

My Faves.

Tools of the Trade

*Saving you HOURS and STRESS
Powerful business tools I use to build and run
my online business*



Many of these links are affiliate links, meaning I may receive a commission - at no cost to you - however, I only recommend what I have used and love.

productivity



Asana

With client projects and your business's moving parts, staying organized is more important. Asana has helped me balance client work, project along with business goals and organization.

TRY ASANA



Slack

The best way to connect with a team across the world, while pretty much eliminating email. We use it to connect with our team and clients. We share updates and connect. Keep it organized to keep it flowing.

TRY SLACK



Full Focus Planner

Design meaningful goals and use the planner's prioritization framework to create tasks that move you closer to achievement. My favorite planner is the coil leather in eggplant.

TRY FULL FOCUS PLANNER



QB Self Employed

Easy bookkeeping, mileage tracking, & invoicing system to keep your finances in check and on track. Create P&L statements in a jiffy and have eyes on your financials daily.

TRY SELF EMPLOYED



Google Drive

More than just a cloud storage tool. Frees your computer's storage space with Google Drive, and collaborate with others on and off your team simply.

TRY GOOGLE DRIVE



Canva Pro

A daily driver in our business, simple graphic design for everyday social, presentations, print materials, product photos, PDFs, and many other visual and printed projects. Try Canva Free.

TRY CANVA PRO



Metricool

An affordable social scheduler with robust analytic reports and data. We use this to manage our all social accounts for both clients and SMS.

TRY METRICOOL



Calendly

Take control of your schedule with this free online scheduling platform. Setup your availability and connect Zoom, your Google or Outlook calendars to easily share your availability with others and set up consults, coaching calls, and other meetings.

TRY CALENDLY



Zoom

Who can function without Zoom these days? We use Zoom Webinars in addition to a paid Zoom account for check-ins, client calls and even recording screen shares for training.

TRY ZOOM



Goodnotes

A digital note-taking app. Like digital paper that you can search, print and organize. Currently only for Apple devices.

TRY GOODNOTES

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online marketing



Wordpress

Content management system (CMS) to build websites with a plugin architecture and a template system to customize any website to fit your business needs. Sign up through your webhost

TRY WORDPRESS



Squarespace

An all-in-one content management system, or CMS. With a single subscription, you can make a website, host your content, register your own custom domain name, sell products, track your site's analytics, and much more.

TRY SQUARESPACE

ActiveCampaign >

Active Campaign

Email marketing and automation platform that helps businesses connect and engage with customers. It creates optimized customer experiences by automating many behind-the-scenes marketing, sales, and support processes.

TRY ACTIVE CAMPAIGN



Constant Contact

Email marketing platform for small businesses. Automation is not as robust as ActiveCampaign, but Constant Contact is the platform I recommend for beginners or those just starting out. Create easy-to-design drag-and-drop emails, track email performance and set up welcome emails series.

TRY CONSTANT CONTACT



MemberVault

MemberVault

Relationship Marketing Platform that allows users to host courses, membership and other digital products in one place. The creators of this software are hands-on, resulting in a powerful product and personalized feel.

TRY MEMBERVAULT



Tidio

An all-in-one customer service platform designed to help your business grow. It combines live chat, chatbots, emails, Messenger, and Instagram into one convenient tool, allowing you to communicate with your customers faster.

TRY TIDIO

MOTIONMAIL

Motion Mail

Provides an easy way to include countdown timers in your email campaigns.

TRY MOTION MAIL



Deadline funnels

Build an urgency funnel across website bars, banners, page popups, email.

TRY DEADLINE FUNNELS



SiteGround Webhost

Siteground is a reputable, reliable and affordable web host with fast sites and no downtime. Their customer service is impeccable. We have been with SiteGround for over 5 years.

TRY SITE GROUND

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Video / Livestream



Canon EOS M50 Mark II

This is my go-to streaming and video recording camera for high-quality videos. I use my phone for Reels and social, but I use this camera for my courses and YouTube videos.

GET THIS CAMERA



Neewer Ring Light

I use natural light for Reels and social videos and photos as much as possible! But I have a light for better filming higher-end videos in my office.

GET THE NEWERR RING LIGHT



Blue Yeti Nano

A microphone may significantly improve the quality of your live stream.

GET THIS MIC

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wfh setup



Macbook Air 13" M1

MacBook Air is a powerful laptop that can help you manage your daily tasks as well as powerful video and photo editing.

MACBOOK AIR 13" M1



Samsung Curved Monitor

Alleviate eye strain and get a cool immersive viewing feel with this curved monitor. Samsung makes great quality screens that last.

SAMSUNG CURVED MONITOR



iPad Air w/Pencil

The iPad Air and pencil are easy to take on the go. I use it for notes, working on the go, editing and design. I highly recommend getting a paper-like screen protector

iPAD AIR W/PENCIL



Apple Watch

Track your health and workouts, stay connected on the go view your calendar, make calls, control your music, text and more.

APPLE WATCH



AirPods

AirPods have amazing quality sound and the mic is high quality for those zoom meetings or making reels. My AirPods are always in, connecting to my most recent zoom meeting to taking a call from my kids on my phone, it easily swaps between devices.

AIRPODS



Docking Station

USB C Docking Station for the Macbook with USB, Ethernet, HDMI, SD card reader, audio and VGA ports. A must have for Mac users.

CHARGING STATION