECLASS BRIDGE LINES

FreeConferenceCall.com – good for starting but not long term

InstantTeleseminar: This is what we use for running group calls. It easily records, offers back-up recordings and allows you to unmute people individually. Great customer service. Costs \$47-\$67/month depending on number of participants.

Maestroconference: Pricier but gives you the option to do breakout rooms. Great for making virtual group programs interactive. This is what we use to run Skills Labs. Costs \$97/month.

Zoom (phone-in only webinar or meeting option)

WEBINAR HOSTING

Webinar Jam

Zoom Webinars

Go to Webinar

Google Hangout (Allows up to 15 people)

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TRANSCRIPTION

Verbal Ink: Get your calls transcribed and add value to your client experience

VIDEO SHOOTING

iPhone: use your phone to create high-quality video that is easily uploaded to YouTube, Vimeo, or elsewhere along with social networks!

eCamm for Skype: Superb tool that allows you to easily record Skype calls in audip or split screen video interviews!

<http://www.ecamm.com/mac/callrecorder/>

Facebook Live: record and stream live and then download the video for future uses as well.

QuickTime Player: usually standard on most Mac's, choose file > new screen recording.

Google Hangout or YouTube Live: utilizes your webcam to shoot, record, or broadcast your video. <http://www.google.com/hangouts/>

Camtasia: An application that allows professional screen recording & video editing all in one!

ScreenFlow: A powerful and easy-to-use application that allows you to easily record and broadcast video.

<http://www.telestream.net/screenflow/overview.htm>

Screencast-o-matic: record screen, paid and free options.

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VIDEO HOSTING

YouTube: Probably the most common host tool. Quick, easy uploading features and multiple editing options allows you to quickly setup and connect with your viewing audience. Also connects directly to Google Hangouts and WebinarJam. <https://www.youtube.com/>

Vimeo: Video hosting service that allows you to upload, edit, and share videos with your community. Integrates with your websites easily. Nice clean look. <https://vimeo.com/>

PHOTO EDITING (MOBILE)

VSCO

FaceTune (makes selfies a dream)

Over

Afterlight

A Color Story

Snapseed

PHOTO EDITING (DESKTOP)

Adobe Lightroom

Adobe Photoshop

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CAMERA

Iphone

Canon 70D

LENSES

35mm 2.0

50mm 1.8