Resources to Grow
Your Brand Fast

Links with a ▷ are the ones that I currently use in my business. Also, some of the links are affiliate links, which means that I get a small "thank you" payment from the company for recommending them, at no cost to you.

Set up various **EMAIL AUTOMATIONS** to create a great experience for your customers or clients. These can serve all kinds of purposes: to welcome and indoctrinate new subscribers, sell goods or services, make important announcements, iteratively rollout information, etc. There are lots of different email services to choose from, from free to enterprise-level paid.

SUGGESTED PLATFORMS:

- ▷ **Active Campaign:** In 2016, I switched to ActiveCampaign for its superior automation and tagging capabilities.
- ▷ **MailChimp**
- ▷ **ConvertKit**

You can also use **SOCIAL MEDIA SCHEDULING** tools to create and post on your various social media channels at any chosen date or time. This way, you can sit down and put together a batch of social posts for weeks at a time rather than manually posting throughout the day. For smaller companies or those with a limited number of networks, you can probably find a free scheduler to meet your needs, while larger companies may need a paid account.

SUGGESTED PLATFORMS:

- ▷ **Buffer:** My preferred post scheduler. Schedules posts out to most of the popular platforms. Fantastic design and easy-to-use interface.
- ▷ **RecurPost:** Load in a library of evergreen content and RecurPost continuously posts on your set schedule.
- ▷ **Tailwind:** A Pinterest tool that includes scheduling & pin looping (reposting).

AUTORESPONDERS are also a great way to assure your clients and customers that their message has been received and set expectations for when you will be getting back to them. These can be used in emails, on social media, website chat windows, and more! This gives your audience some peace of mind that you'll be taking care of their question or comment ASAP!

SUGGESTED PLATFORMS:

⊳ **Zapier:** Connects your different tools to each other through automation. It's like paying for a virtual assistant that only costs $20/month. The possibilities are almost endless and their training is very good.

⊳ **ActiveCampaign (or your email platform):** Trigger automations when people sign up to different lists or products to ensure they have a consistent brand experience.

⊳ **Set up a FB Auto-reply:** If you are like me and don't regularly check your FB messages, an auto-reply helps shape people's expectations.

For new clients, you may consider implementing an **INTAKE FORM** of sorts to get those starter questions out of the way. With a customized form, you can ask whatever info you'll need online and get the results sent straight to your inbox! This is great because it cuts down on your phone time and allows you to better prepare for your initial conversation by knowing what to expect and how you can help. Try freebies like Google Forms or Typeform to set up your personalized forms.

SUGGESTED PLATFORMS:

⊳ **Typeform:** I use Typeform extensively for collecting info from clients and prospects in several places during the process. Their UI (user interface) design is gorgeous and fun to use. I use their free version.

⊳ **Google Forms:** Free version from Google. Not as pretty, but free and integrates with the rest of Google Drive apps.

Also, when you **ONBOARD** a new client, you'll want your paperwork process to be professional. Here are my suggested platforms:

- **HelloSign:** I use Hellosign for my client contracts. No more printing, faxing, etc. All the signatures are captured digitally. I use the free version.
- **Freshbooks:** My invoicing and bookkeeping software. The investment scales up and down based on your number of clients.

It's also a great idea to have a calendar-integrated **APPOINTMENT SCHEDULER** for phone calls, Skype sessions, or face-to-face meetups with clients. It's WAY too easy to get your schedule mixed up when you're entering all of your appointments manually. But with an online scheduling tool, your clients can choose from any available time block, input their contact info, and automatically update ALL of your calendars (blocking off the allotted time). Wouldn't it be nice to never double book yourself again?!

SUGGESTED PLATFORMS:

- **Calendly**
- **Acuity**

NOTES...

Don't try to do it all yourself, resulting in a hand-me-down-looking brand. If you need help, it's okay to pay for it. Invest in **HELP & EDUCATION**. But remember: this is a business, not supermarket sweep. You'll crash and burn if you buy every shiny thing that catches your eye. So, be selective!

FINDING NEW PROFESSIONALS:

▷ **PeoplePerHour:** UK-based company. I've had good luck finding high-quality freelancers here including designers, audio editors, and more.

▷ **UpWork:** US-based company (freelancers are based all over).

▷ **Behance (designers):** Portfolio site that can be effective for finding new designers with style you like. I like to look for individual designers as opposed to larger agencies.

COURSES TO SHORTCUT LEARNING:

▷ **Brand New Brand:** My foundational course on creating the foundation of your brand strategy and style.

▷ **Skillshare:** Shorter courses on various topics (art, business, more).

▷ **CreativeLive:** In depth courses on photography, art, business, and personal development from a variety of known experts.

NOTES...

When you're growing your brand, a professional and consistent **BRAND VISUAL STYLE** is not optional. You need to look good to instill trust and desire in your ideal clients. However, it can be expensive and slower to always rely on a designer to create graphics. There are a lot of tools you can use to create professional looking and on-brand graphics for social media, your blog, lead magnets, etc.

TOOLS FOR CREATING GRAPHICS:

- **Adobe Photoshop ($10+/month):** This is the most robust and powerful software you can use. You'll only be limited by the learning curve. I use Photoshop for nearly everything and it makes my life so much easier. I pay for the $50/month Creative Cloud membership so I have access to the full Adobe Suite: Photoshop, Illustrator, InDesign, TypeKit, etc.

- **Canva (free - $13/mo):** Great pre-designed templates for almost every graphic application you can think of. Limited by their selection of fonts. If you pay for Canva for Work, you can upload your brand fonts.

- **PicMonkey (free - $5/mo):** Free range drag and drop designing. You aren't limited by fonts - you can use any you have on your system.

- **Placeit ($8+):** Create phone or computer mockups.

PLACES TO FIND & BUY FONTS:

- **Font Squirrel (free)**
- **Google Fonts (free)**
- **Hungry Jpeg ($29):** Monthly bundles that usually include great fonts
- **Adobe Typekit:** If you're paying for Adobe Creative Cloud, you get access to a lot of premium fonts with your subscription. This only applies to the full $50/month CC membership, not the $10/month photography membership.
- **Creative Market Fonts ($12-$40)**

  MyFonts (paid fonts - prices vary)

PLACES TO FIND & BUY IMAGES:

- **Unsplash (free):** One of my favorites for free images!
- **Pexels (free):** My 2nd choice for free commercial images.
- **iStock.com:** When I pay for images, I currently use iStock monthly subscriptions.
- **Shutterstock:** ($0.33 - $15 per image depending on package chosen before discount code) I recommend paying for a month (turning off auto-renew) and looking for a discount code. Paying for one month (350 or 750 downloads) could stock up your image bank for a long time as well as give you access to patterns, vectors, etc.
- **PhotoDune stock images ($1-$7 per image)**
- **Creative Market stock images ($5-$20 per image)**
- **Stocksy ($10+ per image)**
- **LibreStock:** Searches 40+ free stock sites

NOTES...

Your **BRAND'S WEBSITE** is your home on the web. Fortunately, there are LOTS of options at every price point and for every skill level. If you are a more advanced user or want more flexibility, WordPress is ideal. If you are just getting started and want a more user-friendly platform, I really like SquareSpace.

WEBSITE PLATFORMS & TOOLS:

▷ **Squarespace ($8-$26/month)**

▷ **WordPress** (install through your web host)

   • *Elegant Themes / Divi:* Wordpress website builder that I use for all of my current sites & clients.

▷ **Shopify ($9+/month):** Best for eCommerce sites.

▷ **Name Cheap** or **GoDaddy:** Buy your domain ($2.99+).

▷ **WP Engine ($29+/month):** WordPress website hosting.

▷ **GoDaddy Hosting ($6+/month):** website hosting... not as reliable as others, but I haven't had any issues with them (yet).

▷ **SiteGround Website Hosting:** Who I currently use for my client sites based on all of the good reviews I've read.

▷ **ClickFunnels:** Landing page and sales funnel builder. Easy drag and drop page builder. I use CF during launches for easy analytics and split testing.

▷ **Teachable:** Platform that I use to host my courses and process payments for my courses. I love the professional interface.

Brands need to **CREATE CONTENT** to stay visible and top-of-mind for their ideal clients. This can be done in a variety of formats (whatever comes easiest to you.) Here are some of my favorite tools to help produce great content.

CONTENT TOOLS:

▷ **HemmingwayApp** **(free):** I use Hemmingway constantly to check my spelling, grammar, and language complexity. I aim to reach 4-6 grade level in all of my emails and blog posts.

▷ **Podbean** **(free and up):** Publish a podcast on iTunes.

▷ **TryInteract Quizzes:** My brand quiz has generated thousands of leads for me. I love this platform!

NOTES...

KAYE PUTNAM

HI, THERE! MY NAME IS KAYE (LIKE THE LETTER).

Entrepreneurs hire me to define their brand strategy.

But really, I help them see themselves more clearly.

I help entrepreneurs like you build brands that are in demand by uncovering the innate truths that drive you. I'll help you connect with your clients & customers on an emotional, gut level. We'll use a powerful cocktail of intuition, timeless archetypes, and psychology to define your brand's most powerful message.

After working together, you'll feel clear & confident about stepping into your greatest work. Your ideal clients will be attracted to that clarity like a magnet, and will be ready to buy. Are you ready? Discover how we can work together to transform your brand.

KAYE PUTNAM BRAND STRATEGY