

Welcome To The Digital Entrepreneur's Toolkit

Hey there! I'm so happy you're here! :)

One of my favorite things to do is share my favorite things with others so - here it is - a list of many of the tools that I leverage in my online business, many of them weekly if not daily.

Some of the links below are affiliate links. Some of them are not. Feel free to peruse at your leisure as this resource is yours to keep!

And, if you haven't done so yet, be sure to check out the [Digital Entrepreneur's Toolkit podcast](#). It is an ongoing resource to help support your continued growth as a business owner.



[Listen To The Podcast](#)

Tool #1: An Online Payment Processor [[Watch The Video](#)]

All up in your brain ball about the many, many things you "need" to start your online business?

Make like Elsa and let that crazy-making notion go.

If all you need to make in poker is a chip and chair, a similar anecdote is true in the online business world as well.

All you need to make it in online business is a way to take payment online and product or service worth paying for that you are capable of delivering.

C'est tout, mon amie!

Here are my recommendations, all of which I use in my online business...

1. A Dedicated Business Bank Account
2. [Stripe](#)
3. [FreshBooks](#)
4. [PayPal Business Account](#)
5. [ThriveCart](#)

Tool #2: A Website That Pulls Its Weight [[Watch The Video](#)]

You want to run an online business? Great!

Once you've got your payment processor nailed down, then you need a storefront on digital main street: a rockin' website.

Not just a sad, static little page that feels like it's got nothing much going on. But a robust presence that feels as warm and wonderful as you are in real life.

How do we get that?

With a website that fulfills the 3 F's. It's functional, fresh, and findable.

Here are my favorite resources that help me build and maintain my website...

1. WordPress (Click here for a [WordPress vs SquareSpace vs Wix Comparison](#))
2. [Thrive Themes](#)
3. [Google Search Console](#)

Want to plus up your website? SEO is the way to go!

I recommend [AHREFS](#) (the pro tool I use) or [SEMRush](#) for a lower cost option that has a free trial.

You can get my free [DIY Website Audit](#), hire my done-for-you [website audit and SEO consulting services](#), or consider learning how to do SEO yourself by checking out my [Organic Marketing Ecosystem course](#).

Tool #3: A Robust Email System [\[Watch The Video\]](#)

Because algorithm changes and AI updates disrupt the world of digital business daily, it's imperative that you invest time to build out a communication channel that you own and control.

Email is the best way to ensure that you can reach the folks who are interested in what you've got to share.

You'll need 3 things to make your robust business email system work...

1. A way for folks to sign up for emails on your website. (I use [Thrive Themes's Thrive Leads](#) plugin to manage this.)
2. A branded email address. (I use [Google Workspace](#) to create and manage this.)
3. An email management system like [Active Campaign](#) (my personal preference) or [ConvertKit](#).

Grab Bag of Even More Awesome Tools! [\[Watch The Video\]](#)

Ready for an epic roundup of a wide array of tools I use in my business?

Here's a short list of a few more...

Digital Media Production

- [Canva](#) (graphic creation)
- [Camtasia](#) (video & audio editing software for PC users)
- [Riverside FM](#) (podcast recording)
- [Captive FM](#) (podcast hosting)

Business Tools

- [Google Business Profile](#) (for brick & mortars with regular hours)
- [SignWell](#) (contract manager)

SEO Tools

- [Benchmark Your Website](#) (free course)
- Keyword Research ([AHREFS](#) or [SEMRush](#))
- [Learn How To DIY Your Website's SEO](#)
- [Website Audit and SEO Consulting Services](#)

Personal & Professional Development

- [Audible](#) (audio books)
- [Masterclass](#) (ongoing education)
- [Bookshop.org](#) (online bookstore that supports local bookshops)
- [Big Why Life](#) (online course to help you name your purpose)

Here's To The Beginning Of A Beautiful Friendship!

Thank you again for joining me. If you're feeling a bit lost as you brave the wilderness of online business, I am here to help! I'd be honored to support you as you grow the business of your dreams.

The best way to get started is by booking a session in my flexible, affordable online mastermind. You can head to laurengaggioli.com/mastermind to sign up.

Get Started For Just \$25