

Your Free Gift has arrived!

Pro-Blogger Tools & Resources

*Katie's EXCLUSIVE Genius
Blogger's Toolkit Bonus 2020!*

*I'm a proud affiliate of some of these companies. If you use my link, I may earn a small commission at no cost to you.

the **GENIUS** ⁺
BLOGGER'S
TOOLKIT 
2020



Find The Right Blogger Tool For Whatever Stage You're At.

I've personally selected + tested every tool on this list and divided them into the "Must Haves" and "Maybe Later's" for every business stage you're in so that you know what to get straight away and what to "wait for it...#grablater!"

Beginner Tools

1. Google Drive
2. Dropbox
3. Siteground
4. WordPress.org
5. BlueChic Themes
6. Trello
7. Elementor
8. Canva
9. 99 Designs
10. Unsplash

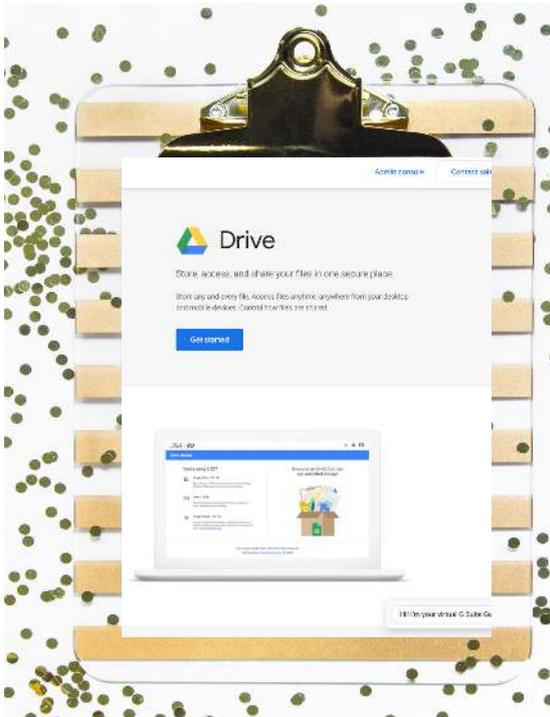
Advanced Tools

1. ConvertKit
2. Tailwind
3. LeadPages
4. ShortPixel
5. Updraft
6. TryInteract
7. Creative Market
8. Adobe Creative Cloud
9. MiloTree
10. MotionMail

Pro Tools

1. AirStory
2. Mediavine
3. ThriveCart
4. Kajabi
5. Teachable
6. WP Rocket
7. Cloudflare
8. Showit
9. Fiverr
10. Asana

Beginner Tools & Resources



Google Drive

Set up your free Google Drive now!

The number of times Google Drive has saved my behind because I lost data or left my MacBook at the airport! Countless. I use Google Drive to write and catalog all my blog content. Use Google Sheets to track my income and loss statement and so much more. If you have a Google account, you can set one up in minutes. Start your free Google Account [here](#).

[CREATE A GOOGLE ACCOUNT!](#)

Dropbox

Save all your files in one place!

I use Dropbox to store all my non-document files. So all PDFs, videos, audio files, images, and raw photography. Dropbox is the safest way to store these types of files. Yes, you can keep them on Google Drive. But according to many experts, the Dropbox firewall is much better than Google Drives'. So I tend to separate documents from other files.

[ORGANIZE YOUR BLOG!](#)



Beginner Tools & Resources



Siteground

My favourite host service for beginners!

The best hosting service for beginners is Siteground. It's the easiest, most budget-friendly host for building and growing your blog. I recommend the GoGeek Plan, but you can get hosting for as little as \$3.95/mo. With the GoGeek plan, they also migrate your site if you want to switch. They do everything for you. You don't lift a finger. Love it! Start your Blog [HERE!](#)

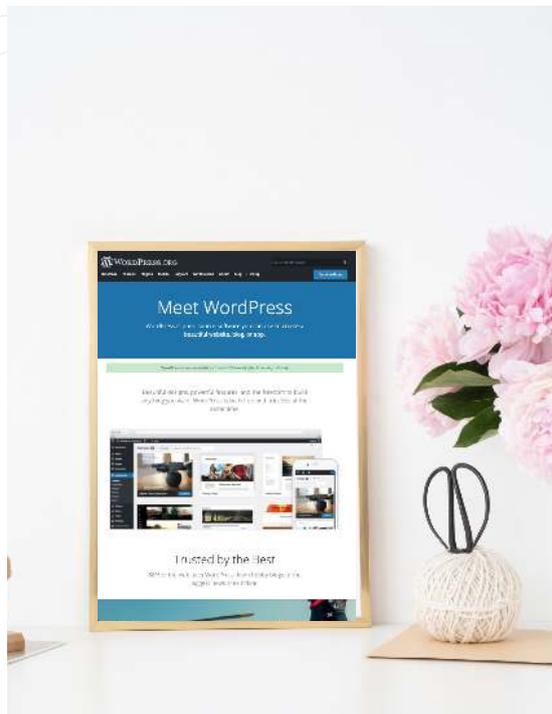
[OWN YOUR BLOG!](#)

WordPress.org

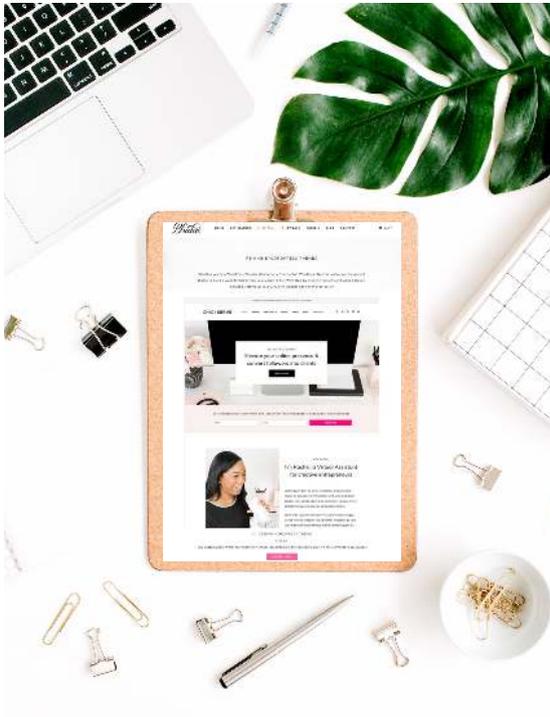
The best blogging platform. Period!

Please choose WordPress.org as your Content Management System (CMS) for your blog. When I started blogging 11 years ago, I didn't realize that WordPress.com and WordPress.org were two different companies. So I started with WordPress.com. Major mistake. WordPress.org is often also referred to as the real WordPress. It's the way to go. Promise!

[THE REAL WORDPRESS!](#)



Beginner Tools & Resources



Bluechic Themes

Gorgeous beginner Blog Themes!

I love to recommend Bluechic Themes for beginner bloggers. Yup, Bluechic themes are paid themes but very budget and beginner-friendly. This means you get a gorgeous blog design. Easy customization options. Support when you have questions installing and designing your site. And important SEO features every Blog Theme should have. Check them out here!

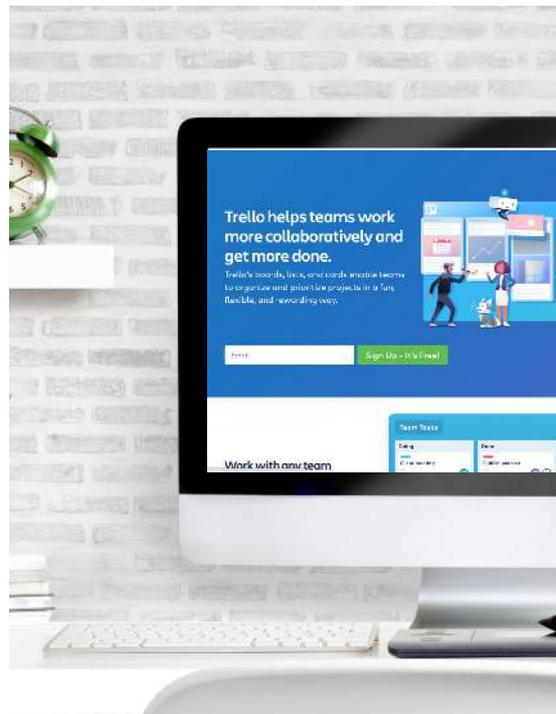
[MAKE YOUR BLOG BEAUTIFUL!](#)

Trello

Organise your brilliance!

Trello is a tool I use every single day. You can create different boards to brainstorm ideas and get organized. I have various boards for brainstorming. Tracking affiliate products. Creating new email courses. Taking Notes. Or coming up with blog post ideas. Trello has become a daily partner in crime for my Blog and Business. Start your free Trello account here.

[ORGANIZE YOUR THOUGHTS!](#)



Beginner Tools & Resources



Elementor

Create beautiful Landing Pages.

Landing pages are single Web-Pages. There's a lot going on, on your blog. But on a single landing page, you only talk about one specific thing. You take out all the other distracting information. I use landing pages to create opt-in forms so people can subscribe. Or, when I want to showcase a single product on a sales page. I love Elementor because it works for all WordPress blogs. Start for free here.

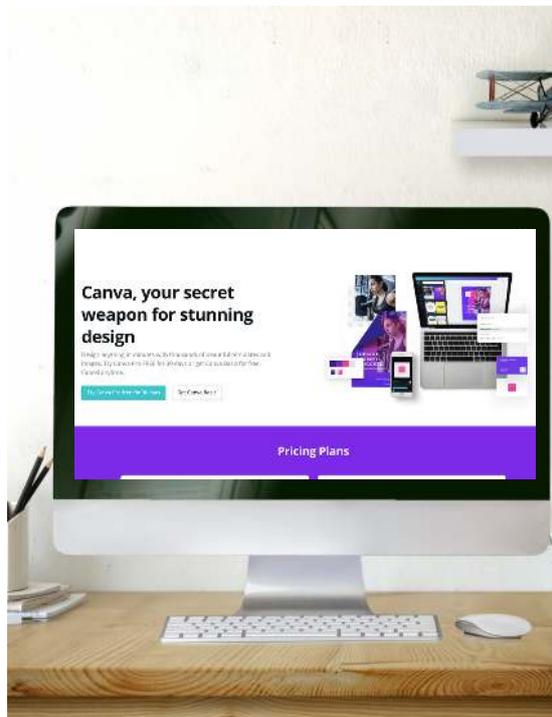
[DESIGN CUSTOM PAGES!](#)

Canva

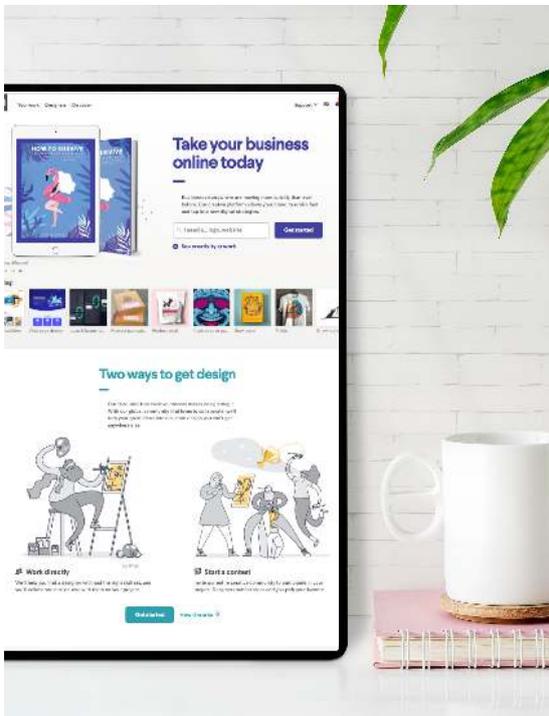
The secret to my designs!

Since I am a full-time blogger, I need to create all kinds of designs. This can be Pinterest pins, Freebies, Instagram quotes, FB Ads, etc.! Canva provides me with everything I need. Personally, I'm using Canva Pro. Create PNGs without backgrounds. Upload your own fonts. Remove backgrounds from images. But, Canva Pro is 100% optional. Start with their free version; if you want to upgrade later.

[START DESIGNING NOW!](#)



Beginner Tools & Resources



99 Designs

Get your Logo
Logos, product designs and more...

If you want a professional logo, product branding, book cover, or business card, you can find the right designer on 99 designs. Get lost, scrolling the beautiful designs people come up with. You can either run a contest where different designers will submit their idea. Or, you can find a designer and work with him or her 1:1. Check it out here.

[GET PRO DESIGN HELP!](#)

Unsplash

1 million free images for you to use!

When I started blogging, I thought I had to create all the images on my blog myself. Nope, you don't. I wished I learned about stock images sooner. Stock images are photos where the person who took the picture gives you permission to use it for free. It's also called copyright-free images. Unsplash has hundreds of thousands of copyright-free photos. Boom! And it's free crazy! Check it out here.

[GET STOCK IMAGES HERE!](#)



Advanced Tools & Resources



ConvertKit

Subscribers!

Start your free ConvertKit account now!

Email is the No.1 way to convert followers into paying customers. When I started blogging, I had no idea what an email list was. I thought your email list and blog subscribers were entirely different. They're not. Your email list contains your subscribers. There are many email services out there to grow your subscribers. My favorite is ConvertKit. You can start with a free ConvertKit account [here](#).

[GROW SUBS ON AUTOPILOT!](#)

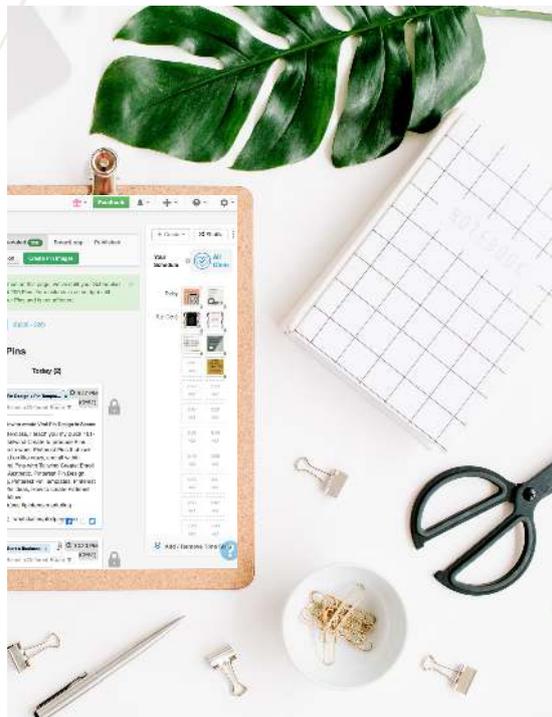
Tailwind

Schedule it baby!

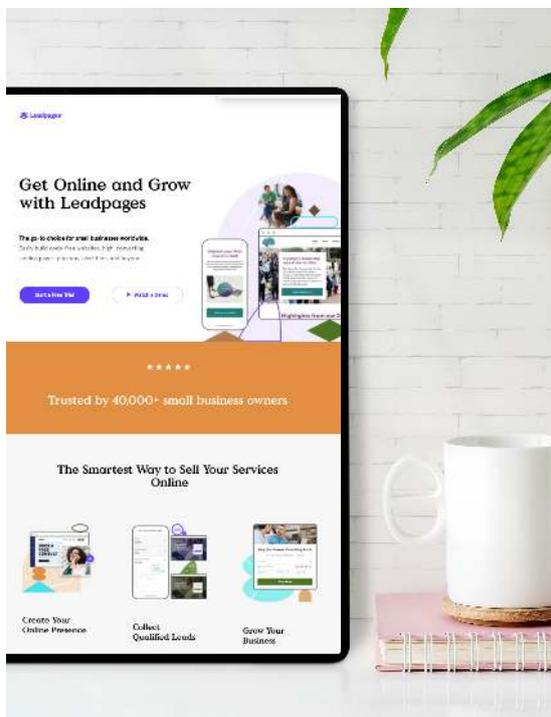
My secret weapon for all things social!

I am always raving about Tailwind because it's a big part of why my blog and social accounts have grown the way they have. I started out using Tailwind to schedule and grow my Pinterest account. But it has also quickly developed into my little Instagram secret. Tailwind is a must-have for every blogger. There's a free version, but I recommend you start with their \$9.99/month plan.

[SCHEDULE YOUR POSTS!](#)



Advanced Tools & Resources



Leadpages

Freedom in opt-ins & landing pages!

Leadpages creates fully customizable, unlimited Landing Pages and Pop-Ups to grow your email list! I have been using their service for years now. With LeadPages, you can customize everything. From how much information you want to gather, to the fonts and colors you use, to the opt-in form size. At \$25+/month, it's a steep price, but for sure worth it! Design your Landing Page here!

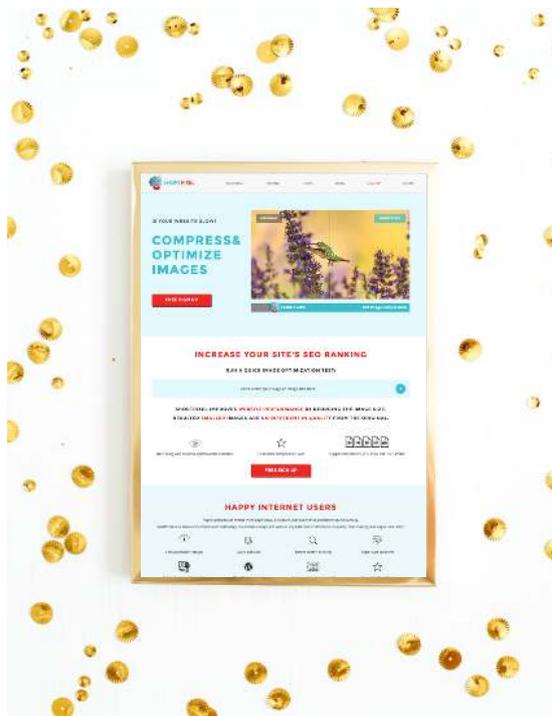
[CREATE OPT-INS NOW!](#)

ShortPixel

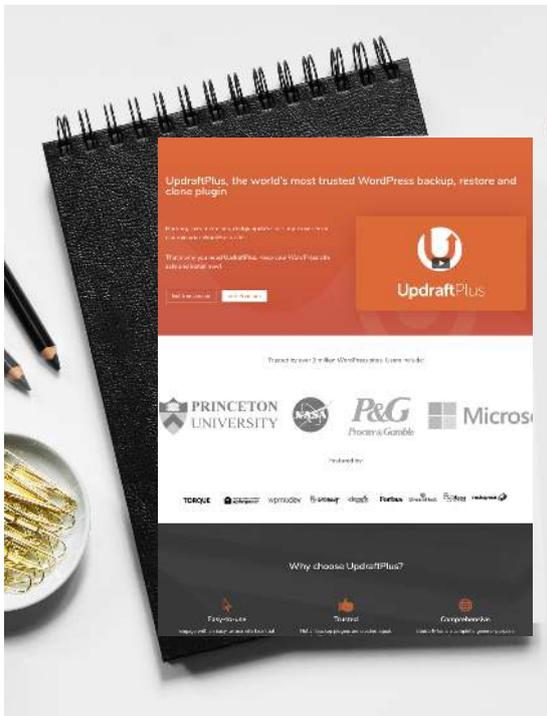
Small Images = Fast Site!

Shortpixel compresses your image and improves your website performance by reducing the size of images on your blog. This means your site loads faster. And people actually see your content before piecing out. Oh man, if I just knew this when I started. Going through hundreds of uncompressed images in your WP library is no joke. Sounds complicated, I know, but it's a MUST! Start here.

[START COMPRESSING!](#)



Advanced Tools & Resources



Updraft

No more lost data! Ever!

Backups Baby. Well, I was definitely one to learn this the hard way. Whether you are updating your blog theme. Changing your coding or implementing new plugins. You first need to create a backup of your site. When my site crashed for the first time (yup happened more than once), getting it up again was a nightmare. Get automated backups with Updraft Plus [HERE!](#)

[BACK UP YOUR WORK!](#)

TryInteract

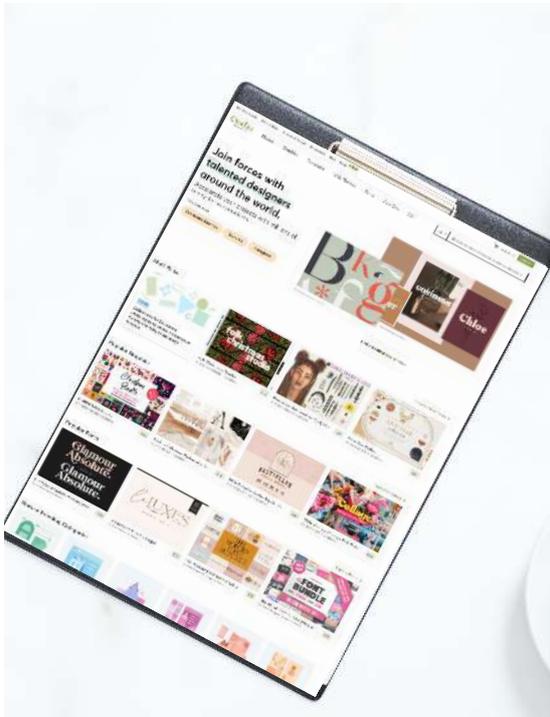
Use the coupon KATIE to save 30%!

Personality quizzes are the new big thing when it comes to growing your email list. I've used a quiz to grow my audience by over 2000 people in just a couple months. And that doesn't include other ways I grow my list. Interact is what I use to create all the quizzes on my site. Say goodbye to the 1-Fits-All-Solution. Say "Hi" to real personal connection. Create your first quiz here.

[CREATE YOUR FIRST QUIZ!](#)



Advanced Tools & Resources



Creative Market

Buy designs that are to die for!

When your blog grows, you have to learn that you're going to burn out fast if you do everything yourself. Now, I still struggle with this. But I'm getting there. On Creative Market, you can get the most beautiful templates. Find Instagram posts and stories. Pinterest pins. Website themes. Creative fonts and slide decks designed by professionals. Check it out here.

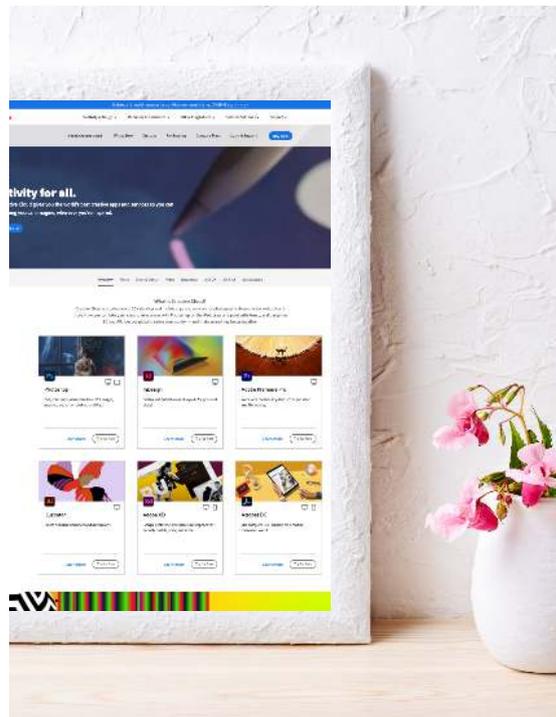
[AUTSOURCE YOUR DESIGN!](#)

Adobe Creative

A must of any photographer!

I use Lightroom Classic, Adobe Fonts, and Photoshop for my blog. So, I purchased a subscription to the Adobe Creative Cloud. You pay a monthly fee but get access to Lightroom, Photoshop, Indesign, Premiere Pro, Adobe Fonts, etc.! It also has great easy to follow tutorials. Because the tools are more advanced for sure. It starts at \$19,99/month. Get it here.

[EDIT YOUR IMAGES LIKE A PRO](#)



Advanced Tools & Resources



MiloTree

Subs, subs, subs

The easiest way to grow subs!

MiloTree helps me grow my social and blog subscribers without having to lift a finger. It's a small pop-up that appears on your website when someone visits your site. You can choose which social media or opt-in form the pop up should promote. Then your visitor simply has to press one button to subscribe. Start your Free MiloTree 30-Day Trial [here](#).

[GROW YOUR FOLLOWERS](#)

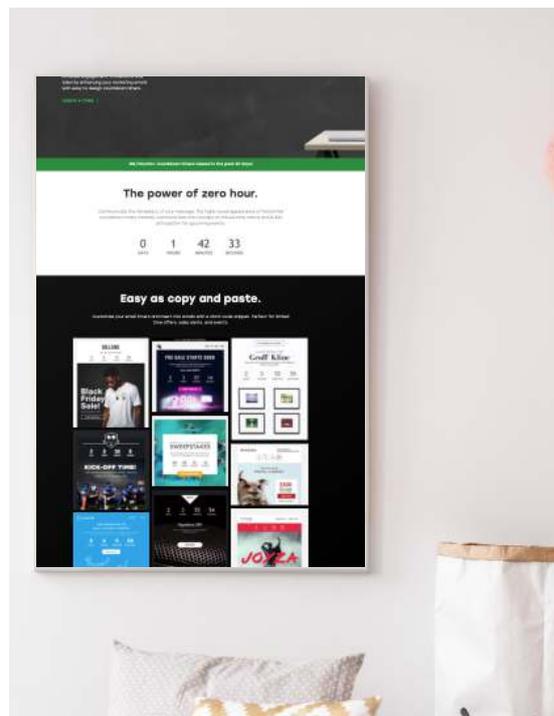
MotionMail

The Kick!

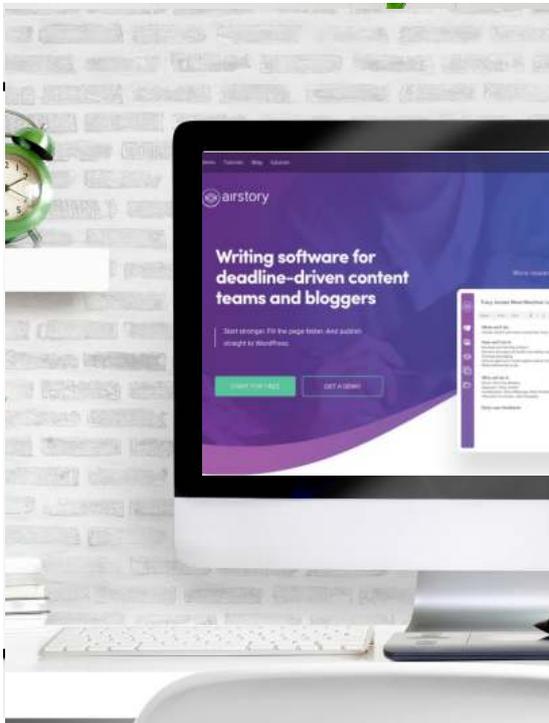
Urgency creates sales!

Have you ever seen a countdown timer in one of my emails or on my blog? I use a tool called MotionMail to create those. It's a super simple tool, and it gives you a little code you can add to your website or email to show the timer. You can use the countdown for any promotion you're running to create urgency. And let me tell you! No urgency equals no sales. Check it out here.

[SELL MORE OF ANYTHING!](#)



Pro Tools & Resources



Airstory

Get in their head

Learn about your audience!

Airstory is a great free tool I use to gain helpful insight into my audience. Make a note of what your audience struggles with, raves, or craves and store it in your Airstory Notes Library. When you're ready to create a new blog post, product, sales page, or quiz, you'll have a library full of ideas. I love this tool so much, and it's 100% free, which I'm like, thank you! Get it here.

[ORGANIZE YOUR INSIGHT!](#)

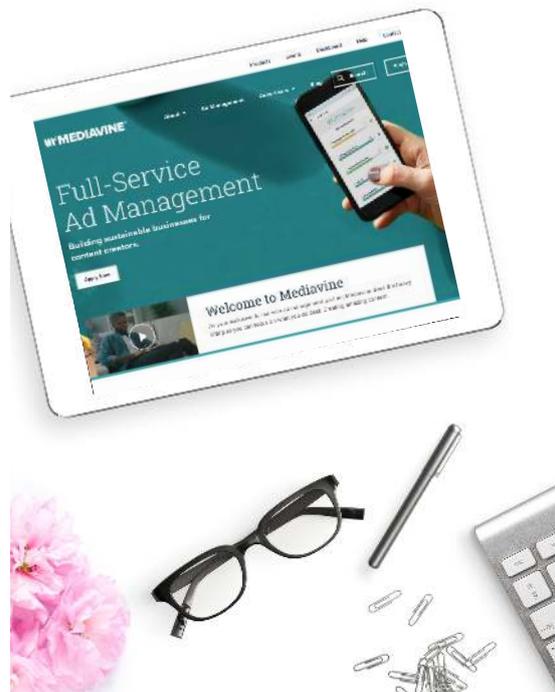
Mediavine

Advertise

Setup ads on your site.

Once your traffic grows, you can join a Blogger Ad Network such as Mediavine. They work with blogs and pay better than Google Ads. Lately, Mediavine has increased the threshold you need to join from 25'000 to 50'000 monthly views. I would check their website for the current requirements. When you have the traffic, it's a great way to earn passive income. Learn more about them here.

[EARN MONEY BLOGGING!](#)



Pro Tools & Resources



Thrivecart

The best, most advanced Checkout!

If you sell digital products on your blog, then I recommend Thrivecart. It's a checkout service. Instead of setting up a whole online store (e.g. Shopify), you create a product, add it to your blog and use Thrivecart for the checkout. Yup, the price is steep. But you only have to invest in it one time to get a lifetime license. Which I think is insane. Get your lifetime access for \$495.

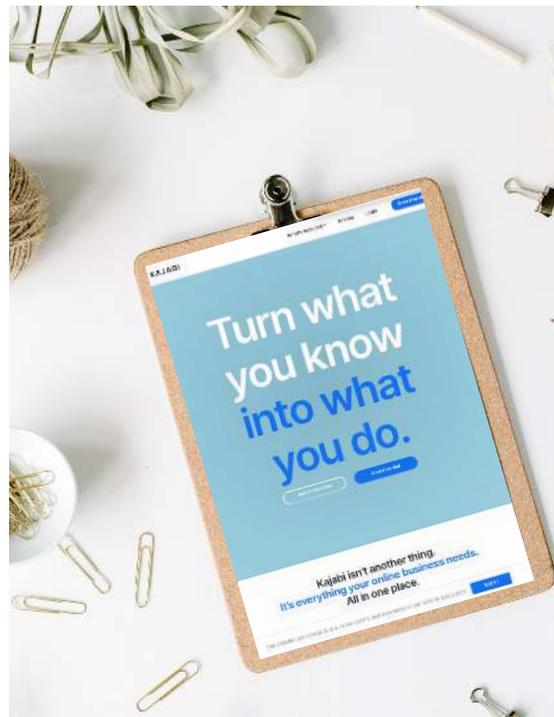
[SELL YOUR PRODUCTS!](#)

Kajabi

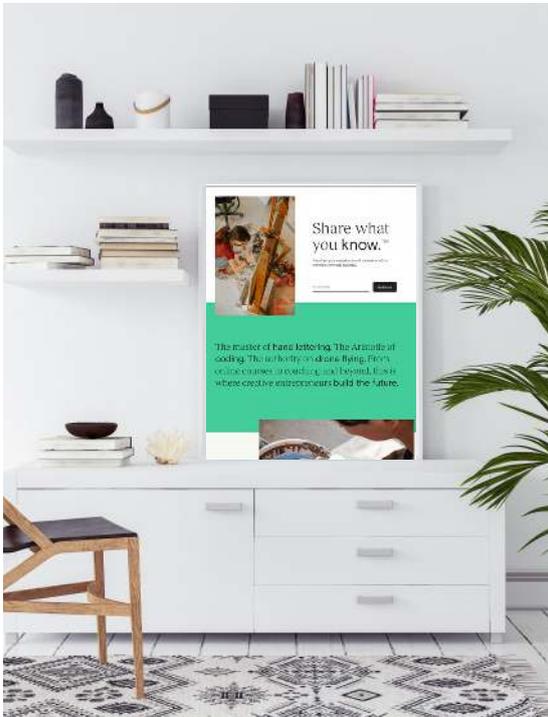
Your all-in-one course solution!

If you're serious about creating online courses, you can use Kajabi. It's an all in one solution for businesses. You get your course platform, email marketing service, sales pages, funnels, a blog, and so much more in one. You don't have to have your services with different companies. Kajabi streamlines everything in one. You can begin with Kajabi for \$119/month here.

[YOUR E-COURSE SOLUTION!](#)



Pro Tools & Resources



Teachable

My favourite course platform!

Teachable is what I used to create all my online courses. They leads you through the exact steps of how you can launch your successful online product in only a couple of weeks. Without feeling overwhelmed or unsure. They've got the best support. Start making your first "Side Hustle" income from your blog. Head over to Teachable now [HERE!](#)

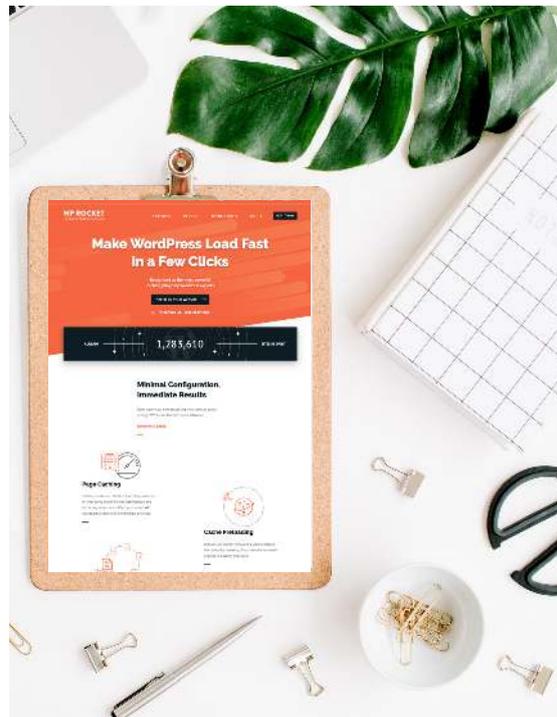
[CREATE YOUR FIRST COURSE!](#)

WP Rocket

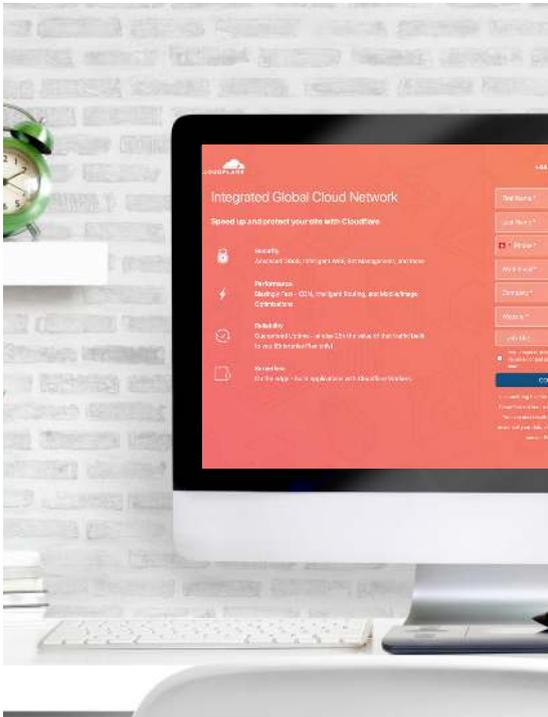
Makes your blog load super fast!

WP Rocket is a caching plugin, making your site load super-fast. This is essential for improving your SEO! It caches your site, minifies your HTML, JavaScript, and CSS, and only loads your images upon request. This is something every blog should have. Whether you totally grasp the technology or not (I don't, full disclosure). You can get it for \$49 a year.

[OPTIMISE YOUR BLOG!](#)



Pro Tools & Resources



Cloudflare

Increase your blog speed significantly.

Cloudflare is what I use for complicated stuff called CDN, DNS, SSL, and more! This service helps me with things like performance, security, reliability, and insight. I especially love the CDN (Content Delivery Network). It improves my website speed because it delivers my content to the user based on their geographic location. Check out Cloudflare for \$20/month [HERE!](#)

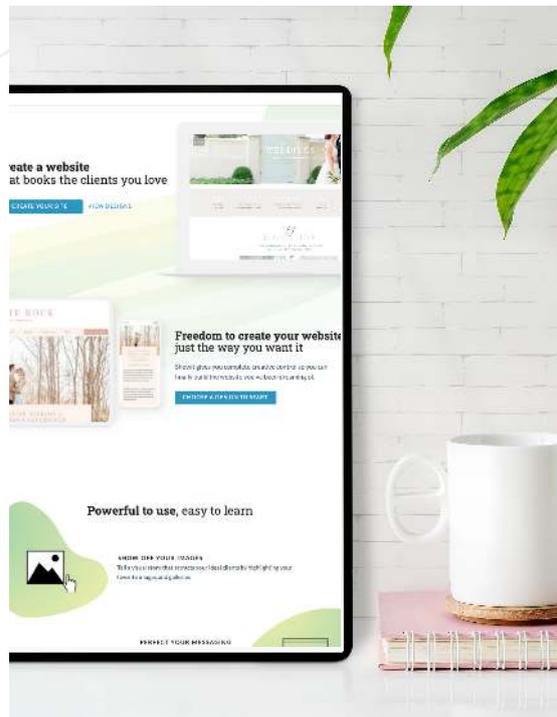
[SPEED UP YOUR BLOG!](#)

Showit

Design your own Blog!

Showit is what I use to design my website. Usually, I recommend people to start with a pre-built website theme. But, once you're more advanced and you've mastered WordPress, you can go on and learn how to design your own site. I'm in love with Showit because it gives me the freedom to bring my creativity to the blog design. Anything is possible with Showit. Check it out here.

[DESIGN YOUR OWN BLOG!](#)



Pro Tools & Resources



Fiverr

You can't do it alone!

On Fiverr, you can hire Freelancers for individual tasks that you don't have the time or know-how to do yourself. For me, this usually includes tasks that are easy but take a lot of time. Or things I have no clue about, for example, coding. I hire Freelancers on the fly when I need help, but you can also find people to work with regularly. Find help on Fiverr here.

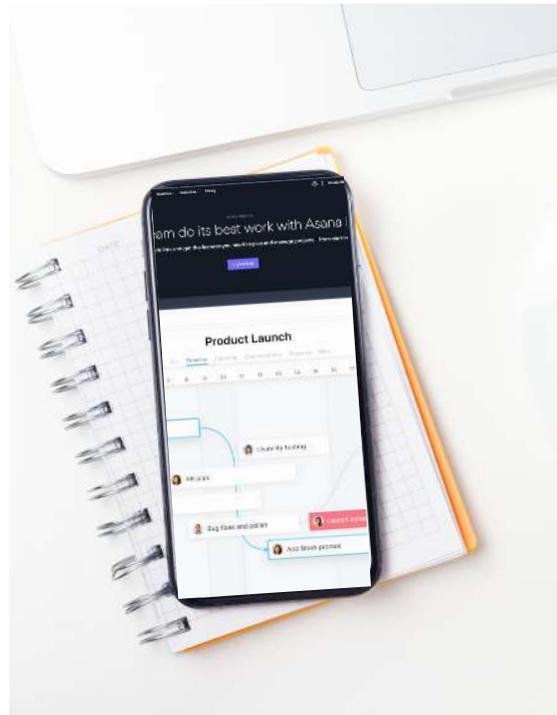
[HIRE HELP!](#)

Asana

Get organized
Manage your blogging business!

I wouldn't call myself the most organized and structured blogger out there. Because that would be a lie. But what I'm really good at is figuring out how I can make up for things I struggle with. And here comes Asana. I use Asana to plan out my content, to-do list, manage freelancers, and keep track of everything going on in my blogging business. Get organized now.

[YOUR BLOG MANAGEMENT TOOL!](#)



I'm Katie *is there*

Get ready to Blog!

I almost forgot to introduce myself! I'm Katie, a Swiss Educator, Blogger, and Pinterest Specialist from across the pond. You'll usually find me a hop, skip, and a jump away from a glass of Rosé, my mini wiener dog Phoebe, scrolling Mr. & Ms. Smith in pursuit of my next big escape! I quit my 9-5 corporate job at a prestigious Swiss Bank and turned my blog into a full-time creative biz. Now I get to spread my love for marketing and media with fierce and authentic boss-babes like you!



SCROLL THE BLOG

That was the...

Pro-Blogger Tools & Resources

*Katie's EXCLUSIVE Genius
Blogger's Toolkit Bonus 2020!*

presented by Katie Grazer