

The Free Tools *cheat sheet*

BY ANNE NORTJE



A smiling woman with long dark hair is sitting on a light-colored outdoor sofa. She is holding a book titled "THE RULES OF WORK" by Seth Godin. The background is a soft-focus view of green foliage and a bright sky. The overall tone is warm and inviting.

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](#)

UPDATE: Ecwid updated their pricing in 2025 and it is now \$5 / around R100 for the starter plan. Free alternatives are Landingpages (Mailerlite), selling through Facebook or Whatsapp Business.

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 Zoho?

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

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

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 CLARITY SPRINT!**

What You Get Inside The Clarity Sprint:

- Fill-in-the-blank Idea Clarity Workbook
Cut through the noise. Choose the idea that fits you, your lifestyle, and your goals — not someone else's.
- "What's Stopping You?" Blocker-Busting Worksheet
Uncover and overcome the fears, doubts, and excuses that have secretly been holding you back.
- Mini Guide:
"How to Pick What to Start With When You Have 10 Ideas"
Perfect if you're multi-passionate, have shiny-object syndrome, or just need help prioritizing.

NO MORE excuses -
*we take the **ACTION** needed to turn a dream into reality.*

NICHE CLARITY SPRINT

Why It Works

This isn't another "get inspired" resource.
This is the bridge between motivation and movement.
You've already downloaded the toolkits.
You're excited about starting something.
You just need to stop swirling and start sprinting.

START THE CLARITY SPRINT

IN JUST 90 MINUTES,
THE CLARITY SPRINT WILL TAKE YOU FROM SCATTERED
TO CLEAR —
SO YOU CAN FINALLY CHOOSE YOUR BEST IDEA, VALIDATE
IT WITH CONFIDENCE,
AND TAKE YOUR VERY NEXT STEP.

FORCED ME TO THINK FOCUSED INSTEAD OF STAYING STUCK

The structure was straightforward, but it asked the right questions — the kind that forced me to think focused instead of staying stuck in my usual overthinking loop.

I now have one validated idea I want to move forward with and a bit of renewed motivation. Appreciate the practical approach.

– Ruan w.