

5 Tools to Help You Start an Online Business

A practical beginner's guide to building your online business without wasting money on tools you don't need.

01	BUILD
02	DESIGN
03	CREATE
04	OUTSOURCE
05	FOLLOW UP

[START HERE](#)

Keep the first version simple.

Starting an online business can feel complicated because there are hundreds of apps, platforms, courses, and services competing for your attention. You do not need all of them.

This guide focuses on five useful categories of tools that can help a beginner build a basic online presence, create content, save time, and stay in touch with potential customers.

BILIXOH PRINCIPLE

Start with the problem, not the software. Choose a tool only when it helps you complete a specific task. Learn the basics, use the free plan when it makes sense, and upgrade only when the business justifies the cost.

Your simple starter system

1. Attract Useful content	2. Capture Email / landing page	3. Help Guide + follow-up	4. Recommend Relevant solutions
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1

Systeme.io

Build a simple funnel, collect leads, send emails, and sell from one platform.

For a beginner who wants fewer moving parts, an all-in-one platform can simplify the setup. Systeme.io combines landing pages, funnels, email marketing, automations, courses, and other business tools in one place.

Good ways to use it

- Create a landing page for a free guide or offer.
- Collect email subscribers so you are not dependent only on social media.
- Automate basic follow-up messages.
- Start on the free plan and learn the workflow before paying for extras.

BILIXOH TIP

Do not build ten funnels at once. Build one useful funnel, test it from beginning to end, and improve it based on real results.

TRY SYSTEME.IO

Affiliate link - see disclosure on the final page.

2

Canva

Create clean graphics and visual content without needing to be a professional designer.

Good design helps people understand and trust what they are seeing. Canva can be used for social posts, thumbnails, simple lead magnets, presentations, and other brand materials.

Good ways to use it

- Create a consistent look for your brand.
- Reuse templates instead of starting from a blank page every time.
- Design vertical graphics for short-form social content.
- Keep fonts, spacing, and visual style consistent.

BILIXOH TIP

Consistency beats complexity. A simple visual system used everywhere usually looks more professional than constantly changing styles.

3

ChatGPT

Plan, brainstorm, draft, organize, and speed up repetitive knowledge work.

AI can help a small business move faster when it is used as an assistant rather than a substitute for judgment. It can help turn rough ideas into outlines, scripts, emails, checklists, and research questions.

Good ways to use it

- Brainstorm content ideas around customer problems.
- Draft first versions of emails and social posts.
- Turn one idea into several formats.
- Organize plans, checklists, and repeatable workflows.

BILIXOH TIP

Give AI specific context and review the output before publishing. Your experience, examples, and judgment are what make generic information useful.

4

Fiverr

Hire freelancers for specialized tasks when outsourcing is cheaper than learning everything yourself.

You do not have to personally master every design, editing, technical, or administrative task. Freelance marketplaces can help when a clearly defined task would take too much of your time.

Good ways to use it

- Logo or graphic refinement.
- Video editing and captions.
- Technical setup or troubleshooting.
- Specialized creative work you can clearly describe and review.

BILIXOH TIP

Start with a small, clearly scoped project. Check recent reviews, portfolio examples, delivery terms, and revision policies before placing a larger order.

5

Email Marketing

Turn one-time visitors into an audience you can reach again.

Social platforms are useful for discovery, but an email list gives you a direct way to continue the relationship. The goal is not to send constant promotions; it is to provide useful follow-up and make relevant recommendations.

Good ways to use it

- Deliver the resource someone requested.
- Send useful beginner tips and tutorials.
- Recommend products only when they fit the reader's goal.
- Track which topics get attention and improve future content.

BILIXOH TIP

Think of email as follow-up, not spam. Give people a reason to keep opening your messages before asking them to buy anything.

YOUR NEXT MOVE

A 7-day beginner action plan

You do not need to complete everything today. Use this as a simple sequence for turning ideas into a working online-business foundation.

DAY	FOCUS	OUTCOME
1	Choose one audience and one problem	A clear person you want to help
2	Choose one useful free resource	A reason for people to join your list
3	Build one simple landing page	A place to capture leads
4	Create 3 pieces of helpful content	Your first traffic assets
5	Set up one welcome email	A basic follow-up system
6	Choose one relevant offer	A potential monetization path
7	Publish, test, and improve	Real feedback instead of guessing

REMEMBER

The goal is not to own the most tools. The goal is to build a simple system that attracts the right people, helps them, and gives you a responsible way to recommend products or services that solve real problems.

BUILD SMARTER. GROW ONLINE.

You have enough to start.

Pick one idea from this guide and put it into action. A small working system is more valuable than a complicated plan that never gets launched.

WHAT BILIXOH IS BUILDING

Bilixoh is focused on practical tools, beginner-friendly workflows, and clear explanations for people who want to build online without unnecessary complexity.

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