

*Keep a running list of your passwords in one place.*

## WEBSITE

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### URL / Domain Name

- Search available URLs and social handles on **namechk.com**
- Try to make your URL and social handle the same if you can
- Avoid special characters
- Purchase your domain name (typically about \$5-15/yr.) and set up auto-pay

### Hosting

- You'll also want to purchase hosting for your website (except for Squarespace which is also a host)
- Don't use GoDaddy - the servers are old and not in the U.S., causing lags and potential issues (try **Hostzinger**)

### Website Design/Development

- **Wordpress** is my recommendation but you will need a designer and developer most likely
- You can DIY a site on **Squarespace**

### Plug-Ins

- You may also need to purchase annual subscriptions to plug-ins

### Stock Images

- Free: **Unsplash.com** (high quality)
- \$2.99: **Adobe Stock** (huge library)
- Icons: **thenounproject.com**

## SOCIAL

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### Canva - Highly recommend!

- Have your designer set up your full Brand Kit in Canva so that you have your logos, colors, and brand elements there
- You can grab pre-made templates and customize, or create your own, or have your designer upload brand templates
- You can also create reels in Canva, add video, music, and animations
- *Bonus: Canva is female-founded, and they donate a % to impact causes!*

### Post Scheduling App

- **Loomly** for my clients which allows for scheduled posting on several platforms at once - the cheapest plan should work for you (about \$25/mo.). I also like that it acts as a backup, and you can duplicate old posts and push again
- Also check out **Planoly** as an alternative
- You may want to manually push reels in IG to take advantage of the features in the app, such as trending audio

### Photo Editor

- There are a ton of apps out there; I use **Afterlight** (annual fee)

### Caption App

- Here as well, a ton of apps out there; I use **Captions.io** (monthly fee)

## EMAIL

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### Email (sending & receiving)

- Stop using name@gmail.com - it immediately lessens your brand value!
- Once you purchase your URL/domain name, set up **Google Workspace**

I recommend two email addresses:

- **info@URL.com** for all contact form submissions and as the email listed on your website. You can also give this email address and password to a team member without worrying about them gaining access to your private emails
- **DrName@URL.com** never put your direct email on your website as you will get a lot of spam!

### For Email Newsletters

- Get your newsletter signup form set up on your website to collect email address (a must!) - remember, you want to own your audience. If your entire audience is on a social app, you do not have direct access to that audience if that app disappears.
- Have your developer hook it up to a simple email newsletter platform like **Mailchimp** or **Flodesk**
- Eventually, you could move to a more sophisticated platform to do automated email flows/funnels