

# THE TOOLS I USE TO GROW MY WEAVING BUSINESS

BY KELLY CASANOVA



# *Introduction*

# WEAVING BUSINESS



When I started my online weaving business, I didn't know where to begin. Over the years, I've tested a lot, made mistakes, and found tools that truly work for me as a creative and teacher.

Whether you're dreaming of starting a blog, selling your handmade goods, launching a course, or teaching online, these tools can help you take the next step—without tech overwhelm or huge expense. Many of the links in this guide are affiliate links, which means I may earn a small commission if you choose to purchase. I only ever recommend tools I personally use and trust. Thank you for supporting my work!

Anyone can get started by thinking small, organic and gradual.

You don't need to know all the things in order to begin!

# MOST USED TOOLS

These are the tools that I use the MOST in my multi faceted online business. Bear in mind that all businesses are different but I'm sharing my tools to give you an idea. Please note that many of these are affiliate links. I only recommend what I use and love myself.

## MAILING LIST

- I use Kit for email. It allows me to set up automations and sequences, landing pages and to send out my weekly newsletter, The Weekend Edition.
- Kit allows you to have up to 10,000 subscribers on a free plan, which is an amazing deal.

**[Check out Kit here](#)**

## BLOG HOSTING

- It is free to start a Wordpress blog but you do need hosting. I have used Bluehost for many years now.

**[Check out Bluehost here](#)**

## BLOG ADVERTISING

- Journey by Mediavine is great for smaller blogs. You can get started earning without huge page views.

**[Journey by Mediavine](#)**

# MOST USED TOOLS

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## ONLINE COURSES

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- The majority of my business income is from online courses. I have used Teachable since I started teaching online.
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**[Check Teachable here](#)**

## SHOP HOSTING

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- I sell my PDF digital download designs and ebooks in my own Shopify store.
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**[Check out Shopify here](#)**

## PINTEREST AUTOMATION

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- Tailwind allows me to design and automate pins for Pinterest.
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**[Check out Tailwind](#)**

# BABY STEPS

You can get started in business by using the baby steps I mentioned in the blog article. These are great ways to make a small but important start! Add your notes or reminders to each baby step.

## 1 START A BLOG

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## 2 START A MAILING LIST

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## 3 GENTLY SHARE

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# notes

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A series of 20 horizontal dotted lines for writing notes.

# About THE AUTHOR

Kelly is an online weaving teacher, designer and mentor.

Her Online Weaving School boasts over 14,000 students and around 100 classes in a variety of weaving disciplines.



In addition to her passion for weaving, Kelly also loves to mentor women in business.

Whether in weaving or business, Kelly's aim is to help people get results and gain confidence.

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