

THE BUSINESS DIRECTORY

So, one of the overwhelming parts of growing your own business is knowing where to put everything and how. These days, there a TON of websites, plugins and software to help you build and scale your business.

But which ones are best to use? Where do you start?

We have collated all of our favourite sites that we think are the best in their respective fields to help you based on their categories.

We will pick up further training on these sites/topics in the live coaching to help you on your way with the HOW.

*With love,
Becki x*

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CRM + EMAIL MARKETING

MAILCHIMP

Marketing and email automation platform. A great place to store, build and manage all of your contacts in one place, send out all of your marketing emails, set up automated emails with customisable triggers. There are some limitations with Mailchimp but we just suggest making sure you understand how Lists and Groups work before you import and add to your contact lists to ensure you set up your framework right from the start. The email builder is super easy and if you spend some time on your templates you can pull an email together that is on brand in a matter of minutes.

INFUSIONSOFT

For much bigger databases

SALESFORCE

Full CRM, keeps contact details + allows you to funnel newsletters.

CAMPAIGN MONITOR

Email marketing tool

ACTIVE CAMPAIGN

Email marketing tool

HUBSPOT

Great tool for CRM, emails and newsletters

UP NEXT: SOCIAL MEDIA SCHEDULERS AND ANALYSERS

SOCIAL MEDIA SCHEDULERS AND ANALYSERS

UNUM

Great for visual planning, doesn't have auto-post function

PLANOLY

Great for visual planning and has aut-post function, however gets expensive if you want more than one log in.

LATER

Great for scheduling, planning and viewing!

FACEBOOK

You can schedule posts directly through Facebook when using a business page and also analyse which posts got the best reach, impressions and click throughs.

HOOTSUITE

Social media management tool. Integrates with Twitter, Facebook, Instagram, LinkedIn, Google + and YouTube

SPROUT SOCIAL

Social Media Management Platform

UP NEXT: ORGANISATION

ORGANISATION

GOOGLEDRIVE

We use this for everything! You can create folders, share with others and amend docs at the same time as everyone else! A BIG PLUS from us

CALENDLY

This is a great tool to allow people to book in calls/meetings with you. You can create your own availability and allow your clients to book in with you on their own accord. Great for online PTs and bookings.

ZAPIER

This is a nifty little plug in and we love it. Zapier allows you to create zaps between different plug ins and functions. For example, you can set it up so that everytime a new email address is put into a google spreadsheet, it will automatically add to a mailchimp list! It really is an amazing tool we could not live without.

DROPBOX

Great tool for sharing big files .Similar to googledrive!

TRELLO

Some people swear by this for planning and organising their day. You can break up into campaigns, clients and also share with others!

UP NEXT: PAYMENT + BILLING FUNCTIONS

PAYMENT + BILLING FUNCTIONS

MOONCLERK

Really easy format plug in to use to take payments, You can brand the page to your personal branding and embedd to your website. We use this for the Get Lit Clique sign up!!

PAYPAL

Great to use for payments especially for events and sign ups!

XERO

Accounting platform

QUICKBOOKS

Great affordable, easy to use accounting platform that helps you send invoices, keep trakc of spending and taxes.

UP NEXT: WEBSITE BUILDERS AND LEAD GENERATORS

WEBSITE BUILDERS AND LEAD GENERATORS

SQUARESPACE

A great platform if you want a sleek website, don't need any crazy functionality of customisation and may need some design help. Make sure you spend some time choosing your template, as some are quite restricted and you simply can't change elements of a template without further coding. However you can flick between templates so don't worry if you build your site and change your mind down the line, your content will remain and you can work on a new template whilst your site stays live. The restrictiveness has benefits and does ensure your whole site stays on brand and your website looks sleek and functions well.

WIX

Great again if you don't need too much functionality, although lots of add ons are available. Wix does give your more flexibility with your design and is more 'drag and drop' so great if you have in mind what you want to do. Although this does mean lining things up and keeping consistency throughout the site is down to you.

WORDPRESS

There is a reason 30% of the internet is powered by Wordpress

SHOPIFY

- Best for websites that are mainly ecommerce

LEADPAGES

Mailchimp signup forms

UP NEXT: EVENT HOSTING

EVENT HOSTING

UNIVERSE

Great integrations into websites such as squarespace and lowest fees per ticket sales

EVENT BRITE

Takes more commission per ticket sale but has better reach to people just surfing even brite, offering you more chance for your event to get found.

EVENT SMART

UP NEXT: DESIGN

DESIGN

CANVA

We LOVE canva. If you are looking for quick easy ways to design logos, worksheets and presentations then look no further than canva. This allows you to let teams, add logos, create your theme and much more and can also be done on an app on your phone - we recommend you all getting up to speed with canva!

ADOBE ILLUSTRATOR AND INDESIGN

For those with a little more skills you can't beat adobe's indesign for creating decks and docs. We use this for our major decks but if you haven't got the experience, we advise saving time and outsourcing for others to do for you.. Remember, spend more time in your genius!!

UP NEXT: COMMUNITY BUILDING/TRAINING HOSTING SITES

COMMUNITY BUILDING/ TRAINING HOSTING SITES

GENDDI

Webinar hosting through webinar jam, this is the major hoster for webinars and the most popular amongst entrepreneurs.

ZOOM

Online calls and hosting. You know how much we love zoom! It has the ability to record inside and does everything you need.

TRAINERISE

One of the most popular online PT platforms

TEACHABLE

This is a great format for hosting masterclasses and training programmes. You can create a school that is in your own personal branding and can take people through a programme. It is also great for 'one off' masterclasses and 3 part series and isn't too expensive.

MEMBERSPACE

This is a members platform aimed Purely for people wanting to create membership areas just like the Get lit Clique for squarespace. The functionality is pretty good and is the only way to be able to host private areas on squarespace!

UP NEXT: PLANNERS AND JOURNALS

PLANNERS AND JOURNALS

GOAL TRACKERS, PLANNERS

THE BULLET JOURNAL

WEEKPLAN

DAYVIEWER

THE HAPPINESS PLANNER (A PHYSICAL JOURNAL)

TRELLO

UP NEXT: MEDITATIONS

MEDITATIONS

HEADSPACE

CALM

FIIT

MINDBODY