

# 10 Must have Apps and Tools

Yeah I know..... Love it. Hate it. Instagram and Facebook has us shook! But these tools will hopefully take you from shook to soaring! I hope you find them useful!

## VSCO



This is one of the OG editing apps, and their filters emulate film.

Fact: a lot of your favorite accounts are using VSCO filters and tweaking them to make them their own! If moody or vintage is your thing, then you'll love this app.

As for me, I use VSCO to edit my Instagram story photos on the fly. I like my feed a little brighter and cleaner, but I love the fun, analog feel for stories. The editing tools in VSCO are responsive and comprehensive and include transform tools (great for straightening crooked lines!), highlight and shadow tint color mixing (great for personalizing tones), and you can see a before and after preview (which is essential to me) by holding your finger down on the photo.

Best part? It's free.

Go to the in-app shop to grab a variety of different preset packs— try the Aesthetic collection for free...I use it often to edit my photos.

If you take product photos especially this is going to be a great tool for you to use.

Available for Android and IOS

# COLOR STORY



A COLOR STORY



Alright so if moody isn't your thing, and you want a clean feed with minimal effort, this is the free editing app for you.

I am absolutely excited to have found this gem! It is similar to VSCO so either choice will be great!

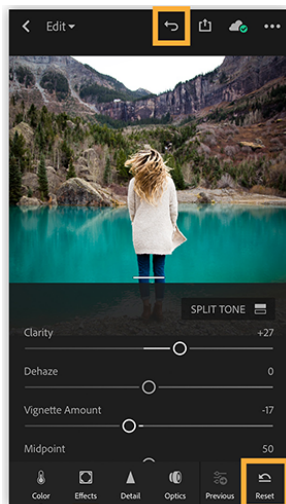
This is another great editing-on-the-go app I love to play with. Like I said it's a similar concept but a very different aesthetic than VSCO. Whereas VSCO's strength is vintage, film-like filters, Color Story's strength is in its comprehensive color mixing tools and ability to bring colors to life in your photos, make them more true to life, and customize them to fit your brand's aesthetic.

The app has transform tools, tone curve, and so much more in-depth editing you can do, and the filters that come with this app are super bright, modern, and poppy making them ideal for editing photos for a bright, white, or minimalist feed.

You will also find affordable in app purchase features as well, however they are not required to achieve the outcome you seek!

You can find this app for Android as well as IOS

# LIGHT ROOM



This little nugget here is phenomenal! This is the big guns of mobile editing.

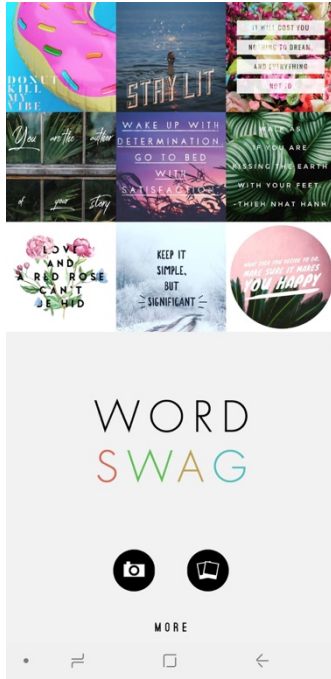
I would join Adobe Creative Cloud just for this app, however you are not required! If I ever need to edit a photograph for my feed on my phone, this is my personal go to, and it's almost as powerful as Lightroom Desktop

My favorite features are that it now has a curves tool, a color mixing panel, and selective editing!! Woohoo! That means you can apply brush, radial, and linear masks to your photos to just edit one portion of the photo instead of the whole thing.

The app is free, but you have to upgrade to premium for selective edits, but it's totally Because selective edits mean perfect, finely tuned photos.

Available for Android and IOS

# WORD SWAG



Word Swag is what I use to create text over my photos. It is quick and easy! Currently it is a paid app. Available for IOS and Android. I am an Android user so for me it was \$4.99 unfortunately for IOS you are required to pay a monthly fee.

If you use it like I do it is worth every cent!

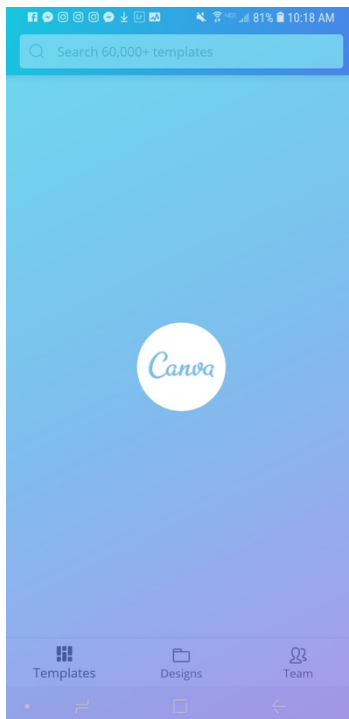
It really is like having a graphic designer in your pocket.

You can create Pinterest, Facebook and Instagram graphics too! You are able to use your images or search from royalty free images from the pixabay library which I find useful when I need that extra something that isn't in my photo gallery.

I find that I use this app every single day for my business. I use it often for watermarking all my photos too.

This app is available for Android and IOS.

# CANVA



Another awesome app for creating professional looking graphics on the go (and trust me I'm no graphic designer!)

Whereas Word Swag focuses on dope, ready-made type, Canva is a more comprehensive design tool you can use to create everything from creative IG stories, posters, Pinterest graphics, Facebook banners, and even those cute little Instagram story highlight icons you see people using!

Canva can be used both on your phone and on desktop—I use both! You can get really creative and create shareable worksheets and story templates, infographics, collages, and more. And, yep, it's also free.

I use this app for my long Pinterest pins. Because I can select a custom size that is perfect for that scroll stopping pin!

You can access lots of features for free but if you want a little push I totally say go with the paid upgrade.

Available for Android and IOS

# UNFOLD



I don't use this very often but I have found it to be a great tool for Instagram.

This is a design app devoted to creating beautifully designed Instagram stories in a few clicks.

With multiple collage and text templates to choose from, this clean app will give your IG Stories an editorial feel and break up the monotony.

I love to mix this with using Canva and WordSwag so it never gets boring. I use a similar color palette and favorite fonts across them all to keep it on brand and consistent, but I don't worry about it too much.

For now, IG Stories are at their best when they're fun, real, and full of life.

If you are ready to get intentional about building a brand and classy stories on Instagram go ahead download this app and give it a test run.

Available for Android and IOS

# PLANOLY

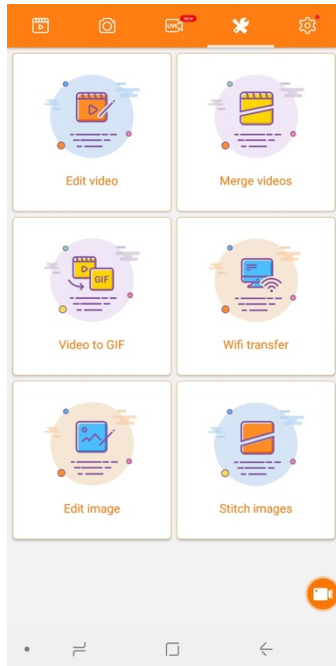


I am not much of a user of this app however they IOS users bring all the hype about this app!

This is one of those apps you love or hate depending on the user. I don't use it but that doesn't mean you won't totally be a lover of it.

Available for Android and IOS

# DU RECORDER



This one is for you Android users! Unfortunately our devices do not come with that amazing screen record feature like Apple devices.

If you need to record your screen for tutorials, how to techy stuff this app is for you.

You can do so much with it.

I have used it and find it to be super user friendly which is a plus for me, because I need easy!

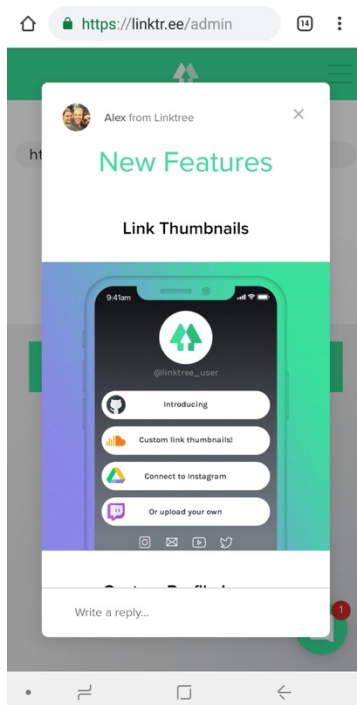
If you need that professional screen grabbed video you see all over the internet this tool right here packs a punch!

Plus you can remove the watermark too!

Totally FREE!

Available for Android

# LINKTREE



Put all your links in one little hub with this sweet tool!

Linktree creates a little landing page out of the link in your bio.

Okay this isn't an app. It's a service. Just open your web browser and pop over to Linktree and sign up for the FREE ACCOUNT!

So, if you've ever struggled with which amazing thing to link in you bio (Your blog? Your portfolio? Your store? Your e-course?!!! Ahhhh!!!!) then this is the solution for you!

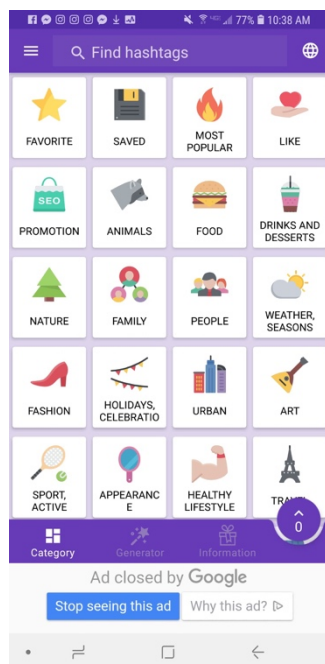
Linktree creates a little landing page out of the link in your bio. When people click they see options to click on all of the links you want to feature.

It is the coolest hub that will have your audience clicking through with ease.

Did I mention that is totally free!

Go ahead give it a try.

# SOCIAL HASHTAGS



Social Hashtags is perfect for the Instagram people needing a push for tags and this will be a great tool for you to test out!

We all need to use hashtags and we never want to use the same ones over and over. This handy little app will help you get creative with hashtags.

One thing I love is that when it suggests hashtags you can see how many posts have used that hashtag.

You can choose prefilled or use key word search for recommended hashtags for your content.

Don't be afraid to tag new hashtags on your posts as well as your favorite signature tags you fit into.

Totally free to use and it will help you get your Instagram posts seen and grow your followers too.

Available for Android and IOS

[www.themakersmap.com](http://www.themakersmap.com)

I hope you found this free guide to be super helpful. Remember having the right tools to market and grow your brand and business is absolutely what is going to change how you build your brands exposure, impact and influence.

Remember to visit my website and stay connected to my email list for course announcements, one on one opportunities and other free resources. Tell a friend to head over to my website and browse around.

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XOXO- Amber

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