

# The Social Savvy Entrepreneur's Checklist

The following tools and programs have made my life as a business owner much more efficient. They helped me grow my business and get faster results. Click the links below to get your own and start growing your business.

## Tools and Programs

### Planoly



I am constantly asked what tool I use to schedule my Instagram posts. [Planoly](#) is my go-to. It's specific for Instagram, provides great metrics and lets you see how the post will look in your feed.

### Yoast



If you're not quite ready to invest in an SEO specialist, [Yoast](#) is the perfect tool for you. It's a WordPress plugin that will crawl your website for SEO glitches and tell you what needs updating.

### MailChimp



There are a ton of email marketing platforms you can use but I always recommend [MailChimp](#). It's simply, inexpensive and so intuitive that even a newbie can jump in and figure it out.

## LeadPages



Once you have your email marketing platform set up, you need a way to capture all your new leads! [LeadPages](#), like MailChimp, is a simple drag-and-drop lead generation tool that lets to easily create landing pages and pop ups wherever you please.

## Samcart



I wish I could express just how simple the [Samcart](#) checkout platform has made my online selling process. Although I knew I was missing out by not offering any paid products or services on website, the thought of trying to figure out where to send people and how I would get paid made me delay, until Samcart. Samcart lets you create checkout pages in less than five minutes – two if it's not your first time. They have several templates you can customize, the option to offer upsells and they handle all the payment details. Click the link above for a free 14-day trial.

## 123 Employee Virtual Assistant



THE VIRTUAL EMPLOYEE SERVICE

You may have read my blog [post](#) about how my virtual assistant is the best thing that ever happened to my business, but I could still go on and on. Having someone to help with my website updates, email marketing, social media management and graphic design has been a GAME CHANGER for my business. Do yourself a favor and get you a virtual assistant today. You can learn more about 123 Employee on their [website](#) or watch their [webinar](#) for details on how the program works.

## Products

### DinoFire Wireless Presenter

If you offer professional presentations, having a [clicker](#) is a must to avoid worrying about when and where to change the slide. I love this one because it comes with a laser pointer for when I want to highlight something in my presentations. Plus, no hassle setup, simply plug into your computer's USB port.



### Portable Tripod

I hope your social media strategy includes video marketing. If you're filming solo, you'll need a [tripod](#). This is the first tripod I bought for my business – inexpensive and does the job. This one works for your cell phone or tablet.



### Mini Tripod with Bluetooth Remote

A bit more portable than the one above, this [mini-tripod](#) includes a bluetooth remote control for long distance and has an adjustable wrist strap that can wrap around your chair.



## Selfie Ring Light + Fisheye Lens

Video is great, but sometimes we just need a good picture – say, a selfie? This [selfie ring light](#) is great for taking selfies with beautiful backgrounds at night and delivers a model-like image. It also has a wide-angle lens to widen the view. I love this thing.



## PopSockets: Collapsible Grip & Stand for Phones and Tablets

Get a secure grip while holding your phone so you can text with one hand, snap better photos and stop phone drops – all with a [popsocket](#). These can also function as a convenient stand so you can watch videos on the fly. My favorite part is no longer having my phone fall on my face. They come in many shapes and colors so choose your favorite!



## Phone ring

Like the popsocket, the [ring](#) can be used as a stand and helps you avoid dropping your phone with the finger loop. This one comes with two base mounts you can use on the dashboard of your car – if you have a flat dashboard.



## Autonomous Standing Desk

Sitting is the new smoking. Next to my virtual assistant, this is my absolute favorite thing in this document. My [standing desk](#) has changed my life. If you're a remote worker like me (or if you go into an office) you NEED a standing desk. They promote a healthy lifestyle by encouraging you to sit less throughout the day with the press of a button. This makes a huge difference in your energy level, posture and the number of calories you burn daily. This desk is a must.



## Height Adjustable Standing Desk Sit to Stand Riser

Not ready to commit to the to a new desk? Or maybe you just love your old one. Either way, this [desk riser](#) still helps you find that needed healthy balance between sitting and standing up throughout the day. This way, you get to keep your current desk. Before I made the investment in a standing desk, I worked with one of these.



## Lenovo Yoga Laptop

Guys, I LOVE my Lenovo YOGA [laptop](#). It's the fastest and most flexible (as you can see below) laptop I've ever used. This one can be used as a laptop or a tablet and is extremely reliable when you're on those virtual calls. Not to mention, it's durable, yet not heavy to carry around. If you're shopping for a new laptop, I dare you to try the YOGA not fall in love.



## Monitor Stand Riser with Vented Metal

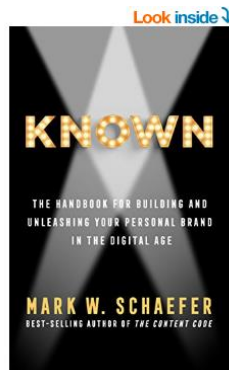
This [laptop stand](#) raises your monitor by 4 inches, reducing pain on your neck and back all while keeping your computer cool. This monitor lift has also freed up more space on my desk and allowed me to look more professional on virtual calls with the additional height.



## Books

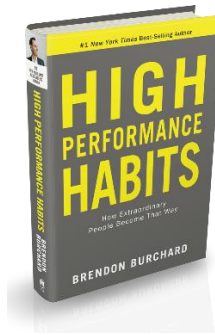
### KNOWN

In today's world, you need influence. But how do stand out among the massive sea of other online influencers? The answers are in this book, [KNOWN](#). Written by Content Marketing Genius, Mark Schaefer, you'll discover if becoming "known" is truly what you want and how to achieve mastering your personal brand in the digital age.



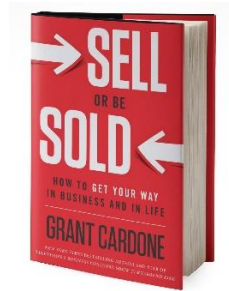
## High Performance Habits

If you are serious about performing at your peak on a CONSISTENT basis and maximizing your success, this is the [book](#) for you. World-Leading High-Performance Coach Brendon Burchard walks you through the six high-performance habits uncovered from decades of research and 1:1 interviews and tells you how you can adopt these habits in your everyday life.



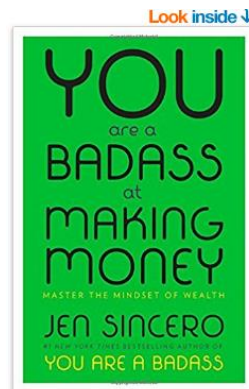
## Sell or Be Sold

I've read [Sell or Be Sold](#) more than three times already and will likely read it again because it is one of my all-time favorite books. Don't shy away from the title or because you're intimidated by sales. Grant Cardone breaks down the science of selling only after he explains why EVERYONE, no matter what field you're in, needs selling skills to get what they want in life.



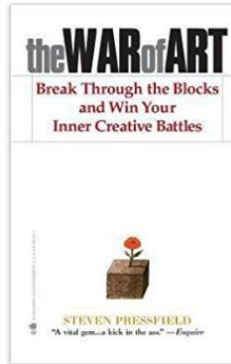
## You Are a Badass at Making Money

This [book](#) is a life-changing guide to making the kind of money you've only ever dreamed of. It's so effective because it focuses on the root of your financial circumstances – your mindset. Jen Sincero shows you how to remove the obstacles between yourself and the wealth you are 100% capable of achieving.



## The War of Art

The [War of Art](#), a no-nonsense, inspiring guide to overcoming creative blocks of every kind is another book I've read several times and will continue to read at least once every year. It's short, sweet and to the point but reminds us why procrastination truly is detrimental to our success and how simply taking action makes all the difference. If you don't read anything else on this list, read this book.



## Lifestyle

### Disc LED Reading Light

If you're a bookworm like me, you know that riding in the car or right before bed are some of the best times to get in a good reading. Unfortunately, when the sun goes down or when your spouse is sleeping, you want to be mindful of the light. This [reading light](#) is your solution. Simply stick it on the page and you're good to go.



### 20 oz. Double Wall Tumbler

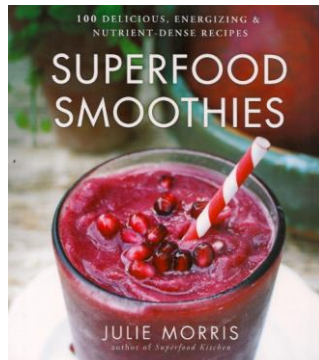
One thing I am diligent about in my life is staying hydrated, but I sometimes slack off on drinking water in the evening. Problem-solved. This [cup](#) helps you keep track of how much water you drink. To get your full eight servings per day, simply remove a band every time you drink a full cup. A miracle in a bottle.





## Superfood Smoothies Book

This [book](#) was a Christmas gift that has transformed my health. Smoothies are great because they are (hopefully) packed with nutrition, easy to make and can be taken on the go. What I love most about this book is that it breaks down the anatomy of a smoothie and how to make it taste just right for you. In addition, it offers several recipes that help sneak in those veggies we try so hard to eat every day. My favorites are maca oat, pumpkin pie and cacao mocha.



## Yoga Ball

Even if you have a standing desk, you will want to sit at some point. When you do, choose a [yoga ball](#) over a chair. Your back, posture and waistline will thank you for it.



Note: I may receive a commission from some of the above products and programs if purchased.  
You can check out more products I love in my [Amazon Store](#).