

My Handy ‘Must-Have’

Rolodex of Resources

For Online Success!



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“Growing your Prospects, Prestige & Profits”

Discover ‘Must-Have’
Resources and Tools For
Your Online Success as
a Business Owner

www.ProductFunnelFormula.com

Introduction

We all want to be successful in our business, and because of the plethora of tools and resources available to us, it can be overwhelming and also confusing.

As you are interested in leveraging your time, effort and expertise by creating information products, you will need to have resources to create them, market them and of course be able to sell them.

And so, this rolodex will provide many ‘must-have’ resources for you to not only create fabulous e-books, audios, videos and other formats of info products, but assist you as you get them out into your market.

When you begin your business, many of the tasks can be performed for free, or with very little cost involved.

With this in mind, I have included many tools and resources that I myself have used, or continue to use to this day. Others are ones that have been recommended to me.

I feel it is necessary to add that sometimes it really is best to upgrade to a paid version. What I mean by this is you may begin with a free version, but as your business grows you will probably find that you’re wasting time and effort as you muck around with tools that have less features, when you in fact you could get the job done more quickly and more effectively by using a paid product. Keep this in mind.

The first thing you will need when establishing your online business is a domain name, a hosting service and a payment processor. You can purchase a domain name for less than US\$10, your hosting service can be obtained for as little as US\$6.85 per month and you can use Paypal as your payment processor, which is free. You can then begin building your ‘list’ with a free incentive such as a special report or audio.

You will find all the tools and resources inside this rolodex to quickly implement these steps.

Also, I want to point out that this document is certainly not ‘finished’. As I work online every day, I come across more and more tools and resources that make my business more efficient, and the creating of products easier. As these new tools come to hand, I will be continually updating this rolodex.

In the mean time, enjoy these tools and sites, and any suggestions for additions in this document would be welcome.

Smiles,

A handwritten signature in red ink that reads 'Danette Hibberd'.

Danette Hibberd – <http://www.ProductFunnelFormula.com>

1. Market Research Tools

Google

<http://www.Google.com>

Market Samurai

Keyword research tool and more – Free trial

<http://www.marketsamurai.com/>

GoodKeywords.com

Another great tool for researching keyword’s popularity. And this is one is free too:

<http://www.goodkeywords.com>

Wordtracker Keywords®

Subscription-based and very powerful keyword tool:

<http://www.wordtracker.com>

Google AdWords Keyword Tool

Google's search suggestion tool based on Google's search data:

<http://adwords.google.com/select/KeywordToolExternal>

Google Groups

Find relevant groups in your target niche to find out what they’re talking about or what they want more information on.

<http://groups.google.com>

<http://groups.google.com.au>

Google Suggest

Looks like google, but when you enter a search term, it presents you with other related searches.

<http://www.google.com/webhp?complete=1&hl=en>

Google Insights

Compares search volume patterns across specific regions, categories and time frames.

<http://www.google.com/insights/search/#>

Forums

A multitude of forums can be found for you to visit to research more on your chosen topic.

<http://www.theforumsite.com/>

<http://www.forumone.com/>

Dummies.com

Not only is this an online version of the dummies book collection, but offers an incredible range of “How To’s”. Search to see what’s out there, or seek assistance with any questions you may have.

<http://www.dummies.com>

Spyfu

This site offers top 100 lists such as top searches, top websites, top keywords etc and is a great resource when researching.

<http://www.Spyfu.com>

Yahoo Answers

What questions are people asking? What do they want more information on? Can you provide the answers to their challenges? See what is popular and create your product to provide a solution.

<http://answers.yahoo.com>

Yahoo! Buzz

See what’s hot on Yahoo

http://buzz.yahoo.com/buzz_log

Amazon

What are the popular top selling items in Amazon? What are people searching for?

<http://www.Amazon.com>

Amazon and Barnes & Noble

What are the popular or best selling books at the moment? Publishers spend a lot of time and money researching the market so they have done a lot of the work for you.

<http://www.Amazon.com>

<http://www.BarnesandNoble.com>

Magazines and Publications

Research publications and journals in your niche – a great way to find out what people are reading. As well as online, check out your local newsagents and bookstores.

<http://www.magazines.com>

Ebay

Another high volume traffic site where you can discover the top searched items, and the top sellers.

<http://www.ebay.com>

<http://www.ebay.com.au>

EBay Hot Items Report

<http://pulse.ebay.com>

Clickbank Bestsellers

Research the latest offerings in your niche category and find out what other businesses are offering. What is your competition? What is popular?

<http://www.Clickbank.com/marketplace>

Article Directories

Visit article directories and search the relevant category headings for your niche. Reading popular headings will give you lots of ideas for product creation as you see what people are writing about.

<http://www.EzineArticles.com>

<http://www.GoArticles.com>

<http://www.ArticleBase.com>

Google Zeitgeist

This site shows search patterns and trends in Google, Google News and Google Images etc. You learn about seasonal trends, how media affects searches and lots of other information.

<http://www.google.com/trends/hottrends>

43Things

A great goal site where people list the top 43 things they wish to learn about. Well worth a good look around in here.

<http://www.43things.com>

Technorati.com

A huge resource of top blogs

<http://technorati.com/>

Forums, Blogs, Directories & News

Use the following searches for research, replacing Keyword with YOUR own keyword or keyword phrase in Google, Yahoo & MSN:

- Keyword+forum
- Keyword+blog
- Keyword+directory
- Keyword+news

One Minute Poll

Online survey creation, response collection and real-time response analysis service. 30 day free trial.

<http://tinyurl.com/dk5yc9>

SurveyMonkey

Want to find out what your clients are interested in? Just ask them by conducting a quick and easy web based survey. The basic version is free with a limited number of questions and responses:

<http://www.surveymonkey.com>

Easy Internet Survey

Another free survey tool – create your survey in three easy steps. No limit to the number of responses received.

<http://www.easyinternetsurvey.com/>

AskDatabase.com

The **ASK Database™** is the "world's first and only search engine for survey results." Trial for 21 days for just \$1:

<http://askdatabase.com/>

2. Audio, Video and Screen Capture Tools

Audacity Recording and Editing

A cool free tool for recording and editing your audio files. This version has limited editing capabilities, but when starting out, it does all you need – cut, delete, insert, fade in, fade out etc. Add additional sound files for backgrounds, intros etc.

<http://audacity.sourceforge.net/>

NCH Software

Another free audio recording and editing tool – similar features to Audacity.

<http://www.nch.com.au>

Sony Sound Forge Audio Studio

This software offers more advanced features and is the recommended tool when you want to progress to a more serious level with your audios. It has all the features you need to record and edit high-quality digital audio from any source – phone, live conversation or a seminar. Cost - US\$69.95. Also offers a free trial:

<http://www.sonycreativesoftware.com/audiostudio>

Audio Acrobat

Record your personal audio files by phone, record your interviews, host your audio files and make your web site come alive with audio greetings and messages. Audio Acrobat offer a free trial followed by a monthly fee of US\$19.95

<http://danette.audioacrobat.com/>

Audio On Your Site – Audio Generator

Make use of unlimited voice messages, voice testimonials and unlimited sites or web pages as you make your website come alive with audio greetings, messages and testimonials.

<http://tinyurl.com/c4495c>

Video On Your Site

Record your video online using your webcam, or upload a video file from your computer and the system generates code for you to put on your blog or website.

<http://www.videoaddon.com>

Camtasia

Record onscreen activity, edit into a polished video and share with the world. Camtasia studio will make you look like a pro. Offer a 30 day free trial

<http://www.techsmith.com/camtasia.asp>

CamStudio Screen Recorder

Free tool to record video of onscreen activities with voice recording. Limited features when compared to Camtasia, but worth using when starting out.

<http://sourceforge.net/projects/camstudio/>

Jing Project

A tool to create screen snapshots and videos to share online – a great training tool. Capture videos with screenshots and audio for up to 5 minutes, and online snapshots.

<http://www.jingproject.com/>

Snag It

Take a snapshot of anything on your PC screen. Send it, store it or turn it into a detailed graphic.

<http://www.techsmith.com/screen-capture.asp>

Royalty Free Music

Great sources of royalty free music, best value wav, MP3, aif, downloads and CDs:

<http://www.musicbakery.com>

<http://royaltyfreemusic.com>

<http://www.music2hues.com>

Telephone Recorders

Trellion Telephone Recording Adaptor

3. Teleseminars

All Conference Calls

This is the company I use to conduct my teleseminars as they provide local numbers in Australia, New Zealand, the US, the UK and other countries. A great benefit for attendees.

<http://allconferencecalls.com>

Free Conference Calls

No cost conferencing based in the US. Great option for those on a tight budget. Note, callers must dial a US number.

<http://freeconference.com>

<http://nocostconference.com>

Instant Teleseminars & Webinars

A monthly fee is required to use this service, but worth it if you want your listeners to join in via the web.

<http://www.instantteleseminar.com>

Promote Your Teleseminars

Other than your site, ezine, sig file, blogs, forums, Twitter, Facebook etc you can list your teleseminars on the following sites.

<http://www.SeminarAnnouncer.com>

<http://www.Craigslist.com>

<http://www.Cracker.com.au>

<http://www.Teleclass.com> (monthly fee)

4. Text and Word Processing

Microsoft Office – Word

I'm sure this one doesn't need a description

<http://www.Microsoft.com>

Open Office – Free Office Suite

Tools include a word processor, spreadsheet, presentation program, database program as well as drawing software. **Creates pdf's** with the click of a button. The only tool you need to create e-books and special reports.

<http://www.openoffice.org>

NoteTab

With both free and paid versions, this tool is a text editor, Notepad replacement and code-based HTML editor. Works well with lots of files open at the same time.

<http://www.notetab.com>

PDF995

A free suite of tools for creating pdf's – download the printer driver and convert files easily to pdf. Download all three, pdf995, pdfedit995 and signature995 for total control. Don't be distracted by a few pop ups while file is processing.

<http://www.pdf995.com/download.html>

Adobe Acrobat

The professional software for pdf creation. When you get to the stage of creating lots of pdf's and require branding your work, upgrade to this product.

<http://www.adobe.com/>

5. Transcribing & Editing & Outsourcing

Elance

Outsourcing many tasks including transcribing, ghost-writing, editing, graphic design, web design and programming. Once you set up an account, simply post your job and interested parties will place their bid. Make sure you check their portfolios and feedback and beware, the cheapest is not always the best. You will find hundreds of candidates eager to do your jobs for you.

<http://www.elance.com>

Rentacoder

Another resource for outsourcing tasks, including the development of programs. Find qualified professionals to get the job done.

<http://www.rent-acoder.com>

<http://www.rentacoder.com>

Virtual Assistant (VA) Services

Some great resources for admin work:

<http://www.virtually-possible.com/>

<http://www.virtuallyyours.com.au>

6. Writing, Copywriting & Content

Check Your Headlines

A great free tool to analyse and rate the emotional value of your headlines

<http://www.aminstitute.com/headline/>

Headline Resource

100 Greatest Headlines. This selection by Jay Abraham of best headlines ever written is a great resource for ideas:

<http://www.abraham.com/articles/>

[100 Greatest Headlines Ever Written.html](http://www.abraham.com/articles/100-Greatest-Headlines-Ever-Written.html)

PLR (Private Label Rights)

All Private Label Content

<http://tinyurl.com/bdom6m>

PLR Wholesaler

<http://tinyurl.com/dyg2dl>

Niche Content Packages

<http://tinyurl.com/cuokyb>

Easy PLR

<http://tinyurl.com/yfquqw6>

7. Graphics and Image Editing Tools

iStockPhoto®

Getting inexpensive royalty-free graphics for your designs – starting as low as \$1:

<http://www.istockphoto.com>

Gimp

A powerful and versatile graphic design and manipulation program. Fabulous tool and best of all, it's free.

<http://www.gimp.org/>

Photos, Documents, Websites, Funky Art, Crafty Fun

Edit and enhance digital images, get into desktop publishing and design, powerful drawing tools and more. This suite of free software is worth playing around with.

<http://www.freerifsoftware.com/>

Button Generator

A free tool to create flash animations for your site including menus, buttons and banners.

<http://www.flashvortex.com/>

Ecover Creator

You need a professional graphic of your e-product to promote on your site.

<http://www.ezi-ecover-creator.com>

Ecover Go

An easy to use online ecover and image editing graphic software that allows even the most technically challenged individual create professional and high quality 3D covers in no time.

All you need is a browser and an internet connection. I use this site for all my covers now.

The program comes with either a one time purchase or a very small monthly fee for as long as you wish to be a member.

<http://wealthycenter.com/cart/77jf/2735>

8. Payment Processors

Some of you may have set up a merchant account with your bank, or wish to do so, but the expense of doing so isn't necessary unless you have sales in the six figures.

Listed below are a number of payment processors that will do the job nicely.

www.Paypal.com

<http://paydotcom.net/>

www.Payloadz.com

www.Clickbank.com

9. Autoresponders and Shopping Carts

Aweber

A great autoresponder program and digital newsletter service. Keep track of your prospects and customers as you build ongoing relationships.

<http://success-1.aweber.com>

Shopping Cart

This service is your complete shopping cart, CRM (Customer relations manager), autoresponder, and newsletter service. Various levels of membership provide different features. The \$99 per month enables you to upload and have them host your digital eproducts, and create an affiliate program to manage your affiliates.

<http://tinyurl.com/af24rz>

10. Website/Blog Set Up and Hosting

Domain Purchase:

Go Daddy

<http://www.godaddy.com>

Crazy Domains

<http://www.crazydomains.com>

Net Registry – (I use this service for .au domain names – have great specials)

<http://www.netregistry.com>

Hosting Service

Blue Host

<http://www.BlueHost.Com/track/productfunnelformula>

Website Source

<http://tinyurl.com/yhkhk2>

Blog Set Up

It is recommended to use wordpress.org rather than wordpress.com for set up of blogs due to the advanced features and plug ins available etc.

<http://www.wordpress.org>

Blog i360

Those that use this service absolutely love it. Called a 'blog on steroids'.
I may just move across to this system.
<http://tinyurl.com/yknqqv9>

11. Miscellaneous Resources

Training – Internet Marketing and more IM Success Library

<http://tinyurl.com/y9ptlp2>

Learn About Online Business

<http://tinyurl.com/yfavtnr>

Fulfillment Services – All these are in the US – nothing comparable in Aust at this time

Kunaki – single CD's – upload audio file – they produce and post direct to customer

<http://www.kunaki.com>

Speaker Fulfillment Services

<http://www.speakerfulfillmentservices.com>

Vervante – on demand publishing

<http://vervante.com/>

Mimeo

<http://www.mimeo.com>

Mind-Mapping Tool

<http://www.edrawsoft.com>

Article Marketer – Distribute your articles to over 2,000 directories at once

<http://www.articlemarketer.com/5107.html>

Cam Unzip – Need a good programme for zip files

<http://www.camunzip.com>

Print multiple pages to a single sheet of paper

<http://www.fineprint.com>

FTP

Filezilla enables you to quickly upload your files to your server for publication on your site.
<http://sourceforge.net/projects/filezilla/>

Create Hub Pages

These are like mini sites or pages for you to raise your profile on the internet.
<http://www.hubpages.com>

Create Squidoo Lenses

Similar to a hub page but different platform and layout.
<http://www.squidoo.com>

Google Alerts

Set up google alerts in your name, your business name and your product name. Even your specific keywords. You will be advised via email whenever these terms appear on the web.
<http://www.google.com/alerts>

As I said in the introduction, if you feel there are any tools or resources or areas you wish covered in this document, or have any suggestions, I'd love to hear them.

I will be updating this document regularly.