Twitter Thread by Xavier Coiffard

Xavier Coiffard
@AngeZanetti

Building a startup is HARD ■

Meet ■30 helpful tools■ I use every day to make this a bit easier.

■■

■Carrd (@carrd)

■Made by: @ajlkn

➡■I use it to create all my landing pages.

You can easily add a newsletter signup form and payment.
Excellent design, insanely cheap, easy to handle

@carrd @ajlkn ■Plausible (@PlausibleHQ)

■Made by: @ukutaht and @markosaric

➡■ I use it to get simple analytics on all my landing pages.

Easy to set up, cheap, and WAY easier than Google Analytics

@carrd @ajlkn @PlausibleHQ @ukutaht @MarkoSaric ■Testimonial (testimonial .to)

■Made by: @damengchen

➡■ I use it to create a Wall of love for my products

You can import testimonials from a lot of sources, and it comes with video testimonials as well!

@carrd @ajlkn @PlausibleHQ @ukutaht @MarkoSaric @damengchen ■Airtable (@airtable)

■Made by: @howietl, @aofstad, @emmettnicholas

➡■ I use it to store all my data + create basics form

It's a GoogleSheets on steroids. I use it for all parts of my business. And automations are pure gems!

@carrd @ajlkn @PlausibleHQ @ukutaht @MarkoSaric @damengchen @airtable @howietl @aofstad @emmettnicholas ■Flurly (@flurlyapp)

■Made by: @TheBuilderJR

➡■ I use it to set up payment on my products

Super easy way to set up a Stripe checkout. The fees are super low (1%), and the builder is very accessible.

@carrd @ajlkn @PlausibleHQ @ukutaht @MarkoSaric @damengchen @airtable @howietl @aofstad @emmettnicholas @FlurlyApp @TheBuilderJR ■TweetHunter (@Tweethunterio)

■Made by: @tibo_maker, @tomjacquesson & @OneJKMolina

➡■ I use it to schedule my tweets and grow my Twitter audience

It gives you some inspiration for your daily tweets, recycles your tweets, and increases your engagement.

@carrd @ajlkn @PlausibleHQ @ukutaht @MarkoSaric @damengchen @airtable @howietl @aofstad @emmettnicholas @FlurlyApp @TheBuilderJR @TweetHunterIO @tibo_maker @tomjacquesson @OneJKMolina ■Tally (@TallyForms)

■Made by: @mariemartens & @filipminev

➡■ I use it to create popups on my website and NPS forms

I love the design and how easy it is to set up. You can even integrate payment in the form.

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■Made by: @PaulYacoubians & @chris__lu

➡■ I use it to create copy for my landing pages or emails sequences

It's mind-blowing to see how AI can be relevant for copywriting. As a non-native speaker, it's super helpful.

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■Made by: @d__raptis

➡■ I use it to create all my visuals for Twitter.

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■Made by: @tdinh_me

➡■ I use it to have a quick overview of my Twitter stats

You should also check all the freebies. The ability to have a dynamic avatar or banner is just unique!

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■Made by: @NadavKeyson & @GideonKeyson

➡■ I use it to record my podcast episodes

It records all the audio tracks separately and locally, so your audio quality is on top!

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■Made by: @nocodelife

➡■ I use it to create minimalist landing pages

It comes with a skeleton that helps you build the perfect landing page. An excellent choice to validate an idea!

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■Made by: @BrainwaveAdam & @jkalmadi

➡■ I use it to increase my productivity

It generates some sounds that increase your focus. You should definitely try it!

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■Made by: @shl

➡■ I use it to set up my pre-order pages (and soon for my Discord community)

It's the easier way to start a business. Everything you need is included.

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■Made by: @vhmth, @yoyo_thomas

➡■ I use it to record my demo video and also to work asynchronously

It's the easier way to create and share a screencast. I use it daily.

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■Made by: @MattVisiwig

➡■ I use it to generate some excellent background (gradients)

Easy to use, excellent results. Check the pro version as well!

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■Made by: @BenLongComedy

➡■ I use it to refine all the content I produce

It tells you when your sentences are too long/complex, and help you make them more readable.

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■Made by: @agazdecki

➡■ I use it to sell my startups!

It's a revolution for bootstrappers. You can now easily list and sell your companies. I'm doing it right now!

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■Made by: @theandreboso

➡■ I use it to learn how I'd grow my next venture!

Andrea broke a LOT of growth strategies in this newsletter. If you want to learn marketing from case studies, you should subscribe now!

@carrd @ajlkn @PlausibleHQ @ukutaht @MarkoSaric @damengchen @airtable @howietl @aofstad @emmettnicholas @FlurlyApp @TheBuilderJR @TweetHunterIO @tibo_maker @tomjacquesson @OneJKMolina @TallyForms @MarieMartens @filipminev @copy_ai @chris__lu @BrandBirdApp @d__raptis @blackmagic_so @tdinh_me @RiversidedotFM @NadavKeyson @GideonKeyson @yepdotso @nocodelife @BrainfmApp @BrainwaveAdam @jkalmadi @gumroad @shl @loom @vhmth @yoyo_thomas @MattVisiwig @HemingwayApp @BenLongComedy @microacquire @agazdecki @theandreboso ■Ilo (@iloAnalytics)

■Made by: @dr

➡■ I use it to check my Twitter analytics (including spaces!)

It's just the best tool out there to analyze your Twitter stats.

@carrd @ajlkn @PlausibleHQ @ukutaht @MarkoSaric @damengchen @airtable @howietl @aofstad @emmettnicholas @FlurlyApp @TheBuilderJR @TweetHunterIO @tibo_maker @tomjacquesson @OneJKMolina @TallyForms @MarieMartens @filipminev @copy_ai @chris__lu @BrandBirdApp @d__raptis @blackmagic_so @tdinh_me @RiversidedotFM @NadavKeyson @GideonKeyson @yepdotso @nocodelife @BrainfmApp @BrainwaveAdam @jkalmadi @gumroad @shl @loom @vhmth @yoyo_thomas @MattVisiwig @HemingwayApp @BenLongComedy @microacquire @agazdecki @theandreboso @iloAnalytics @dr ■Bubble (@Bubble)

■Made by: @jphaas1

➡■ I use it to create #NoCode apps

It's the only no-code tool I use to create my no-code projects. Super flexible

@carrd @ajlkn @PlausibleHQ @ukutaht @MarkoSaric @damengchen @airtable @howietl @aofstad @emmettnicholas @FlurlyApp @TheBuilderJR @TweetHunterIO @tibo_maker @tomjacquesson @OneJKMolina @TallyForms @MarieMartens @filipminev @copy_ai @chris__lu @BrandBirdApp @d__raptis @blackmagic_so @tdinh_me @RiversidedotFM @NadavKeyson @GideonKeyson @yepdotso @nocodelife @BrainfmApp @BrainwaveAdam @jkalmadi @gumroad @shl @loom @vhmth @yoyo_thomas @MattVisiwig @HemingwayApp @BenLongComedy @microacquire @agazdecki @theandreboso @iloAnalytics @dr @bubble @jphaas1 ■SparkToro (@sparktoro)

■Made by: @randfish

➡■ I use it to make my audience research

Everything you need to measure or research social media audience

@carrd @ajlkn @PlausibleHQ @ukutaht @MarkoSaric @damengchen @airtable @howietl @aofstad @emmettnicholas @FlurlyApp @TheBuilderJR @TweetHunterIO @tibo_maker @tomjacquesson @OneJKMolina @TallyForms @MarieMartens @filipminev @copy_ai @chris__lu @BrandBirdApp @d__raptis @blackmagic_so @tdinh_me @RiversidedotFM @NadavKeyson @GideonKeyson @yepdotso @nocodelife @BrainfmApp @BrainwaveAdam @jkalmadi @gumroad @shl @loom @vhmth @yoyo_thomas @MattVisiwig @HemingwayApp @BenLongComedy @microacquire @agazdecki @theandreboso @iloAnalytics @dr @bubble @jphaas1 ■Canva (@canva)

■Made by: @MelanieCanva

➡■ I use it to create all my design materials

It's my go-to solution for logos, banners, slides, etc.

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■Made by: @biilmann

➡■ I use it to host all my blogs/websites

It's a super-easy way to host your statics blogs or even your JS apps with the functions. And it's FREE for small projects!

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■Made by: @AntWilson & @kiwicopple

➡■ I use it to host all my database

I love Supabase. If you need to store your data somewhere, you should check it! And it comes with identity management + social signups out-of-the-box!

@carrd @ajlkn @PlausibleHQ @ukutaht @MarkoSaric @damengchen @airtable @howietl @aofstad @emmettnicholas @FlurlyApp @TheBuilderJR @TweetHunterIO @tibo_maker @tomjacquesson @OneJKMolina @TallyForms @MarieMartens @filipminev @copy_ai @chris__lu @BrandBirdApp @d__raptis @blackmagic_so @tdinh_me @RiversidedotFM @NadavKeyson @GideonKeyson @yepdotso @nocodelife @BrainfmApp @BrainwaveAdam @jkalmadi @gumroad @shl @loom @vhmth @yoyo_thomas @MattVisiwig @HemingwayApp @BenLongComedy @microacquire @agazdecki @theandreboso @iloAnalytics @dr ■Zapier (@zapier)

■Made by: @wadefoster, @bryanhelmig & @mikeknoop

➡■ I use it to automate EVERYTHING!

All my products have a few zaps running. I use them to send notifications to slack, import contacts, send emails.

@carrd @ajlkn @PlausibleHQ @ukutaht @MarkoSaric @damengchen @airtable @howietl @aofstad @emmettnicholas @FlurlyApp @TheBuilderJR @TweetHunterIO @tibo_maker @tomjacquesson @OneJKMolina @TallyForms @MarieMartens @filipminev @copy_ai @chris__lu @BrandBirdApp @d__raptis @blackmagic_so @tdinh_me @RiversidedotFM @NadavKeyson @GideonKeyson @yepdotso @nocodelife @BrainfmApp @BrainwaveAdam @jkalmadi @gumroad @shl @loom @vhmth @yoyo_thomas @MattVisiwig @HemingwayApp @BenLongComedy @microacquire @agazdecki @theandreboso @iloAnalytics @dr @zapier @wadefoster ■Bannerbear (@bannerbearHQ)

■Made by: @yongfook

➡■ I use it to generate images or videos via API

If you want to automate image generation, it's just the best way to do it!

@carrd @ajlkn @PlausibleHQ @ukutaht @MarkoSaric @damengchen @airtable @howietl @aofstad @emmettnicholas @FlurlyApp @TheBuilderJR @TweetHunterIO @tibo_maker @tomjacquesson @OneJKMolina @TallyForms @MarieMartens @filipminev @copy_ai @chris__lu @BrandBirdApp @d__raptis @blackmagic_so @tdinh_me @RiversidedotFM @NadavKeyson @GideonKeyson @yepdotso @nocodelife @BrainfmApp @BrainwaveAdam @jkalmadi @gumroad @shl @loom @vhmth @yoyo_thomas @MattVisiwig @HemingwayApp @BenLongComedy @microacquire @agazdecki @theandreboso @iloAnalytics @dr @zapier @wadefoster ■Potion (@potion_so)

■Made by: @noahwbragg

➡■ I use it to create a website from a Notion page

Notion is great, but sometimes you need to create some public page from it (with a nice URL). Potion does that very well!

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■Made by: @Khusya

➡■ I use it to brainstorm with remote co-founders

I always looked for a whiteboard alternative while being remote. Miro does that perfectly. You can create a mindmap, draw and paste pretty much anything!

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■Made by: @robertodigital_

➡■ I use it to learn and boost SEO

We all know Ahrefs, but it's super expensive for small businesses. Katlinks fix that

I drop regular threads like this one, about startups and marketing.

I also build in public and share everything along the way.

If you're interested, follow me: @angezanetti ■

If you liked this thread like and RT the first tweet ↓

https://t.co/h0FpnGiAZ2

> Building a startup is HARD \U0001f975
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> Meet \u272830 helpful tools\u2728 I use every day to make this a bit easier.
>
> \U0001f447\U0001f447
>
> — Xavier Coiffard (@AngeZanetti) February 1, 2022