

Solopreneur Toolkit | PearTreePond

peartreepond.com/solopreneur-toolkit

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HEY GIRLBOSS!

| If all you have is a hammer, everything looks like a nail...

Since we all know there are a lot of non-nail problems out there, we better find the right tools to work on them.

How annoying is trying to make something work, that just – is – not – working the way you want it to? How many hours have you spent trying to find alternative solutions for your business? Enough.

I compiled this list of handy tools & resources for your online business, so you can find the right tools lickety-split.

Think I nailed it with this one... You'll want to bookmark this page as I'll be updating it periodically to present you my latest finds.

Love,

Claudia

WEBSITE & ONLINE BUSINESS

Domain Name: Namecheap

Buy a domain name for your brainchild.

Prices start at \$ 0.88/year

[Check it out](#)

Website Platform: WordPress

We are talking self-hosted WordPress (.org **NOT** .com) here. Easily customizable by incorporating themes and plugins of your choosing.

Price: free

[Check it out](#)

Website Hosting: FastComet

Highly competitive web hosting services with great user ratings.

Prices start at \$2.95/month

[Check it out](#)

Premium WordPress Hosting + Genesis Framework + Genesis WordPress Themes: WP Engine

Excellent WordPress hosting company that will give you the ever so popular Genesis framework plus 35 awesome StudioPress WordPress themes (valued at over \$2000) for free when you sign up for one of their plans.

Prices start at \$35/month; Get 2 months free with annual prepay

[Check it out](#)

WordPress Themes: StudioPress

Beautiful, SEO-friendly & high-performing Premium WordPress Themes to create stunning websites.

Prices vary

[Check it out](#)

WordPress SEO Plugin: Yoast SEO

Create your website for humans - but keep machines happy too by following SEO best practices. Yoast will do the heavy lifting for you and show you what you need to do.

Prices: free and paid plans available

[Check it out](#)

WordPress Spam Prevention Plugin: Stop Spammers

The Stop Spammers plugin blocks spammers from leaving comments or logging in. It protects sites from robot registrations and malicious attacks.

Price: free

[Check it out](#)

Keyword Analyser Browser Extension: Keywords Everywhere

Quickly get data for "monthly search volume", "CPC" (= Cost-per-Click) and "Competition" - for Google searches for example.

Price: free

[Check it out](#)

Keyword Research & Competitor Analysis: SemRush

Much more than just a keyword research tool, SemRush gives you deep insights into improving your website and content strategy.

Prices start at \$99.95/month; free trial available

[Check it out](#)

Email Marketing For Online Creators: ConvertKit

Grow your Email list to use Email marketing as one of your income streams.

Prices start at \$29/month; 2-week free trial available

[Check it out](#)

Pinterest & Instagram Scheduler: Tailwind

Tailwind saves your time and sanity by letting you batch your content. Use their smart schedule to space out your pins or Insta posts and post them at the strategically best times for engagement. As if this wasn't enough, join Tailwind tribes to increase your reach even further.

Prices start at \$9.99/month; free trial available

[Check it out](#)

Proofreading Browser Extension: Grammarly

Double-checks your writing to help eliminate the inevitable typos that creep into your beautiful prose.

Price: free plan available

[Check it out](#)

Learning New Skills: Skillshare

Yay for lifelong learning! I bet you'll need to acquire a few new skills to run your online business successfully - from graphic design to marketing, Skillshare has video classes on almost every topic you can think of.

Price: limited free plan available; 2 months free trial of pro plan available; price paid plan: \$8/month (annual plan)

[Check it out](#)

Affiliate Network: Share-A-Sale

Start monetizing your blog or website with affiliate marketing. Share-A-Sale has a huge range of top merchants to choose from (Tailwind for example) and accepts new bloggers.

Price: free

[Check it out](#)

Turning Website Content Into A PDF: Printfriendly

Ever wondered how you could quickly turn a website's content into a print-friendly version? This is your answer. 😊

Price: free

[Check it out](#)

Turning PDFs into Word, JPEG or PPT, Excel - Or The Other Way Round: Smallpdf

Easily convert, compress, split, merge or edit your PDFs.

Price: limited free version available

[Check it out](#)

Storing All Your Passwords In One Place: LastPass

Online password manager that stores your encrypted passwords in one place.

Price: free

[Check it out](#)

PHOTOGRAPHY, GRAPHICS & DESIGN



Stock Photos, Templates, Fonts, Design Assets: Creative Market

Buy everything you need for creating stunning visuals from talented, independent creatives.

Prices vary

[Check it out](#)

Free Fonts: Fontsquirrel

Free fonts for personal and commercial use.

Price: free

[Check it out](#)

Stock Photos, Illustrations: Adobe Stock

Another great source for graphics assets. Especially when you're already using other Adobe products.

Prices vary

[Check it out](#)

Free Stock Photos for Commercial Use: Unsplash

Lots of great photos for personal and commercial use that you can download for free and use without attribution.

Price: free

[Check it out](#)

Photo Editing: Photoshop

This is the real deal. Photo editing and photo manipulations - you can't go wrong with Photoshop.

Price: \$20.99/month (paid annually); free trial available

[Check it out](#)

Basic Graphic Design: Easil

This is a free easy-to-use but powerful graphic design tool that helps you design banners, blog graphics or social media graphics in minutes. Better Canva alternative. Perfect for beginners.

Price: free and paid plan available

[Check it out](#)

Advanced Graphic Design: Adobe Illustrator

This is your pro graphic design option for creating your logo, **branding**, and any other graphics you might need. Maybe not quite as intuitive as Easil, but man, once you know how to use it, there is no going back to another tool. The best. Period.

Price: \$29.99/month; free trial available

[Check it out](#)

Colour Inspiration: Design Seeds

Find beautiful color palette including color codes (hex color codes).

Price: free

[Check it out](#)
