



7 FREE TOOLS

That Will Make You Totally Irresistible

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Because it's not about pitching harder (or pitching more).
It's about understanding and communicating these two things:

ONE: This is *what* I do.

TWO: This is *who* I do it for.

The good news is, this school will help you
define and embrace *both*.

EXTRA GOOD NEWS

These free tools (including *how* and *why* we use them)
will give you an irresistible head start.

1.

SOCIAL MEDIA

Hands down, social media is the #1 way to grow your irresistible tribe. But having an account isn't enough. Posting to that account whenever you feel like it isn't enough. Posting content your dream clients don't care about isn't enough (Remember: Quality > Quantity).

The reason for this is simple: Social media isn't about numbers, it's about people. Real people connecting with other real people. Real people investing in other real people. Real people showing up and letting themselves be seen, heard, and remembered by other (totally) real people.

But showing up on social media doesn't mean you have to be on *all* the platforms at *all* hours of the day. In fact, all it means is that you need to be on the *right* platforms at the *right* times of day. Quite simply: You have to hang out where your dream clients are already hanging out.

By spending your time on the platforms they're investing in, you've already won half the battle. The only other problem is *time*.

Meet **Buffer**.

<https://buffer.com/>

By planning out quality content ahead of time, you can use Buffer to schedule and send your content to (almost) all the major platforms. Of course, you'll still need to spend time engaging with the response and talking to people 1-on-1. But by putting your content on autopilot, you can promise yourself (and your followers) that you'll show up for them all along the way.

Bonus Tool: **IFTTT**

<https://ifttt.com/>

If you've always wished you could connect all of your social media apps and streamline your workflow, you've found your secret time-saving sauce. You can connect tools to other tools, send content from one channel to the other, and save + repeat automation recipes to your heart's desire. Basically, it's the digital middle man you've been looking for.

2.

EMAIL MARKETING

We've said it before and we'll say it again: Your email list is your lifeline. It's the only tool in existence that allows you to communicate with your dream clients via their own personal channel. All other channels have come and gone over the years. But the email list? Well, it's here to stay.

No matter which industry you're in, or what you're selling, an email list will help you share and sell what you do (in the most irresistible of ways). Because the unparalleled beauty of email lists is this: People are giving you permission to sell to them.

They're asking you to email them. They're wanting to know more. They're waiting to be convinced that you (yes you) are the perfect fit. Week by week, your emails will land in their inbox and remind them of two things:

- 1) You believe in what you're doing.
- 2) You care about them being a part of it.

So even if they're on vacation, or taking a break from social media, or overwhelmed (with parenthood, college, business, relationships, or life), your email is waiting for them. And when they open it, you have an opportunity to love them, serve them, and meet them where they are.

The good news? They're also way more likely to buy from you via your email than they are from your website or your social media channels alone. So investing in and nurturing your very own email list is the most win-win marketing opportunity around.

Where should you start? **Mailchimp**.
<http://mailchimp.com/>

Yes, there are more advanced and complicated email marketing systems out there, but advanced and complicated aren't what you need right now. What you need is to start small, start somewhere, and start now. And Mailchimp is the best place we've found to do just that.

3.

WRITING

Your words hold irresistible power. We'd even dare to say: The way you write *for* and *about* your brand is the single most important part of creating a business that captives and converts the dreamiest of dream clients. Because the words you write, the stories you share, and the messages you send all have one insanely important purpose: To draw your people closer still.

Every single week you must choose words and string together sentences that speak to the hearts of your dream clients. From social media posts, to email campaigns, to website copy, words are a part of every aspect of what you do (and sell).

And the only way these words will stand out is if you plan for them to do so. Your words must fight to be heard among crowded industries. They must stand out to the busiest and most distracted followers. And they must clearly communicate what you do, why you do it, and how you do it differently.

Enter **Onelook**.

<http://www.onelook.com/>

This free tool has become a huge part of how we push ourselves to new heights and expand our vocabulary to new depths. It's a thesaurus, dictionary, and treasure finder all wrapped up in one. And it's our favorite tool on the internet for uncovering the perfectly perfect words to share.

Bonus tool: **Grammarly**

<https://www.grammarly.com/>

Can't afford an editor just yet? This is the go-to, free tool for you! It will help you find and correct mistakes while pushing you to become a better writer and communicator.

4.

PHOTOGRAPHY

We always say there are two pieces to the communication equation:

- 1) The words you write.
- 2) The visuals you share.

Each is powerful in and of itself. But *together* they create magic.

Words give your brand depth and meaning. But visuals are what will bring those words to life. To say it another way, they help you *show* what you do, instead of just *tell* it. They're what people will see, experience, and love before they've even read a word.

Your photos will catch their eye, move them to read on, and entice them to dig in. The moral of the story is: Your visuals matter.

Of course, it takes lots of practice to create images with your phone or camera that people (instantly) love. So what do you do in the meantime?

You turn to **Death to Stock Photo.**

<http://deathtothestockphoto.com/>

This amazing company (who we personally know and love) will send you free photo packs every single month. Free photos you can use anywhere and for anything. Free photos that look nothing like all the other stock photos (we all hate). Free photos that just “get” the vibe irresistible creative entrepreneurs are after.

Bonus tool: **Unsplash**

<https://unsplash.com/>

If you're looking for a specific photo and can't seem to find it, the chances are that Unsplash might! Photographers from around the world submit their photos for you to use (and share) for free. The best part is: They're high-resolution and all undeniably irresistible.

5.

CONTENT CREATION

Whether you're a lady boss or a rad entrepreneurial dude, you've got a million plates spinning at any given time. Keeping track of all you're writing, creating, and doing can be a full-time job.

Enter: **Google Apps**.

<https://www.google.com/work/apps/business/>

This is our go-to for everything irresistible.

We write our content in **Google Docs**. We keep track of our content (and marketing campaigns) in **Google Sheets**. We create reminders and deadlines for ourselves in **Google Calendar**. And we keep everything neat and tidy in **Google Drive**.

The best part is: No matter where we work or what device we have handy, we can access anything, anytime. So on days when we're at the coffee shop and working from our iPad, we've got what we need. And on days when we're traveling across the country and working without WiFi, we've got what we need. And on days when we're working from our laptops in bed (with cinnamon rolls and mimosas), we've *still* got exactly what we need.

We can easily share social media posts, newsletters, and website copy with each other (and team members). We can easily edit and make notes on anything we want to change. And we can easily search through our revision history and restore an old idea we originally discarded. Needless to say, this mobile tool is our official content sidekick and business BFF. It's simple, powerful, and vital in transforming a (typically) complicated task into a (truly) contagious one.

Bonus Tool: **Voice Typing**

Google Docs > Tools > Voice Typing

This free add-on will allow you to talk (instead of type) into Google Docs. So if your thoughts are flowing faster than your fingers, this tool will allow you to express yourself like never before.

6.

DESIGN

Sometimes the thing entrepreneurs avoid the most is feedback. But feedback is what pushes us forward, challenges the status quo, and reminds us to keep chasing irresistibility.

Which is why the #1 thing we recommend is to get dream client feedback. Ask them what they want, give them a sneak peek of what you're working on, let them weigh in on big changes happening behind-the-scenes. Because the more they're involved with the process, the more your process will succeed.

The only questions are: What if you don't have dream clients to get feedback from? Or what if the feedback you're getting is good but not necessarily helpful?

Meet **Peek**.

<http://peek.usertesting.com/>

This tool will help you understand what people see, think, and know about you (and what you do) when they land on your website. All you have to do is add your URL and, an hour later, a video featuring a (very real) person will walk you through their user experience.

Because yes, *you* (aka the business owner) need to know what you do, why you do it, and how you do it differently. But, more importantly, *they* (aka your dream clients) need to know what you do, why you do it, and how you do it differently.

They need to clearly understand why they should buy in, buy now, and buy more. Because *clarity* (not just content) is king. And *clarity* (not just creativity) is what welcomes all the right kinds of customers in.

Bonus tip: Don't just submit your website once! Not all Peek reviewers are created equal and not all reviewers are dream clients. So sometimes, you'll get feedback that bruises more than encourages. Let it roll off your shoulders, see what you can learn from it, and try again.

7.

MARKET RESEARCH

The trick to sales is actually quite simple: You have to create *to* sell. Meaning, you have to create something you know that people already want.

A lot of entrepreneurs start with a product and then try to find customers to buy it. But an irresistible brand does the complete opposite. They start with people and create products to meet those people's needs.

So the first step in creating something you know people will want/need/buy is to get to know them. You have to listen. You have to observe. You have to react.

And getting to know your people (who they are, what they need, and why they want it) is easier than ever before. Thanks, in part, to social media. But also because of tools like:

Survey Monkey

<https://www.surveymonkey.com/>

We use surveys for everything. From market research, to customer feedback, to planning for new offerings. We are always asking questions and we're always responding to the results.

Surveys have allowed us to create offerings that sell out (time and again). They've allowed us to create email campaigns and social media posts that hit home (week after week). They've allowed us to get to know our people and love + serve them better with each and every thing we create.

Real research = the secret to an irresistible brand.

Bonus tool: **Typeform**

<http://www.typeform.com/>

Wishing you could create surveys that were more aesthetically pleasing? Well, you're in luck! This handy tool will allow you to create fully-functioning surveys that collect the information you need, with the irresistible style you want.