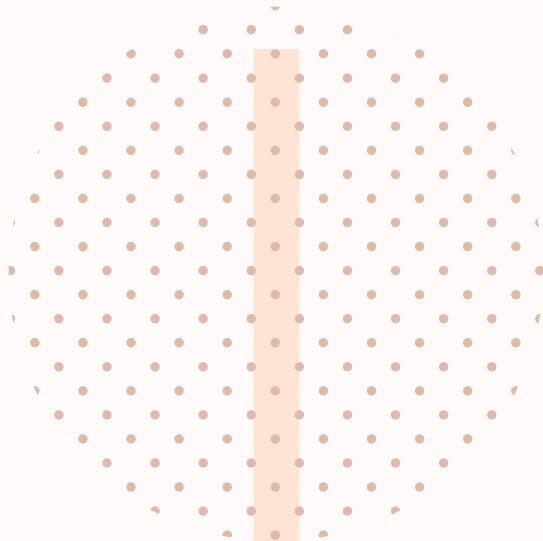


# APP TOOLKIT

ACCESS TO ALL OF THE ALL THE  
APPS NEEDED TO BECOME A  
SUCCESSFUL CREATOR ON  
INSTAGRAM



# HOW TO USE THIS TOOLKIT

HEY LOVELY! WELCOME TO THE APP TOOLKIT I'VE PUT TOGETHER FOR YOU AS PART OF THE 'IGNITE YOUR INFLUENCE' COURSE!

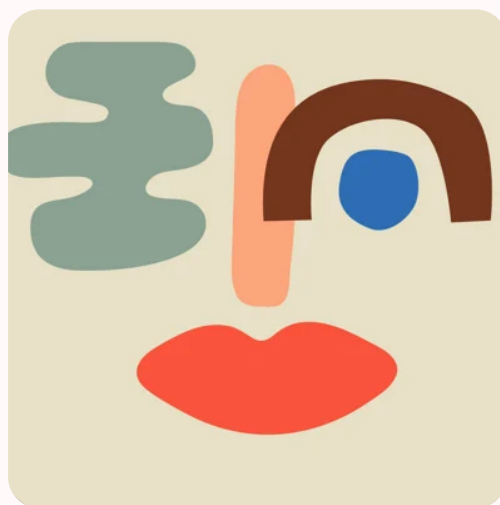
IN THIS TOOLKIT YOU WILL FIND ALL OF MY TRIED-AND-TESTED FAVOURITE APPS TO HELP YOU WITH YOUR INFLUENCER, CREATOR OR SMALL BIZ CAREER ON INSTAGRAM AND BEYOND!

**ALL OF THE APPS ARE DIRECTLY CLICKABLE IN THIS PDF! CLICK THE LOGOS TO GO STRAIGHT TO THE PAGE IN THE APP STORE :)**

## PHOTO EDITING APPS

### TEZZA

COMES WITH A WEALTH OF REALLY AESTHETIC FILTERS WHICH MAKE YOUR PHOTOS LOOK REALLY PROFESSIONAL WITHOUT TOO MUCH EFFORT. ALSO INCLUDES GRAIN EFFECT, SUBTITLES, PHOTO EFFECTS, DUST EFFECTS, AND, VIDEO EDITING.





## LIGHTROOM

MORE COMPLEX THAN TEZZA, HOWEVER MORE LEEWAY TO EDIT PHOTOS. JUST LIKE A MINI VERSION OF THE ADOBE COMPUTER SOFTWARE. ABLE TO CREATE YOUR OWN FILTERS OR PURCHASE FILTERS FROM OTHER CREATORS.

## FACETUNE

PERHAPS THE BEST APP FOR EDITING PHOTOS OF YOURSELF. I IN NO WAY ADVOCATE CHANGING THE WAY YOU LOOK - BUT IF YOU WANT TO ADJUST ANY BLEMISHES THIS IS THE APP TO DO IT. INCLUDES: FEATURE ADJUSTMENT, RESHAPING, SKIN BLUR, AND MORE. REMEMBER: DO NOT OVER-EDIT! BRANDS DON'T WANT YOU TO LOOK TOTALLY INHUMAN, SUPER BLURRED, SUPER RESHAPED, OR NOTHING LIKE YOURSELF - KEEP EDITING OF BODY AND FACE TO A BARE MINIMUM TO KEEP BRANDS INTERESTED IN YOUR CONTENT!



## PICSART

BRILLIANT APP FOR CREATING CREATIVE PIECES OF VISUAL CONTENT! PLAY AROUND WITH A WIDE RANGE OF 'STICKERS' (TRANSPARENT BACKGROUND IMAGES), CREATE YOUR OWN 'STICKERS' FROM YOUR

# VIDEO EDITING APPS

## INSHOT

REALLY QUICK AND EASY TO USE - CAN SET TO ANY DIMENSION WHICH MAKES IT EASY FOR MULTI-PLATFORM USE. GREAT FOR EDITING IGTV'S BEFORE YOU SEND THEM!



## VIDEO LEAP

FROM THE GENIUSES AT LIGHT TRICKS, VIDEO LEAP IS A GREAT APP FOR EDITING REELS! IT HAS SOME BRILLIANT TRANSITIONS AND EFFECTS TO HELP YOU CREATE AWESOME VIRAL VIDEOS!

# PLANNING APPS

## PLANN

I'M OFTEN ASKED WHICH THE BEST PLANNING APP IS - AND I ALWAYS ANSWER WITH PLANN! IT'S SUPER EASY TO USED, APPROVED BY INSTAGRAM, HAS AUTO-PUBLISHING FEATURES, AND YOU CAN TEST OUT HOW YOUR FEED LOOKS BEFORE YOU POST!



# STORY EDITING APPS

## MOJO

ALLOWS YOU TO CREATE VISUALLY STUNNING, PROFESSIONAL AND ENGAGING STORIES WITH EASY TO USE LAYOUTS AND ANIMATIONS



## MADE

EASY TO USE STORY CREATION - VISUALLY BEAUTIFUL STORY TEMPLATES MADE FOR STORY TELLING. MANY DIFFERENT TEMPLATES AND FONTS.

# GRAPHIC APPS

## CANVA

THE EASY TO USE CONTENT CREATION APP PUTTING GRAPHIC DESIGNERS OUT OF BUSINESS! ANYTHING YOU WANT TO MAKE, YOU CAN MAKE IT IN CANVA! THERE IS A MOBILE APP BUT I WOULD RECOMMEND USING THE DESKTOP WEBSITE

