



LAUNCH YOUR BLOG

Step 2:
the tools

STEP 2

The tools you'll need

Now that you've created the blog and are consistently writing, there are some tools that will help you keep working at it and will definitely improve the quality of the content you create.

Become a designer overnight

OK, that might be an overstatement, and if you're a designer, **sorry I didn't mean to offend you!**

But while it is true you can't become *anything* overnight, you can definitely improve the quality of the graphics you create for your blog with these two tools.



Canva (from canva.com) will help you create wonderfully looking designs with a very easy-to-use interface. You'll have a lot of quality assets (graphics, shapes, even photos) which you can use for free, and if you pay a little extra, you'll get access to their full assets library.

Another great feature of Canva is the fact that they have pre-set templates for most of the types of graphics you'll be needing (such as blog post headers, facebook posts, pinterest pins, and so on). **Try it out if you haven't!**



Whilst Canva is great, and probably the one-stop shop you'll be using for everything graphics related, you might want to increase the size of your photo gallery and if you're not a professional photographer, you might run into a problem. Most image galleries out there require you to pay for photos (and understandably so, since they're works of art that require proper crediting).

But lucky for us, if you don't want to spend money on stock photos, there are some galleries out there where you can find free photos to use on your blog posts, and **Pexels.com** is one of them.

Improve your writing skills with automatic analysis of your prose

This tool is another one that even when it won't turn you into a better writer overnight (that only comes from years of practice, such as everything else), you'll definitely become aware of potential problems your prose might have.

Make no mistake, **this is not just a spell checker**, this tool will take into consideration your intention for the article and will let you know how close you were to achieve it.



Of course, I'm referring to Grammarly (grammarly.com) which will review your text and provide feedback about it. For free, you're a bit limited, you get things like spelling mistakes and a total score based on a set of goals you set for your text. You can set goals like: wanting to have an informative general and informally mild article or a descriptive formal article aimed for experts.

Based on your goal setup, Grammarly will review your text and tell you how close you are to them. Additionally, if you were willing to spend some money on it, Grammarly will provide:

- Feedback on word choice
- Wordy sentences
- Inappropriate colloquialism
- Intricate text
- and more

Even the free version is quite useful to use, check it out if you haven't!



Note: the link to grammarly is an affiliate link, so if you happen to purchase their plan, I get a little commission with no extra cost to you. So thanks for supporting me if you decide to do it!!

Organize your blogging tasks for free

Staying organized is one of the keys to staying consistent with your blog post writing, if you're not organized, you'll be jumping from task to task, neglecting the important ones, such as... well, writing!

To help you in this aspect, there are a lot of tools out there, this particular one works great for free, so it's definitely one you might want to check out.



Meet **Trello** (trello.com), it combines the power of an agile scrum board, with a very simple and slim UI. You don't need to worry about learning their interface, it's as simple as moving cards from column A to column B.

If you're taking your blogging activity seriously, you'll probably start generating a backlog of article ideas pretty soon. On top of that, you'll start getting new ideas for your marketing strategies, guest posts requests and many other very possible tasks that will populate your day-to-day. I literally started with a board called "Shit to do", where I would write everything I could think of, wherever I was (they have a very nice mobile app you can install). I started that board with a single list: To-Do, that list eventually turned into different ones, when my ideas started to grow into projects.

I highly recommend you check it out and give it a try!

Getting reader's emails and managing them

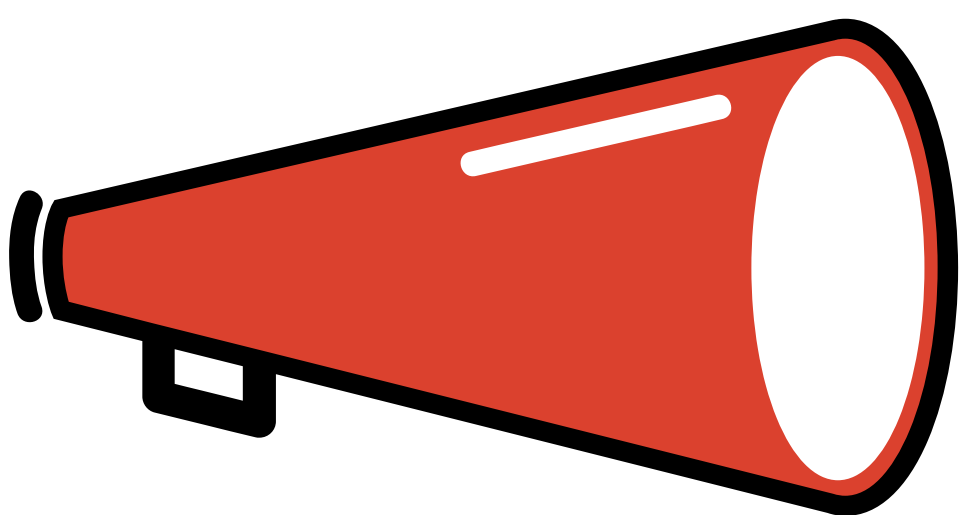
If you're interested in growing an audience you can later leverage (either for monetization purposes, or others), you'll want to be able to capture their email address and later, manage it (get statistics from them, group them in lists, send them emails, and so on).

This is one of the top recommendations many "pro-bloggers" will give you if you're thinking about monetization.



Just like with all other tools shown in this list, there are many options out there, and I invite you to Google them and research them on your own.

But that being said, MailChimp (mailchimp.com) is a very newcomer friendly option. It allows you to capture leads, and after that it acts as a complete Marketing platform, allowing you to set up newsletters and mailings (with very simple-to-use visual editors) to send to your captured leads. It gives you insight into what your potential customers are doing (are they visiting your site? are they even opening your emails?). You can use their platform to segment your audience based on their public information and target the right people with the right message, helping you improve your conversion rates.



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tools?**

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