



**GAME-CHANGING  
TOOLS TO GET  
YOU FEELING LIKE  
A PRO**

*Carissa Bennett*

# Hey There!

Building traction and getting visible online can sometimes feel like a hard slog, especially in the early days of business. Knowing how to give your profile a professional feel, create marketing and sales funnels and build brand consistency can be challenging to say the least.

'Where do other brands get all these amazing ideas and how on earth do they get everything so automated?'

Well, I'm here to let you in on a few secrets of how you can get your business working for you, even if you're at the beginning of your journey. So that you can have the ability to showcase your magic and the value you provide to your clients.

In order to maximise the output, it's important that we consider the accessibility of our content so we can code the internet with our amazing gifts, help people and deliver a taste test what we have to offer. Because when you get yourself in front of people, when they connect with you and your brand, it increases the pull and attracts more of your soul-mate clients to you.

And so, this is why I want to share the tools that have been a game-changer for me to connect with my audience, feel & look like a pro whilst doing more of what lights my soul on fire!

Building a business and brand won't happen overnight, but the time and effort will pay off. So, here are the best of the best (in my opinion) tools that will help scale your offerings with automations and professional looking systems that are easy to use.

Links supplied are affiliate referral links and although I do get kick backs, I would never recommend something I don't personally love and use myself.

Enjoy!

*Carissa x*

# DESIGN SOFTWARE

Create amazing content for your social media, website, client workbooks/info sheets or other marketing collateral with Canva, for FREE. It's available online and is super easy to use, so just about anyone can get creative with it, regardless of skill. With ready-to-use templates and a simple interface, it's the perfect tool to help set up your brand.

Canva makes it easy to keep your brand content consistent, you can upload logos and graphics, and create an image bank for use within projects. Once your project is ready to go, you can simply download it to your computer as a PDF, JPG or PNG for use on social media or other marketing collateral.



The upgraded/paid version offers a free 30-day trial where you have the ability to create colour palettes and typography standards. The paid version gives you more content and more functions that are unavailable on the free version. But for the most part, the free version will be all need to get started.

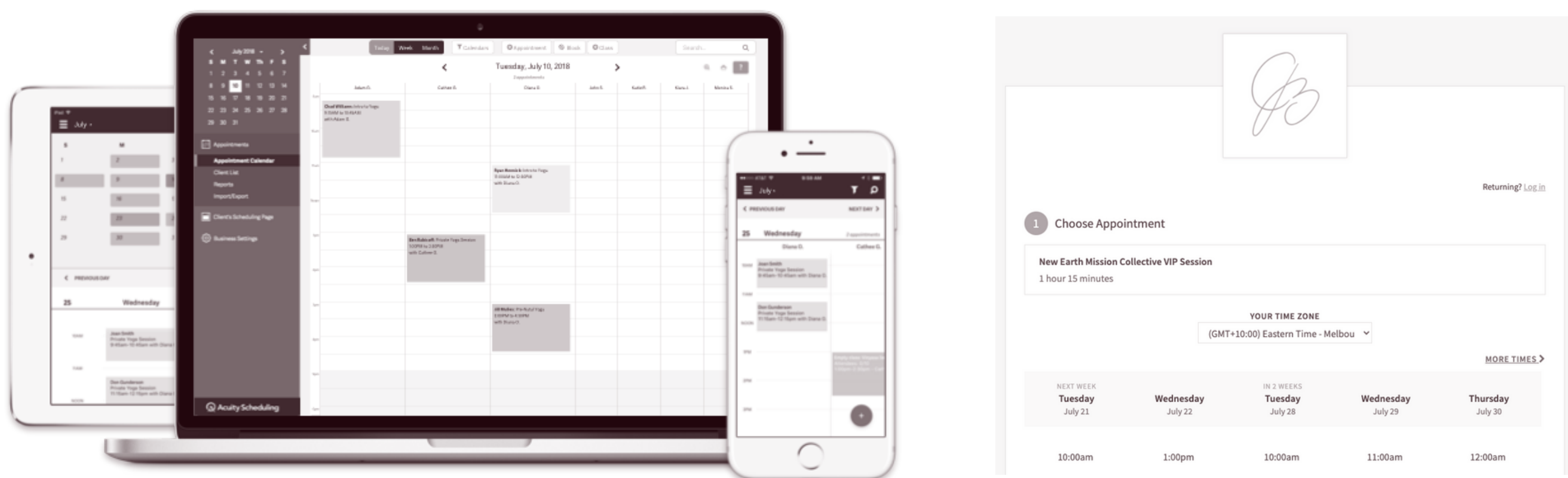
When creating any marketing content, always consider the value you are providing to your clients. You want them to be eating it up and asking for more.

But most of all, have fun! Getting into your creative energy is a great place to be in to allow fresh ideas to flow, and that's when your clients are going to connect with your brand the most!

# BOOKING & PAYMENTS

Manually booking clients in, back and forward messages and disorganised calendars is literally my worst nightmare. Not only in my own business but also as a consumer.

Streamlining booking systems for your clients is one of the foundational requirements to have your business working for you. To save you time, energy and create less roadblocks for your potential clients to book in with you.



I did an enormous amount of research into all in one booking systems and no other came close to what Acuity has to offer.

With beautifully designed booking pages, customised e-mail and text reminders, 2-way calendar sync (so you'll never double book yourself again!), intake forms, integrations with some of the most important tools including e-mail marketing, meeting and accounting softwares, you can't go past Acuity.

My favourite functionality being the offering of payment plans that automatically deduct payments from your clients through integrations with STRIPE, PayPal or SQUARE, either on a weekly, bi-weekly, monthly etc basis, you'll never miss a payment again.

Acuity changed my life! I trust it will change yours too.

[ACUITY LINK](#)

# ALL IN ONE PLATFORM

By far my most favourite tool! Now, when I say I have tested them all, I really mean that I have tested them all... I also read all the reviews and asked everyone I knew what platforms they use and by far, the winner came in as Kajabi.

Kajabi offers an all in one online business platform with your content, marketing, subscriptions, online courses, digital products, e-mail marketing (although I don't use it for that at the moment), sales funnels and automations.



The thing I love about it the most is it's intuitive, easy to use, drag and drop style platform. It has loads of pre-made templates so you're never at a loss on where to start with a layout for a homepage, sales page or landing page.

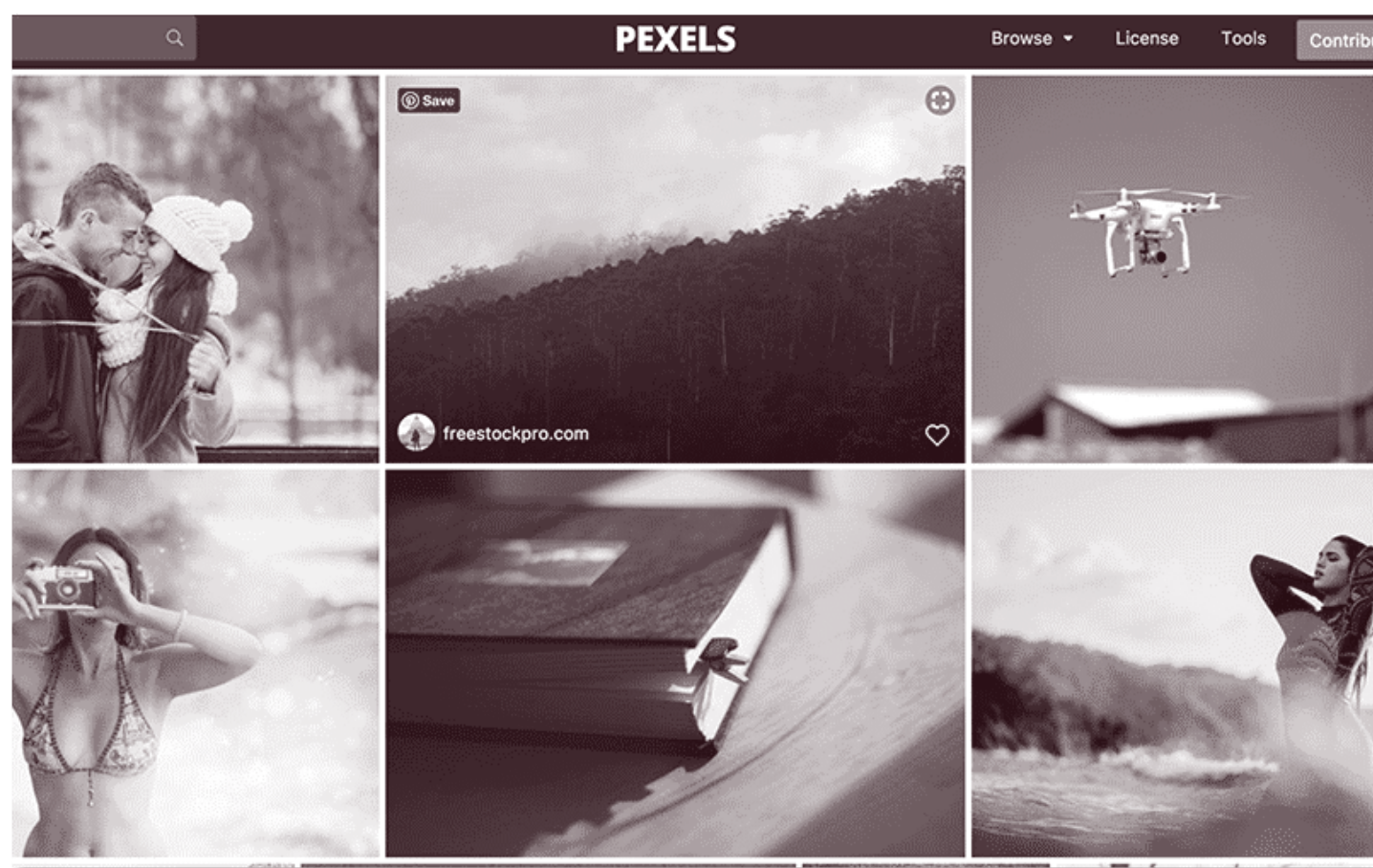
Kajabi offer a 14 day free trial to get you started. Beyond that, plans start from \$119USD per month, so it's not the cheapest option but once you take into account the costs involved with website hosting, sales and marketing funnel software, e-mail marketing CRM and integrated payment systems, it's a no brainer.

[KAJABI LINK](#)

# STOCK IMAGES

Did you know that sharing images from Google, Instagram, Pinterest or any other online platform can infringe on copyright laws? This is especially true in the case of commercial use (for your biz).

But never fear! There is a solution, and in this case, it's stock imagery! Stock images are a great tool to create a carefully curated social media presence, without the pressure of actually creating the content yourself or being a kick-ass photographer.



There are some amazing stock websites out there with beautiful photograph/graphic content to use for your branding without the risk of licensing lawsuits; some for free, some require you to purchase an image usage license. Some free stock websites I've used in the past are Pexels.com, Unsplash.com and Pixabay.com (and this is just a few of them). They are great resources, and many of them allow for commercial use. But make sure you look at the licensing terms, each stock site is different (i.e. limitations of website views or print distribution totals, etc.).

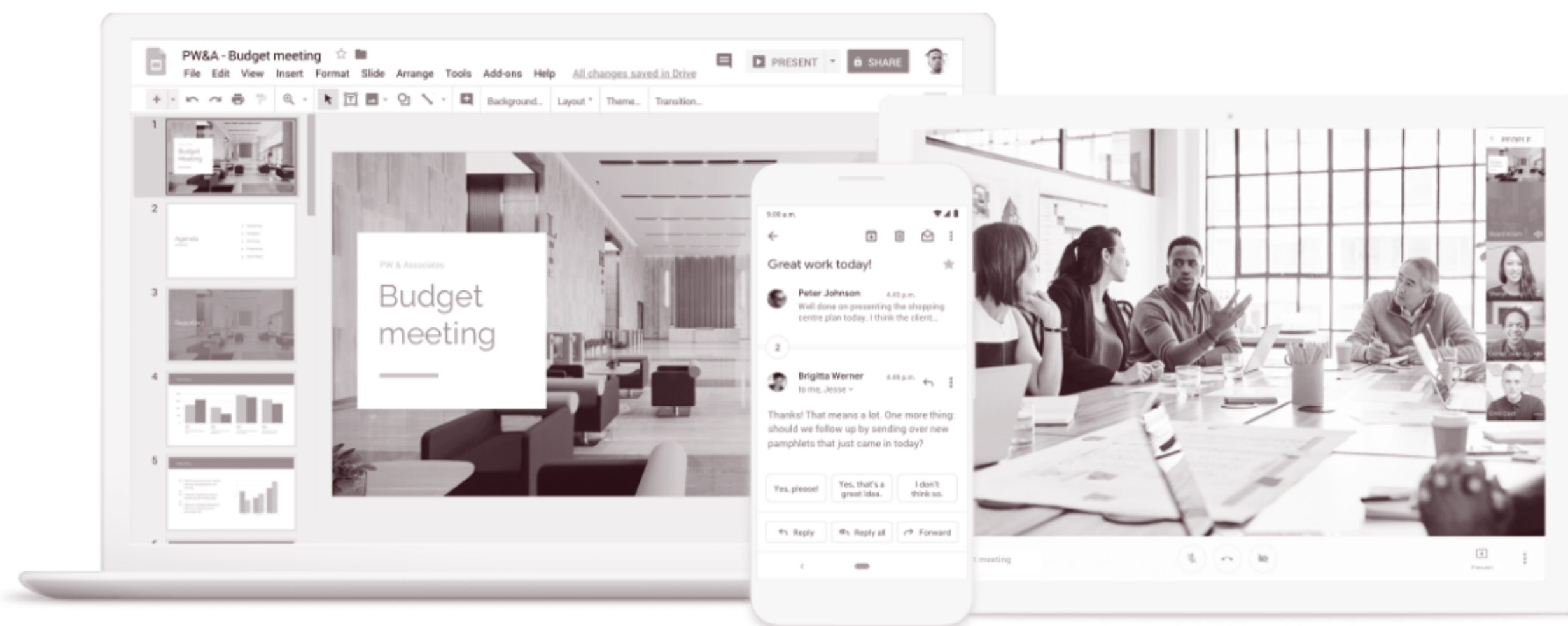
Simply search the topic you desire such as 'wellness' or 'health' and all the tagged images will appear. Check the licensing and then download for use in Later.com, on your social media, your website or client hand-outs.

# CUSTOM EMAIL

Having a customised business e-mail address with your own business URL can take you from amateur to pro in a few short clicks.

GSUITE is a business platform powered by Google/GMAIL offering a customised e-mail address among a variety of other business tools including cloud storage, online document sharing, calendars and a website builder.

As it's powered by GMAIL, the platform is very intuitive, has no glitches (in my experience) and it's familiar and easy to use from anywhere in the world.

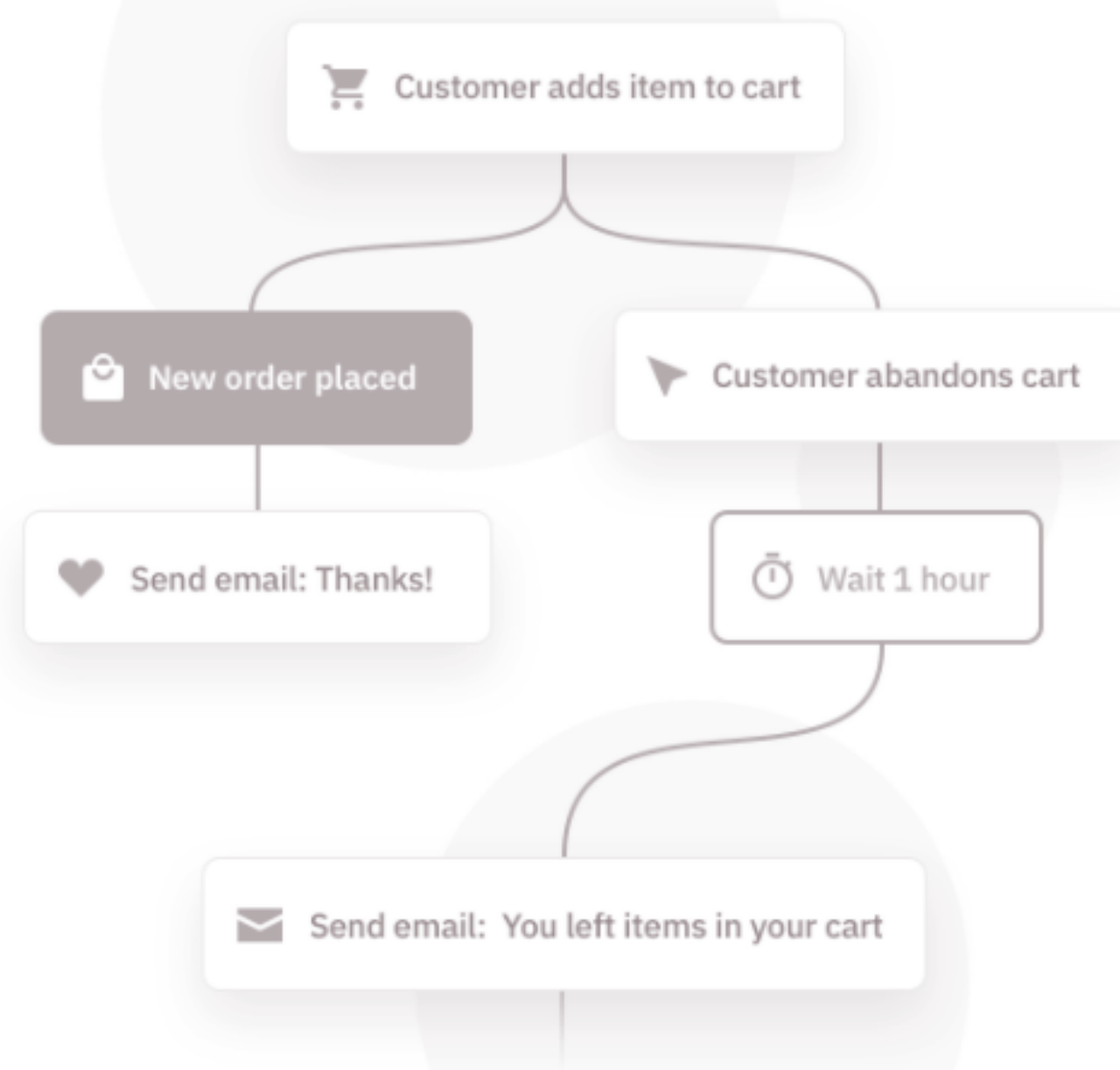


[GSUITE LINK](#)

# EMAIL MARKETING

Connecting with your potential clients and followers via e-mail can be sometimes a little underrated with the huge focus on social media right now but having an e-mail list of people who're engaged in your content is one of the most powerful ways to stay in touch with your following.

Because we don't own the list of followers on our social media, if Facebook or Instagram was to take their platform offline tomorrow, many of us would be in a very tricky place with literally all of our potential clients disappearing with the platform.



The difference being that you own the contacts details on your e-mail list and can continue to stay in touch regardless of what's happening on social media.

Once upon a time, I started with MailChimp for my e-mail list until I got so frustrated with it's limitations and I upgraded to Active Campaign and I have never looked back.

Offering a simple and intuitive platform for a price that scales as your list does (starting from only \$9p/m), it's not so advanced that you have no idea where to start and yet it's advanced enough that you can do anything you need to set up automations, nurture sequences, connect it in with your Kajabi (or other funnel software) and really make it work for you.

[ACTIVE CAMPAIGN LINK](#)

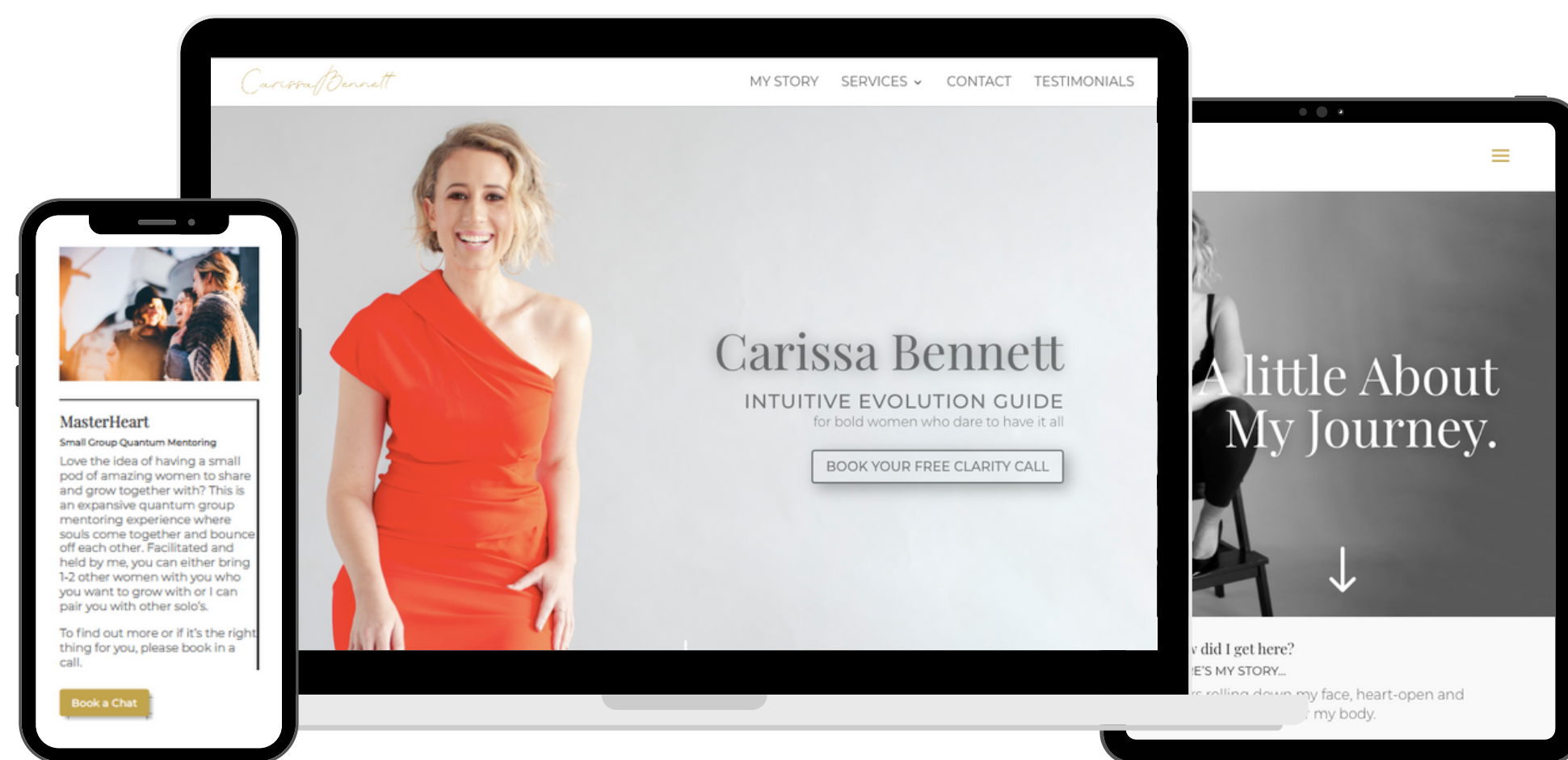


# WORDPRESS PAGE BUILDER

When I first started using Wordpress for my website builder, I was beyond frustrated with the limitations of all of the theme plugin options available. None of them gave me all of the functionality that I wanted.

I'd say I tried about 15 different themes and then tried a few paid ones before giving up and looking for a better solution. I went deep into the interweb reading all the reviews and even trying and failing with another option before I came across Elegant Themes Divi Builder.

To say this website builder plug in offers everything a girl needs to get her website looking amazing, would be an understatement. Although I am a tech wiz, I'm definitely not a design wiz and yet somehow, with the library of free templates offered, I've managed to create a beautiful website exactly how I want it (you can check it out by clicking the image below).



At only \$89 per year or \$249 for lifetime access (USD), it's an incredibly cost efficient way of building a site and employs a great deal more flexibility than some other web building options such as SquareSpace or Wix. Their help pages will walk you through anything you want to do, and even if you decide to hire a web designer in the future, they'll be able to use it too as it allows for advanced coding features too.

DIVI changed my website building life, I trust you'll like it too.

[DIVI LINK](#)



What's next?

When it comes to scaling your business, tech and strategy will only get you so far. Amplifying your message, being willing to show up and be seen, knowing how to truly connect with your soul-mate avatar is what will take things to a whole new level.

Having the tools to support you is important but ultimately, stepping into the most expressed version of yourself, the one who's willing to do what it takes is truly where the magic begins to happen.

By empowering women and purpose driven business owners, I aim to support people to step into their true and highest version of them Self and get their message out into the world in soul-aligned ways.

I believe that you deserve to thrive in your business whilst following your purpose and making an impact and it's my mission to help you do so.

Start by taking a step to embrace your power. A step towards gaining the support you require in creating more impact, abundance and freedom.

Apply for your complimentary clarity call now and see if we're the right fit.

[APPLY NOW](#)

*Carissa Bennett*

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Intuitive Personal Evolution Mentor & Guide  
Quantum Healer & Coach  
New Earth Business

