

Business Tools I Recommend

By Jennifer Allwood

Note: many of these links are affiliate links but we use every one of these products and services!

1. **Grasshopper Phone System:** *We created an 800 number for clients to call (it ups the professionalism factor) & our voicemails go straight to an email. Love this!*
<http://www.shareasale.com/r.cfm?B=358268&U=1062332&M=32163&urllink>
2. **Zoom Video Conferencing:** *I use for all of my online meetings, coaching calls and webinars. Much cheaper than GoToWebinar which I used to use.* <http://bit.ly/2aaMkPu>
3. **AWeber:** *To capture email addresses and send out newsletters. I used this until I hit 20K email subscribers.*
<http://www.aweber.com/?457083>
4. **Ontraport:** *Captures email address and tags and organizes subscribers. I switched from Aweber to Ontraport in the winter of 2016 and have seen a huge increase in subscribers!* go.ontraport.net/t?orid=586870&opid=45
5. **Tailwind:** *This is an awesome pin scheduling tool for bloggers. It helps me schedule my pins and forget about it by automatically spreading new pins over ideal pinning hours and looping my pins so they are seen more than once and get more impressions. You can also work with Tribes to promote each other – making it easy to find quality content in one area.* <http://shrsl.com/mbrc>
6. **Day Designer:** *A yearly planner and daily agenda for creative entrepreneurs, business women, and working mommas everywhere. I am still old school and need a day planner right in front of me (instead of on my phone which I don't use!)* <http://daydesigner.com/#l9j>
7. **Diva Ring Light:** *My portable light that I use for all videos. You will look like you got a face lift. Trust me on this light! Use the coupon code MAGICBRUSH to receive 10% off. Free shipping included.*
http://www.stellarlightingsystems.com/stellar-diva-18-ring-light-cfl-r18-kit-w-dimmer-stand-shotgun-microphone/#a_magicbrush
8. **Gooseneck Cell Phone Holder with Clip:** *This is a lifesaver and so handy to use! It's like having an extra hand!*
<http://amzn.to/2xqdnPo>
9. **Small Ring Light with Clamp for Computer Monitor:** *Talk about making a difference! This little gem will take 10 years off your face! (And things look so much more professional with good lighting!)*
http://www.stellarlightingsystems.com/webstar-ll/#a_magicbrush
10. **Affiliate Marketing for Bloggers ebook by Tasha Agruso:** *I can teach you a ton on affiliate marketing and how to reach out to brands and use the links to increase your income. But Tasha can show you how to set it all up and give you all the techie advice you need!*
http://affiliate-marketing-for-bloggers.teachable.com/?affcode=108300_9yx5fspb
11. **Square Up Card Reader:** *We use this for taking payments at home shows & speaking events.*
<https://squareup.com/i/16449493>
12. **"30 days to Get your Wordpress Blog Found" e-course by Feuzza Reis:** *DIY SEO (Search Engine Optimization) for bloggers. Help for creative entrepreneurs to get found online and improve their search engine rankings.*
http://pinterestseo.teachable.com/?affcode=23620_vxx-wm5s
13. **PicMonkey:** *We use PicMonkey for all of our photo edits and watermarking*

[>PicMonkey](http://www.shareasale.com/r.cfm?b=460974&u=1062332&m=46133&urllink=&afftrack=)

14. **WP Curve:** *Provides unlimited small WordPress fixes 24 / 7. Have used them for over a year on their \$99/month plan. They do all of my site maintenance and fix issues.* <https://op139.infusionsoft.com/go/wpcurve/jallwood1/>
15. **1shoppingcart:** *The shopping cart software I use for all my online sales.* <http://www.mcssl.com/app/?pr=102&id=279206>
16. **Sprout Social:** *We use Sprout Social to schedule all of my Twitter posts for 2 months at a time and we use it to study analytics of both Facebook and Twitter.* <http://bit.ly/2aW3fll>
17. **Canon EOS Rebel T5 Kit:** *My camera of choice to shoot still shots for my blog and to do some videos.* <http://amzn.to/2oVh9j8>
18. **Targus Tripod:** *A tripod that moves up and down is so important if you do projects! Plus it holds my phone for Facebook Lives!* <http://goto.target.com/c/220115/78775/2092?aadid=10958573&u=http%3A%2F%2Fwww.target.com%2Fp%2Ftargus-tg-6660tr-66-extendable-tripod%2F-%2FA-10958573>
19. **Pop Up Domination:** *Get more email subscribers and generate more sales using a Pop-Up on your site.* <https://app.popupdomination.com/aff/57dae7b5482880451b3fef98>
20. **Yeti Professional USB Microphone:** *One of THE BEST USB mics on the market!* <http://amzn.to/2on0AJP>
21. **Acuity Scheduling:** *NO more back and forth emails or phone calls! Scheduling is done online and your clients can choose from the days you've made available for appointments.* <https://acuityscheduling.com/?kw=YToxMzA1NjM5Nw%3D%3D>
22. **Bluehost:** *To really make money online you need to have a self-hosted WordPress site and you need to host it somewhere. Bluehost is a cheap hosting site (like \$3 a month) with a great reputation. If you sign up for 12 months you get your domain for free!* www.bluehost.com/track/jallwood/