



VIRTUALPIONEER

## The Top Resource Guide from Virtual Pioneer

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# Introduction

Ben Murray here, and thanks for subscribing and downloading your free report.

Now, there are hundreds of tools out there that will help you get your message across online, but for this short report I have decided to give you a list of some that will more than enough to get your site and business up and running online. Most of these tools will be focused for small to medium sized businesses and in fact if you are just starting out, you won't even need half of these resources to succeed.

This report is divided into five main sections. First, the 'Top Tools to Get Started' section outlines my favorite, essential tools and resources you need to get your site up quickly and get results fast. After these, the resources are divided up into three categories: 'Set-Up' (or tools needed to set up your site and business), 'Content Creation' (or tools used to produce your content and message), 'Marketing' (or tools used to help you market your message), and finally an 'Other' category for those items that didn't fit.

As you will find, many of these tools are free or very affordable. Have a question or want to add an amazing tool or resource here? Feel free to email our team at [virtualpioneer88@gmail.com](mailto:virtualpioneer88@gmail.com)



Thanks for taking the time to read our report. To your online marketing success-  
Ben Murray

# Top Tools to Get Started

BlueHost

<http://bluehost.com>

The screenshot displays the BlueHost cPanel dashboard. At the top, there's a navigation bar with the BlueHost logo and a 'Logout' link. Below this is a menu with options like 'cPanel', 'Domain Manager', 'Site Builders', 'Upgrades', 'Postini', 'Dedicated IP', 'SSL Certificates', 'Profile/Billing', and 'Checkout'. A 'New' badge is next to 'Feedback' and 'HELP' buttons.

The main dashboard area is divided into several sections:

- Notices:** A 'Your Business Listing Scan' section with a 'Click For Free Scan' button. It shows results for Yahoo! (Good), Yelp (Wrong Address), and MapQuest (Wrong Phone Number).
- Partners:** A grid of service icons including SiteLock, SEO Gears, Online Form Builder, Professional Web Design, Pro Ecommerce Solutions, E-invoicing & Payments, Engagement Online Marketing, FREE Shopsite Cart, Free Trial Phone Service, Accept Credit Cards, yext Business Listings Solution, GroSocial Facebook Pages, Grasshopper Toll Free Number, Interactive Video Player, and Professional Ad Builder.
- Preferences:** A row of icons for 'Getting Started Wizard', 'Free Webinars', 'Change Language', 'Shortcuts', 'Update Password', 'How-To Videos', 'Renew Your Account', and 'Update Contact / Billing Info'.
- Promotional:** A row of promotional offers including '.US DOMAINS SALE .US Domain 5.99', 'Facebook \$50 Ad Credit', 'Google \$100 Google Adwords', 'FREE Yellowpages Listing', 'bing YAHOO! USA Customers \$25', 'Incredible Website Templates', and 'Boxed Art Templates'.
- SimpleScripts Installations:** A row of icons for 'Simple Scripts' and 'WordPress'.

On the left side, there are sections for 'Find' (a search bar), 'Frequently Accessed Areas' (File Manager, PHP Config, Awstats), and 'Stats' (Main Domain, Username, Home Directory, Last login from).

First, you need a place to host your site and a domain name where you can share your ideas and story from. Bluehost.com is one of the most reliable and affordable places to start starting around \$3.95 a month. It also comes with a free domain name with registration and a great admin panel that includes features like one click Wordpress installation.

Visit <http://bluehost.com> to sign up and learn more.

# LeadPages

<http://leadpages.net>

Leadpages is a fast growing business that allows you to create 'lead pages' or opt-in pages to attain potential customer data such as their email by integrating your autoresponder. This will allow you to re-market to them in the future. Lead pages isn't just for regular opt-in pages, but can be used for launch pages, webinar opt-ins, 404 redirect pages and much more from inside their membership and to purchase from the marketplace.

The screenshot displays the LeadPages website interface. At the top, there is a navigation bar with the LeadPages logo and menu items: "My Pages", "Templates", "Template Request", and "My Account". Below the navigation bar, a grid of 16 template cards is shown. Each card features a thumbnail image of the page design, a title, a "Watch Tutorial" link, and a green "Use template" button. The templates include:

- Giveaway (2-Step) Squeeze Page
- Giveaway (2-Step) Squeeze Page, #2
- Launch Page
- Live Page
- Order Page
- Single Host Webinar Registration Page
- Special Offer With Countdown (Bonus Sandwich)
- Thank You Page
- Video Lesson Page For Autoresponder Followup
- Video Sales Page
- Video Sales Page 2
- Video Sales Page 3
- Video Squeeze Page
- Web 2.0 Webinar Registration Page

Visit <http://leadpages.net> to learn more.

# Get Response

<http://getresponse.com>

Email marketing has the highest ROI on average more than any other type of marketing medium or strategy today. It's essential if you want to have success online that you get an affordable but reliable auto-responder service. Get Response is one of, if not the best as far as email delivery rates and ease of use.



Add Contacts



Create Web Form



Create Newsletter



Create Landing Page



**Give your campaigns the extra boost.**

Build and publish unlimited landing pages with the Landing Page Creator add-on: **\$15.00/mo.** [Enable now!](#)



Subscriptions: Today | [Yesterday](#) | [Last 7 days](#) | [This month](#) | [Last month](#) | [All time](#)



To learn more visit <http://getresponse.com>

# Wordpress

<http://wordpress.org>

I still recommend the self-hosted version of Wordpress.org to create your site. This is the best blogging platform hands down with tons of plugins to optimize your site without having to be a tech guru. (This is different from the hosted <http://wordpress.com> which provides with you free hosting already.) If you really want to scale your business, you need to be in full control of your content management which the self-hosted Wordpress allows you to do.

The screenshot displays the WordPress dashboard interface. At the top, there's a navigation bar with 'Upgrade to Pro', 'New Post', and user profile 'Dave'. The left sidebar contains a menu with options like 'Dashboard', 'Home', 'Comments I've Made', 'Site Stats', 'Akismet Stats', 'My Blogs', 'Blogs I Follow', 'Store', 'Posts', 'Media', 'Links', 'Pages', 'Comments', 'Feedbacks', 'Appearance', 'Users', 'Tools', 'Settings', and 'Collapse menu'. The main content area is titled 'Dashboard' and includes several widgets: 'Right Now' showing 8 posts, 1 page, 5 categories, and 52 tags; 'QuickPress' with a title input field, 'Add Media' button, and 'Publish' button; 'Recent Comments' showing a comment from Dave on 'Arctic Char #'; and 'Storage Space' showing 3,072MB allowed and 0.08MB used.

To learn more about Wordpress visit <http://wordpress.org>

# Opt-in Monster

<http://optinmonster.com>

Opt-in Monster allows you to create optin-forms that can pop-up when the a visitor lands on your page and exits your page along with a number of great features like light boxes and timers. Pop-ups can be annoying, but the truth is they work on entry and exit. Opt-in monster is a great alternative to something like Unbounce with is far more expensive.

### Balance Theme



The Balance Theme features a blue header with the question "Do You Want to Grow Your Business?". Below the header, there is a short paragraph, a sub-header "Join my weekly newsletter and receive cool stuff such as:", and a bulleted list of benefits. A green line graph labeled "AFTER" and "BEFORE" shows an upward trend. At the bottom, there is an "Enter Your Email" field and a red "Join Now (It's FREE)" button.

### Case Study Theme



The Case Study Theme has a grey header with "Free Case Study" and the subtitle "How to Increase Your Organic Search Traffic". It features an image of a document with a pie chart and a green arrow pointing to a form. The form includes "Enter Your Name Here" and "Enter Your Email Here" fields, and a green "Give Me the Free Case Study" button.

### Clean Slate Theme



The Clean Slate Theme has a white header with "Do You Want to Get More Traffic?". It includes a sub-header "Get this free ebook and learn how to:", a bulleted list of benefits, and an image of an ebook. At the bottom, there are "Name" and "Your Email" fields, and an orange "I Want More Traffic" button.

### Bullseye Theme



The Bullseye Theme is minimalist, featuring a central image of a document with a pie chart. At the bottom, there are "Name" and "Your Email" fields, and an orange "I Want More Traffic" button.

[Open Design Customizer](#)

To learn more visit <http://optinmonster.com>

# Set-Up Tools

## Go Daddy

<http://godaddy.com>

Go Daddy is a great place to purchase domains and store them. They offer many additional services such as hosting. This is one of the more secure places to host or store your domain.

Visit <http://godaddy.com> to learn more.

## BlueHost (listed again)

<http://bluehost.com>

First, you need a place to host your site and a domain name where you can share your ideas and story from. Bluehost.com is one of the most reliable and affordable places to start. It also comes with a free domain name with registration and a great admin panel that includes features like one click Wordpress installation.

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Visit <http://wordpress.net> to learn more.

## **ThemeForest**

<http://themeforest.net>

Once you install Wordpress, you need to choose a theme to install which will be the design of your website. Themeforest.net has one of, if not the largest selection of great wordpress templates to choose from. These themes are installed by independent designers who pay this business a fee each time they sell a copy of their theme.

Visit <http://themeforest.net> to learn more.

## **StudioPress**

<http://studiopress.com>

Studio Press is another great resource for Wordpress themes. Unlike Themeforest, these theme designs all come from designers chosen by Studio Press and include a variety of excellent designs.

Visit <http://studiopress.com> to learn more.

## **Flare Plugin**

<http://filament.io/flare>

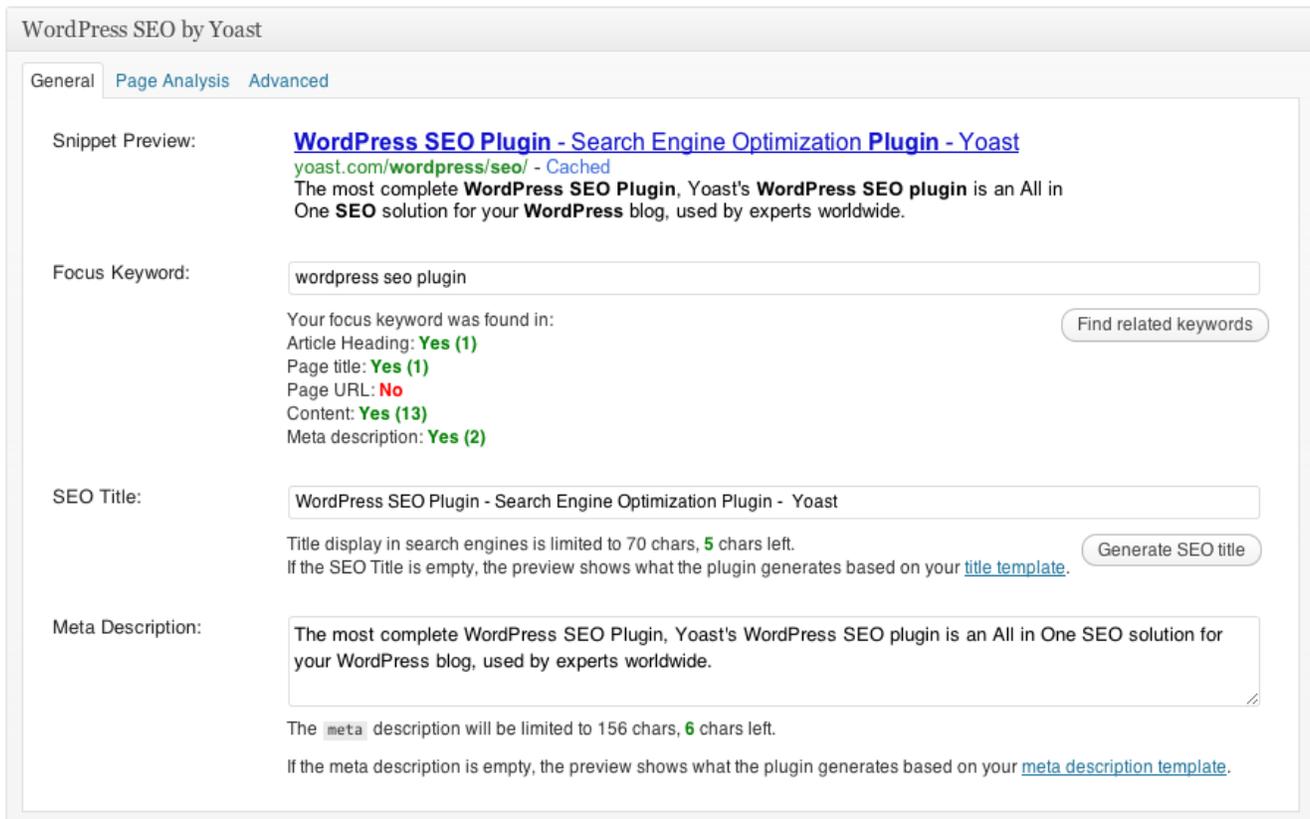
Flare is a wordpress plugin which means it will enhance your wordpress site. Flare will allow you to install custom social share buttons that float next to your blog posts allowing users to share your content more.

To learn more, visit <http://filament.io/flare>

# Yoast SEO Plugin

<https://yoast.com/wordpress/plugins/seo>

This allows for inbound SEO optimization of your pages to help them rank better in Google. Just search your Wordpress plugins section and click to install.



The screenshot shows the 'WordPress SEO by Yoast' settings page. It has three tabs: 'General', 'Page Analysis', and 'Advanced'. The 'General' tab is selected. The 'Snippet Preview' section shows a preview of the page's search results, including the title 'WordPress SEO Plugin - Search Engine Optimization Plugin - Yoast' and a meta description. The 'Focus Keyword' section shows the keyword 'wordpress seo plugin' and a list of checks: Article Heading: Yes (1), Page title: Yes (1), Page URL: No, Content: Yes (13), and Meta description: Yes (2). There is a 'Find related keywords' button. The 'SEO Title' section shows the title 'WordPress SEO Plugin - Search Engine Optimization Plugin - Yoast' and a 'Generate SEO title' button. The 'Meta Description' section shows the meta description 'The most complete WordPress SEO Plugin, Yoast's WordPress SEO plugin is an All in One SEO solution for your WordPress blog, used by experts worldwide.' and a 'meta description template' link.

To learn more visit <https://yoast.com/wordpress/plugins/seo>

## Discus

<http://discus.com>

This is one of the best blog commenting plugins. It's important to have a great commenting system that allow users to get to know you and learn about your content you worked hard to create and share.

To learn more visit <http://discus.com>

## **W3 Total Cache Plugin**

(Available via Wordpress search)

Another essential Wordpress plugin that allows your site to load faster.  
To learn more about this plugin search your Wordpress inside plugins.

## **Akismet Plugin**

(Available via Wordpress search)

This helps fight spam for your blog. An essential tool inside wordpress due to the amount of internet blogging spam today.

To learn more search your Wordpress inside plugins.

## **Google Site Maps Plugin**

(Available via Wordpress search)

This sends a site map to Google for your site. This helps your pages get indexed and rank inside the Google search engine. Just search for this inside your Wordpress.

To learn more search your Wordpress inside plugins.

## **LeadPages (mentioned above)**

<http://leadpages.net>

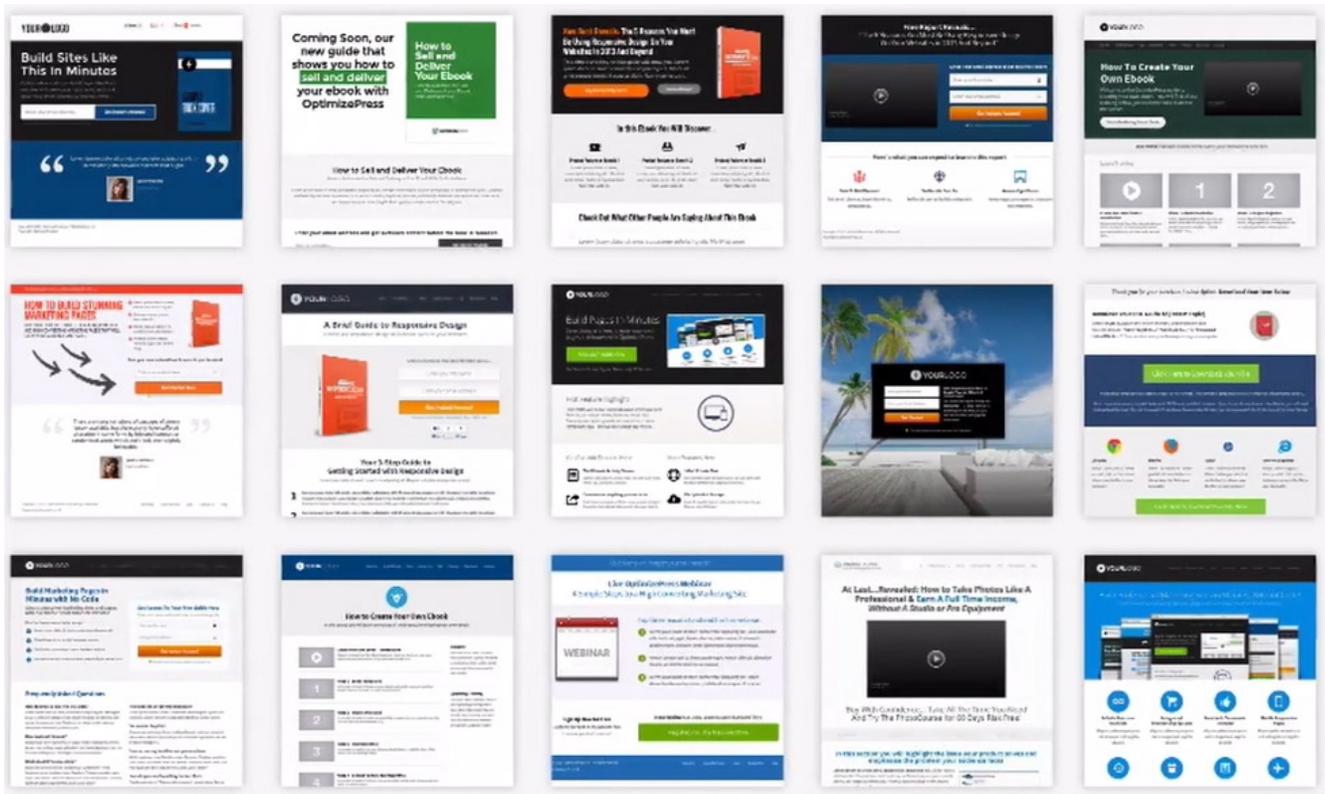
Leadpages is a fast growing business that allows you to create 'lead pages' or opt-in pages to attain potential customer data such as their email by integrating your autoresponder. This will allow you to remarket to them in the future. Lead pages isn't just for regular opt-in pages, but can be used for launch pages, webinar opt-ins, 404 redirect pages and much more from inside their membership and to purchase from the lead pages marketplace.

Visit <http://leadpages.net> to learn more.

# Optimizepress 2.0

<http://optimizepress.com>

This is a Wordpress theme and plugin that allows you to create great looking squeeze pages, landing pages, webinar registration pages, and membership sites. Easy and quick to use. Similar to LeadPages only this is a wordpress plugin and has a different interface.



To learn more visit <http://optimizepress.com>

## Paypal

<http://paypal.com>

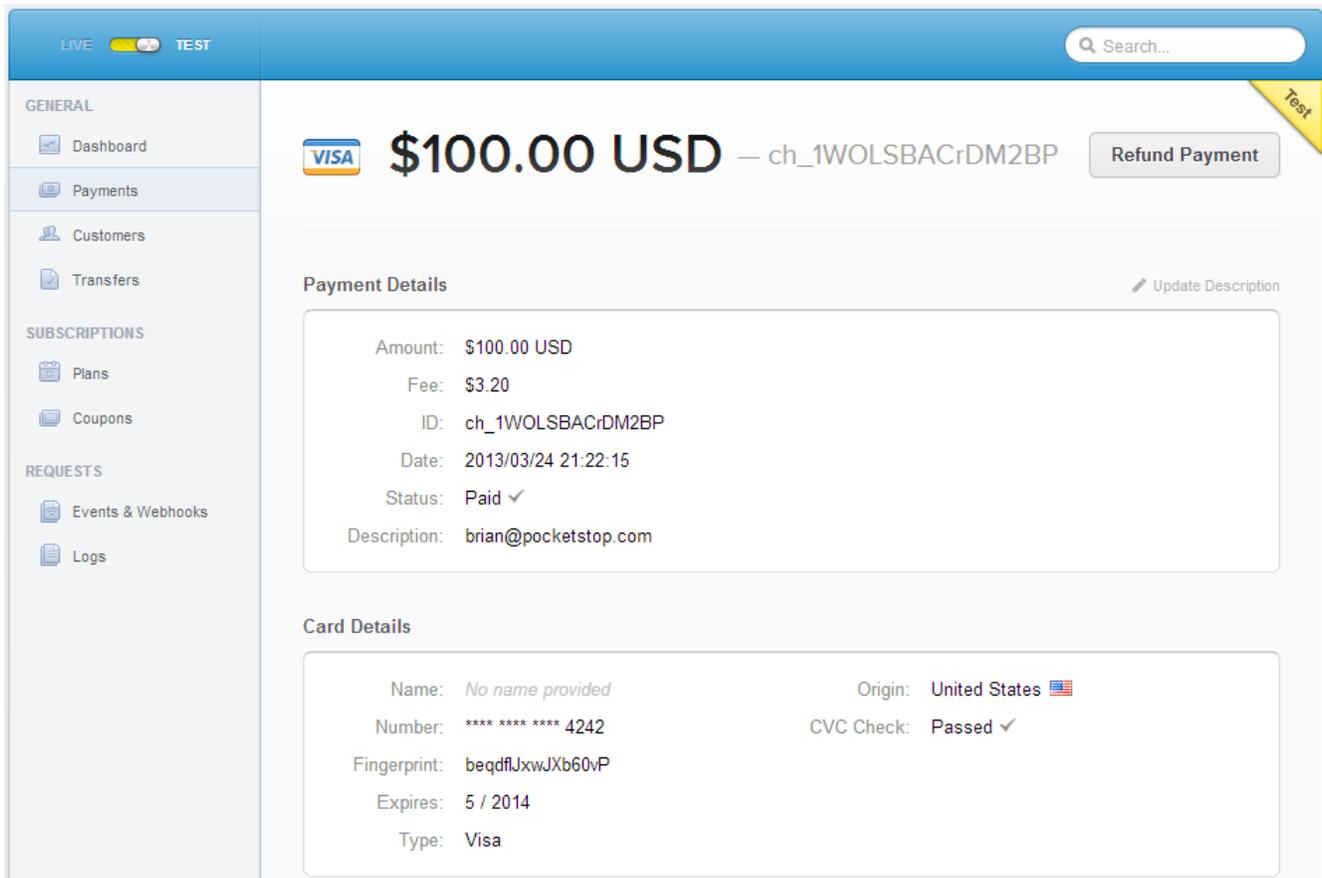
Paypal is still one of the easiest and best ways to start accepting payments and donations for your site. This can integrate with many third party payment providers to allow for more advanced options.

To learn more visit <http://paypal.com>

# Stripe

<http://stripe.com>

Stripe allows you to completely customize checkout pages. This is how you get the best looking and highest converting checkout pages.



The screenshot displays the Stripe dashboard interface. At the top, there is a navigation bar with 'LIVE' and 'TEST' modes, a search bar, and a 'Test' badge. The left sidebar contains a menu with categories: GENERAL (Dashboard, Payments, Customers, Transfers), SUBSCRIPTIONS (Plans, Coupons), and REQUESTS (Events & Webhooks, Logs). The main content area shows a payment summary for a Visa card, totaling \$100.00 USD. Below this, the 'Payment Details' section lists: Amount: \$100.00 USD, Fee: \$3.20, ID: ch\_1WOLSBACrDM2BP, Date: 2013/03/24 21:22:15, Status: Paid (with a checkmark), and Description: brian@pocketstop.com. The 'Card Details' section lists: Name: No name provided, Origin: United States (with a US flag), Number: \*\*\*\* \* 4242, CVC Check: Passed (with a checkmark), Fingerprint: beqdfJxwJXb60vP, Expires: 5 / 2014, and Type: Visa. A 'Refund Payment' button is visible in the top right of the payment summary.

To learn more visit <http://stripe.com>

# WooThemes

[Http://woothemes.com/woocommerce](http://woothemes.com/woocommerce)

If you are interested in starting your own online store, this free plugin can help Set custom products to sell individually on Wordpress and purchase whatever integrations you need from the WooThemes site. Doesn't require you to need WooThemes.

Home > apparel > test product



TEST PRODUCT

~~99.99~~ **\$1.99**

In stock – 4 available

1 + Add to cart

SKU: 44. Category: apparel.

Description Additional Information Reviews (0)

Product Description  
test content

Search

RECENT POSTS

• [Hello world!](#)

RECENT COMMENTS

• [Mr WordPress](#) on [Hello world!](#)

ARCHIVES

• [December 2011](#)

CATEGORIES

• [Uncategorized](#)

META

• [Site Admin](#)  
• [Log out](#)  
• [Entries RSS](#)  
• [Comments RSS](#)  
• [WordPress.org](#)

To learn more visit <http://woothemes.com>

**Shopify**  
<http://shopify.com>

This is another great, affordable solution to help you set up your own online store.

shopify http://localhost:3000

Support Account Logout

Orders (5) Products Collections Blogs & Pages Navigation Marketing Apps Theme Preferences

### Overview of order #1050 TEST ORDER

Attach note Export Print Close this order

**Gardner Skiles**  
854-957-0037 x3185  
larissa@howell.com

**Shipping address**  
Gardner Skiles  
Walter, Steuber and Hartmann  
293 Mackenzie Points  
Suite 958  
Port Braedenside GA 25008  
UNITED STATES

**Billing address**  
Gardner Skiles  
Walter, Steuber and Hartmann  
293 Mackenzie Points  
Suite 958  
Port Braedenside GA 25008  
UNITED STATES

**Payment Method** **Payment received**

XXXX-XXXX-XXXX-1 You have received payment for this order

Processed by (for testing) Bogus Gateway

**Shipping Method**

International Shipping You need to fulfill 1 line item

| Product                            | Price   | Quantity | Total              |
|------------------------------------|---------|----------|--------------------|
| Shopify T-Shirt                    | \$19.00 | 1        | \$19.00 CAD        |
| Subtotal:                          |         |          | \$19.00 CAD        |
| Shipping (International Shipping): |         |          | \$20.00 CAD        |
| <b>Total:</b>                      |         |          | <b>\$39.00 CAD</b> |

**Order History**

October 27, 2009

- 12:16pm [We successfully captured 39.00 CAD](#)
- 12:11pm Order confirmation email was sent to the customer
- 12:11pm [The customer successfully authorized us to capture 39.00 CAD](#)

Order #1050

Test true

Authorization Key 53433

To learn more visit <http://shopify.com>

**Rhino Support**  
<http://rhinosupport.com>

Set up customer service and all users to open tickets with Rhino Support. Much like the popular support system ZenDesk but not as expensive.

ACME Supply Hi, Steve! [Settings](#) [My Account](#) [Help](#) [Logout](#)

Open Tickets Pending Tickets Closed Tickets Create a Ticket

Welcome back, Steve!  
You've resolved 0 tickets in the last 7 days.

3 Unassigned Open Tickets | 1 Open Tickets Assigned to You | 0 Pending Tickets Assigned to You

### Open Tickets

Filter: All Trash Spam Assigned to...

| Subject                                  | From                        | Created | Updated | Assigned To   | Department        |
|------------------------------------------|-----------------------------|---------|---------|---------------|-------------------|
| I forgot my password                     | gogray80@stephens.com       | Dec 05  | Dec 05  | Julie         | General           |
| Code Clarification                       | gloriagarcia@getresults.com | Dec 05  | Dec 05  | Unassigned... | Technical Support |
| How long does it take to ship a blue ... | fpalmero@yesmail.com        | Dec 05  | Dec 05  | Unassigned... | General           |
| Installation request                     | abrightday00@brighton.com   | Dec 05  | Dec 05  | Paul          | Technical Support |
| What is your refund policy?              | sstew2020@yahoo.com         | Dec 05  | Dec 05  | Unassigned... | Sales             |
| Welcome to Rhino Support                 | Support System              | Dec 05  | Dec 05  | Steve         | General           |

Powered by [Need Help?](#)

To learn more visit <http://rhinosupport.com>

## Wishlist Membership

<http://member.wishlistproducts.com>

This Wordpress plugin can turn any site into a secure and advanced membership home for your sites. One of, if not the best membership plugins, it is easy to use, and very affordable compared to other membership site generation software and plugins. Integrates with many CRM services and payment processors.

Dashboard Settings Members Membership Levels Manage Content Sequential Upgrade Integration

## WishList Member Dashboard

### Your Membership Stats

| Members                | Support          |
|------------------------|------------------|
| 1 Free Member          | Customer Support |
| 1 Paid Member          | Video Tutorials  |
| 2 Total Members        | Help Guide       |
| 1 Total Unique Members | FAQ's            |
|                        | API Documents    |
|                        | Release Notes    |

**Settings** - Adjust the main settings for your membership  
**Members** - See and manage your members  
**Membership Levels** - Control the content your members see  
**Manage Content** - Manage content for Membership Levels and User Posts  
**Sequential Upgrade** - Setup sequential upgrading of members  
**Integration** - Integrate with shopping carts and autoresponders

You have the latest version of WishList Member (v2.71)

### Deactivate WishList Member

If you're migrating your site to a new server, or just need to cancel your license for this site, click the button below to deactivate the license of this plugin for this site.

Deactivate License For This Site

### WishList Member News

**2nd Annual Wishie Awards** November 28, 2011  
 We're a little biased but we think we have the best customers in the business. But to prove it, we need your help. We'd like to show the world YOUR WishList Member site in our Annual Wishie Awards Here's how to participate in 60 seconds or less... Nomination Period: November 28th, 2011 – December 12th, [...]

**Happy 3 Years WishList Member Customers!** October 22, 2011  
 3 years ago today (October 22nd) our pride and joy was born. We were beaming with pride but at the same time a tad nervous. Would people like it? Would people use it? Well 3 years later and over 29,000 membership sites and online communities are now powered by WishList Member... WOOHOO! And now it's [...]

[Click Here](#) to see all the Member News.

To learn more visit <http://member.wishlistproducts.com>

**Harvest**  
<http://harvest.com>

This is a cloud based invoicing system. This can be accessed by you or team members in your business. This allows clients and other businesses pay instantly by credit card and collect money. Very important if you are in the consulting niche.

To learn more, visit <http://harvest.com>

# Content Creation

## Photoshop

<http://adobe.com/photoshop>

Although the learning curve may be a little high at first, after some practice you will be able to easily edit photos and designs yourself. You don't have to be a skilled graphic designer to save a lot of time and money with this tool.

To learn more, visit <http://adobe.com/photoshop>

## Gimp

<http://gimp.org>

This is a free alternative to photoshop, although not as good. If you can't afford Photoshop this is a great alternative.

To learn more visit <http://gimp.org>

## Skitch

<http://skitch.com>

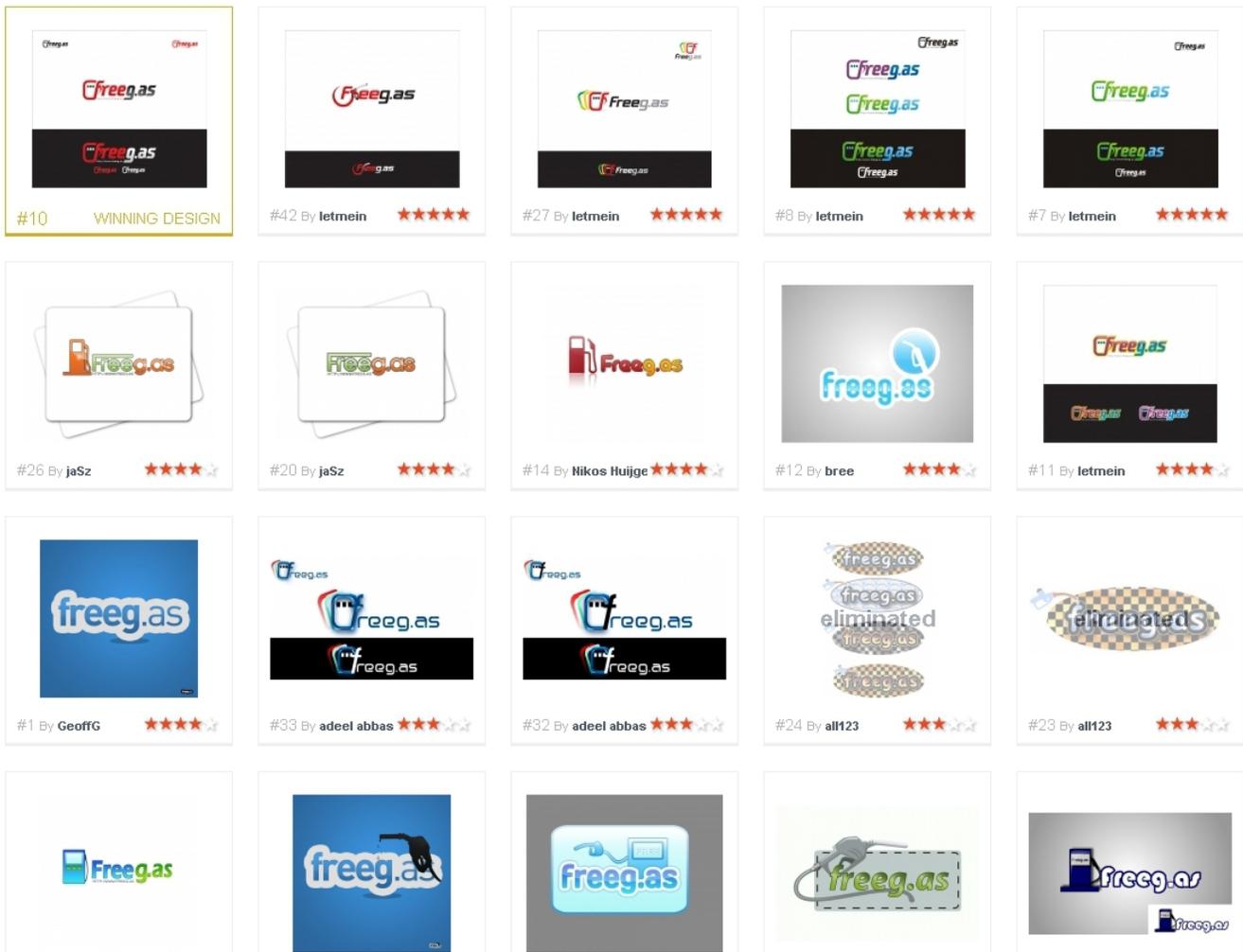
This free tool allows you to take screen shots on your computer and edit them quickly.

To learn more, visit <http://skitch.com>

# 99 Designs

<http://99designs.com>

99Designs can be an excellent service to crowd source any graphic design or website design. Need a website design update? Just post your project and choose the designs you like best from freelancers who submit designs.

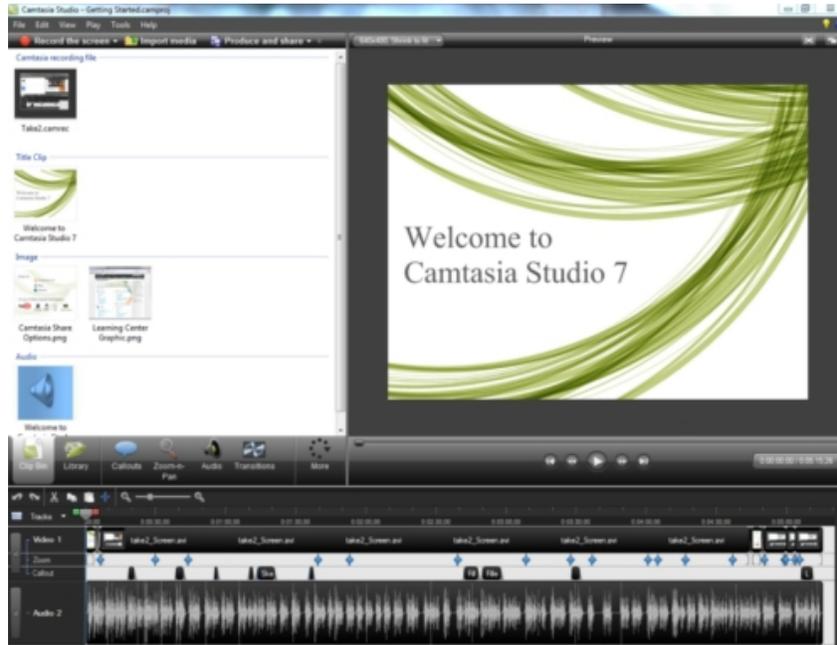


To learn more, visit <http://99designs.com>

# Camtasia Studio

<http://techsmith.net/camtasia>

Available for Mac and PC, this downloadable desktop program allows you to capture your screen as well as edit and export video. Very easy to use and great for tutorial videos.

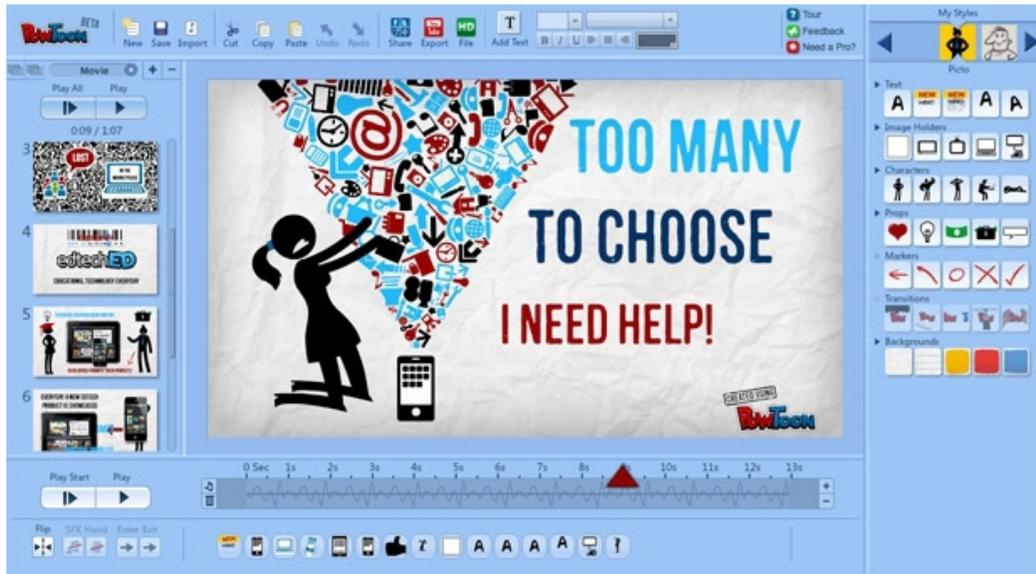


To learn more, visit <http://techsmith.net/camtasia>

## PowToon

<http://powtoon.com>

PowToon is a free resource to create 'explainer' style videos for your content. If you're interested in using it on a regular basis with more features there is a pro version which is paid.

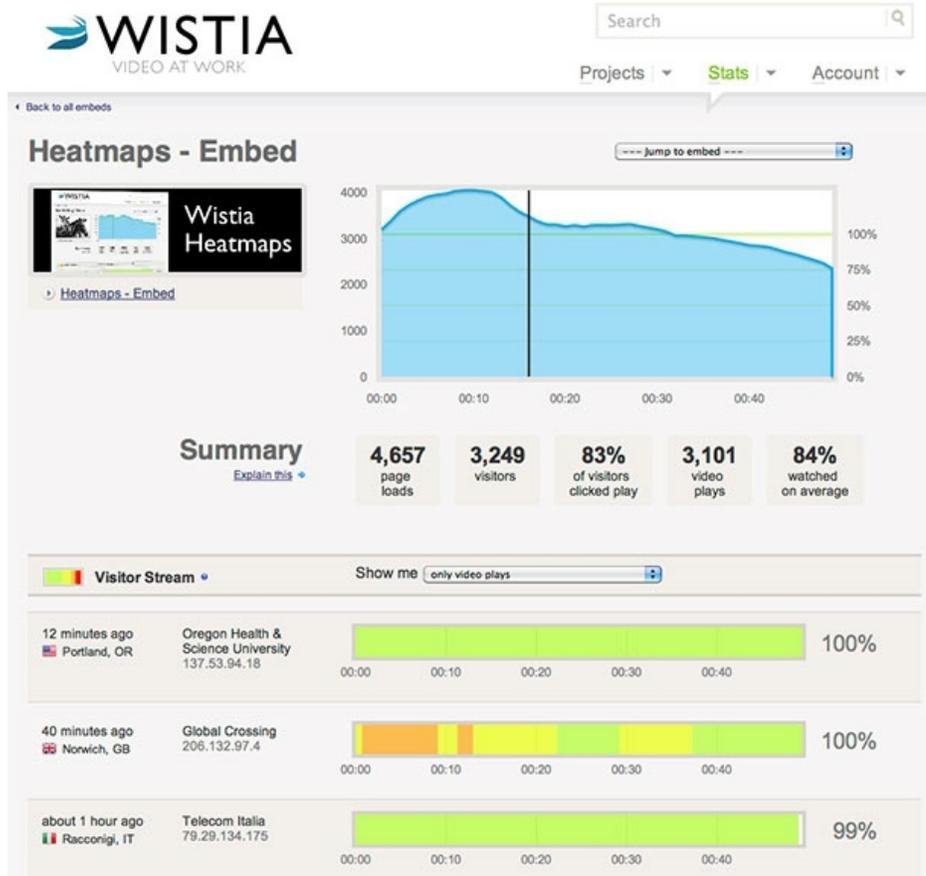


To learn more, visit <http://powtoon.com>

## Wistia

<Http://wistia.com>

One of the best services for hosting your videos. If you want more in-depth analytics than just YouTube such as 'heat maps' to see how far your videos are being played, check it out.



To learn more, visit <http://wistia.com>

## Scrivener

<http://scrivener.com>

This is a powerful word processor designed specifically for those who do a lot of writing. This can be used to organize blog posts, books, sales copy, and more.

To learn more, visit <http://scrivener.com>

# Contently

<http://contently.com>

Contently offers quality writers to companies needing outsourced content written for their site or blog.

The screenshot shows the Contently website interface. At the top, there is a header with the Contently logo and the tagline 'The Writers Network'. Below the header is a profile card for Erica Swallow, a New York City-based tech and lifestyle writer. To the right of the profile card are statistics: 14 publications, 145 posts, 8.3K followers, 22M views, and 1K connections. Below the profile card is a 'FEATURED WORK' section with logos for Entrepreneur, Forbes, CNN, M, and NARDAG. The main content area is titled 'Featured Stories' and displays several article cards, including 'Three Lessons a Serial Tech Entrepreneur Learned from Bill Gates', 'The Rise of the Sharing Economy', and 'Android captures nearly 50% of global smartphone market'. A 'Sort' dropdown menu is visible in the top right corner of the featured stories section.

Automatically pull in your work from around the web.

Link up your web clips and upload print spreads and stories.

Auto-detect images, excerpts, and share counts to save you time.

Get statistics on your work across the web.

Browse and sort by publication, topic, popularity, and more.

To learn more, visit <http://contently.com>

# eLance

<http://elance.com>

Outsourcing sites like Elance are becoming increasingly filled with quality workers from all parts of the world. You can get a variety of projects completed quickly by posting a job and interviewing and hiring a freelancer to do it.

To learn more, visit <http://eLance.com>

# Odesk

<http://odesk.com>

Just like eLance this is a freelancing site to outsource tasks needed. Those looking for more quality software development and technical tasks are better to start at oDesk.

Flag as inappropriate

**Madeleine Labitan** \$7.78 / hr  
Freelance Writer/Copywriter/Social Media Specialist ★★★★★ (4.99)

microsoft-office microsoft-excel microsoft-word microsoft-access  
blog-writing

**Overview**

You are looking to hire a highly motivated and dedicated freelance writer/blogger who can provide proficiency in verbal and written skills and can produce top-notch content. I can provide assistance for your needs.

Let me help you in providing excellent writing that will not only bring you satisfaction and convenience, but can also make an impact as a whole.

Whether you need an original content or re-write existing articles to transform into a ... [more](#)

|               | Jobs | Stars | Hours |
|---------------|------|-------|-------|
| All Time      | 21   | 4.99  | 207   |
| Last 6 months | 4    | 4.99  | 4     |

Location: **Olongapo, Philippines**  
1:59 PM (UTC+08)

English Skills: 5 out of 5 (self-assessed)

Last Worked: December 9, 2012

Member Since: April 8, 2011

To learn more, visit <http://odesk.com>

# Freelancer

<http://freelancer.com>

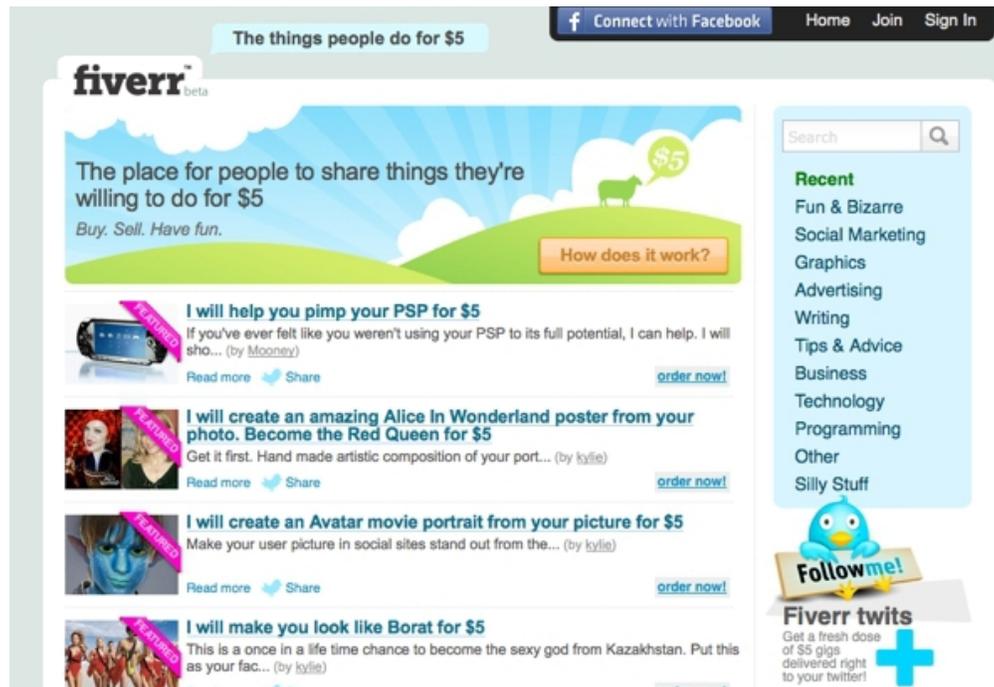
Another outsourcing site which is an alternative to eLance and oDesk. If you're looking for a fast response to small tasks this is often a better alternative.

To learn more, visit <http://freelancer.com>

# Fiverr

<http://fiverr.com>

Just about everything under the sun for only \$5. Often these jobs have 24 hour turn around time. However, be aware of the quality you are going to get for only paying \$5 for a job.



To learn more, visit <http://fiverr.com>

# Blubrry

<http://blubrry.com>

A service that allows you to embed your podcast on your blog or site.

To learn more, visit <http://blubrry.com>

## Libsyn

<http://libsyn.com>

Podcasting is becoming a more popular way to get your message out online, but first you have to have somewhere to host it. Libsyn is one of the best podcasting hosting services providing services to those just started out or more experienced.

To learn more, visit <http://libsyn.com>

# Marketing

## Get Response

<http://getresponse.com>

Email marketing has the highest ROI on average more than any other type of marketing medium or strategy today. It's essential if you want to have success online that you get an affordable but reliable auto-responder service. Get Response is one of, if not the best as far as email delivery rates and ease of use.

The screenshot shows the GetResponse dashboard with a navigation bar at the top containing links for Dashboard, Contacts, Messages, Statistics, Surveys, Web Forms, and Landing Page. On the right side of the navigation bar, there is an 'Upgrade' button and a user profile icon. Below the navigation bar, a dropdown menu indicates 'Your current campaign: benzwm02'. The main content area features four large, colorful icons: a blue icon with a person and a plus sign for 'Add Contacts', a red icon with a form for 'Create Web Form', a green icon with an envelope for 'Create Newsletter', and a yellow icon with a grid for 'Create Landing Page'. Below these icons is a promotional banner with the text 'Give your campaigns the extra boost.' and 'Build and publish unlimited landing pages with the Landing Page Creator add-on: \$15.00/mo. Enable now!'. To the right of the banner is an image of a laptop displaying a landing page, a washing machine, and a coffee cup. At the bottom of the dashboard, there is a 'Subscriptions:' section with filters for 'Today', 'Yesterday', 'Last 7 days', 'This month', 'Last month', and 'All time', and a small grid icon on the right.

To learn more, visit <http://getresponse.com>

## **Mail Chimp**

<http://mailchip.com>

If you're not ready to invest in a service like GetResponse, then sign up with Mail Chimp for free and pay as you start getting more subscribers.

To learn more, visit <http://mailchimp.com>

## **Infusionsoft**

<http://infusionsoft.com>

This is a more robust CRM tool that allows you to keep track of contacts, appointments, tasks, automate lead capture, email follow-up, and ecommerce tools built in to set up payments and bill with the software itself.

To learn more, visit <http://inflationsoft.com>

## **Google Analytics**

<http://google.com/analytics>

Since it is 100% free to install, there is no reason not to have Google Analytics on your site. Measure much more than just hits to your website with the latest Google Analytics. You can track goals, set up funnels, and more.

To learn more, visit <http://google.com/analytics>

## **Qualaroo**

<http://qualaroo.com>

Qualaroo is an analytics service that takes a different approach than Google Analytics does. In this case, you can create quick survey boxes to find out exactly what your customers are thinking and want. This goes way beyond just regular surveys to your list.

How disappointed would you be if you could no longer use this website?

- Very disappointed
- Somewhat disappointed
- Not disappointed

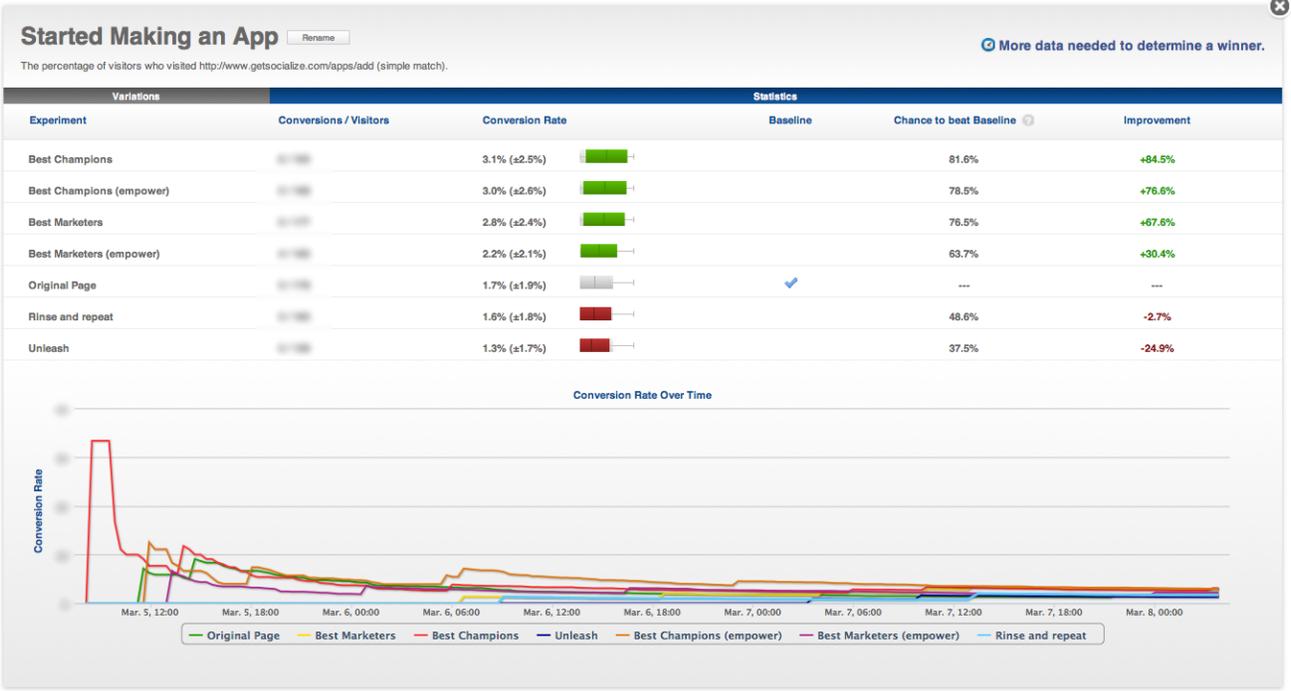
Explain why you chose your answer:

Powered by Qualaroo [?]

To learn more, visit <http://qualaroo.com>

**Optimizely**  
<http://optimizely.com>

Google Analytics already allows split testing, but if you need to take it even further with a more advanced solution, then sign up for Optimizely.



To learn more, visit <http://optimizely.com>

## Hootsuite

[Http://hootsuite.com](http://hootsuite.com)

HootSuite allows you to manage multiple social networks, schedule tweets, offers analytics, and more. One of the best tools and free to get started for social media management. This is 100% free to sign up and upgrade to pro for more advanced features.



To learn more, visit <http://hootsuite.com>

## Buffer

<http://bufferapp.com>

Buffer is another social media scheduling tool just like HootSuite. You can add tweets to your free Buffer account whenever you want and spread them out during the day according to a schedule you determine. If you're interested in more robust platform for business Buffer has several options to choose from which will require a monthly payment.

To learn more, visit [Http://bufferapp.com](http://bufferapp.com)

# Opt-in Monster

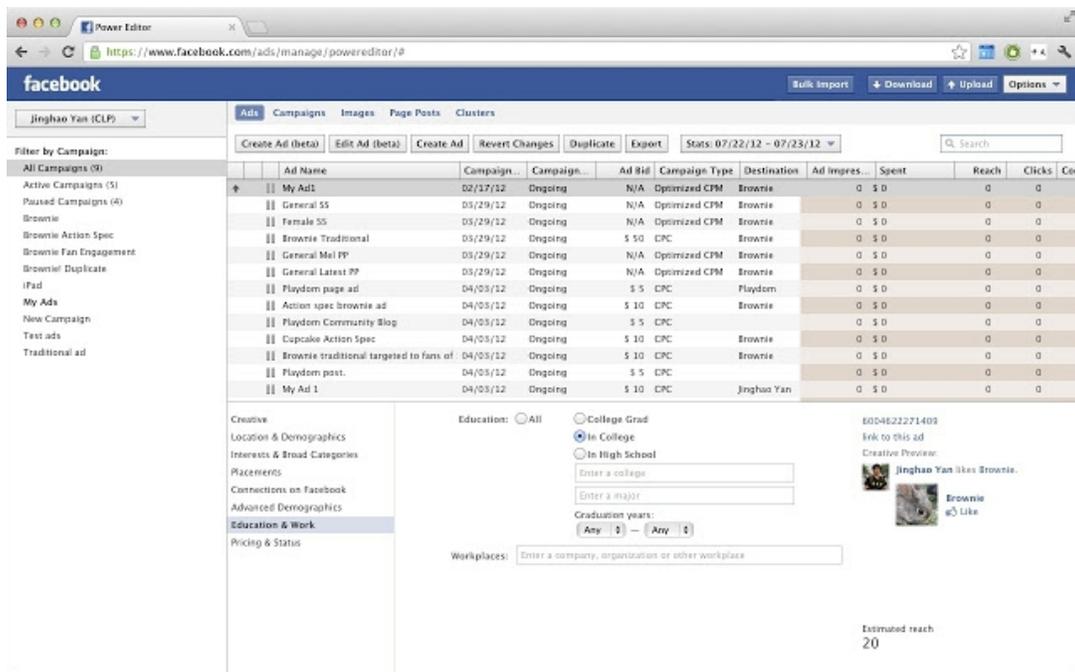
<http://optinmonster.com>

Opt-in Monster allows you to create optin forms that can pop-up when the a visitor lands on your page and exits your page along with a number of great features like light boxes and timers. Pop-ups can be annoying, but the truth is they work on entry and exit. Opt-in monster is a great alternative to something like Unbounce with is far more expensive.

To learn more visit <http://optinmonster.com>

## Facebook Power Editor Extension

The top tool provided by Facebook for optimizing your Facebook advertising campaigns. Power editor can only be accessed with the Chrome browser and helps take your Facebook advertising campaigns to a whole new level with advanced targeting and optimization features.



The screenshot displays the Facebook Power Editor interface. At the top, there's a navigation bar with 'facebook' and buttons for 'Bulk Import', 'Download', 'Upload', and 'Options'. Below this, a filter dropdown shows 'Jinghao Yan (CLP)'. The main area is divided into 'Ads', 'Campaigns', 'Images', 'Page Posts', and 'Clusters'. A table lists various campaigns with columns for Ad Name, Campaign, Campaign..., Ad Bid, Campaign Type, Destination, Ad Impres..., Spent, Reach, and Clicks. The table includes entries like 'My Ad1', 'General SS', 'Female SS', 'Brownie Traditional', 'General Mel PP', 'General Latest PP', 'Playdom page ad', 'Action spec brownie ad', 'Playdom Community Blog', 'Cupcake Action Spec', 'Brownie traditional targeted to fans of', 'Playdom post', and 'My Ad 1'. Below the table, there are sections for 'Creative', 'Location & Demographics', 'Interests & Broad Categories', 'Placements', 'Connections on Facebook', 'Advanced Demographics', 'Education & Work', and 'Pricing & Status'. The 'Education & Work' section is currently selected, showing options for 'Education' (All, College Grad, In College, In High School) and 'Workplaces'. A search bar is visible in the top right of the table area.

To learn more, visit

<https://www.facebook.com/help/162528860609436/>

# Google Webmaster Tools and Adwords Tools

<http://google.com/webmasters>

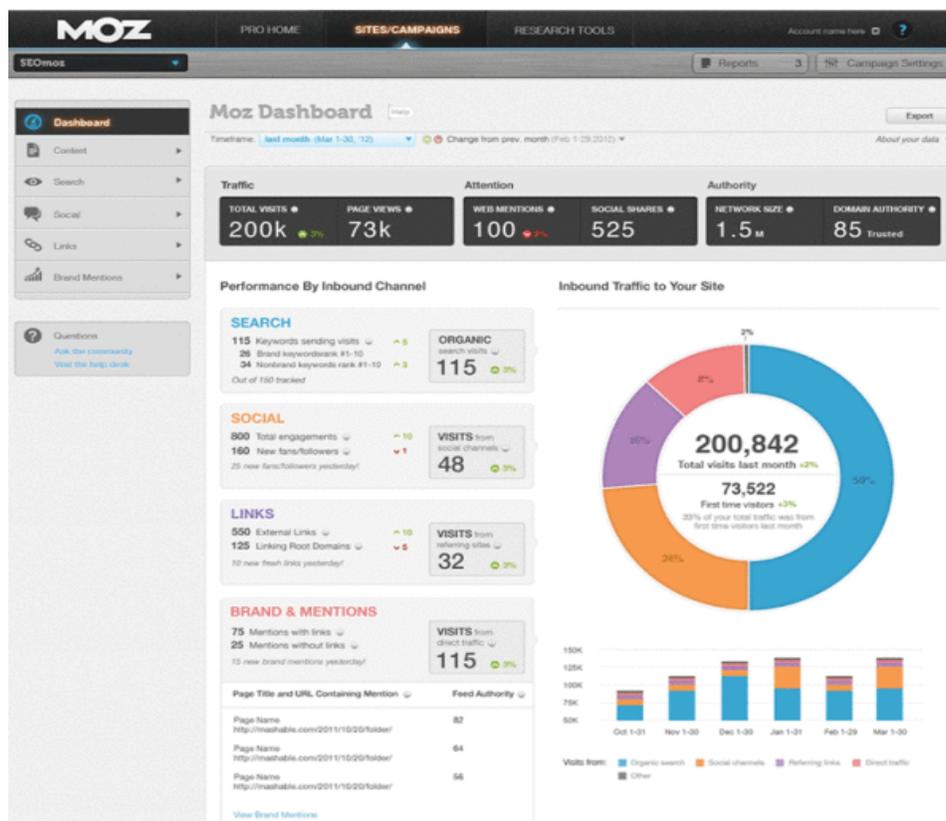
Google provides a set of free tools to check keyword research and monitor your sites health which helps determine how it will work. Just register for Webmaster tools and as well as set up an Adwords account and check the Keyword Planner tool for ideas and monthly search volume.

To learn more, visit <http://google.com/webmasters/> and <http://google.com/adwords>

## MOZ

<http://moz.com>

MOZ Pro Subscription includes excellent tools including MOZ Analytics and Open Site Explorer which provides comprehensive SEO data and monitoring. One of the leaders in SEO tools and optimization help.



To learn more, visit <http://moz.com>

## SEO Quake Toolbar

<http://seoquake.com>

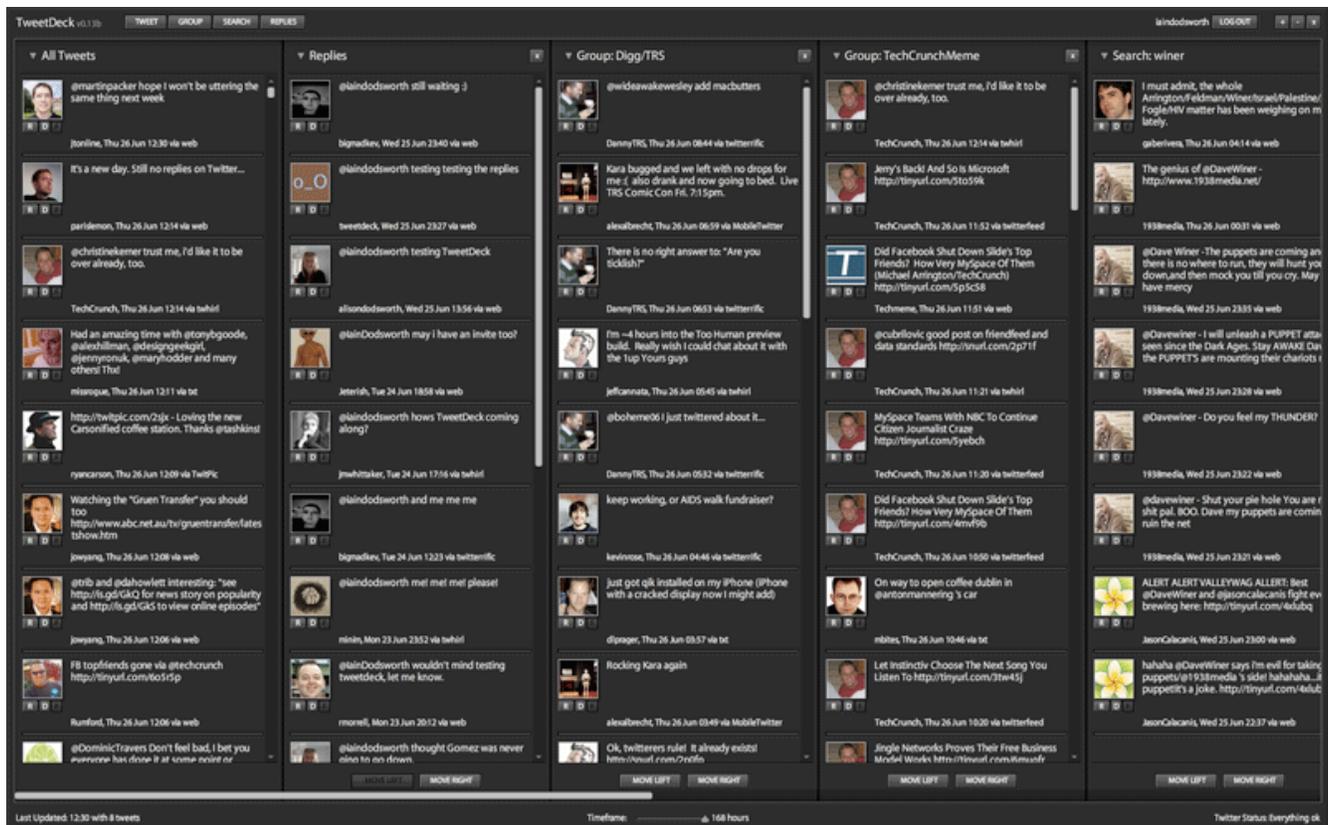
This free download works with Firefox and Chrome and allows you to analyze SEO information for sites on the fly such as inbound links, page rank, and others.

To learn more, visit <http://seoquake.com>

## TweetDeck

<http://tweetdeck.com>

This allows you to monitor direct messages, mentions, and tweets. It allows you to organize followers into columns so you can quickly see what's happening with any specific group.



To learn more, visit <http://tweetdeck.com>

## HARO

<http://helpareporterout.com>

Help a Reporter Out allows journalists with requests to find experts with stories to share. Get started for only 20 bucks a month. Some users have gotten millions of dollars worth of publicity for essentially free.

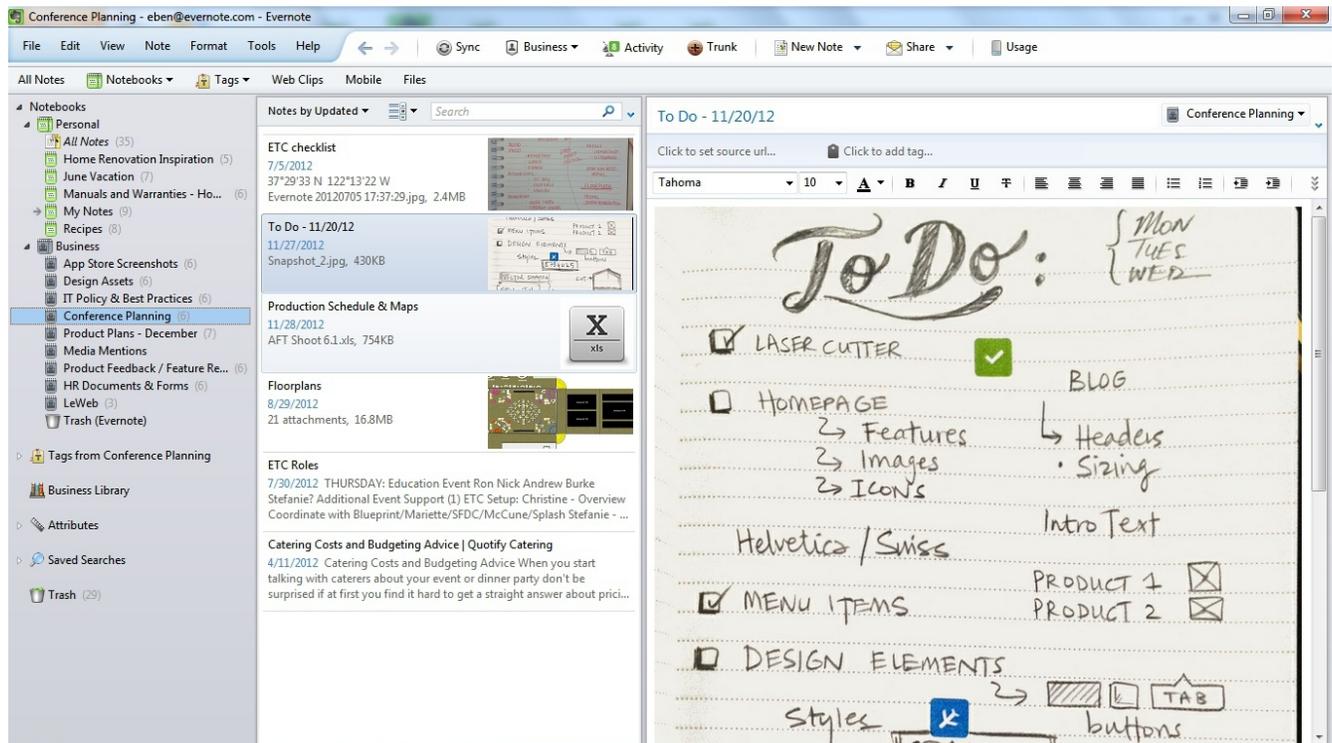
To learn more, visit <http://helpareporterout.com>

# Other

## Evernote

<http://evernote.com>

One of the best tools for organizing data and taking notes. It integrates with just about everything, digitalizes physical notes and backs them up, and serves as an excellent life management/productivity tool to keep you organized in you business.

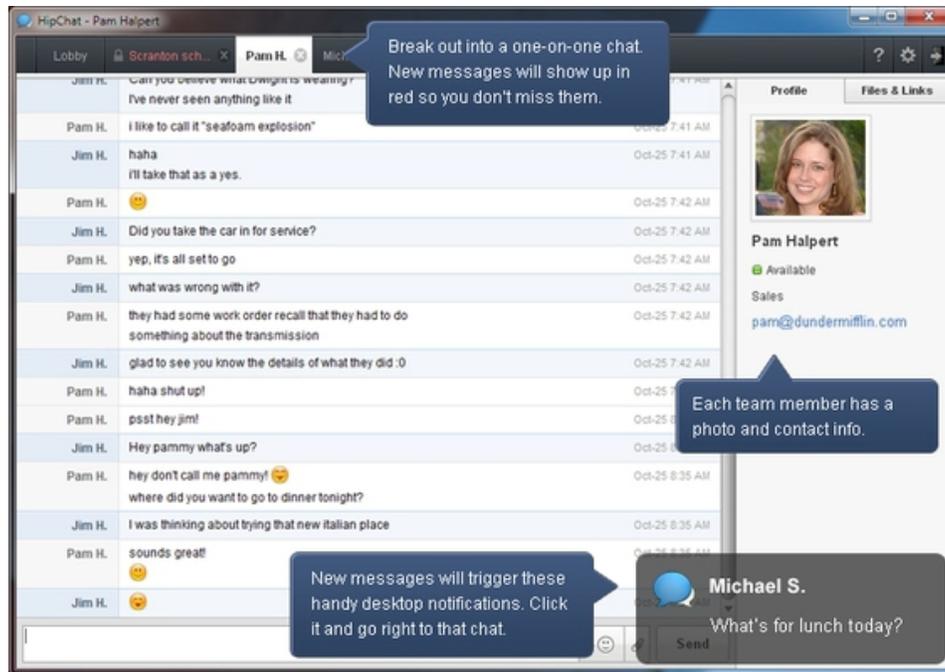


To learn more, visit <http://evernote.com>

# HipChat

<http://hipchat.com>

A messaging service that allows you to form teams and chat instantly with others about projects. Saves time and hassle of emailing, especially for outsourced and long distance teams.



To learn more, visit <http://evernote.com>

# Skype

<http://skype.com>

Another messaging service. Great for those who want to do interviews with experts from a distance and are on a tight budget.

To learn more, visit <http://skype.com>

# Dropbox

<http://dropbox.com>

A free service used by many that allows you to bring photos, docs, and videos anywhere you want and share them easily with others.

To learn more, visit <http://dropbox.com>