THE PRODUCTIVITY STACK

35+ TOOLS FOR PRODUCTIVITY, CREATION, AND MARKETING

AURELIUS TJIN

TABLE OF CONTENTS

CONTENT CREATION
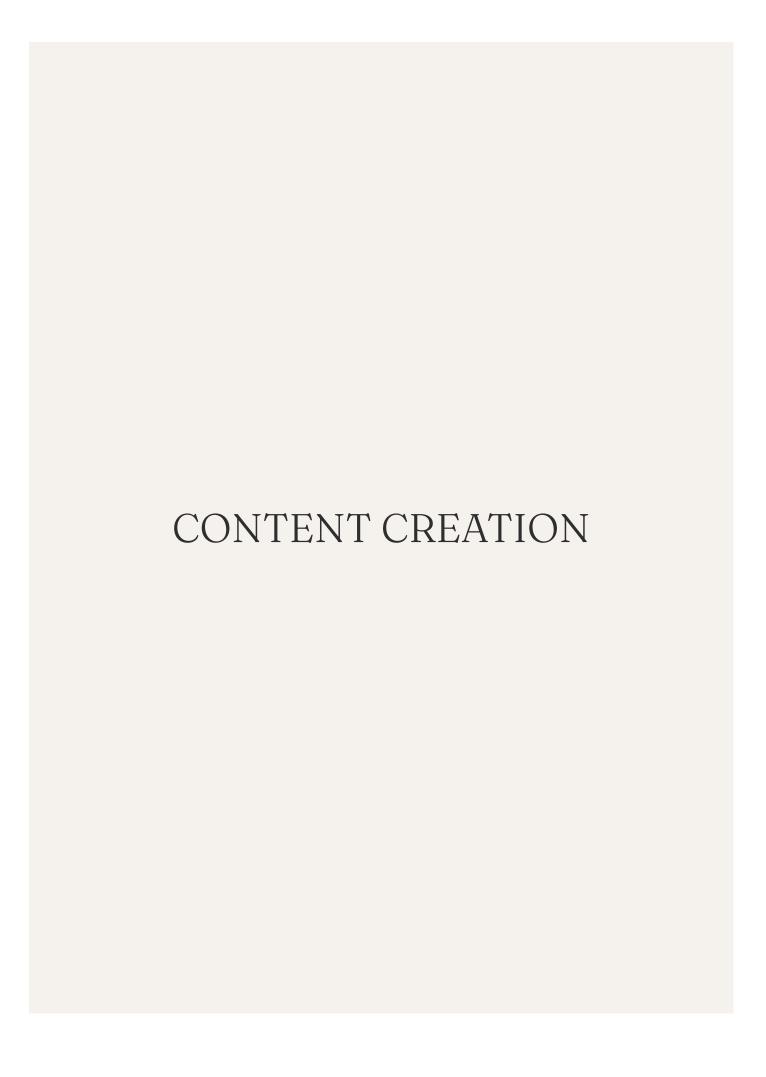
ScreenFlow – I use ScreenFlow for screen recording and video editing, specifically on macOS. I've been using it for over 10 years, and it's perfect for creating tutorials and online courses. It's a one-time payment tool, and you'll love its simplicity if you want something powerful yet easy to use.

Adobe Premiere Pro – Adobe Premiere Pro is the professional video editing software my team and I use to edit all the videos for my YouTube channel. You'll find it great for advanced features like color grading and fine-tuning your videos to give them a professional touch.

Frame.io – When working with editors, Frame makes it easy to leave comments and give feedback on video drafts. You can annotate and comment on specific timestamps, making collaboration with your team much smoother without needing lengthy back-and-forth messages.
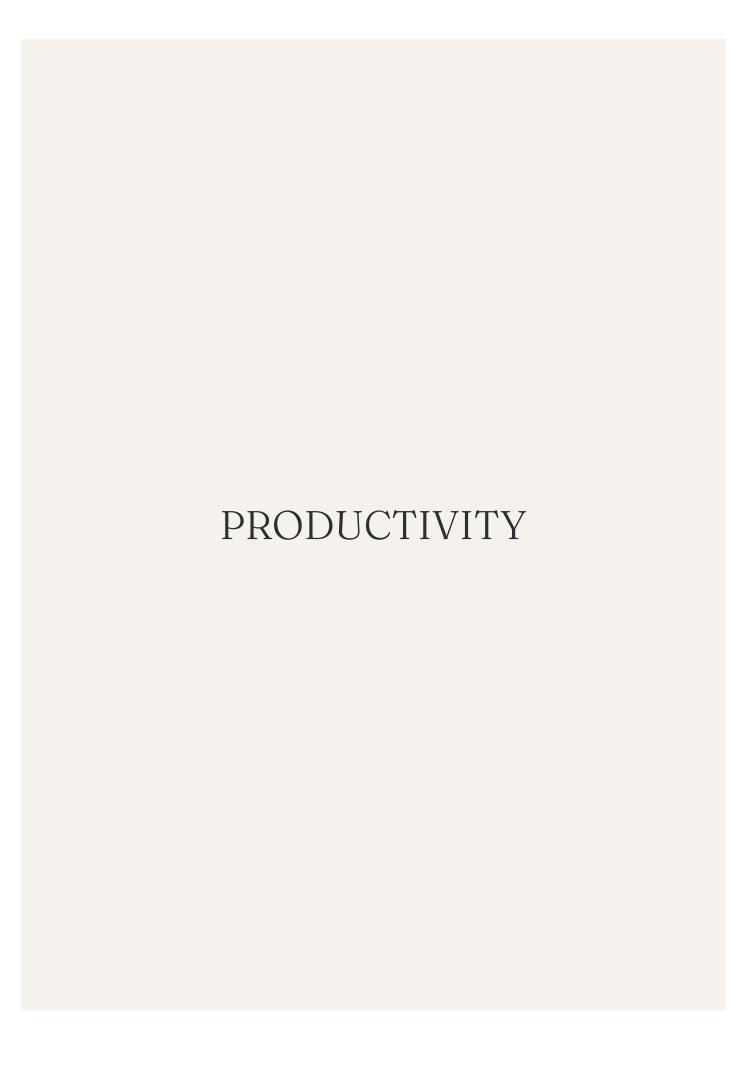
VidIQ – I use VidIQ for keyword research and YouTube planning. It's a fantastic tool for anyone looking to grow their YouTube channel, giving you insights into keyword searches, content ideas, and competitor analysis to help boost your reach.

Thumbsup – This tool helps me check how my YouTube thumbnails look across different devices. You can drop in your thumbnail and video title to see if it stands out, especially on mobile, where most viewers are.

Rev – I use Rev to order human-generated captions for my YouTube videos. You'll find that human captions are far more accurate than AI-generated ones, and they're a great way to improve your videos' SEO and reach.

Auphonic – For audio processing, Auphonic helps me normalize and level my audio files. If you're looking to improve the sound quality of your videos or podcasts, this tool makes sure your audio is consistent without needing to adjust everything manually.

Epidemic Sound – Epidemic Sound is where my team and I source background music and sound effects for videos. You can discover tracks that match your YouTube channel and even get recommendations based on the music you've used in the past. Royalty-free music allows you to use the music without copyright issues.

PRODUCTIVITY

Notion – Notion is the backbone of my content planning and project management. If you're looking for a tool to organize your YouTube content, plan launches, or manage other projects, Notion is incredibly versatile and easy to customize.

Things – I use Things to manage my daily tasks. It's perfect for tracking to-dos, syncing across all your Apple devices, and keeping everything from business tasks to personal projects organized.

Google Calendar – Google Calendar is a simple but powerful scheduling tool that helps me stay on track with meetings, content deadlines, and personal appointments. You can easily sync it with your family's calendars to avoid conflicts.

ChatGPT – ChatGPT is my go-to for grammar checks, content repurposing, and generating ideas. If you ever get stuck on writing captions, posts, or even video scripts, ChatGPT can help you brainstorm and fine-tune your content.

AudioPen – With AudioPen, I can quickly record my thoughts, and it summarizes them into neat, structured text. If you struggle with getting your ideas down, this tool will save you time by turning spoken notes into clear, actionable content.

Magnet – Magnet is a window organizing tool for macOS. It helps me split my screen and arrange multiple windows, which can improve your workflow, especially when you're juggling research, writing, and editing.

Cursor Pro – I use Cursor Pro to make my cursor more visible during screen recordings. If you create tutorials, this tool will help your audience follow along more easily by adding a halo effect around your cursor.

ScreenBrush – ScreenBrush allows me to annotate directly on my screen during presentations and tutorials. If you need to draw attention to a specific point, this tool makes it easy to visually highlight key details.

Snagit – Snagit is my go-to for capturing screenshots and annotating them. If you need to capture long web pages or annotate visuals, this tool will save you time and help you communicate more effectively.

DESIGN

[Canva](#) – I use Canva for all kinds of designs, from YouTube thumbnails to digital product templates. If you need a simple, versatile design tool, Canva is perfect for creating professional designs without needing advanced skills.

[Figma](#) – Figma is my tool for creating prototypes and mockups. If you're working on software design or need to visualize user interfaces, Figma makes it easy to create interactive prototypes for your team.

[Unsplash](#) – For high-quality stock photos, I turn to Unsplash. You can use it to find free, professional images for your videos, digital products, or marketing materials.

[Flaticon](#) – I use Flaticon for free icons, which are great for enhancing your YouTube thumbnails or digital products. It's a simple way to add a professional touch to your designs.

[Midjourney](#) – A must-have generative AI tool to turn text to images.

SALES & MARKETING

[Thinkific](#) – I host all my online courses, like my YouTube masterclass, on Thinkific. It's a complete platform that allows you to create, manage, and sell courses while tracking student progress.

[ThriveCart](#) – ThriveCart is the platform I use to sell digital products. If you're looking for a one-time-payment tool to manage transactions, upsells, and funnels, this is an excellent option with no ongoing fees.

[Lemon Squeezy](#) – I use Lemon Squeezy to run a simple online store. It's incredibly user-friendly and handles taxes and backend operations for you, so you can focus on creating and selling digital products.

[Beacons](#) – Beacons is the tool I use to create a link-in-bio page where you can showcase all your links, collect email signups, and even sell products directly.

[Omnisend](#) – For email marketing, I use Omnisend which supports both email and SMS marketing. If you're selling anything online, Omnisend makes it seamless to track sales and conversions from your email marketing efforts. I particularly like its advanced reports, automations, and overall ease of use.

[Kit](#) – Another email marketing platform I recommend and have used in the past. It's targeted more towards solopreneurs and creators who want something simple and easy to use.

[Hostinger](#) – Looking to build a website? For the best web host, Hostinger is your best friend not only because it's affordable starting from just $2.49/month, but I particularly like its AI Website Builder where you simply enter a few details about your business and AI will build a website for you. It has built-in eCommerce features so you can start selling on your site right away with 0% transaction fees unlike alternatives like Shopify.

[Webflow](#) – I used Webflow to design my [personal website](#), and it's perfect if you want full creative control. It allows you to build a custom site without needing to be a coding expert.
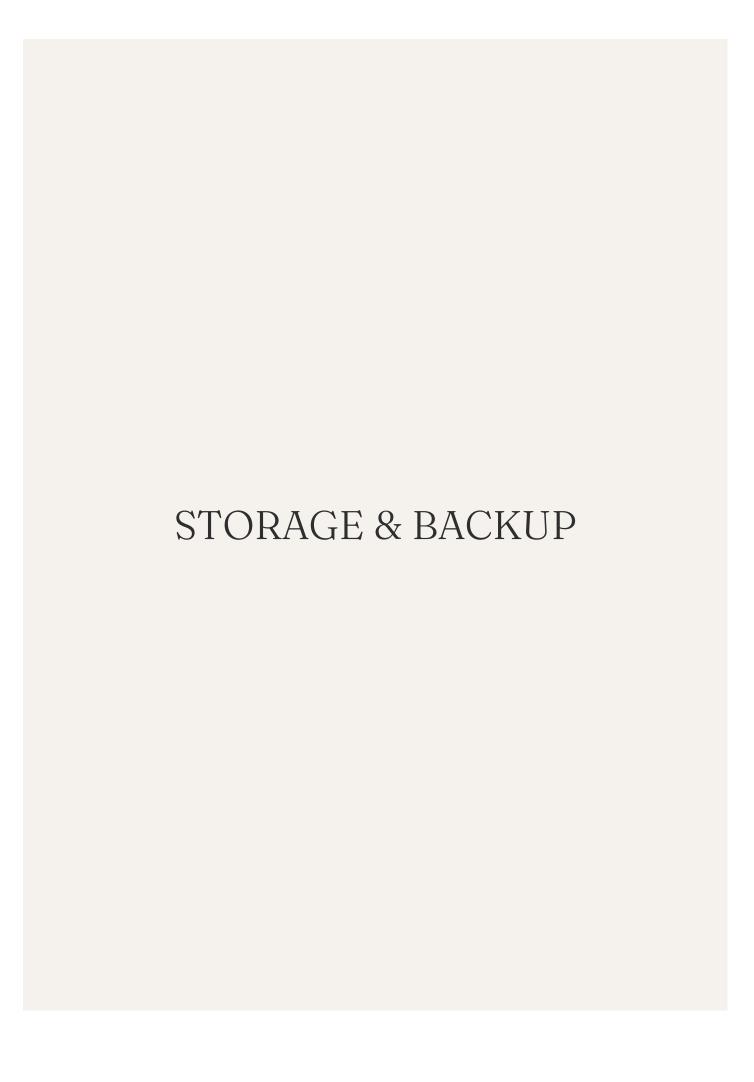
[Rebrandly](#) – I use Rebrandly to shorten and brand long links. It's great for tracking clicks and creating memorable, branded URLs, especially if you're sharing affiliate links or promoting products. An example of a branded, trackable link I use is [aurelius.link/rebrandly](#) which will take you to the Rebrandly website.

WhatsApp – No intro needed. WhatsApp is my go-to for quick communication with my team.

Slack – Slack is essential for team communication, especially for more detailed conversations and file sharing. If you're managing multiple team members, this is a great tool to keep everyone connected and organized.

Tella – I use Tella for quick screen recordings when I need to share feedback with my team. It's faster and more efficient than other screen recording tools since it hosts the videos online and lets you share instantly. I particularly love how you can select between different video layouts to show your screen and face at the same time.

STORAGE & BACKUP

Google Drive – Google Drive is the main cloud storage service my team and I use to store raw and finished videos, documents, and all of our project files.

Backblaze – Backblaze automatically backs up your computer, giving you peace of mind that all your important files are stored safely in the cloud. You can backup unlimited storage and it happens all automatically based on a schedule you set. I've set mine to 2am daily. No joke, there were at least three occasions where I accidentally deleted important files but thankfully I was able to retrieve them from the Backblaze backups. You simply can't put a price to your data.

SSD Drives – I use SSD drives for quick and temporary backing up and retrieval of my files. I use a combination of Sandisk SSDs and also make my own NVMe drives by simply buying PCIe NVME cards and enclosures for them. It tends to be cheaper per gigabyte when doing it based on the latter. My go-to combo is the Kingston 2TB NVMe together with a Sabrent USB-C enclosure.

NAS – I use a NAS (Network-attached Storage) system for more permanent backups and remote file access. This combination is ideal if you're working with large video files and need to keep everything organized and secure. I use a Synology 4-Bay NAS and accompany that with 4 x Seagate 10TB NAS drives. It might be overkill but I take backing up seriously as I've learned the hard way! The good thing about a NAS drive is that you can scale as you require more space. So start with just two drives and go from there.

ABOUT THE AUTHOR

I'm Aurelius, a proud Sydneysider from Australia, husband, father of two girls, and a YouTuber with over 450,000 subscribers. I'm passionate about building online businesses and sharing what I've learned. Whether it's exploring the latest tech or gadgets, I'm a nerd at heart. My journey in online entrepreneurship began in my early twenties, filled with both failures and successes. Along the way, I discovered my passion for teaching. That's why I launched my YouTube channel—to simplify the often overwhelming world of digital entrepreneurship. I aim to make the process easier, helping you build the life you envision without the hype. Through my tutorials and resources, I help entrepreneurs create digital products, build loyal audiences, and automate their businesses, so they can gain clarity and confidence in their journey. Outside of work, I enjoy calisthenics, fishing, and diving into self-help books. My favorite movies? Commando and Predator, starring my childhood hero, Arnold Schwarzenegger. Above all, my proudest moments are with my family—my wife and two girls. Learn more at www.AureliusTjin.com