

2026 Recommended Resources

Here's a list of the top tools I use — some free and some paid.

First, don't freak out.

You don't need all of these tools at once, or to get started. You'll grow into them as your business grows.

Some of these are affiliate links, and I do receive a small commission with no additional expense to you if you sign up using my link. I greatly appreciate any and all support and I'm here to help if you have any questions while using any of the tools on this list.

Domain Names

Namecheap

Very reliable over the many years I've registered domains here. When I point a domain to other hosting, it happens super fast — and they don't push you into extras you don't need.

[Visit Namecheap](#)

Website Hosting

Brixly

The best hosting company! Customer service is second to none. SSL included for every domain, and I can host many domains and create as many emails as I need at no extra charge.

[Visit Brixly](#)

Page & Funnel Builders

SamCart

My top favorite · 7-day free trial

My favorite for funnels, payment processing and hosting unlimited courses and students. SamCart checkout pages have some of the highest sales conversion rates, new AI tools make building pages super fast, and it can replace almost all your other tools.

- Many payment options for customers
- Cross-sells that charge the card on file
- Unlimited video hosting built in
- Drip-feed content
- Course tiers customers can choose
- Page builder with many templates
- Track student progress
- Order bumps, upsells & funnels
- Worksheets and quizzes
- Unlimited members & students

[Visit SamCart](#)

Buildy

I built some apps on the free version, but it does much more than build apps — it has a lot built in to run your whole business. Check it out.

[Visit Buildy](#)

Lovable

Free · \$20/mo for custom domains

An amazing page builder that builds anything you ask. Ask it to model a page you like and it does it in seconds. I build sales pages here and connect the buttons to SamCart checkout.

[Visit Lovable](#)

Email & Autoresponders

Kit

Email marketing and autoresponders for creators.

[Visit Kit](#)

AWeber

Easy email marketing and autoresponders.

[Visit AWeber](#)

AI Copywriting

ChatGPT

Free & paid

AI-driven help for writing copy, emails and content.

[Visit ChatGPT](#)

Claude

Free & paid

AI assistant that's a joy to write with — great for drafting copy, emails and long content, and for thinking an idea through with you.

[Visit Claude](#)

Video Editing

CapCut

Free

Use it on your desktop or phone to add captions and special effects to your videos.

[Visit CapCut](#)

Descript

Video editing software — easily remove the ums and more.

[Visit Descript](#)

Camtasia

Video editing for Mac, by TechSmith.

[Visit Camtasia](#)

Giphy

Create engaging GIFs.

[Visit Giphy](#)

Loom

Record your screen, with or without your talking-head video.

[Visit Loom](#)

Design

Canva

Free · Pro optional

The builder is free. Pro adds lots of images plus features like background remover and resizing.

[Visit Canva](#)

Helpful Free Tools

Facebook™ Pixel Helper

Free Chrome extension

Make sure your Facebook™ pixels are firing on your pages.

[Visit Facebook™ Pixel Helper](#)

Eye Dropper

Free Chrome extension

Click any pixel on a webpage to grab its color.

[Visit Eye Dropper](#)

Capitalize My Title

Free

Automatically capitalize titles and email subjects in any style.

[Visit Capitalize My Title](#)

YayText

Free

Make bold, italic and fancy text for social posts. Just copy and paste.

[Visit YayText](#)

Bootstrapping

When you're just starting out, keep it simple. Don't sign up for fancy tools and software until the money starts rolling in.

You can get started with nothing more than a PayPal account and Google Drive — take payments with PayPal and deliver your digital courses through Drive.

Some of these are affiliate links, and I do receive a small commission with no additional expense to you if you sign up using my link. I greatly appreciate any and all support and I'm here to help if you have any questions while using any of the tools on this list.