101

ONLINE TOOLS

What you need to succeed

WEB

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101 Online Tools
The tools you need to succeed

Here are a list of resources that I have used over the years. Everything from blogging and social media to productivity and monetizing your business. Some of the tools listed below are free, while others are paid. In some cases, you will have a few different options to choose from with the tools.

Keep in mind that the tools and resources listed here are just that. They will make your life easier, as long as you use them wisely. Use the right tools for the right job, and you will leverage your knowledge and work exponentially.

Note: Some of the products listed in this eBook are affiliate products. However, that will not change the price of any paid items.

Blogging

1. WordPress-Have to start with the granddaddy of all things useful in blogging. The platform that almost 20% of the web uses. Note this link is for self-hosted websites, because the .com sites by themselves are not appropriate for a business to use.
2. Feedblitz-Create RSS feeds for your subscribers to keep up with your latest blog post.
3. Google Analytics-Enterprise level analytics for free. While they removed some of their valuable keyword research recently, Google still has some of the best website tracking in the business.
4. Google Webmaster-Webmaster is the other side of Analytics. It will help you index the site with Google, and tell you everything that you are doing right and wrong with your search efforts, including which pages you are showing up for in search, load times, broken links, and a host of other issues that most website owners never consider.
5. Godaddy- One of the largest website registrars on the planet. Great for domain names, but their hosting is in catch up mode to other hosting companies.
6. HostGator-Quality WordPress hosting. Contact me if you want a discounted HostGator rate.
7. ProWriting Aid-Free editing software
8. Grammarly-Premium grammar software service.
9. Dynamo-Dictionary.com service to help writers improve their grammar.
10. Copyscape-Make sure no one is stealing your content around the web.
11. Plagtracker- Copyscape lite, but free.
12. MyBlogguest-One of the best places on the internet to find quality guest blogs and also bloggers for your own blog.
13. BloggerLinkUp-Great place for weekly blog opportunities. One of those amazing sites that is so simple you are jealous that you never thought of this ages ago. Cathy Stucker does an amazing job with this site.
14. InkyBee-Great way to research other blogs in your niche.
15. Heat Map-You can actually track where users move their mouse by the color signatures of their mouse strokes. Red is smoking hot. What are they looking at today?
16. Pingdom-Another option for checking out how fast your site loads.
17. Identifont-Identify fonts from over 9600 options.
18. Instant EyeDropper-Identify different website colors with this simple tool.

Customer Service

1. Zendesk-Customer service software to help you streamline your customer service with full tracking.
2. OSTicket-Open Source customer service software. Great for those who understand how to use FTP to install a full customer service program from scratch. If you want to check out a live example go to my Customer Service site.

Email Marketing

1. AWeber-Great resource for email marketing. I have been using AWeber since 2009.
2. MailChimp-I have a love-hate relationship with MailChimp. I love their free email marketing system. I hate the fact that they have suspended my account twice for no reason with an explanation that makes no sense. If you are in internet marketing, and want to be professional probably best to avoid. If you are bootstrapping and have no cash use this as your last option.
3. GetResponse-Which brings me to my other favorite email marketing system. GetResponse is more dynamic than AWeber in some of their tracking and segmentation features. The only problem is that I have to manually move hundreds of auto-responder emails crafted on AWeber over the years to GetResponse. However, they are a better option than MailChimp in my opinion. For $15 per month, you can have up to 1,000 subscribers with unlimited emails.
4. Incentivibe-Great way to create incentives for people to join your list without spending a fortune.

Outsource

1. Fiverr-Great for those small projects you just really, really, really do not want to do yourself. On a personal note, I used to test out a lot of my own services on the site to see how it works on a micro level, and also build social proof for what is right about my services. Also, ahem! Check out the ebook cover. It was done on Fiverr.
2. 99Designs-Crowd fund the designs for your new logo, website, graphics.
3. Elance-The largest outsourcing site on the planet. Note: They are in the process of merging with ODesk.

Payment Processing

1. Paypal- One of the largest merchandising and online payment processing systems in the world.
2. Stripe-A growing alternative to Paypal, especially with online marketers wanting to get away from the sometimes contentious refund and hold policy on Paypal.
3. VendHQ-I have written some articles for them, so I know that they have a really cool POS
4. BitCoin-The world's first open source currency. This is getting some major press, and I am at the point where I am hitting myself for not investing at around $130 per Bitcoin. Now up to $

Photos

1. Fotolia-My preferred paid stock photo site.
2. iStockPhoto-Another major stock photo site. Has a larger selection, so use it as a backup, but more expensive.
3. Canva-Great photo editor software.

4. Pixler-A combo of Gimp and Photoshop online for free. Amazing tool.
5. Easel.ly-Infographics creation tool.
6. Compfight-Flickr search tool to find creative commons images.
7. Awesome Screenshot-Great Firefox plugin and Chrome extension for taking screenshots of your browser.
8. Gimp-Free alternative to Adobe Photoshop.

Press Releases

1. PRweb-Premium web sharing tool. PRWeb can distribute great press releases to some of the top sites on the internet along with 20,000 press outlets.
2. PRLog-Free press release submission. Nowhere near as good as PRWeb, but good for those tight of cash.

Product Creation

1. Kunaki-CD/DVD outsourced manufacturing center.
2. CreateSpace-Publish your own books and Kindle books on Amazon.

Project Management

1. Trello-Organize your projects easily with amazing group functions. This tool single-handedly changed how I organize my day. Like a white board online. Easy and simple to use.
2. Quote Roller- Cool tool to offer professional quotes to clients with contract and payment options available immediately to make the process seamless.
3. E.ggtimer-Sometimes the simplest tools are the best. E.ggtimer is great for tracking time spent on a project. I set it for a certain time and race against the clock to get it done correctly.
4. Hojoki-Seamless team collaboration over the cloud.
5. Freshbooks-tracks remote workers hours and productivity.
6. Freedcamp- Free Project Management communication tool.

SEO

1. MarketSamurai-Great SEO tool for checking out your competitors, keywords, and all things SEO.
2. 99WebTools http://99webtools.com/
3. SEOMOZ-Domain Authority is fast becoming the replacement to Google's PageRank. Learn and use the tools of one of SEO's hottest sites.

Social Media

1. IFTTT-Automate your online marketing processes. Check out the public recipes from experienced IFTTT users to create your own recipe for automation.

2. Hootsuite-Have a lot to say, but not enough time every day to be on social media? Then Hootsuite's array of tools is great for automating your social media content. Just make sure to still engage with your network.
3. Buffer-Great for scheduled sharing of your favorite websites, so you do not have to be "on" social media all day.
4. SocialOomph-While most of the sections I only use one tool for marketing, in social media I have two tools that I use. HootSuite and Social Oomph. Hootsuite is great for sending out information to multiple networks at once. SocialOomph allows me to schedule photo shares and track my social media stats. Both serve their purpose.
5. ClickToTweet-Kim Roach was talking about this plugin on YouTube, and I had to try it out. Too early to tell if it is a blockbuster, but if Kim Roach likes it I had to try it.
6. GPHangouts.Com-Find great Google Hangouts in your niche anytime you want.
7. SocialMention-Discover who is talking about you across the social media landscape.
8. JustUnfollow.com-Allows you to unfollow people on Twitter who are not active and not following you.

Tools

1. Lead Finder Jack-One of my favorite new toys, where I can find targeted prospects and automatically email them.
2. Insightly- #1 online small business CRM.
3. Spokeo-Reverse email lookup to find social media accounts, phone numbers, and websites.
4. Guerillamail-Now that you signed up for this ebook, I can mention this service. Guerilla Mail allows you to create a decoy email for email sign ups. I am not fond of the practice, but sometimes necessary.
5. BookLending-Connect Amazon Kindle readers together, so they can borrow and lend books to each other.
6. Unroll.me- Put all of the different subscriptions you get going to your Gmail into one daily email.
7. Evernote-Useful for writing your notes on practically anything. I started using the recording feature for recording interviews and prospect calls, so I have a full recording of complicated topics.
8. Shoeboxed-Great service for getting your business cards scanned.
9. Audacity- Free audio recording and editor. An enterprise level sound editor for free.
10. 21Habits- Helps you create habits in 21 days.
11. PrimoPDF-How do you think I converted this word document into a PDF?
12. Presi-Online Presentation tool, like PowerPoint, except online and collaborative for teams.

Traffic

1. ViralContentBuzz-Create crowd sourced social media traffic via a mutual sharing network.
2. JustRetweet-Social Sharing Platform to help you get more retweets, shares, and plus ones.
3. Triberr-Blog sharing community that is great for building blogger relations as well as driving large amounts of traffic on Twitter, Facebook, and LinkedIn.
4. StumbleUpon-One of the best social bookmarking sites

5. ContentBuzz-Social Sharing site for those looking to increase your social statistics.
6. Scoop.it-

Video

1. Camtasia-Video recording and editing software with premium features that other editing software.
2. YouTube-If I have to explain YouTube, then I will need to charge you.
3. UStream-great for streaming video.
4. Screenr-record your videos up to 15 minutes and store them on the site. The benefit of using Screenr happens when you have sensitive videos (Eg. Member videos) that you want embedded on your site, and cannot put on YouTube.
5. Amazon S3-A cheap alternative to Screenr, great for websites that know how to use Flow player (Standard with WordPress).

Webinars

1. FuzeBox-My favorite new web conferencing system. I think this system is more stable than GoToWebinar at a tiny fraction of the price. Plus, FuzeBox has more features.
2. Freeconferencecall-Need a simple telephone conference system with recordings. This cheap option is a good option. Not great service, but at $.10 per minute, you get a nice starter option for remote conferencing.

WordPress Themes and Plugin

1. Yoast SEO-Premium SEO software to help you optimize your posts for Google traffic.
2. Digg Digg-Easy to use, but a little wonky look and feel to it. I left a detailed comment about this on the WordPress review section.
3. Drag and Drop-Cool new drag and drop visual editor that you can use for incredible page creation.
4. White Label CMS-Create a specified dashboard for your clients, so they are not confused by the WordPress marketing and branding on the back end of the site.
5. Multiple Sidebars-The name of the plugin says it all.
6. GrowMap-Remove comment spam from your account with a clickable button that only works for humans.
7. CommentLuv-Not sure if I can do this plugin justice in two sentences. The best explanation I can give is that it encourages people to comment on your site in exchange for additional links and authority. For a better explanation check out the plugin itself. Note: There are free and paid versions of this plugin.
8. Google+ Comments-As I stated on my review of this plugin on WordPress, "I get more comments on Google+ than I do in my own comment section, so this is definitely a boost for a new site to look so active right away."
9. Pretty Links-Great for cloaking and sharing affiliate links.
10. WooCommerce-Great ecommerce plugin to help you start selling products on your site.
11. BackUp Buddy- Premium back up service

12. ReCaptcha- Another captcha option like GrowMap.
13. BBPress-Create your own forum on WordPress. Using this for the new StartUpGap forum.
14. JetPack-Close to 50 different plugins in one. This was designed by Automattic, so you know it works.
15. Google Analytics-Connect your Google Analytics account to your WordPress blog in about 2 minutes.
16. WP Super Cache-You need to cache your site, so it goes faster. Essentially, caching takes snapshots of parts of your blog, so you can load the site faster. It reloads at various times, so your content is still fresh.

More Than The Resources

Having the right resources will help you get started in business

I have been many things in my life; Politician, Teacher, Salesman, Mortgage Broker, Real Estate Investor, Social Media Consultant, Blogger, Entrepreneur, Friend, Husband, Son, And Brother.

What I have discovered in whatever I do is one unequivocal fact; I cannot do it alone. Whenever I take that cowboy attitude, I seem to get lost in the crowd of cowboys out there by themselves.

This cowboy attitude among entrepreneurs explains why within 5 years, only 49.3% (Bureau of Labor Statistics) of all businesses survive? Most businesses do not have the right skills and knowledge.

We need to come up with a strategy to help new entrepreneurs succeed in business. To do that, we need to put our heads together. And that is exactly what we are aiming to do here at Start Up Gap. Gather as many amazing entrepreneurs in one room as possible, so we can all learn from each other.

So, what exactly would this entail? For those who are committed to building their business and working with other entrepreneurs we are offering the following:

- Monthly mastermind webinars uncovering how successful entrepreneurs did it.
- Access to the recordings, if you missed a meeting.
- Interactive forum, so we can answer your questions and connect you with fellow entrepreneurs
- Ask our weekly Start Up Gap Success guests questions.
- Discounts to relevant services for your business.

However, the good news is that this is not a business in a box. What we are offering at Start Up Gap is a full-fledged membership to **provide the strategies and tools you need to build your business**.

Furthermore, we know this membership is not for everyone!

Certain business owners just won't get enough out of this membership.

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Specifically, if you will not get the most of this membership if you are a:

- Financial Professional
- CXO, Director, or Mid-Level Manager
- Get rich quick seeker

Here's who will benefit from this membership!

- Work At Home Entrepreneurs
- Network Marketers
- Real Estate Professionals
- Coaches
- Sales Professionals
- Affiliates
- Start Ups (Hopefully the name did not give that secret away)

So, if you are looking to take that next step for your business, get the connections and ideas to make it possible. After all, it is not just what you know, but who you know that makes a difference. Connect with our dynamic community to connect with a supportive group of entrepreneurs.