



RESOURCES to BUILD a DIGITAL FOOTPRINT

Where to secure your domain name(s)

These can also provide your professional email address,

[Name.com](#) (easy to use)

[GoDaddy](#) (most popular)

How to choose your brand colors

Use on your business card, website, etc.

[Podcast Episode 4 - How to Make Your Side Hustle Branded & Beautiful](#)

[Resource Page](#) - See Episode 4 resources

What brand fonts to use

[The Ultimate Guide to Font Pairing](#), by Canva

Where to get your logo designed

Rule of thumb: You get what you pay for.

Free DIY - [Hatchful](#), [Designhill](#)

Cheap - [Fivver](#)

Freelance - [Upwork](#)

Professional - [Middle Kid Media](#)

How to take your own (lifestyle) headshots

Use on your business card, email signature, website and social media header

[Episode 2 - How to Take Professional Headshots Yourself](#)

[Resource Page](#) - See Episode 2 resources

What email system to use

These have free versions.

[Mailchimp](#)

[Constant Contact](#)

[Mailer Lite](#)

Where to get your business cards

Include your professional email, website, social media handle and photo

[VistaPrint](#)

[Moo](#)

Where to DIY a one-page (or simple) website

These are easy to use and have templates.

[Weebly](#)

[Wix](#)

[Squarespace](#)

Also, [Name.com](#) and [GoDaddy](#) have cheap, basic website builders.



RESOURCES to BUILD a DIGITAL FOOTPRINT

Continued

Where to get free stock photos

[Unsplash](#)

[Burst](#)

How to set up your business page on Google My Business

Get found when people search "[business] near me". They can leave a review, too.

[Google My Business](#) - set up your business profile here.

[How to Set Up Google My Business Listings](#) (Bright Local blog)

How to get your business listed on Yelp

People will read reviews about your business before trying you out.

[How to Add a Business to Yelp](#)

How to use Instagram

[How to Use Instagram: A Beginner's Guide](#) (Hubspot blog)

How to establish your LinkedIn profile

[Get started on LinkedIn](#) (video)