Tools You'll Need As You Grow Your Business

You'll notice the list is small. This is a resource list as you grow. *This list is constantly updated.*

Basics

Google Workspace - Take your Gmail account and turn it into a professional with your business name! It's about $10 per month and well worth it!

Chat GPT - Never start with a blank doc again! Lean into ai and let it do the heavy lifting. Use it in product descriptions to catchy titles. This is gold! AND there is a free version.

⚡**LastPass - Never remember a password again! Use LastPass and it stores them for you.**

Shipping Software

- **Pirate Ship** - If you are just starting
- **Shipstation** - As you have multiple platforms you sell on.

3PL/Fulfillment Shipping

- **Deliverr**
- **Shopify Fulfillment**

- **Domains**
- I use godaddy to get all my domains. You will need this once youwnat to move to your own platform.

Shop Platforms

- ⚡**Shopify** - This is my go to!

Apps for Shopify

- **See Shopify Section in the 0-100K**

Podcasts for Business on my Playlist

- How to Sell Online (I'm biased on this one;)
- My First Million
- Cathy Heller
- DOAC
- Mel Robbins

Top Business books I've read and re-read!

- How to win friends and influence people
- Purple Cow
- Essentialism
- Profit First
- The Illusion of Money
- Soundtracks
- Effortless
- Who Not How
- The Gap and the Gain
- Atomic Habits
- Give and Take
- Think and Grow Rick

Productivity

- ⚡**Trello** - Free version is great! This an online organization program.
- **Slack** - As your team grows slack is better than email.
- ⭐**Google Docs** are free and updated live and can be used in collaborations. This is what I'm using currently for this document.

Social Media

- **SelfControl** helps block out distractions on mac
- **Google Short Link** - Free and it shortens lengthy url's
- **Tailwind** for pinterest

Graphic Design

- ⭐**Canva** - This is for creating ads, email templates or freemiums. $12.95/month
- **Creative Cloud** - $9.99 a month. Great for editing product pictures. I highly recommend this to add a pop to your pictures.

Conference calls

- **Zoom** - Free for 45-minute calls

Surveys

- ⭐**Google forms** and it's free too

Storage

- ⭐**Google Drive** I use this all the time.

Logo

- **Fiverr** - Yay, for $5. Caution...you can get lost on the interesting things that can be done for $5.
- **Et**sy
- Canva
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How to find Colors for your brand or product line

- ⚡**Google ColorPic extension** and it's free.
- ⚡**Color Schemes on Pinterest** and it's free too!

Email Providers

- Klayvio

Writing

- ⚡**Grammarly** - I heavily use this. Spelling is my curse. You may notice here and there. We all have strengths and weaknesses. Mine strength is teaching you how to sell products and make money.
- ⚡**Thesaurus** is open a ton on my computer. It's free and helps you get creative.

Fonts

- **Google fonts**

Free Images

- ⚡**Pixabay**
- ⚡**StockSnap**

Site Watching

- ⚡**HotJar** - Watch what your customers click on and where they are getting stuck. Use the free version