Curated Digital Toolkit

Technology changes often so I update this document as often as I can.
Save the link to this PDF file and refresh it so you'll get the most updated version.
There are affiliate links here so skip this if your lab test shows that you're allergic to affiliate links.

Password Access

When was the last time you forgot your password and needed to retrieve it?
How much time did you waste? How much longer will you tolerate that?

You already have way too many passwords for personal and for work.
It's impossible to remember them all and it's not safe to have the same password for all.

You need a password manager to help you access your logins in a secure and convenient manner.
It also helps you save time when you use it to auto-fill your passwords.

The free version has some limits:
For each password, you can only share it with one other person.
You can only access it on one device, a computer or a mobile phone.
I recommend you access it on your computer because you do most of your work there.

- [LastPass](): You only need to remember one password to access your other passwords.

Workspace

An email service that protects the privacy of your emails.
Switch over so you can depend less on big tech.

- [Proton](): Privacy email, calendar, data storage and VPN.

Writing

The following apps will help you write better and faster.

- [Open AI](): This is the A.I writing app that many people use.
- [Otter](): AI-powered transcription app to help convert speech into text.
- [ProWritingAid](): AI-powered writing assistant with grammar checker and style editor.

- [Hemingway App](): Ensure the readability of your writing is at grade 6 (12 year old) or below.
- [Datayze Readability Analyzer](): Readability analyzer with statistics and score.
- [ShareThrough Headline](): Headline analyzer with suggestions.

Images

Get photos, videos, music and other creatives for your ads, social media, landing pages and emails.

- [Pexels]()
- [Pixabay]()
- [Life Of Pix]()
- [Pik Wizard]()
- [Gratisography]()

- [Emojipedia]()
- [Giphy]()
- [Gfycat]()
- [Imgflip]()
- [SVG Repo]()

Graphics

Design and edit graphics for your ads, social media, landing pages, website and emails.

- [Canva](): Design and editing.
- [Pixlr](): Remove photo background.

- [Shortpixel](): Compress your images.
- [Crop-Circle](): Crop a circle and download as a transparent png file.

Video

Create and edit videos for your ads, social media, landing pages and website.

- [Capcut](): Video editing app (mobile and desktop) with many useful functions.
- [InShot](): Video editing app (mobile) suited for shorter videos.

- [Fliki](): A.I video generator. This is simple to use yet powerful.
- [HeyGen](): A.I video generator. This is a more robust app.

Email

Warning: Do not use the email marketing service that comes with your website builder!
They focus on websites, not email so their email functions are too limited. (Just like MailChimp!)

Start your email marketing, create web forms and landing pages.
When you upgrade to the paid version, you can access the automation functions.
These automations can improve your response rates while saving you so much time.
Over the years, I've tested many email marketing solutions and Kit is the easiest to use.

- Kit: Email marketing for content creators. (Kit Setup Process)

This would be my next best recommendation.
It has most of the functions you need and the automations are good enough.

- MailerLite: Email marketing.

Here are some other tools you can use to make your email marketing work better.

- Email Subject Line Tester: Analyze and improve subject lines before sending emails.
- Email Spam Trigger Words Checker: Detect spam words so that you can change them.

Website

This is the domain name registrar I've been using for many years.
They don't upsell you a bunch of rubbish, unlike some of their competitors.

- NameCheap: Domain name registrar.

It cost more than the low priced hosting but it's worth it.
A superb WordPress host that helps your website load fast.
The support is excellent because their team is knowledgeable.

- Kinsta: WordPress hosting.

One of the most popular WordPress themes.
The ultimate visual page builder that requires zero coding skills.
There's a lifetime deal where you pay once and you'll get updates and support for life.

- Divi: WordPress theme.

This is for keeping your website compliant. (No legal advice here.)

- Privacy Policy Generator: Create this and add it to your website.
- Terms of Service Generator: Create this and add it to your website.

Clients

Manage your programs and client information.
It also has a mobile app for your clients to access.
This is popular among many health and wellness coaches.

- [Practice Better](): Practice management for health and wellness.

This app will manage your programs and client information.
Keep your clients accountable so they can get better results.
Designed by a high performance coach to keep your clients accountable.

- [Upcoach](): Practice management for coaches.

Meetings

A beautiful, interactive interface that allows the scheduler to overlay their calendar.
Your audience will love the personalized scheduling experience.
You won't get these advanced features from their competitors.

- [SavvyCal](): Meeting booking app.

A simple app with email reminders.
This is a lifetime deal, so you only have to pay once.

- [TidyCal](): Meeting booking app.

Social

Tools for managing your social media profile and ads.

- [Meta Business Manager](): Access your Facebook and Instagram. (Mobile app available.)
- [Meta Business Suite](): Access your inbox and reply to comments. (Mobile app available.)
- [Meta Ads Manager](): Access your Facebook and Instagram ads. (Mobile app available.)
- [Meta Ad Library](): Search all the ads currently running across Meta platforms.

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