



PHOTO BY SWEET MEMORIES PHOTOGRAPHY

*work smarter, not harder*  
TOOLS TO HELP YOU RUN YOUR BIZ



SIMPLY SIANNE



PHOTO BY SWEET MEMORIES PHOTOGRAPHY

## *a tea-loving marketing + branding strategist, designer, and content creator*

That means I'm constantly staying up-to-date on the latest marketing trends, sipping green tea, and developing marketing, branding, and content strategies for my clients.

After almost a decade of working on both the client and agency side, I decided to go full-time in a side hustle that didn't exist. Fast forward a year later, with a whole lotta hustle, tea consumption, and many late nights and early mornings, Simply Sianne serves as a resource for other small businesses, creative entrepreneurs, and marketing professionals.

During that year of hustle it was sooo important to automate and streamline my business as much as possible. Now, that I'm full-time in my biz, I have the structure and framework in place to focus on the things that will allow my business to grow, and I want you to have the same structure in place for your business. These tools and resources helped me, and I have a feeling you'll find them helpful as well.

*xo, Sianne*

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# productivity TOOLS

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## MANAGE YOUR CLIENTS



I absolutely love Dubsado!! I use this to manage all of my client contracts, invoices, tasks, and questionnaires once I sign a client. I also use this Client Relationship Management (CRM) and Accounting Software tool, for lead tracking. As a service provider, and non-event based company Dubsado's features work perfectly for me. With integration into Square and other apps, it makes managing all the pieces of my business very easy. They even roll out new features every month!!

Starting at \$25 per month | [Learn More](#)

Save 20% off your first month or year with code: SIMPLYSIANNE

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## TRACK YOUR TIME



I use Toggl to track my time and see where it's being spent. As a business owner this allows me to evaluate my time versus effort. Knowing where your time is being spent will allow you to identify ways to maximize your business and determine your pricepoint.

FREE | [Learn More](#)

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## PROTECT YOUR BUSINESS



I dragged my feet when it came to purchasing a contract specific to my business. I was using an old contract I pulled from the internet when I first started freelance work. Now, I am completely covered with contracts that are legitimately meant for the services I offer.

Contracts starting at \$255 | [Learn More](#)

# productivity TOOLS

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## MANAGE YOUR MONEY



I track and organize my expenses with Quickbooks Online. It allows me to easily keep tabs on my finances. I love the app feature, because I can categorize expenses or upload receipts while I'm on the go. Once I started using Quickbooks, I gained a better handle on the finances in my business. I still use an accountant for my taxes, but this makes it even easier.

\$5 - \$10 per month | [Learn More](#)

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## COLLECT YOUR MONEY



I love how easy it is to get paid and create invoices using Square. Although I don't have a storefront, their card reader is perfect for pop up events. My favorite piece about using Square is the number of places it can be integrated, with platforms like WooCommerce, Dubsado and HoneyBook.

2.75% per swipe, dip, or tap or 3.5% +15 cents per keyed in transaction | [Learn More](#)

# productivity TOOLS

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## WORK YOUR BUSINESS



I must admit, I use a variety of similar tools where one could do the job, but I love them all for different reasons. I love using Office 365 mainly for Outlook, because this is my favorite email app for business. But, I also really love having access to PowerPoint, Excel and Word. Office 365 gives you access to these programs through the cloud - meaning you can access it anywhere.

Starting at \$5 per month | [Learn More](#)

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## CREATE YOUR WORK



I love Google Drive for the cloud-based spreadsheets and documents, yes Dropbox and Office 365 both offer the same features as Google Drive, but Google Drive syncs with CoSchedule, so I'm hooked. I use Google Docs the most for creating and crafting my content every week, this includes my blog and social content as well as my weekly emails.

FREE | [Learn More](#)

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## STORE YOUR FILES



I use Dropbox for all of my business files. It syncs directly to a folder on your desktop, so it makes it easy to work with, and the file sharing and link feature makes it super easy to collaborate and work with others. Like I said, Office 365 and Google Drive have the same functionality, but I've been loyal to Dropbox since they entered the scene.

FREE | [Learn More](#)



# marketing AUTOMATION

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## SCHEDULE YOUR CONTENT



Bloggging is a key part of my marketing strategy. Creating new content, distributing it, and finding a place for it on the calendar is all easily done through CoSchedule. You may have heard, content is king, but the reality is distribution is queen, and she wears the pants. CoSchedule makes distributing your content super easy on all of your social media channels.

Starting at \$35 per month | [Learn More](#)

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## RESIZE YOUR IMAGES



Optimizing your imagery for web use is an important step to blogging, but resizing each image is time consuming. BlogStomp makes it easy to resize images in batches, just adjust the settings, drop in the photos and save as. Easy peasy. It also makes designing collages super simple.

Starting at \$49 | [Learn More](#)

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## REACH YOUR AUDIENCE



MailChimp is a great tool to use for email marketing. They recently launched new features that allows you to customize and serve your audience better. With these new updates, Mailchimp makes it easy to send customized content to your audience, regardless of the segment (group or phase) they are in.

FREE | [Learn More](#)

# marketing AUTOMATION

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## AMPLIFY YOUR REACH



Pinterest and Google are both powerful search engines that are often overlooked when it comes to marketing. Up your Pinterest strategy by scheduling out your pins using Tailwind App. This tool allows you to look like you are constantly pinning without actually being tied to the platform all day.

FREE | [Learn More](#)

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## PLAN YOUR INSTA FEED



I love using Instagram to connect and share with my audience. Planoly helps me visually organize my content and create a cohesive feed. Scheduling my content ahead of time through Planoly allows me to be intentional and strategic rather than panic post content on a whim. Although it doesn't automatically push the content live, it sends you a reminder to post at the time you schedule it.

FREE | [Learn More](#)

# website DESIGN

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## HOST YOUR SITE



Trust me when I say, I've been around the block or two when it comes to hosting websites. Bluehost is by far my favorite for many reasons. They've got a great product, their customer service is awesome, and their price point is good.

Starting at \$3.45 per month | [Learn More](#)

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## DESIGN YOUR SITE



Creating a website that conveys the right message with the right look can be challenging. It feels very personal. I've tried many themes in the early years of Simply Sianne, none that seemed just right. They may of had the ability to eventually get there, but it would require a lot of backend code. I found Bluchic years ago and feel like their themes still provide exactly what I'm looking for, even as my brand and business evolves. Their themes give me the ability to edit the design without having to touch the code - I love it!!

\$79 per theme | [Learn More](#)



# stock IMAGERY

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## BRAND YOUR BUSINESS

Stock imagery can help elevate the look of your branding. Using consistent visual elements and color schemes in your imagery across all platforms can create a polished, cohesive look.

I am a huge fan of mixing stock photography with my own. I'm no photographer, but pulling in my own elements helps me create an authentic, and real look into my work. I also love featuring work from the shoots I've collaborated on, but like most creative businesses, I don't have an endless supply of images ready to go for all the content I produce. This is where adding in stock imagery helps me supplement the other images I have available.

These 3 brands are my favorite for sourcing stock photos for myself and my clients.



STOCKSHOP

High quality imagery, mainly flat lays as well as office lifestyle imagery.

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TWIGYPOSTS

Beautiful lifestyle imagery, with a lot of variety.

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KATE MAX

— S T O C K —

Huge variety of styled stock photography, great for social media use.

\$ | [Learn More](#)