

Tools I use in My Business

These tools help me successfully run my business in front of the camera and behind the scenes. Feel free to check out any of these tools and how they might be helpful in your own business.



Canva - I absolutely love Canva. I use it for all of my graphic design for social media, creating print and marketing materials, business cards, mood boards for clients and more! The free version is a good start, but the paid version is unmatched!



Later.com- I use this platform to schedule my social media post, mainly for Instagram and LinkedIn. For Facebook I use the Facebook Meta Scheduler. I love using Later.com because it's easy to drag & drop, you can see the grid preview, and you can schedule instagram stories! Makes scheduling my content easier.

PIXIESET

PixieSet - I use this to deliver digital galleries to my clients. I love how professional my galleries look and how easy they are to upload and give access to my clients. Pixieset also has the option for your clients to order prints which I love and they create a personalized store for each client.



Honeybook.com - This is used to book my clients, create invoices, contracts and accept payment for all my sessions. It allows me to keep track of my finances and I love checking the reports to see my financial progress throughout the year.

Tools I use in My Business Continued



Lightroom & Photoshop -I use both Adobe products for editing my photos. Lightroom is the go to, and Photoshop is used for the more detailed retouching as needed.



Wix.com -This is the site I use to host my website. I love Wix because designing my website and adding updates is never a hassle. I love being able to drag and drop and not have to know html code to design my website and make it look professional.



AfterShoot- Every photographer should be using this! If you don't want to spend hours culling photos for your galleries, then use Aftershoot, it will cut your editing time in half and do the work for you in finding all the "good shots" worth editing.



FloDesk- I recently switched over from Constant Contact to Flodesk for my emails because honestly, the templates looked more creative and modern. They allow you more flexibility to drag and drop items and people want to read your emails because they look "pretty" AND Professional.

If you found this to be helpful, please provide me your feedback! Send all feedback or questions comments etc. to:
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