



THE GO-TO Business Tools

FOR ONLINE ENTREPRENEURS

Bluchic



WELCOME

Ever wonder what tools and resources other business owners use? We do all the time. Call us nosy, but we love getting a behind the scenes look at how other businesses are run, so we decided to share what we love + use!



Andrew + Kathie

CO-FOUNDERS OF BLUCHIC

INSTAGRAM: [@HIBLUCHIC](#)

Hello! We're Andrew and Kathie, husband and wife duo behind Bluchic.

Since 2012, we've helped over 30,000 female entrepreneurs and biz owners get their beautiful and professional websites off the ground through our [WordPress themes & design templates](#).

This PDF contains affiliate links. And while we do get a small commission when you purchase through one of these links, it doesn't cost you anything additional to use that link, and of course, we only recommend the products that we love and have used ourselves.

Let's get started!



WORDPRESS HOSTING

Bluehost

Our favorite hosting provider! They have affordable plans from as low as \$2.95/month and free domain name for the first year.

[TRY BLUEHOST NOW](#)



SHOPPING CART

SendOwl

We use SendOwl to sell our digital products and manage our affiliate program. It handles the payment and digital product delivery, upsells, cart abandonments, and more.

[TRY SENDOWL FREE FOR 30 DAYS](#)



WORDPRESS THEMES & LANDING PAGES

Bluchic

With our affordable and easy-to-use WordPress themes and design templates, you have everything you need to create a beautiful & professional online presence without the tech struggle, or the designer price tag.

[USE CODE *BCTHANKS* AT CHECKOUT](#)



EMAIL MARKETING

MailerLite

This is the email marketing service we use. MailerLite is easy to use and offers robust automation, auto resend, and more. Plus, it seamlessly integrates with our cart – SendOwl.

[TRY MAILERLITE NOW](#)



EMAIL MARKETING

Flodesk

Beautiful and easy-to-use email marketing service. You get unlimited subscribers, visual workflows, email automation, etc. Get 50% off through our link — it'll be just \$19/month!

[GET 50% OFF — JUST \\$19/MONTH!](#)



LEGAL CONTRACT TEMPLATES

The Contract Shop

Do you have a strong client contract for your small biz? Keep your business legal with pre-written contract templates that are perfect for online business owners.

[SHOP CONTRACT TEMPLATES](#)



PINTEREST SCHEDULING TOOL

Tailwind

We save so much time by scheduling our pins in bulk.

Tailwind also has great analytics tools that help you choose the best pinning times.

GET \$15 CREDIT (ONE MONTH FREE)

The Planoly logo, consisting of the word "PLANOLY" in a bold, uppercase, sans-serif font.

INSTAGRAM SCHEDULING TOOL

Planoly

We love Planoly because it has a calendar viewing option, a grid preview, and has great analytics. It can also send our Instagram posts directly to Facebook and Twitter.

TRY PLANOLY FOR FREE



SOCIAL MEDIA MANAGEMENT TOOL

SocialBee

Automate your social media posting and repost (recycle) your top evergreen content to save even more time and continue to drive traffic back to your website.

CLAIM YOUR 14-DAY FREE TRIAL

The logo for ColorJoy Stock features the word "COLORJOY" in a bold, orange, sans-serif font, with the word "stock" in a smaller, orange, cursive script font positioned to its right.

STOCK PHOTOS

ColorJoy Stock

The stock photo library for women of color that promote diversity, work/lifestyle, collaboration, and celebration. Each image is created with an editorial edit.

TRY COLORJOY STOCK NOW

The logo for Styled Stock Society features the words "STYLED STOCK" in a black, sans-serif font, with the word "Society" in a black, cursive script font positioned to its right.

STOCK PHOTOS

Styled Stock Society

Need stunning stock photos that you can use for social media posts, blog posts, and website graphics? The Styled Stock Society is your new secret weapon!

USE CODE *BLUCHIC* FOR 20% OFF

The logo for Haute Stock features the words "HAUTE STOCK" in a black, serif font.

STOCK PHOTOS

Haute Stock

Stock photo library that includes thousands of high-quality images, social media graphics, editable templates, design assets, and social media prompts.

TRY HAUTE STOCK NOW



WORDPRESS BACKUP PLUGIN

BackWPup

Backing up your site at least monthly is essential. This tool makes it easy to schedule a complete WordPress backup that runs automatically. We highly recommend it.

[TRY BACKWPUP FOR FREE](#)



WORDPRESS CACHING PLUGIN

WP-Optimize

This plugin makes your site fast and efficient. It cleans the database, compresses images, and caches pages. It makes your site run fast and is easy to use.

[TRY WP-OPTIMIZE FOR FREE](#)



WORDPRESS SEO PLUGIN

Yoast SEO

The #1 tool that makes SEO easy on your WordPress site. You can add SEO title, meta description, and keywords to each post and page of your site with real-time page analysis for content optimization.

[TRY YOAST SEO FOR FREE](#)



WORDPRESS CONTACT FORM PLUGIN

WPForms

This drag and drop form builder makes it easy to create beautiful contact forms in minutes. It's also 100% mobile responsive.

[TRY WPFORMS FOR FREE](#)



WORDPRESS SOCIAL SHARING PLUGIN

Social Warfare

This plugin adds beautiful social share buttons to your website. It also has a click-to-tweet feature you can add to your blog posts.

[TRY SOCIAL WARFARE FOR FREE](#)



WEBSITE ANALYTICS

Google Analytics

There is no better tool for understanding the data behind your website, from number of visitors who go to your site to the most popular page or post.

[TRY GOOGLE ANALYTICS FOR FREE](#)