



BONUS BONUS PRO TIPS & TOOLS

These tips and tools have been put together after years serving and building online marketing systems, sales systems, creating online courses, building information products and helping clients promote/grow their businesses online.

These tools will save you hours of time and tonnes of money.

If you want help to promote your business online, create new digital products or help with marketing/sales online then reach out for a free strategy session to brainstorm what could work for you.

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FUNNEL FRAMEWORK BUILDER:

Tip - This free tool allows you to plan out and sketch diagrams of your marketing campaigns. It's ideal for building out funnels and seeing how their user journeys look before building them outright. It's also great for showing other people in order to get buy-in.

Tool: Funnelytics

Website: www.funnelytics.io

Tool: Geru

Website: www.geru.com

WEBISTE AND LANDING PAGE BUILDERS:

Tip – Sometimes we don't need to build out a full website and building some dedicated landing page to attract new leads, give away an information product, run a promotion or highlight a special announcement can be done easily and quickly with the right tools.

There are also some great, free website builders out there too in order to get a new business up and running quickly. Although, I've now started building websites in Kartra due to the additional power of all-in-one marketing that it offers.

Tool: Kartra (landing pages and websites) **This is the one I use, in fact this site is built on it*

Website: www.kartra.co.nz

Tool: Wordpress (websites)

Website: www.wordpress.org

Tool: Instapage (landing pages)

Website: www.instapage.com



Tool: Squarespace (websites)

Website: www.squarespace.com

Tool: Click Funnels (landing pages)

Website: www.clickfunnels.com

Tool: Wix (websites)

Website: www.wix.com

ONLINE BOOKING CALENDARS:

Tip – Online booking calendars are great and can typically be integrated with whatever calendar you currently use to organise your time. It allows you to drastically cut down the length of time it takes to organise meetings, phone calls and follow ups. Simply send a link to your online booking calendar to someone and they can pick any time that suits them, no more back and forth.

They're also great for allowing discerning potential customers to not have to call, email or jump through other hoops in order to organise a time to talk. The best part is, they can do this at whatever time of the day/night that suits them.

Tool: ScheduleOnce (This is the one I used on this course)

Website: www.scheduleonce.com/pricing?refcode=MWP113

Tool: Calendly

Website: www.calendly.com

Tool: Acuity

Website: www.acuityscheduling.com

ALL-IN-ONE MARKETING PLATFORM:

Tip – All-in-one marketing platforms save you a bunch of time and confusion. While they may take a bit of time to orientate yourself with, once you get the hang of them, they are incredibly efficient. They can incorporate a lot of online marketing tools into one easy to use system e.g. email, funnels, online calendars, shopping carts, product pages, marketing automation, countdowns, websites, landing pages, lead magnets, online courses, membership sites etc.

Tool: Kartra (This is the one I use, in fact this site is built on it)

Website: www.kartra.co.nz

Facebook Support Group: www.facebook.com/groups/kartra/

Tool: Hubspot

Website: www.hubspott.com

Tool: InfusionSoft

Website: www.infusionsoft.com

Tool: Go High Level



Website: www.gohighlevel.com (good for agencies)

Tool: Click Funnels

Website: www.clickfunnels.com

Tool: Fast Funnels

Website: www.fastfunnels.com

OUTSOURCERS AND FREELANCERS:

Tip – Outsourcers are a great option for getting additional technical and design support at reasonable prices. You can find outsourcers and freelancers at a fraction of the cost you would normally pay someone, and you can generally find help with almost any task you're trying to complete online.

Make sure you ask good questions when hiring someone on these sites, always look to either interview someone or ask them more questions. Always look for proof of previous work and almost never take the cheapest person as you will likely get burned (they're the cheapest for a reason).

Tool: UpWork (This is the one I use most)

Website: www.upwork.com

Tool: Unicorn Factory (New Zealand based)

Website: www.unicornfactory.nz

Tool: Speedlancer (Australian owned)

Website: www.speedlancer.com

Tool: Freelancer

Website: www.freelancer.com

Tool: Toptal (Higher end top-tier talent)

Website: www.toptal.com

Tool: Fiverr (Low end, cheap and dirty)

Website: www.fiverr.com

PROJECT MANAGEMENT TOOLS:

Tip - When you're working online, and/or you're working with other people online, it's important to manage your projects effectively. An online project management tool allows you to effectively manage groups of people, assign tasks and keep to deadlines. It also serves as a great visual aid which people can refer to in order to see how specific projects are tracking. You'll find many have free versions available.

Tool: Asana

Website: www.asana.com



Tool: Monday.com

Website: www.monday.com

Tool: Trello

Website: www.trello.com

VIDEO UPLOADING AND HOSTING SERVICES:

Tips - Hosting videos online can take up a lot of storage space as they involve large file sizes. Having a good video uploading service can also allow you to create personalised videos and send them to customers/potential clients.

All of my modules are hosted in Vimeo and then I embed the video into Kartra. This helps with the speed at which a video can be played by you, the end user. It also means I'm not using up lot's of space on my own server/hosted services.

Tool: Youtube

Website: www.youtube.com

Tool: Vimeo

Website: www.vimeo.com

Tool: Kartra

Website: www.kartra.co.nz

SCREENSHARING TOOLS:

Tips - Screensharing tools are one of the best, yet underused tools when working online. They allow you to record your screen, and narrate before sending it to someone. Normally it only requires you to send a link to the end user for them to be able to watch it.

If you're working with others online, it allows you to give feedback while using visual aids. This method cuts down on miscommunication and allows for greater clarity.

Screen sharing is also amazing for sending instructions to customers, or talking through technical aspects of your services. Or, simply for problem solving. I personally use Screencastify.

Tool: Screencastify (Chrome Extension)

Website: www.screencastify.com

Tool: Loom

Website: www.loom.com

ONLINE FILE STORAGE:

Tip – Having a central place online to store all of your documents, pictures and anything you might need is essential. It also allows you to collaborate easily with others online. All of my downloadable documents on this course are saved through Dropbox.



Using an online file storage also allows you to share larger files easily with others.

When I work with outsourcers and freelancers online, or even with other team members, we will save and work out of shared folders. To do this, I use Google Drive for most things and it is easily one of the best tools I use online.

Tool: Google Drive

Website: www.google.com/drive

Tool: Dropbox

Website: www.dropbox.com

Tool: WeTransfer

Website: www.wetransfer.com

CREATING ONLINE FORMS:

Tip – Having online forms can be a great way of getting information from potential customers. You can create surveys, or even set up online contracts for people. Most all-in-one marketing platforms will take care of this for you, but if you're looking for some free and easy to use solutions then you can find them below.

Tool: Kartra (paid)

Website: www.kartra.co.nz

Tool: JotForm

Website: www.jotform.com

Tool: Google Docs

Website: www.google.com/docs/about/

STORING ONLINE PASSWORDS:

Tip – Working online and generating leads online requires a number of passwords for the various software and tools you will use. Having an online vault where you can store all of your passwords is a complete life saver!

Many of them are free to use and exceptionally straight forward. They will prompt you when logging on to a site if you'd like it to store your username or password, meaning you won't have to enter these details again the next time you visit the site. This is ideal when passwords can often require special characters, numbers and upper/lower case lettering.

Additionally, you can even get your online password storage tool to generate complex passwords that it will save for you, meaning you don't have to think of a password, you don't have to remember it and you can have as many passwords as you like.

Tool: LastPass

Website: www.lastpass.com



AUTOMATED LINKEDIN TOOL: (Chrome Extension)

Tip – LinkedIn is a great tool for meeting and connecting with potential clients online. Below is a tool which can automate a lot of outreach for you. You can set it up so it can search for specific job titles and automatically send people a connection request.

You can then set it up to automatically message people with follow up messages and a range of different actions. Couple this with a good lead magnet and you've got lead gen happening on autopilot.

Tool: Dux-Soup (Chrome Extension)

Website: www.dux-soup.com

FREE ONLINE SURVEYS:

Tip – Using an online survey is a great way to learn more about your customers or potential customers. You can also create lead magnets such as free tests to online health checks.

It's also a great way to gain critical insights into your Ideal Customer.

Tool: SurveyMonkey

Website: www.surveymonkey.com

CREATE ONLINE QUIZZES:

Tip – Ever seen those addictive quizzes on facebook or online? Or have you ever wanted to create a quiz in order to give your client's more insights or to help problem solve? Then this tool is for you.

Tool: Try Interact

Website: www.tryinteract.com

ONLINE VIDEO CALLING, TEXT AND PHONE CALLS

Tip – With the rise of all of this wonderful software and tools which I've listed in this document, there are becoming less and less reasons why the world can't become your marketplace. Online messaging, video calling and audio call software means you no longer have to be in the same location as someone in order to service them as a client.

Ideal for consulting or other service-based businesses such as digital marketing or life coaching, you can have clients all around the world and meet with them via video calling. The best part, all of the below options have free versions.



Tool: Skype

Website: www.skype.com

Tool: Zoom

Website: www.zoom.us

Tool: Discord

Website: www.discordapp.com

DIGITAL SIGNATURES:

Tip – Sometimes we need to get a signature on documents, this can be tough or time consuming if we are in different locations from the intended recipient. Good news is, there are tools out there that can get you a digital signature.

Tool: Smallpdf

Website: www.smallpdf.com

ONLINE PAYMENTS:

Tip – Getting paid is the lifeline of any business. Luckily for us, it's getting easier and easier. Accepting payments via an online payment tool will allow you to accept all forms of payment within minutes.

You won't have to fork out hefty sums in order to get a merchant bank account, or worry about expensive custom website builds. Simply set up an online payment portal using one of the tools below and you'll be good to go.

I personally use Stripe and am a massive fan of it. It's super versatile, easy to use, easy to set up and has some great backend tracking/features.

Tool: Stripe

Website: www.stripe.com

Tool: Paypal

Website: www.paypal.com

THE ULTIMATE CONNECTOR:

Tip – Regardless of which online software or tools you decide to use, there will most likely be features that you wished it had. Introducing Zapier, this software basically allows tonnes of different online tools or software to talk and communicate with each other.

If you like a piece of software but you need it to complete a task which it currently doesn't do, then try zapier to get to work in harmony with another piece of software which completes the task you want it to do.

Tool: Zapier



Website: www.zapier.com

BUILDING APPS AND WEBSITES WITH NO CODE:

Tip – If you’re thinking of building a new app or trialling an extravagant new website – chances are you can build the first version relatively cheaply, easily and quickly to get it up and running in a matter of hours.

Many people think you need to spend tens of thousands of dollars to get up and running, but that’s simply not the case. Bubble is well known in the ‘No-Code’ community and is used by developers from AirBnB, Spotify and many other major online platforms.

Tool: Bubble

Website: www.bubble.io

TRACKING THE AMOUNT OF TIME, YOU OR YOUR TEAM SPENDS ON PROJECTS:

Tip – A good way to track the hours your remote team is putting in each day, and also to get a greater overview of how long each project is taking is to utilise online time tracking tools.

Many of them have a free version to get started. They are also really powerful for understanding your true costs associated with delivering a service

Tool: Time Clock Wizard

Website: www.timeclockwizard.com

Tool: Clockify

Website: www.clockify.com

ONLINE MARKETPLACE BUILDER:

Tip – Want to create the next AirBnB, E-bay, Rideshare web application? These tools allow you to create an online marketplace in minutes or hours.

Tool: ShareTribe

Website: www.sharetribe.com

Tool: MarketPlacer

Website: www.marketplacer.com

WEBINARS:

Tip – Want to present professional information, run an online workshop or deliver professional presentations to your clients? Using a good webinar tool will allow you to deliver this virtually and is a much more personalised approach online.



Tool: Zoom

Website: www.zoom.us

Tool: Webinar Jam

Website: www.webinarjam.com

TEAM VIEWER:

Tip – If you're managing remote workers and you're concerned they're not using their time productively, or you're worried they aren't staying on task while working remotely, you can use team tracking/viewer software to help.

These tools allow you to pop in and see what your employees are working on within defined work hours. E.g. between 8.30am and 5.00pm.

Tool: TeamViewer

Website: www.teamviewer.com

Tool: Splashtop

Website: www.splashtop.com