



MAPPING THE MESSAGE: RESOURCES

Project Management

Airtable <https://airtable.com/>

No code database and calendar solution.

Asana <https://asana.com>

Track tasks, timelines, and ownership in one place.

Monday <https://monday.com>

Visualize workflows and manage projects with ease.

Notion <https://notion.so>

Organize notes, docs, and plans in one place. Free education tier!

Trello <https://trello.com>

Manage tasks quickly with a simple card system.

Writing & Editing

Grammarly <https://www.grammarly.com/>

Get writing suggestions to improve your reading level.

The Omnisend Email Subject Line Tester

<https://www.omnisend.com/subject-line-tester/>

Check your subject lines to boost your open rates.

HemingwayApp <https://hemingwayapp.com/>

Check your reading level and see where your text may be problematic.

Wordy Sentence Examples and How to Correct Them

<https://grammarist.com/wordiness/>

This article explains what makes a sentence wordy and gives examples of common wordy phrases.

Stock Images

Freepik <https://www.freepik.com/>

Get real-looking stock photography.

Pexels <https://www.pexels.com>

Free, versatile images and videos for almost any use.

Pixabay <https://pixabay.com>

A massive library of photos, illustrations, and graphics.

StockSnap.io <https://stocksnap.io>

Trendy, high-resolution photos updated weekly.

Unsplash <https://unsplash.com>

High-quality, modern photos with a clean, editorial feel.



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Formatting & Design

Adobe Express

<https://www.adobe.com/express/>

Quickly create branded graphics, videos, and social content.

BeeFree <https://beefree.io/>

Prototype single emails without creating an account.

Canva <https://canva.com>

Create graphics, presentations, and marketing materials.

Capitalize My Title <https://capitalizemytitle.com/>

Whatever style you choose, make sure all your headings match.

Stripo <https://stripo.email>

Export raw HTML to your email service provider.

Email Marketing Platforms

Moosend <https://moosend.com>

Easy-to-use platform with solid automation features on a free plan.

Sender <https://www.sender.net>

High email volume limits with simple tools for campaigns and automation.

Emma <https://myemma.com/>

Platform focused on design, branding, and strategy-driven campaigns.

Brevo (formerly Sendinblue)

<https://www.brevo.com>

All-in-one email and CRM platform with generous free sending limits.

Mailchimp <https://mailchimp.com>

User-friendly platform with templates and basic automation to get started fast.

MailerLite <https://www.mailerlite.com>

Clean, simple tool for building campaigns, automations, and landing pages.