



Free Business Software Checklist

Starting your nutrition business is usually done on a low budget and with little financial leeway. However, this doesn't mean that you can't have access to the right tools for the job. Here are 8 of the best software programs that you can use to run at full capacity without spending a dime.



Website Titan - WordPress

WordPress powers 25% of the internet, which means that many plugins and popular software easily integrate with it. It has free templates available and you will find a "how-to" video or blog post on virtually anything you're trying to do with it.



Social Media - Pick which places are right for you!

As a professional nutritionist, you need to make sure that you are visible online in the right platforms! If you are trying to be everywhere, all the time, you are not going to get results. Make sure that you know where your ideal client hangs out and focus on those accounts.



Your Second Brain – Trello

This free software is one of the most useful tools out there. It enables you to easily create notes and store information. You can attach files to notes, create folders or use tags to organize them, and even text-search attached PDFs.



Online Consulting Platform - Holistic Nutrition Hub

Holistic Nutrition Hub has all the features you need to run a Professional Nutrition Business from nutrition assessment forms, consulting tools, which are easy to fill out for your clients! Provide your clients with the best user experience possible all while saving time & paper!



Easy Email Marketing – MailChimp

This email marketing platform is easy to use and will allow you to start growing your email list for free. It integrates with other platforms seamlessly and allows you to send emails (newsletters, promotions, special offers, etc..) to your subscribers.



Money, Money, Money – PayPal

This highly trusted platform allows you to easily collect payments. You will only pay a small percentage on each transaction. PayPal allows you to create custom buttons that you can integrate into your emails or your website. Recurring payments can be setup as well.



Photos, Design & More - Canva

Canva is a graphic design platform that allows users to create social media graphics, presentations, posters, documents and other visual content. Users can choose from many professional designed templates, and edit the designs and upload their own photos through an intuitive drag and drop interface. It is the perfect place to create your logo and website images!

One of the main things you will achieve by using these programs is the delocalization of your business resources and files. If something ever happened to your work computer, you would still be able to access all your information from another computer and keep working without skipping a beat. The last thing you want is to lose all your hard work and having to start from scratch.

For more great information on setting up your Holistic Nutrition Business visit:

www.holisticnutritionhub.ca