

The Free Tools

cheat sheet

BY ANNE NORTJE



A smiling woman with long dark hair is sitting on a light-colored wicker couch outdoors. She is holding a book titled 'THE RULES OF WORK' by David Allen. A small white dog is sitting on her lap. The background is a soft-focus view of green foliage and a red cushion on the couch.

WHY IS THIS SIMPLE *cheat sheet* SUPER VALUABLE?

I spent **7 months researching, comparing, testing, and implementing** different free tools to find the best ones for starting an online store on a zero budget.

I know how overwhelming it can be to sift through endless options, and that's exactly why I created this cheat sheet—to save you those **7 months of trial and error!**

These are the **exact tools** I used to launch my store and scale it from **zero to 1 million in just 19 months**. By using these tools, you can get started right away, without unnecessary expenses, and focus on growing your business the smart way.

01

ONLINE STORE PLATFORM

WHY ECWID?

FREE PLAN AVAILABLE, EASY TO USE, AND PERFECT FOR BEGINNERS.

[GET STARTED WITH ECWID](#)

02

BRANDING

WHY CANVA?

FREE DESIGN TEMPLATES FOR LOGOS, SOCIAL MEDIA, AND BRANDING MATERIALS.

[CREATE YOUR BRANDING WITH CANVA](#)

03

PRINT-ON-DEMAND

WHY POD?

IT ALLOWS YOU TO SELL PRODUCTS YOU ARE PASSIONATE ABOUT **PLUS** THERE ARE NO INVENTORY COSTS!

INTERNATIONAL: PRINTFUL

– GLOBAL SUPPLIER WITH SEAMLESS INTEGRATIONS

[START SELLING WITH PRINTFUL](#)

SOUTH AFRICA: WONDERPRINT

– LOCAL SUPPLIER WITH GREAT PRODUCT OPTIONS.

[START SELLING WITH WONDERPRINT](#)

04

PROFESSIONAL EMAIL

WHY ZOH0?

FREE CUSTOM EMAIL FOR A PROFESSIONAL BUSINESS PRESENCE. AND MILES BETTER THAN OUTLOOK!

[SET UP YOUR FREE BUSINESS EMAIL WITH ZOH0](#)

Ready to start?

These tools helped me build a fully functional e-commerce store without breaking the bank.

Give them a try and start your own online business today!



want more help?

Join me in **THE SMART START!**

A 6-week accountability workshop where I work with you step-by-step to start your online store the smart & right way.

Launch your online store...

WITHOUT overspending
WITHOUT wasting money
WITHOUT guesswork.

NO MORE excuses -

*we take the **ACTION** needed to turn a dream into reality.*



SMART START SPRINT

Enrollment opens soon for our signature, Fast Tracked 6-week program that teaches you exactly how to launch & grow an online store *the Smart Way* - without overspending, wasting money or time, even as a total beginner.

Get on the waitlist to claim a secret bonus offer when enrollment opens.

JOIN THE WAITLIST

SAVED ME SO MUCH TIME

I just finished the Smart Start Program, and I can't thank you enough! It really helped me clear up all the confusion I had about starting an online store.

The resources you shared, like the templates, saved me so much time! I've now launched my store and am seeing some early success. Thank you for helping me to finally take the leap!

– James L.

I WAS ABOUT TO WASTE SO MUCH MONEY

Anne! Oh my goodness!!!! If you knew the quotes I had lined up to start my online store - I was about to pay R10 000 this week, JUST for a website 🤔. Honestly, I was about to waste so much money on the wrong things before I started this program. After just finishing Module 1, I had a total lightbulb moment! The way you explained everything really showed me how I was approaching it all wrong.

I'm really excited to keep going and actually build my business the right way — and without burning through my budget (eeeeeeek!)

Thank you for making things so much easier!

– Samantha T.