

# Resources, Tools and Apps from Nathalie Plamondon-Thomas

## Master Class Feb 24 2023

**QRCodeMonkey.com** - Link: <https://www.qrcode-monkey.com> | Creating a QR Code with an image in the middle for links

**Slido.com** - Link: <https://www.slido.com> | Create live polls, Q&A, quizzes and word clouds. Participants access it through a QR Code or by going to Slido.com and then entering a code. Great for in-person presentations.

**Menti.com** - Link: <https://www.mentimeter.com> | Create live polls, Q&A, quizzes and word clouds. Participants access it through a code. Great for in-person presentations.

### Studio Equipment

- MacBook Pro
- AirPods Pro | Link to purchase: <https://www.apple.com/ph/airpods-pro>
- Jabra (earbuds & headset) | Link to purchase: <https://www.apac.jabra.com>
- LG-HBS-800 Tone Ultra (Bluetooth, Noise Canceling Headset)
- Blue Yeti Nano (Small Mic, great for in-person conferences)
- Ottlite® (Lamps for good lighting)
- Led Light (backlights for studio/green screen)
- Selfie Stick (brand: BOROPHONE) (For filming videos/taking pictures)
- **Green screen studio** (Useful for presenting online)
- **Stream Deck** - Link: <https://www.elgato.com/en/stream-deck-mk2> | It is a tool that lets you automate basic tasks—like switching scenes and going live—but that same platform is useful even if you don't play games for an audience.

**Text Replacement (phone settings)** - Go to Settings > Keyboard > Text Replacement > Set up shortcuts through keywords.

**Slideshow (phone app)** - Link: <https://apps.apple.com/au/app/slideshow-photo-to-video-maker/id924826256> | Create a Video by just selecting videos, selecting a song and/or writing over top of it and it'll create a video presentation.

**Vimeo** - Link: <https://vimeo.com> | Hosting platform for videos, good for course videos

**Vimeo Create (phone app & web)** - Link: <https://vimeo.com/create> | a great option to create videos for social media.

**Screenflow (Mac App)** - Link: <https://apps.apple.com/no/app/screenflow-10/id1568414480?mt=12> | Used to create more complicated and more professional videos.

**Camtasia (PC App)** - Link: <https://www.techsmith.com/video-editor.html> | Used to create more complicated and more professional videos.

**Widget Smith (Phone App)** - Link: <https://apps.apple.com/us/app/widgetsmith/id1523682319> | An app to organize your phone widgets, and customize the display including your logo.

**Plus This** - Link: <https://www.plusthis.com> | An app installed on the website. It is an AI that cruises to databases/on CRM, and it identifies people who are no longer active on the list then deletes them and will help you to increase your open rates.

**Wheelofnames.com** - Link: <https://wheelofnames.com> | Greate for doing draws at an event.

**Twilio** - Link: <https://www.twilio.com> | Used for draws via SMS Automation. People will use their phones and send a customized code to a number.

**Gravity Form** - Link: <https://www.gravityforms.com> | Use to collect details like name and email for a draw or other purposes.

**King Sumo** - Link: <https://kingsumo.com> | You have one chance to win the prize. If participants in the draw complete a task they will have an additional entry/chance for the draw.

**SEMRUSH (Use Keyword Magic Tool)** - Link: <https://www.semrush.com/features/keyword-magic-tool> | Will tell you what people are searching on the internet for a category. Used to get insights on what keywords are being searched most often related to a topic. This is great for marketing: blogs, articles etc.

**Zazzle.ca** - Link: <https://www.zazzle.ca> | A website to buy stuff that is custom-made like branded laptop bags, phone cases, watch bands, uniforms, etc.

**Bonjoro** - Link: <https://www.bonjoro.com> | An app to send personalized messages. It can be connected to your CRM. An email goes straight to Bonjoro and will prompt you to do personalized messages.

**Docscan (phone app)** - Link: <https://apps.apple.com/us/app/doc-scan-pdf-scanner/id453312964> | Used to scan a document, and receipts and have them organized in a folder.

**HelloSign (now DropBox Sign)** -Link: <https://www.hellosign.com> | Used to get a client/contractor to digitally sign the contract/agreement.

**Rev.com** - Link: <https://www.rev.com> | Used to extract transcription from videos for Marketing and Social Media content. Just don't order automatic transcription.

**Renderforest** - Link: <https://www.renderforest.com> | It makes 3D Videos for logos, names, etc. You can choose colours based on your branding.

**Thrive** - Link: <https://thrivethemes.com> | WordPress Themes and Plugins to Create a Thriving Online Business (Thrive Themes, Thrive Architect, Thrive Quiz Builder, Thrive Apprentice, Thrive Theme Builder)

**Loom** - Link: <https://www.loom.com> | Used to record your Computer screen. This is set as a Google Chrome Extension.

**Promo by Slidely** - Link: <https://promo.com> | Used to record promotional videos. Most B-Roll videos are just there.

**CRM** - It is a technology for managing all your company's relationships and interactions with customers and potential customers.

- **Keap** - <https://keap.com>
- **Aweber** - <https://www.aweber.com>
- **Zoho** - <https://www.zoho.com>
- **Mailchimp** - <https://mailchimp.com>
- **Active Campaign** - <https://www.activecampaign.com>

**Streamyard** - Link: <https://streamyard.com> | A professional live streaming and recording studio in your browser. Interview guests, brand your broadcast, and much more. Stream to Facebook, YouTube, LinkedIn, and other platforms.

**Pretty Links** - Link: <https://prettylinks.com> | It is a WordPress plugin URL shortener, link cloaker, branded link, and QR code generator to shrink, cloak, track, organize, and test all your links.

**AccessAilly** - Link: <https://accessally.com> | It is a comprehensive course plugin built on WordPress

**Trello** - Link: <https://trello.com> | It is the visual tool that empowers you or your team to manage any type of project, workflow, or task tracking. Add files, checklists, or even automation: Customize it all for how you/your team works best.

**Later** - Link: <https://later.com> | It is a social media management platform and link in bio tool for every social network.

**Kapwing** - Link: <https://www.kapwing.com> | It is a collaborative, online content creation platform that you can use to edit videos and create content.

**Payment** - These are used to collect payments online.

- **Stripe** - <https://stripe.com>
- **PayPal** - <https://www.paypal.com>

- **Square payments** - <https://squareup.com/us/en/payments>

**Woodpecker** - Link: <https://woodpecker.co> | Used to get your emails delivered to the main inbox & get more sales opportunities.

**Nifty Images** - Link: <https://niftyimages.com> | It is an Email personalisation platform that provides tools such as Name on Image, Customise Timer, Personalize map images and many more.