



RESOURCES WE LOVE

VIDEO SCRIPTING

BIGVU (<https://bigvu.tv/>) is a great teleprompter tool that works wonders for those having time shooting short, snappy videos for promos and so on.

GRAMMAR CHECKING

My team and I use Grammarly (<https://app.grammarly.com/>) for quick in-house proofreading needs. We have several on-staff editors for client projects.

HEADLINE WRITING

We love the Advanced Marketing Institute Headline Analyzer (<https://www.aminstitute.com/headline/>) to assess the emotion of our headlines. My team is required to score at least 35% on every headline we write.

EMAIL SUBJECT LINE WRITING

We love the coSchedule tool (<https://coschedule.com/email-subject-line-tester>) to assess the intrigue of our email subject lines. My team is required to score at least 60% on every subject line we write.

EMAIL SPAM CHECKER

Mail Tester (<http://www.mail-tester.com/>) is a great tool to predict the likelihood of an email getting caught up in spam.



RESOURCES WE LOVE

CONVERTKIT

We use a few different mail systems, but ConvertKit (<https://convertkit.com/>) is our primary one.

WORD SWAG

Word Swag (<http://wordswag.co/>) is a great way to create my quick-witted Instagram posts.