

Our Soulful Travels

A Writer's Journey



This list contains my favorite resources, plugins, and tools for bloggers wanting to grow their traffic, community, and income and turn their blogs into full-time businesses.

*Note: Some of the below links are affiliate links, meaning I earn a commission if you make a purchase, at no extra cost to you. *All* of the tools I recommend are tools I personally put my seal of approval on, so rest assured I am not recommending anything I don't totally think would benefit you.*

Custom Help

If you're looking to hire someone to help you, please email me at daniella@oursoulfultravels.com

I offer a number of services and [digital resources](#) such as coaching, content creation, courses, eBooks, and templates.

Incredible Deals

[AppSumo](#) - I'm obsessed with this site that regularly promotes incredible deals on tools, plugins, software, and platforms for online business owners. I have saved tons of money by purchasing their insanely valuable Lifetime Deals.

[Wicked Cool Plugins](#) - The ultimate collection of plugins that are all designed to help you build your audience, increase leads and make sales. Create a membership site, sell your products, build lead magnet quizzes, gamify your eCommerce site, and much more.

Hosting

[Namecheap](#) - This is the hosting I use. A reliable, budget-friendly hosting provider that won't surprise you with expensive renewal bills each year. Plus, their customer service is excellent.

Tools For Blog Setup

[Elementor](#) - This is the web builder I use to intuitively design all my blogs, websites, and landing pages. The real-time front-end visual editor makes it so easy to design beautiful websites.

[Groove](#) - The most comprehensive all-in-one CRM and marketing automation platform that incorporates 17 powerful apps to build website pages, marketing funnels, memberships, e-commerce sites, affiliate programs, and much more. Grab it while they offer the [Free Forever](#) tier.

Accounting

[Dubsado](#) - My favorite business management solution that allows you to schedule appointments, create workflows, build custom contracts or proposals and invoice your clients. Manage this all from one platform and show clients how professional you are by giving them their own client portal. Free for your first 3 clients + 20% off your first month/year with [this link](#).

Getting Paid

[Wise](#) - The best way to get paid in multiple currencies. Wise makes it easy to receive funds into your local bank account from international clients, global sales, or affiliate marketing platforms. Plus, the transfer fees are a lot lower than other options such as PayPal.

[BlockFi](#) - My favorite way to earn a passive income is through compound interest (up to 8.5%). I deposit a set amount of \$\$\$ into my BlockFi account each month then buy crypto such as Bitcoin with it and watch as my investment increases exponentially. I was actually able to buy my first property in 2020 because of Bitcoin growth and the amount of interest I earned on this platform. You can trade too but I find it's too risky and much more profitable to hold the funds and let it grow. [Use this link to get up to \\$250 when you deposit \\$100.](#)

Affiliate Marketing

[Ultimate Bundles](#) - They sell all types of niche product bundles focused on everything from blogging to travel to self-care to finances and beyond.

Their program makes it *super easy* to sell the bundles to your audience, because:

- They provide high commissions
- They provide email swipe copy and beautiful social media assets
- Their bundles cover a wide variety of niches so you can find the perfect one for your community
- They typically create a freebie for you to promote to your audience, like a webinar or eBook, to help warm your audience up for the sale
- The bundles are offered for a very limited time (creating urgency)
- The bundles are sold at an unbelievable price (often up to 98% off to the usual total price!)

[Travelpayouts](#) - a global integrated affiliate program focused exclusively on travel offers. Become an affiliate for brands like Booking.com, Tripadvisor, BlaBlaCar, Rail Europe, and more without needing to access different affiliate platforms and accounts. All your travel affiliate programs in one easy and convenient platform.

Email Marketing

[Mailerlite](#) - A user-friendly and comprehensive email marketing platform that is free up to 1,000 subscribers. You even get access to all their features such as automation on the free plan. Plus, get \$20 off your first paid month if you sign up with [this link](#).

[Flodesk](#) - A new email marketing service provider that's built for creators, by creators. You can use it to design and send on-brand marketing emails that are both functional and beautiful. Use [this link](#) to get a 30-day trial and 50% off for life.

[Smart Quiz Builder](#) - The most powerful quiz and survey WordPress plugin that creates all types of different quizzes. Use a quiz as a lead magnet to generate more email subscribers and ultimately increase sales or affiliate conversions. Integrates with a wide variety of email platforms.

Social Media

[Tailwind](#) - (free trial for new users + \$30 credit toward a paid plan). A great tool for scheduling Pinterest pins during optimal times to keep your account healthy and active. Their *Tribes* feature allows you to collaborate with other pinners in your niche to share each other's content.

[Missinglettr](#) - A content re-purposing software that automatically creates re-purposing campaigns for new blog posts and schedules them to Facebook, LinkedIn, and Twitter. Missinglettr is free for the first 2 weeks and you can get 50% off any plan for 3 months with [this link](#).

[Group Collector](#) allows you to get new Facebook group member information and convert them to leads in your email marketing software. By using [Group Collector](#), you can send Leads to the Google Sheet and your favorite Email Marketing Software. This means that you can collect leads through your Facebook Group automatically.

Graphic Design

[Canva](#) - A free tool that can help you make gorgeous opt-ins for your email marketing efforts. Really it can help you with all your graphic design needs -- even if you're not a designer.

[Ivory Mix](#) - This site features loads of tools, templates, graphics, and resources for all your creative projects. [This link](#) will score you 500 FREE stock photos, too!

[Creative Market](#) - This is my absolute favorite resource for finding graphics, templates, fonts, graphics, and lots more for all the creative aspects I use on my blog and social media.

[Styled Stock Society](#) - A photography membership for online business owners who want access to gorgeous feminine-styled stock photography for their blog and creative projects.

[Creative Fabrica](#) - The best place to source affordable fonts, graphics, tools, and Print on Demand (POD) creatives for if you want to create t-shirts, sell low-content journals on Amazon or creating stickers. They have a \$1 trial and bundles regularly.

Blogging

[CoSchedule's Headline Analyzer](#) - This free tool helps you come up with enticing headlines for your blog posts.

[What Would Seth Godin Do?](#) - A free plugin that allows you to show a call to action -- such as to sign up for your email list or follow you on Instagram -- to every visitor to your website.

[Better Click To Tweet](#) - A free plugin that lets you add clickable Tweets to your blog posts and pages to increase Twitter shares. Note that if you use SocialPug / Grow by Mediavine this feature is included so you won't need this additional plugin.

Giveaways

[KingSumo](#) - This viral giveaway tool is my go-to for running giveaways that grow my email list, podcast subscribers, and social media followers -- and really any platform I want to grow.

Product Creation & Promotion

[Payhip](#) - The easiest way to sell digital downloads and memberships. This all-in-one eCommerce solution for creators allows you to embed your products on your blog or use your own storefront to sell ebooks, memberships, software, designs, music, or anything else.

[Membervault](#) - Create a binge and buy marketplace where you can grow your list, sell your offers and even start a membership site. Best of all they offer a [free plan](#) for up to 3 products and 100 people so you can start making money by selling your offers before you need to pay for the course platform. I host my courses on this awesome platform!

Organization & Managing Teams

[ClickUp](#) - A free project management and organizational tool with over 1000 integrations to easily import and sync so you can manage your projects in one place. An all-in-one suite to manage people, projects, and everything in between. Free Forever!

[Trello](#) - Another free collaboration tool to help you organize and manage your blog or business. Collaborate, manage projects, and reach new productivity peaks. Use the board templates to get started quickly.

Freelance Paid Writing & Remote Jobs

- [Fiverr](#)
- [Contently](#)
- [Skyword](#)
- [METRO](#)

Working With Brands & Partnerships

[Wildly Successful Travel Writers](#) - My free Facebook community where you can grow your travel blog, network with others in the industry, and learn all about pitching, getting published, getting paid, working with travel brands, and landing travel sponsorships.

[Wanderful](#) - A membership and international community of women who love to travel.

[Women in Travel Summit](#) - WITS brings together hundreds of content creators, innovators, and thought leaders from across the globe to learn, collaborate, and change the travel industry worldwide.

[Wanderfest](#) - Join hundreds of travel lovers from around the world for a weekend filled with inspiring speakers, live music, engaging conversations, and a soul sisterhood that will last you a lifetime. Happening in March 2022.

[Perlu](#) - One of my favorite media networks to collaborate with brands and others in the industry.

[Impact Travel Alliance Media Network](#) - A good media network for bloggers with a sustainability/sustainable travel focus.

[PRNewswire](#) - On this site, you can find press releases -- and contact info -- by PR people on behalf of the brands they represent.

[Travel Massive](#) - A global networking event for the travel industry taking place in numerous cities worldwide. It offers a great opportunity for networking with brands and tourism boards that you want to work with.

Visibility

[Help A Reporter](#) - Subscribe to their daily email blasts to keep up with journalist queries, so you can pitch them and be a source.

Photography

[Getty Images Pricing Calculator](#) - Get an idea of how much you could be charging for your photography and videos.

Courses

Along with [my own collection of courses for travel bloggers](#), there are a number of courses I've taken and highly recommend, including:

[Blogging for New Bloggers Collection](#) - A mix of free and paid courses designed specifically for new bloggers who want to learn all the blogging basics to help set them up for success.

[Make Money as an Influencer](#) - How you can make money on Instagram as a travel influencer who works with brands for money and sponsorships.

[Pinterest with EII](#) - The most comprehensive Pinterest course you'll ever take that is easy to complete in a day and you see results as soon as you implement the tips that EII shares.

[Wicked at WordPress](#) - Chelsea from HerPaperRoute helps to simplify WordPress so that you can get your blog up and going in no time while also setting it up for monetization success.