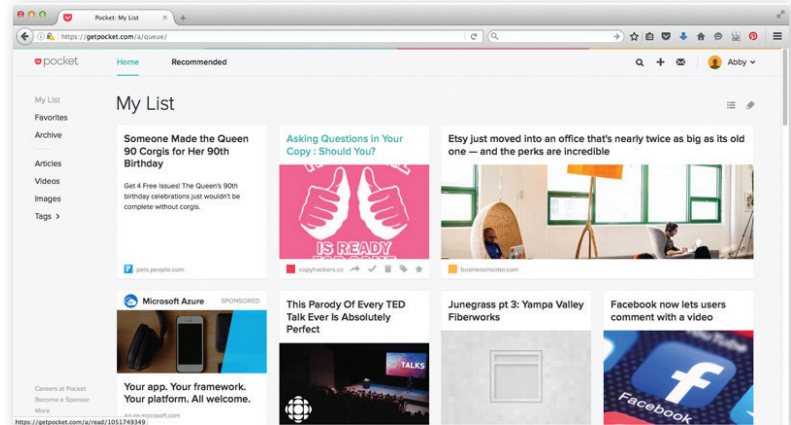# My 5 Favorite *Resources* for Growing Your Creative Business Online

My 5 Favorite Resources for Growing Your Creative Business Online

By Abby Glassenberg
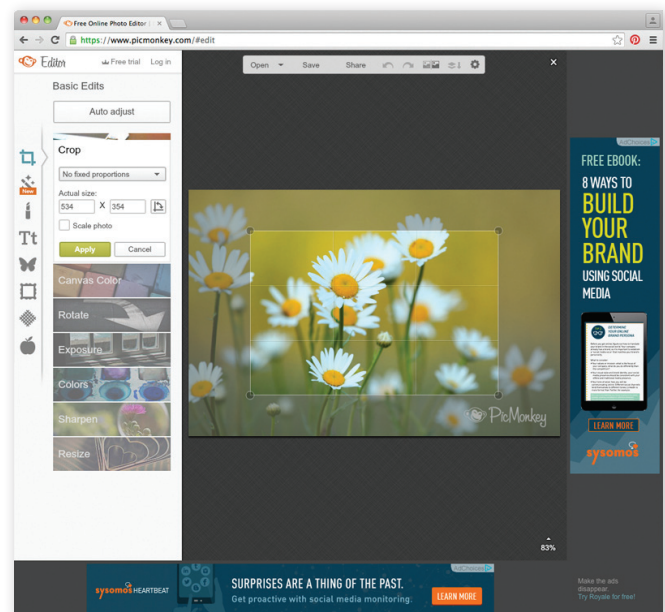WhileSheNaps.com

POCKET

GETPOCKET.COM

I'm a busy person. I'm a mom of three kids and I run my own business. Often I'll be scrolling through Facebook or Twitter on my phone and come across a link to an article that looks really interesting. I'll click over and start to read, only to be interrupted. In order to not lose track of the article entirely I used to email it myself, but then I discovered Pocket. Pocket is a free app for your smartphone and desktop computer that allows you to save articles for later. Simply send the article to Pocket and then, once the kids are in bed and you have some time to yourself, open Pocket and it'll be right there waiting for you. And you can read Pocket articles even without an Internet connection.

PICMONKEY

PICMONKEY.COM

I have to admit something: I don't know how to use Photoshop. I know, I know, I should get on that, but a big part of the reason I haven't yet is that I have PicMonkey. I edit all of my photos with this free online image editor. I use it to create blog graphics with text overlays (and I love that I can access my own font library). I use it resize photos for different formats. I use it to create helpful tutorials for my consulting clients and my pattern customers. Take a look at my desktop at any given time and I guarantee I'll have PicMonkey open.
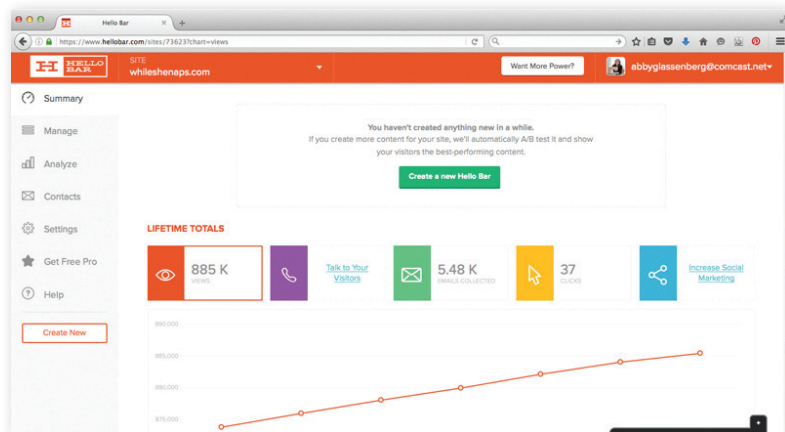
HELLOBAR
HELLOBAR.COM

I used to say I hated popups. Who in their right mind would use a popup? Popups are annoying. They get in the way when you're reading. They're a total turnoff. That was my argument and I totally believed it. And then I discovered HelloBar. HelloBar is a free service that creates what I describe as a friendly popup. It's small, it slides in, and it 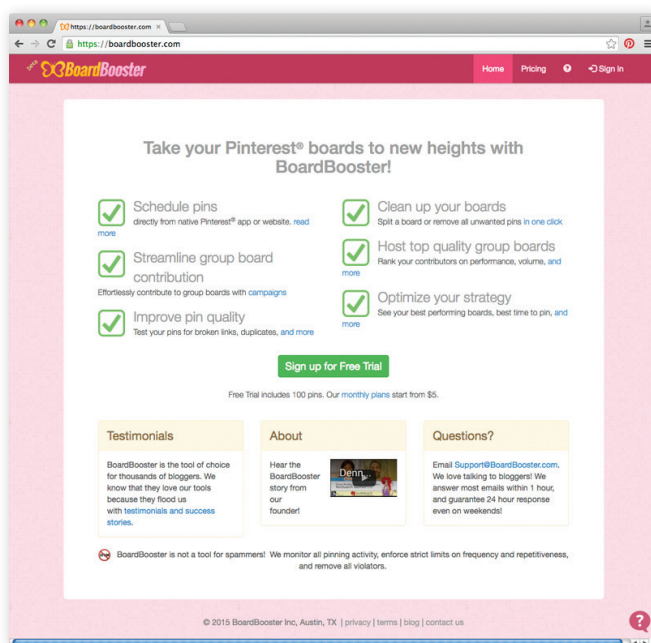can be easily dismissed. I first encountered a HelloBar popup on one of my favorite blogs. Although I'd visited this blog frequently, I'd never noticed an email signup form. Then, one day I visited and this little, friendly popup slid in and asked me if I'd like to sign up for this blogger's email list. Yes! I signed up right away and then I thought, "Hey! That was nifty." I decided to try it on my own blog just for two weeks as an experiment and my email sign up rate doubled immediately. I've never looked back. Do you know why so many websites use popus? The're incredibly effective!
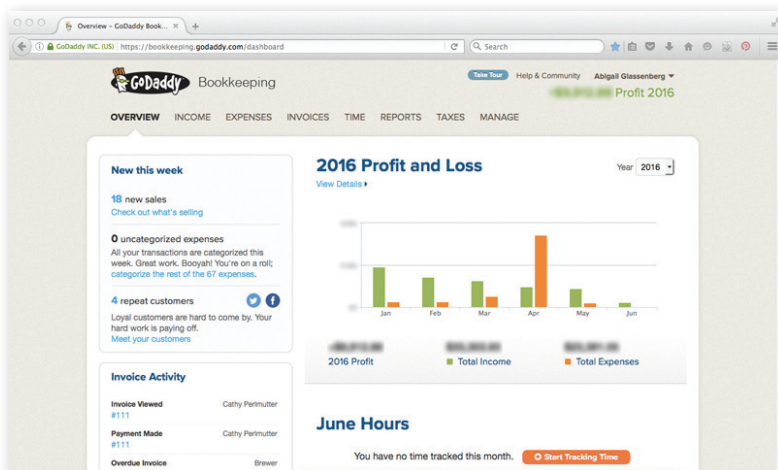
BOARDBOOSTER
BOARDBOOSTER.COM

Pinterest is consistently the #1 referrer of traffic to my blog. Using Pinterest is fun (who doesn't enjoy finding and saving beautiful images?), but it's also a powerful marketing tool. I pin a mix of images I think my target customers would enjoy and my own content from my blog and shop. Growing a following on Pinterest can feel frustratingly slow and that's why I love BoardBooster. It's a paid service, but I think it's worthwhile even if you just sign up for their free 1-month trial. The feature I recommend is called "looping" and you'll find it under "pinning tools" in the top navigation bar on the BoardBooster site. Looping helps you revive older pins by repinning them to the same board. Then it compares which pin has the most repins and deletes the duplicate. Since Pinterest rewards high activity boards by showing those pins higher in search, looping is incredibly effective. Set it up for all of your boards and try it for a month.

GODADDY BOOKKEEPING
BOOKKEEPING.GODADDY.COM

When I first started out in business I shoved all of my receipts in a manila folder and didn't deal with them until tax time. Soon I realized that this was a big mistake. Not only was it incredibly stressful to try to retrace my steps and figure everything out all at once, I was also missing out on valuable information about how my business was doing on a weekly, monthly, and quarterly basis. To solve the problem, I started using an Excel spreadsheet to track my income and expenses and while that was better, it was required a ton of manual data entry. Then I found GoDaddy Bookeeping (formerly called Outright). GoDaddy Bookeeping integrates seamlessly with PayPal, Etsy and Stripe, importing each transaction automatically, making it well worth the small monthly fee. It creates graphs so that I can see how I'm doing and it makes tax time much less stressful. Plus it allows me to quickly and easily create invoices for clients and track my time.

I hope some or all of these tools are helpful to you as you grow your own creative business online. For more information about entrepreneurship for artists and crafters visit my blog, whileshenaps.com, and I hope you find my weekly email newsletter to be valuable as well.