recommended by Anike
Founder of Zebra-soul-art.com

HI! I'M ANIKE

FOUNDER OF ZEBRA SOUL ART

Back in 2019 I created my first online course. It's called Personal Development and Self Healing through Art.

Ever since It has been a passion of mine to create Online Courses to empower creative souls to express themselves and show their true authentic self.

Over the years, I have come to realise that there are so many Aspiring Creators out there that are **eager to learn how to start their own Online Business.**

I help aspiring Creative Entrepreneurs to take the necessary steps to create their own Online Course(s) and grow a successful Online Business!

Now why do you need this list of tools? Well, there are so many tools out there, which can be overwhelming for a newbie. During the period of scaling my Online Business, I have gained experience which tools were a waste of time for my business and which tools helped me to move my business forward.

This PDF contains recommendations and is meant to inspire you and **take you behind the scenes so that you can see which tools I use and love and which ones are popular among Course Creators!**

*Some of the links mentioned in this PDF are affiliate links, if you want to learn more about their use, please read my privacy policy.

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Website Host

My Website Host is : Strato.
You can use Strato if you are also based in Germany. It has a great site speed, fair prices and already has wordpress integrated, so it's really simple to use!

<You can have a look at STRATO here >

Bluehost.
I am aware that most of my readers will be based outside of Germany, which is why I am also mentioning Bluehost.

It is the **number one hosting provider** among bloggers, mainly because of its **amazing site speed** and **affordable prices** for the brand new course creator and blogger.

You can start with them as low as 2.88$/month which is pretty amazing!

>You can have a look at BLUEHOST here >

Website Premium Themes

WHICH THEME TO CHOOSE?

Everyone who wants to rank well on Google, makes sure to have a website with amazing site speed, but they also make sure to start their page on a popular theme. This is because popular themes have better support, have more features to choose from and will generally make it easier for you to build your own website/Blog from scratch.

I am using ASTRA THEME

When I got started with my Wordpress Website, I simply did my research online and found out that Astra is a very popular and diverse theme.

I installed the Astra Theme and haven't changed it ever since because I am really satisifed.

<You can have a look at ASTRA here >

After a while I heard from a second premium theme that a lot of people are talking about- the Divi theme. What I like about Divi is that it has pretty impressive customisable tools and doesn't require code. They also offer a 30 day money back guarantee, which means you can try it out without taking a risk. I haven't tried Divi Themes yet though, which Is why I can't say which of the two themes would be best.

<You can have a look at DIVI here >

Wordpress Page Builder

HOW TO SPEED UP THE PROCESS OF CREATING YOUR WEBSITE/BLOG and HAVE FUN DOING SO

Whenever I create a new Page or Blog Post, I am using the Elementor Page Builder.

I love using Elementor because it is a very intuitive drag and drop Page Builder, that it very simple to create content.

ELEMENTOR

There is a free version of Elementor which you can try out and whenever you feel like it you could upgrade it (or not).

Elementor is so popular because it doesn't require previous HTML or CSS coding knowledge and it pairs easily with any WordPress theme, once you try it out you'll never want to go back to the normal Wordpress editor, trust me!

<You can download Elementor for FREE here>

Email Marketing Tools

Do your research before choosing your Email Marketing Tool!

I am using **Mailerlite** and I am pretty satisfied with their features so far, It's a great tool if you have less than a 1000 subscribers and want to get started with your Email List at the beginning stages of your Business!

The MailerLite email editor is easy to use, and the whole system is very easy to set up for newbies. They have an excellent free plan (you can build your email list to up to 1000 subscribers for FREE) and paid plans are cheaper than competitors like Mailchimp or Convertkit.

<You can Sign Up for MailerLite Here>

ConvertKit

I have noticed that ConvertKit is very popular among Course Creators and Bloggers, and once I have more than 1000 subscribers I might actually switch from Mailerlite to ConvertKit. One feature that I really like about them is their tagging system, which allows you to tag your subscribers so you can choose to send specific offers to a specific avatar.

ConvertKit also allows you to resend an email to someone who hasn't opened your previous email, which is a pretty cool feature!

<Start your 14 Day Free Trial with ConvertKit>

Pinterest Traffic

If you are not yet on Pinterest, you are losing out on a major traffic source!

When I realised that some content creators and Bloggers were always mentioning that Pinterest got them multiple thousand page views per month, I KNEW I had to learn how to use Pinterest to my advantage.

Everyone in the Blogging Bubble was talking about Carly Campbells Online Course **Pinteresting Strategies** and back then I was lucky enough to gain immediate access to if for only $47. Carly has now raised the price, but it's still a minor investment when you consider how it may boost traffic to your website.

<You can JOIN PINTERESTING STRATEGIES here>

TAILWIND

Personally I am **not** using Tailwind, I prefer to use the manual strategies mentioned in Carlys online course above, but I added Tailwind to this list because let's be real, some people **love automation,** and I guess you can decide for yourself if you need this tool in your life or not!

With Tailwind you could create a weeks worth of beautiful Pinterest Pins and schedule them to automatically publish

<Have a Look at Tailwind here>

SELF HOSTING

MARKETPLACE VS SELF HOSTING
UDEMY+ DIGIMEMBER+ DIGISTORE24

As you might already know, I am offering some of my courses on Udemy, the leading marketplace of the world. Nonetheless, I think it is a smart move to also self-host your online courses on a page that gives you more control. You can do both!

When I was not yet making enough money in my Business to pay for a self hosting online course platform, I downloaded the FREE wordpress plugin called Digimember.(It's available in English and German) They also have a Pro version for 37 Euros.

What I loved about Digimember was that I had full control over the look of my course, which I created with the Elementor page builder.

Before I was able to sell my course, I had to Integrate a payment provider that would allow me to sell my course fully automated- which is why I signed up for Digistore24.

Digistore24 is an online sales platform that offers you an integrated online store, an affiliate network, all common payment methods and accounting, pretty cool!

< Have a Look at Digimember here >

<Have a Look at Digistore24 here>

SELF HOSTING

TEACHABLE

Before setting up Digimember and Digistore24, I already had my eyes on Teachable, but it took me a while to realise that they were offering a free plan, which allows you to create one course, with unlimited students.

I thought I would have to pay $39 upfront for my first course, plus transaction fees, which is why I hesitated so long to choose Teachable.

Since I know about the Free Plan, I share this with all aspiring course creators and new bloggers because you can create your course, take all the time you need for course creation and marketing, and then attract your students **without** having running costs. You can click here to see all their free and paid plans, to see what features you'd get for which price.

In my opinion, the free plan of Teachable is the perfect deal for new course creators. Keep in mind though, that you will have to pay $1 + 10% Transaction fees on sales, once you get sales rolling in!.

<Start with TEACHABLE FOR FREE here>

MY EQUIPMENT

MICROPHONE

My microphone is the BlueJeti, in silver. The Blue Yeti is a popular podcast microphone and is reasonably priced. It has a tri-capsule array, which means you can record in almost any situation. You can use a setting for solo recording, two-person recording, and group recording. I picked this mic because a lot of people were recommending it and I have seen in a lot of youtube videos before. I knew it would give me great audio but also look pretty =)

<You can buy the BlueJeti here>

LAPTOP

I knew I had to invest in a better computer when I got started with Course Creation: I bought a Laptop because I wanted to be able to travel and take my work along. I have the MacbookPro 13" and it allows me to render my videos very quickly.

<You can buy the MacbookPro here>

LAPTOP CAMERA

When I filmed my first Online Videos, I just used what I had: the built in camera of my MacbookPro and made sure i was only filming with good light conditions. After a while, I invested in a laptop camera. Through my research, I came to the conclusion, that most Top course creators were all recommending the same one, which is the Logitech C920. When I got to Amazon, I saw the newer version called C922, which comes with a tripod-so I bought that one instead and absolutely love it!

<You can buy the Logitech C920 here>

<You can buy the Logitech C922 with Tripod here>

All the Best for

your course creation!

I hope you found value in my List of Tools. My wish for you is that you are inspired to create an amazing website/Blog and that you are motivated to take the first step to create your first Online Course and share your knowledge with the world!
You will soon hear from me, when I send out my newsletter, but until then make sure to check out my social media accounts! Take care, Anike

@zebrasoulart ← click

@zebrasoulart ← click