

THE ULTIMATE LIST OF

22 TOOLS

EVERY COACHES MUST HAVE



INTRODUCTION

Here it is THE ULTIMATE list if you are a coach!

We've compiled all the tools you need to run a successful coaching business!

From creating a funnel to getting paid online we've covered everything. The tools we mention in this list are tools we use and recommend to our clients.

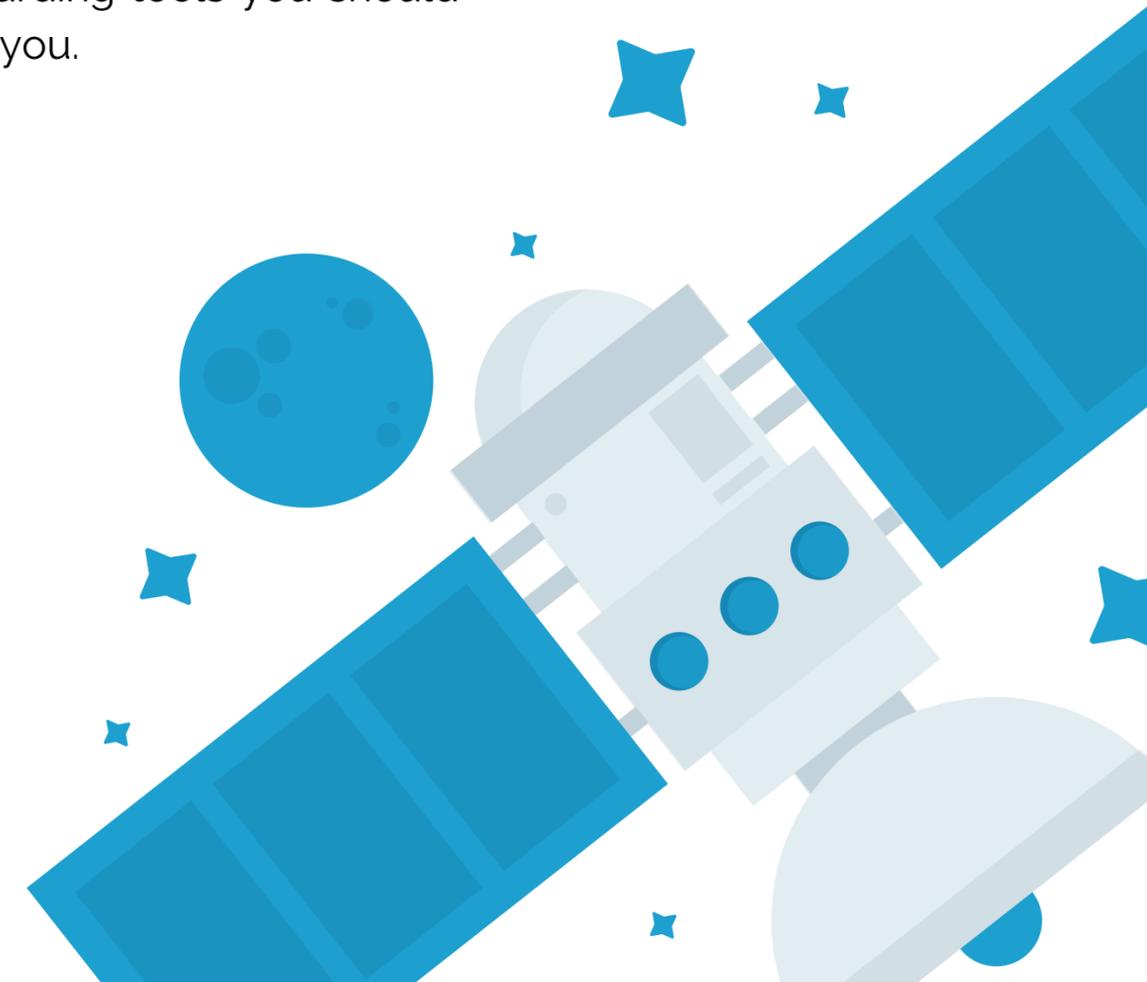
We know that the internet is giving you an immense amount of options regarding tools you should use in your coaching business and with this list we wanted to make it easy for you.

Feel free to dig a bit deeper for each tool to make sure it fits your needs.

Our goal is to remove any friction you may have in your coaching business.

Moe

Founder of Moe - Digital Agency for Life & Career Coaches



CLICKFUNNEL

For those of you that are looking to create sales pages or complex funnels then you need Clickfunnels!

It provides different types of templates that enable coaches to create high converting landing page easily. Clickfunnels offer many useful features such as email automation, A/B split testing,

They do offer a 14 day trial right now so you can give it a go.

TRY CLICKFUNNEL FOR FREE



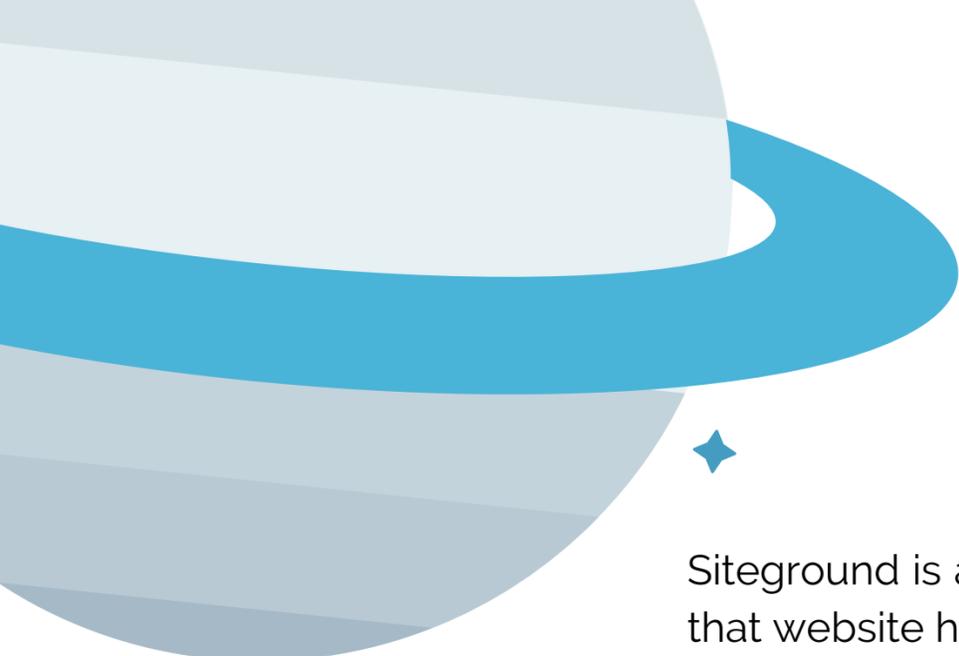
GETRESPONSE

GeResponse is an email automation software that we use to send newsletters or simply for email marketing.

You definitely need an email automation software to promote your services and convert leads into clients automatically.

They do offer a 30 day trial right now so you can give it a go.

TRY GETREPONSE FOR FREE



SITEGROUND



Siteground is a hosting company that provides hosting for your website. What we love about them is that website hosted by Siteground are SUPER FAST!

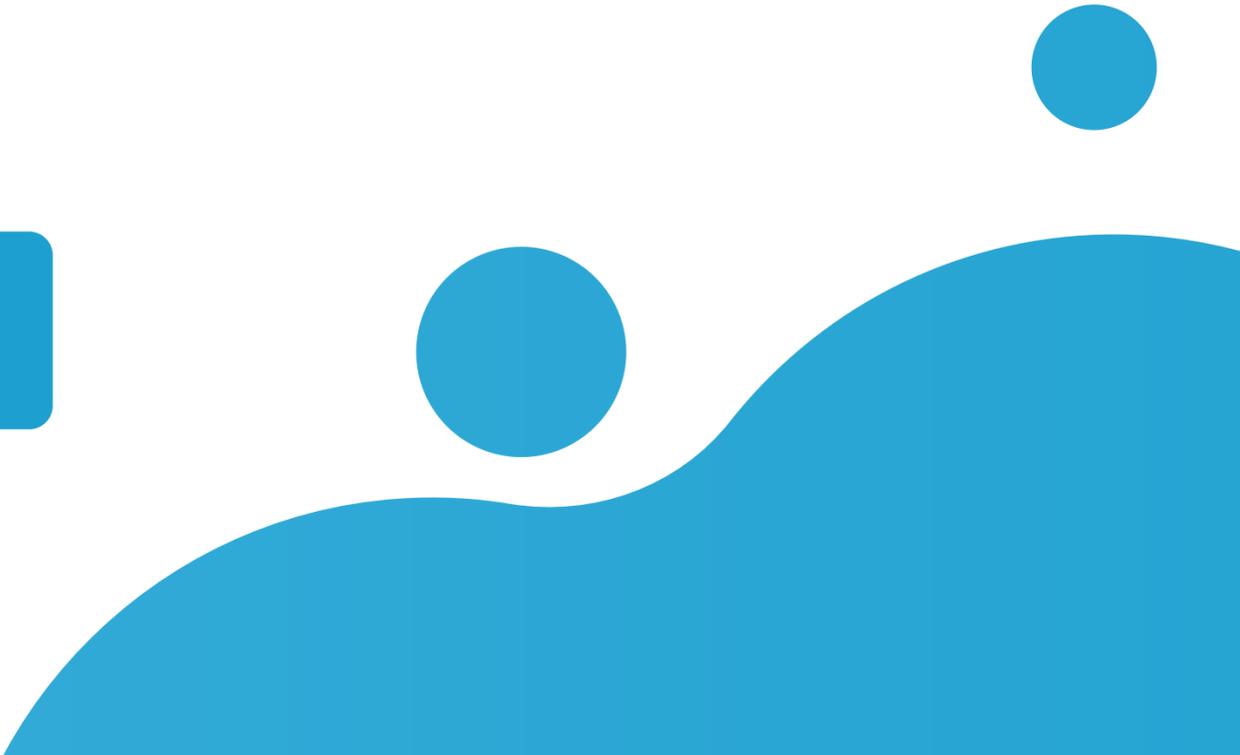


Nobody wants a slow website....

Moreover, their support team is available 24/7 and can fix any issues you may have. With them you'll definitely get more for your money.

Big Plus: they have been officially recommended by WordPress.org!

With Siteground you can get your website hosted for 3.95\$/month!



TRY SITEGROUND

CANVA

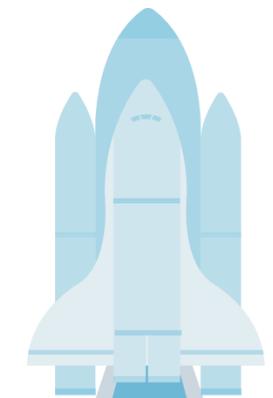
Canva is a simplified graphic-design tool website. It uses a drag-and-drop format and provides access to photographs, vector images, graphics, and fonts.

It's loaded with enough easy-to-use features and functionality that anyone can create a variety of engaging content that gets shared.

This is the best tool to create stunning graphics for your social media and for your marketing strategy.

The tool is FREE to use!

TRY CANVA FOR FREE



BETTERPROPOSAL

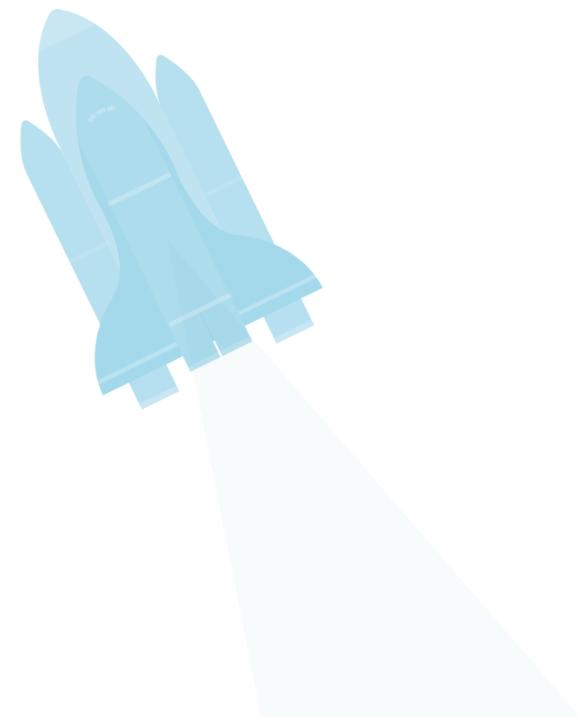
This one is one of our favourite tool because it helps us and our clients win more contracts!

Better Proposals is an online proposal builder software that enables users to craft professional-looking proposals with ease and speed.

They even provides over 100 customizable proposal templates so you can start right away. They actually give away a proven proposal template that won over **\$19,000,000** of business for their coaching customers in 2018 alone.

They do offer a 14 day trial right now so you can give it a go.

TRY BETTERPROPOSAL FOR FREE



GOOGLEFONT

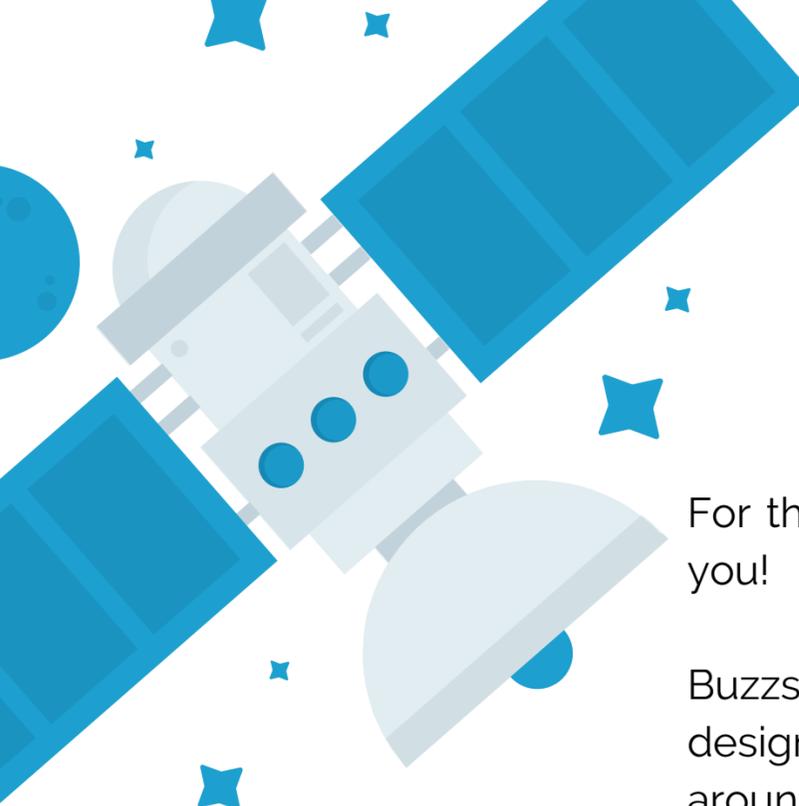
Struggling to find the best font for your website?

Then GoogleFont is the way to go, I recommend you to use MAXIMUM 2 fonts for your website.

They have an extensive library of fonts for you to use.

The tool is FREE to use

TRY GOOGLEFONT FOR FREE



BUZZSPROUT

For those of you that have or are planning to have a podcast, Buzzsprout could be the solution for you!

Buzzsprout was designed to make podcasting simple, but not limited. They have one of the best-designed dashboards I've seen, which lets you spend more time creating content than messing around with uploads.

They do offer a 90 day trial right now so you can give it a go.



TRY BUZZSPROUT FOR FREE

PROOF



The best way to increase your conversions rate is to use social proof! Proof does exactly that by showing recent notifications of recent leads or purchase on your website.

This tool has definitely helped us convert more website visitors into leads! Even Nathan Chan, the founder of the popular magazine Foundr is using it..

They do offer a 14 day trial right now so you can give it a go.

TRY PROOF FOR FREE



STRIPE

The most secure and trusted paiement gateway on the market! It allows you to make and receive payments from your website.

Moe's tip: Betterproposal & Stripe works perfectly together!



[TRY STRIPE](#)

AMELIA

Amelia is a simple yet powerful automated booking specialist, working 24/7 to make sure your customers can book appointments or events and pay online even while you sleep!

We actually use it on our consulting page. Have a look **here!**

Moe's tip: Amelia & Stripe works perfectly together!

TRY AMELIA

TRANSFERWISE

Transferwise is the cheapest way to get paid from a different currency! With Transferwise you can hold, receive and exchange 28 fiat currencies without any hidden fees.

Using Transferwise is FREE!

Moe's tip: Transferwise, Amelia & Stripe works perfectly together!

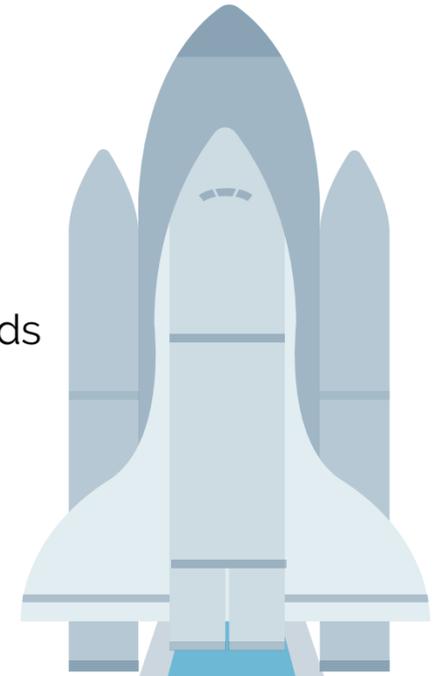
TRY TRANSFERWISE FOR FREE

PEXELS

The best place to find royalty free images/videos for your website. They have hundreds of thousands free stock photos and every day new high resolution photos are added.

Pexels is FREE!

TRY PEXELS FOR FREE



SOCIALPILOT

The best way to post on social media is to schedule your post in advance. We use SocialPilot for this and we recommend you to do the same. With this tool, you can be sure to post every day automatically!

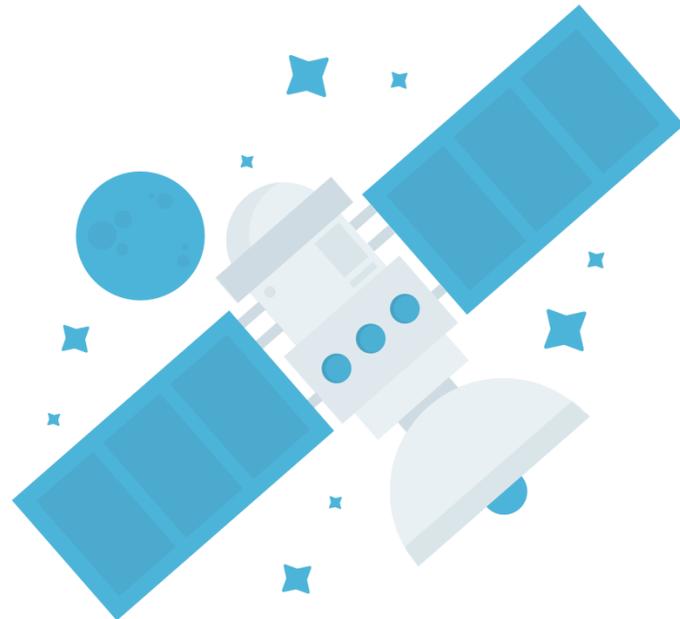
We've created a Social Media Content Plan curated for coaches so you know exactly what you have to post for the entire month!

We send you monthly what you have to post for the ENTIRE MONTH!

[SUBSCRIBE HERE](#)

Moe's tip: The Social Plan & SocialPilot works perfectly together!

TRY SOCIALPILOT FOR FREE



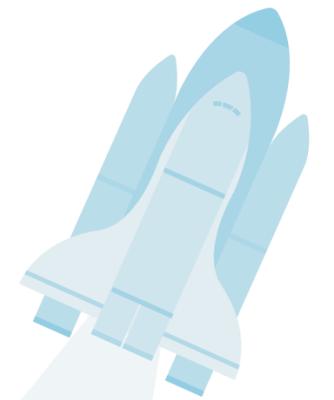
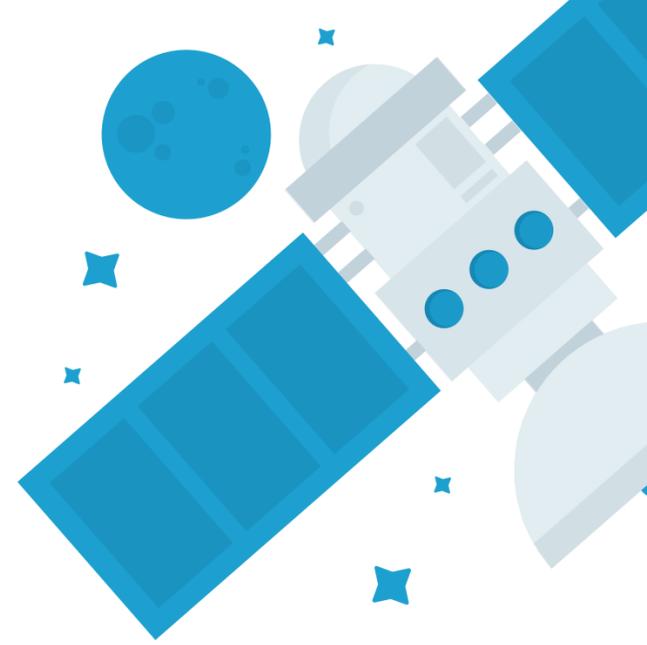
TRELLO

We love Trello at the agency & you should too! It's a collaboration tool that organizes your projects into boards. The best way to use this is to share a board with your clients so they know at what stage they are in.

This is the best way to stand out of the pack!

Using Trello is FREE!

TRY TRELLO FOR FREE



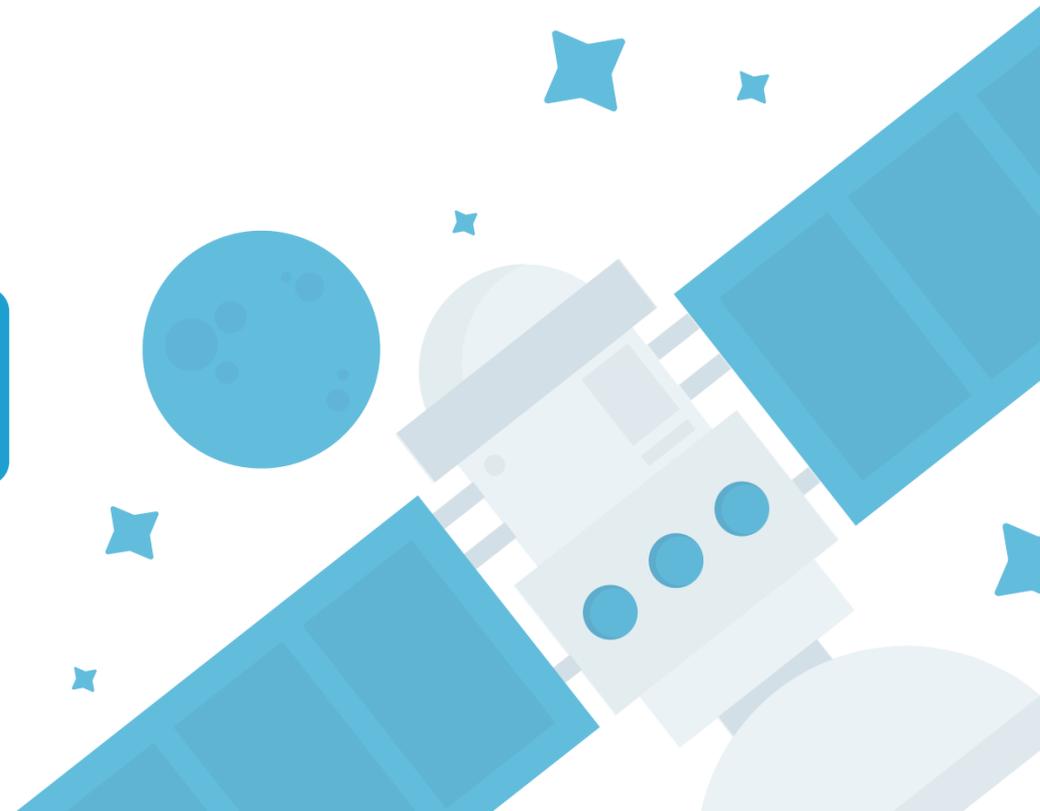
DROPBOX

Dropbox is a cloud storage that we use to store contracts, images and files in general. When running a coaching business you may have tons of documents. Instead of having all that on your laptop you can have them in the cloud for FREE.

Using DROPBOX is FREE!

Moe's tip: Dropbox & Trello works perfectly together!

TRY DROPBOX FOR FREE





BUZZSUMO

We often times use Buzzsumo to run a search to quickly discover content ideas, uncover platform insights, identify passionate influencers and more. If you have a blog on your website then Buzzsumo is a must have

Using Buzzsumo is FREE!

TRY BUZZSUMO FOR FREE

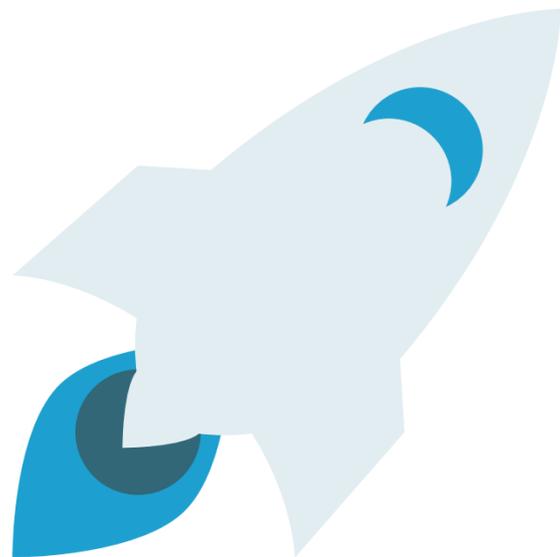


GOOGLE ANALYTICS

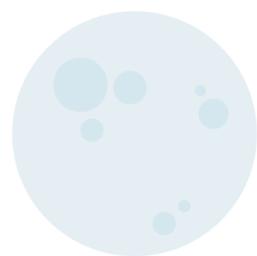


Google Analytics is a free website analytics service offered by Google that gives you insights into how users find and use your website

Using Google Analytics is FREE!



TRY GOOGLE ANALYTICS FOR FREE



SMARTLOOK

This is GOLDEN!

Would you like to have a recording session for each visits you get on your website?

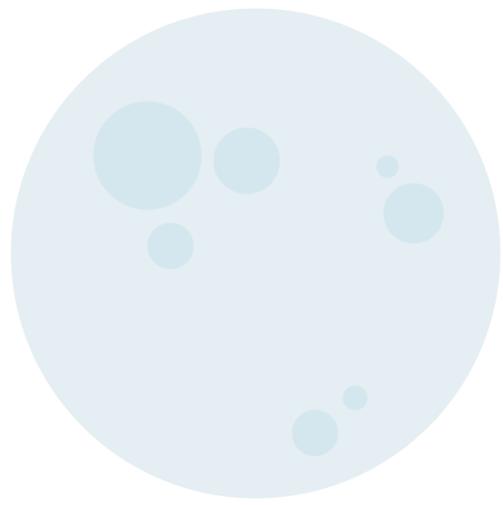
If the answer is yes, then Smartlook is the answer!

Smartlook will help you discover what causes visitors not to complete e-shop shopping or to fill out the form. With Smartlook, you'll know what to do on the website like, where to place "Call to action" button correctly.

Using Smartlook is FREE!

TRY SMARTLOOK FOR FREE





GOTOMEETING

GoToMeeting is a video, audio and web conferencing tool. It allows people to meet virtually from their location and participate in a meeting, class or working session

Moe's tip: Amelia, GoToMeeting & Stripe works perfectly together!

They do offer a 14 day trial right now so you can give it a go.

TRY GOTOMEETING FOR FREE



ENGINESCOUT

With EngineScout you'll discover hidden Facebook audiences you didn't know existed.

This tool has reduced our Facebook Ad spend instantly!

Using ENGINESCOUT is FREE!

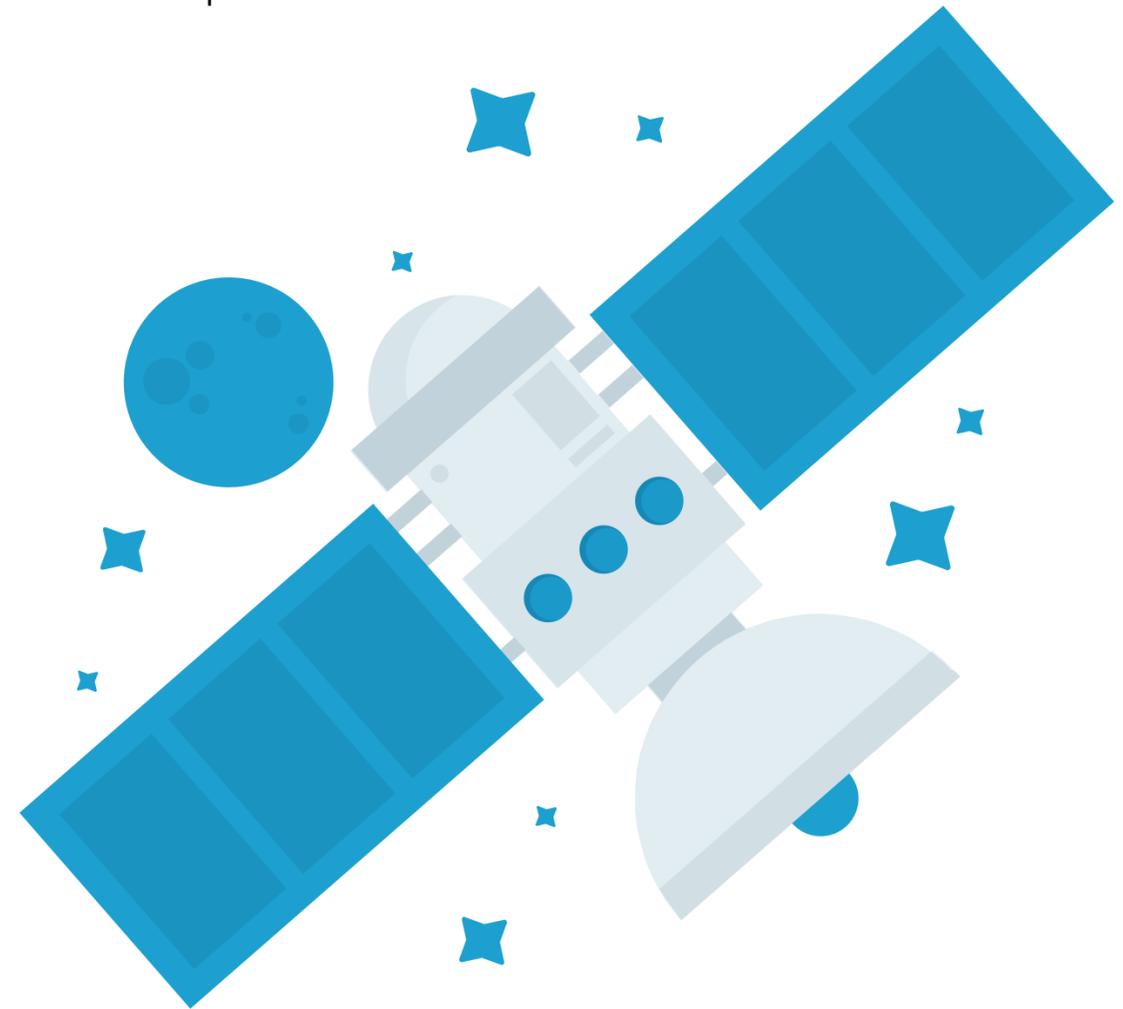
TRY ENGINESCOUT FOR FREE

REV

Rev turn your audio file into an accurate text transcription in less than 12 hours.

This is perfect when you have a consulting call with a client and want to send a transcript to them as a follow-up.

[TRY REV](#)

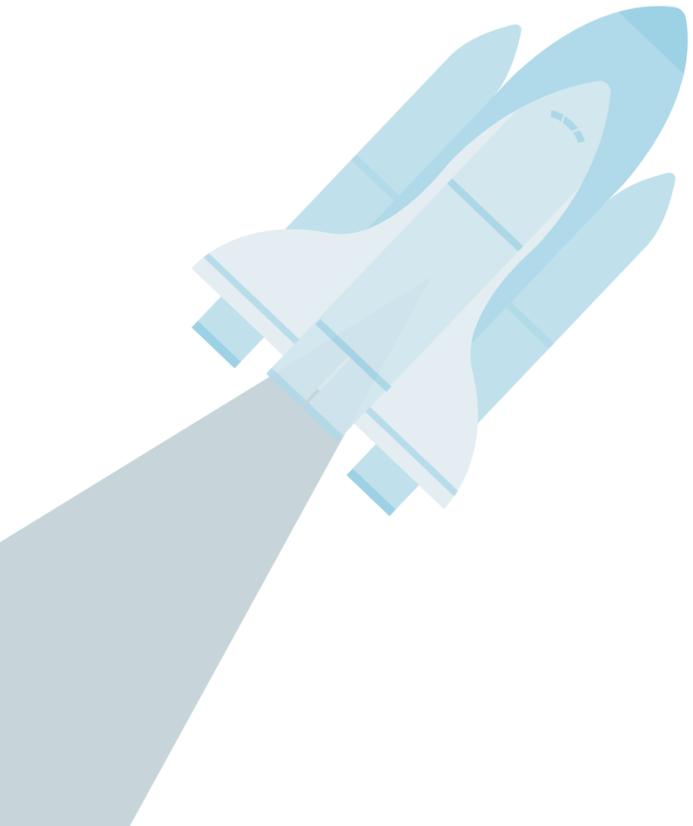


EMAIL SIGNATURE

Free email signature generator to look professional!

Using Email Signature is FREE!

TRY EMAIL SIGNATURE FOR FREE





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