

WE RECOMMEND

This is a list of highly recommended resources that will help automate your systems and ultimately take your business viral. Please click the hyperlink to visit the recommended resource.



Domain Names

We recommend [Godaddy](#) for domain purchases. However, we DO NOT recommend them for Hosting. For that we prefer Hostgator. Please see below.

Although you very likely already own your business name, you also need to purchase your personal name. I wrote about this in a blog post which you can read [here](#), but it does bear repeating. If your aim is to become an online entrepreneur, and to

ultimately have people doing keyword searches on your own name, be absolutely sure to purchase at least the top level extensions of your name. You do not want somebody with evil intentions purchasing your name. Your name is your brand and should be managed by you. Even if you don't have any intentions of building a website or blog under your own name, be certain to ensure you own it.

Email Marketing

[Aweber](#) I have used Aweber for many years for my newsletters and blog broadcasts.

[Constant Contact](#) Your Virtual Assistant is a Constant Contact Business Partner and many of our clients use this service. We recommend either of these services for your newsletter or ezine.

[InfusionSoft](#) is the most powerful small business CRM tool in the business and caters to the online small business owner.

- Lead gathering, lead assignment and lead tracking
- Total contact management
- Multi-step sequences & auto responders
- Multi-media sequences (e-mail, fax, direct mail, follow-up calls)
- E-commerce & shopping cart
- Auto-charging of credit cards
- Payment plans and delinquency reports
- Continuity program management
- Invoicing and revenue forecasting
- Affiliate/JV program management... and more



Hosting

We host all of our websites with [HostGator](#) . Their customer service is really top-notch and we have not experienced any downtimes or slowing of service as we have seen with Godaddy.

We tend to recommend the “Baby Plan” which gives you unlimited domains, disk space and bandwidth. This plan will cost you about \$8 a month. The next larger plan, the “Business Plan” offers the same as well as free dedicated SSL and IP and a toll free number. This plan will cost you about \$13 a month.

See “Toll Free Telephone Number and Voice Mail Service”

below for more information on toll free numbers and voice mail systems.

Social Media



[FastPitch! Networking](#) is a social network for business networking professionals to market their business, press, blogs, events and networks. There are three levels to Fast Pitch Networking. The lowest level is free. At the free level, you can accept invitations to join networking groups within the program, but you can’t send them out. You can also accept invitations to chat with other members, but you can’t send them out. There is a premium level and a platinum level, both of which require paying a monthly or annual fee. In these levels, you have a lot more benefits, including being able to create press releases and

events within the program. This is one of my favorite places to post press releases as they are very responsive.

[Knowem](#) Use this service to create your free profiles on 300 popular social media networks to instantly secure your brand across the social web. The basic plan is free but they do offer a premium service that ranges in price from \$249 - \$599. If you don’t have time to manually visit each site and upload your image, tag line, meta tags, URL, etc., you should consider purchasing one of the premium plans. We **STRONGLY** recommend that you register your name/brand with this site to ensure that your name is yours!

Shopping Carts / Affiliate Programs



[1ShoppingCart](#) We work in this system daily for ourselves and for our clients. The basic shopping cart which includes email marketing will cost you \$59 per month. If you require an affiliate program within your shopping cart it will cost you \$99 per month.

[PayDot](#) is an affiliate manager that allows you to sell your products and services through their online marketplace and have payments go directly into your [PayPal account](#). This is

not a shopping cart.

Toll Free Telephone Number and Voice Mail Service

One thing we always recommend during a web development project is that the client considers obtaining a toll free number. Having a toll free number on your website while offering credibility, also offers the opportunity to not publish to the world your home or cell phone number. In this day of work-from-home entrepreneurs, this is an important consideration. We use and recommend [Grasshopper](#) [Read more here.](#)



Teleseminars

[Free Conference Calling](#) Every conference call is actually free and accessible from any type of phone, from anywhere – repeatedly. There are no fees or gimmicks whatsoever. Only domestic long-distance rates may apply as determined by each caller's long-distance carrier.

[Instant Teleseminar](#) An extremely sophisticated teleseminar service that combines the power of voice and sound through the telephone with the unlimited potential of visual learning through web simulcast!

WordPress Plugins

[WP WishList](#) WishList Member is a powerful solution for creating an online membership site – all built using WordPress as the core content management system.

Contact Us

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Connect With Us on the Web

