



Online Business Resources Kit

Get help from the best apps, software, services and other creative professionals!

Ecommerce Platform

Shopify

The best ecommerce platform I recommend to everyone. Other ecommerce platforms like Magento, WooCommerce, BigCommerce, Weebly, Wix, SquareSpace, etc. do not come close to comparison. Shopify will have all the tools that will make it easier for you to make sales, so even though it may be the more expensive route, it is worth it because you'll be making more money with Shopify than with other platforms.

Shopify Apps

Advanced Product Options

Create unlimited product options, variant options and link options' SKU's with existing Shopify products to sync inventory

Bulk Discounts

Generate thousands of discount codes in a few clicks

Consistent Cart

Enables a persistent shopping cart that saves a customer's items in cart for when they resume shopping using a different device or computer

Fera

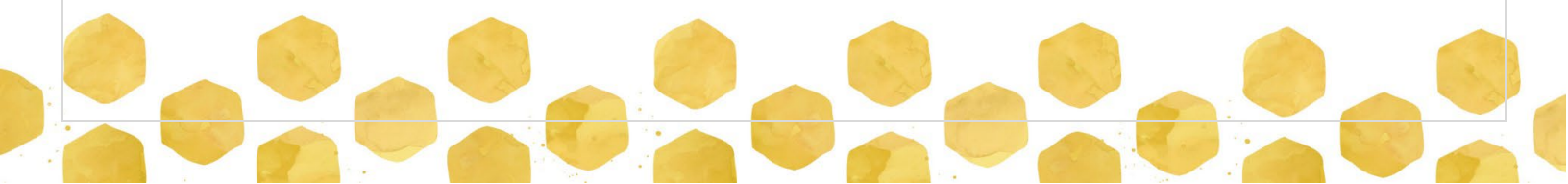
Embed customer reviews anywhere on your site, and includes a lot of different trust-building widgets

In Cart Upsell

Show discounted products as upsells on the cart page

Instafeed

Embed an Instagram feed anywhere on your website



✦✦ six figure online store

Klickly

Commission-based advertising for Shopify stores. I love this because you don't pay a dime until they make you sales. I've gotten 4.7x ROI from this!

Order Printer

Print invoices, labels, receipts, packing slips and more

Order Printer Templates

Professionally designed and customizable templates for your invoices, labels, receipts and packing slips. To be used together with Order Printer

Product Reviews

Adds a customer review feature on your Shopify site. I prefer this over Yotpo because its free version is simpler, easier to use and looks better

Product Reviews Addon

Used in conjunction with Product Reviews. This addon automatically sends emails to your customers requesting for reviews

ReCharge

Sell subscription and recurring products

Referral Candy

Automatically invites past customers to share your shop with their friends. Offer referrals a commission and create discount codes for their friends to encourage them to buy. This is also great for when you work with influencers who often make their money through affiliate/referral sales

TaxJar

The new nexus state laws for collecting sales tax makes it very complicated because every state has different rules. You used to only need to collect sales tax in the state you're set up in, but now you have to also collect in states you have a "nexus" in. TaxJar helps you identify which states those are based on your sales, and it can also auto-file sales tax for you

✧✧ six figure online store

Taking Payments Online

Paypal Buttons Paypal Invoices Paypal.Me

Paypal is the easiest way to get paid without setting up an entire shopping cart on your site. Paypal Buttons can be placed on your site, or sent as a link in an email; Invoices are usually emailed to your client, and Paypal.Me is a new and easy way for people to send you money with your unique Paypal.Me link

Gumroad

Create buy now buttons and deliver digital files with Gumroad. I love Gumroad for their beautiful and easy checkout process. You can also sell physical products with Gumroad

Jotform

I primarily use this for almost all my online forms (contact forms, wholesale inquiry forms) but you can connect payment processing to collect payment on your form itself. This would be great for if you need to collect more information from your customer, like for custom work

Processing Payments at Shows

Square

Square's card reader is easy to use and while many similar options exist today, this is my go-to credit card reader to use at live events!

Shopify Card Reader

Shopify's card reader – syncs inventory with your Shopify products and it's free!

✧✧ six figure online store

Selling Directly On Social Media

Soldsie

I used Soldsie for a whole year doing a sale a week on both Facebook and Instagram and it brought in a big percentage of my income that year. They are powered by “comment selling” where they automatically send invoices to people leaving “Sold!” comments on your product posts on social.

Email Marketing Services for Ecommerce

Klaviyo

This is what Tiny Hands uses now. It's the end all be all ESP that even the big ecommerce brands use. A lot more expensive than Rare.io but also more powerful with its automations, filters and it can even sync with Facebook audiences for creating ads!

JustUno

Justuno helps you create beautiful sign up forms that integrate with your email service provider. Your forms can be set to only display based on specific rules (i.e. “show form on Cart page”, “show form after 20 seconds”, “show form on exit intent”)

Packaging and Shipping

Zebra LP2844

My favorite 4x6” shipping label printer

BlankLabels.com

To use with your label printer – I get the 4000 fanfold 4x6” direct thermal labels

Nashville Wraps

Eco-friendly wholesale gift and gourmet packaging

Paper Mart

Affordable packaging supplies

✧✧ six figure online store

ClearBags

All sorts of clear packaging from plastic sleeves for prints, to boxes for stationery and food

Value Mailers

Mailing boxes, padded envelopes, bubble wrap and more!

Brand In Color

Create custom branded shipping boxes

Packlane

Like Brand In Color but cheaper when you order in larger quantities. Better quality than Brand In Color

Endicia

A low cost shipping software to print shipping labels at home quickly and easily

ShipStation

ShipStation integrates with all the major marketplaces and ecommerce platforms, and automatically syncs tracking numbers with each site you sell on. It's more powerful than Endicia!

PirateShip

Free alternative to ShipStation, plus get cheaper USPS shipping rates! I have not tried this myself, but I have friends who have and love it

Free Stock Photo Sites

RawPixel

Pexels

Unsplash

PixaBay

Free, model released images, ready for commercial use

✧✧ six figure online store

Photography Equipment

Foldio

A foldable and portable lightbox – lights included! Use with its complementary app for photo editing options

Canon 400D with 18-55mm lens

My one and only DSLR that I've used for the past 10 years. You can find lots of used options on eBay for great prices using the link to the left

Graphic Design Resources

Creative Market

Paid stock photos, mock-up photos, graphics, web icons, textures, themes, fonts and brushes

Envato Market

Website themes, code for plugins, stock video and audio files, graphics and stock photos

Canva

Create beautiful graphics online for your business using premade templates

Gimp

A free Photoshop alternative for editing product photos for a white background using Levels

Photopea

Like Gimp, Photopea is browser based, free to use and compatible with Mac and Windows computers.

✧✧ six figure online store

Video Editing Resources

Capcut

A great, free video editing tool for both mobile and desktop! It makes editing videos so easy.

Animoto

Create beautiful and catchy videos quickly using premade templates – just drag and drop images or videos

Storyblocks

Affordable stock videos

Printing Services

Gooten

Print on Demand (POD). Sell your art on products online – from t-shirts to tote bags, mugs, phone cases, mugs, posters and more. They also ship the finished products directly to your customers so you don't have to do any production or shipping work at all!

Printful

Another POD company – slightly more affordable than Gooten but lower quality

UPrinting

My go-to place for printing business cards

Best Value Copy

Great for printing cheap color copies and catalogs/booklets

iPhone Apps

DocScanner

Use your phone to scan documents and email them as PDF documents

WordSwag

Create beautiful quote posts for social media

✦✦ six figure online store

Font Candy +

Add fun and cool text on your photos like WordSwag

AfterLight

Edit your photos with beautiful filters and frames

Snapseed

Very powerful photo editing app – great for touching up photos

Social Media Apps

Later

Schedule Instagram posts on your computer or with their free app. You can curate your posts in advance in the Instagram grid, so that your feed looks good!

Planoly

Like Later, but different and compatible with fewer platforms

Productivity

Asana

For managing projects, breaking up projects into smaller tasks, and delegating those tasks to team members. We use the free version

Trello

Like Asana, but some people prefer Trello's Kanban style more

Dropbox

I keep all my files and folders in Dropbox. I can access my files anywhere with any device so I can keep working or access my business without actual being tied to my laptop

Google Drive

Like Dropbox, but on Google instead. We keep many company-wide documents on here (docs that need to be accessed by multiple people at once). My Tiny Hands' production training portal is on Google Drive

✧✧ six figure online store

Google Calendar

I live by my Google Calendar. Any event, meeting or deadline gets entered into my calendar or it doesn't get done!

LastPass

Share passwords with team members without exposing the password itself (compatible across devices too!)

Evernote

Create notes, to-do lists and store photos containing information you want to reference back in the future

Slack

For chatting with your team

Mailshake

Send PR pitch email and follow ups extremely efficiently and automatically. It's like mail merge but for emails!

Video Speed Controller

Speed up or slow down any videos so you can watch videos faster

Zapier

Integrates two software together to automate tasks

Website Analytics

Google Analytics

Get tons of data on your site like total visitors per day, bounce rate, conversion rate and sources of traffic and sales. This is good information to know so you can do more of what works!

Bit.ly

Shorten long website links to prettify them. Bit.ly also tracks clicks on your links, so you can track your marketing efforts (i.e. how many people clicked on your link on Instagram vs Facebook vs your email list)

✧✧ six figure online store

Outsourcing

Upwork

For virtual, admin and technical help like writing product descriptions, coding, site maintenance, photo editing, blog post editing

Fiverr

For less involved, quick and easy, one time tasks like spinning product descriptions (making sure product copy is not exactly the same between the marketplaces you sell in), creating video intros, business naming and product demo videos. I've actually found some amazing copywriters on here and they've helped me write email copy, product copy and sales page copy

Craigslist

For hiring local help for production, shipping and possibly admin tasks (seriously, I've tried lots of other local directories, job boards, and even contacted local colleges and high schools. Craigslist is the best!)

OnlineJobs.ph

For hiring part- or full-time employees on a salary, from the Philippines

Thumbtack

For hiring photographers and help for the home like house cleaners and gardeners for yard work

ModelMayhem

For finding models, make-up artists and stylists

Sending Payment to Team Members

Wave

My freelancers who bill me hourly or on retainer use Wave to send me invoices, where I can pay using my debit/credit card or bank account easily

✧✧ six figure online store

Wise

For international bank transfers – they have the best currency exchange rate and fees

Venmo

I pay all my local production assistants using Venmo

Bookkeeping Apps

Bench

The bookkeeping service I use now instead of QBO. Pricing includes a bookkeeper

Quickbooks Online

QBO is a full featured bookkeeping software. Reconciling is important to ensure your transactions are all being accounted for and QBO makes it easy to balance the books. QBO also has inventory and sales tax tracking. I outsource reconciling to Crystal Cansancio (her link is listed above)

Wave Apps

A free alternative to QBO but doesn't provide any reconciling features, inventory or sales tax tracking so it's more of a reporting app that helps you see where your numbers are.