



Online Survival Gear

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Ladies and gentlemen, welcome to another episode of My Unfair Advantage. In this episode, we're going to be talking about internet marketing survival gear; online survival gear. Those little things that make life easier online. Someone recently asked me the questions, "Hey Omar, what tools do you use? What do you use everyday?" There are so many. There are some that I use every single day, there are some that I use every single day that I couldn't live without. There's some that I couldn't live without but I don't use every single day. There's a lot of little things that I use that are free and there's a lot of little things that I use that I've paid for.

I asked myself that question. I said, "Let me write down the really, really, really, important things should come right to mind." I kind of created this list of my online survival gear, the little softwares and things that I use on a regular basis. Some of them are free. The great majority of them are actually free, and then some of them are actually software tools that I use in my business that are not free. I wanted to give you an idea of what it is that I use and how it is that I use it.

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When I created this list—I hope I didn't duplicate anything. There may be something doubled here. I actually have two lists. You'll notice that I have different colors. Green is something that I definitely, definitely use every single day. Then, the orange stuff that I pretty much use everyday, almost everyday; every other day, or a couple times a week. The ones that are in black are stuff that I use all the time, that I need in my business, I

just don't use them every single day. Maybe it might go a week without me using them. By far, these are very, very important pieces of my business.

The first one that comes to mind—believe it or not, right up at the top of that list—is called Dropbox. Do you use Dropbox in your business or even for family? It doesn't necessarily have to be in your internet business. Dropbox is awesome, it's a file storage system that enables you to access things from any computer. This is awesome if you're using multiple devices. It literally creates a network that—you know how when you're at work, everybody's computer logs onto the network and there are certain network files and shared files? You can create local networks at home with your router, and you can connect to the network through multiple devices across multiple platforms. You can be on a Windows PC, somebody else can be on a Mac, but everybody's logged into the network, sharing files, and things like that. That's kind of what Dropbox does.

Think of Dropbox as a hard drive somewhere in outer space. I can drag and drop to and from that hard drive from any machine. I can give access to that hard drive or folders on that hard drive to specific people. I can have a folder in there that I share only with Melinda. We drag and drop certain files between each other there. We share things with one another, and we can drag and drop files between each other's computers in Dropbox.

Dropbox is really affordable. As a matter of fact, I think it's free, right? If you start out, the entry level is free. Then, if you want more memory, it's

like \$9 a month or something like that. I don't know the exact amount, but you pay by the amount of memory you get. I don't think we even have a real Mac Daddy plan, it's really cheap. It's \$9 a month. You can literally store your entire drive on there, back ups and stuff. It's awesome.

As a matter of fact, this webinar, this video right now that I'm recording, I'm recording it remotely, I'm not home. I'm at an event. All the files like the video files, the audio files to start the show, the background screen—all that stuff was on Dropbox and I just accessed it from there. I literally just clicked on the little Dropbox icon on my computer, I went up, and I was like grab this, grab that, and all the important files that I might need to access when I'm away are on Dropbox.

Not just that, but sometimes when I just want to get something from—have you ever sent an email to yourself with an attachment because you needed it on another machine or something like that? Everybody's done that. “I got to have this, let me archive this. Let me just send it to myself.” There's no need to do that with Dropbox, it's literally a virtual hard drive in the cloud. If I got a PC next to my Mac, or maybe I have my desktop computer and my laptop. I want to get something from my laptop over to my PC, or to my desktop. The easiest thing to do is I just drag it into Dropbox, and the moment I put it in Dropbox, I literally see a little message pop up on the other computer saying, “Hey, a new file has been added to Dropbox.” It's so cool because I can just click on that message, then I can see my list of files, I can see somebody just added something to Dropbox, let me see. Really, really cool, useful tool.

Another one that I use all the time, 1 Password. This is something that I just started using. 1 Password really is cool because it saves all my passwords in one spot now. It remembers the passwords to all the different sites that I go to all the time, and all I need to do is remember the 1 Password password. I just need to remember one password, and 1 Password remembers unique, long, complex, password strings for every website. It helps with security. Also, when you start getting to the position that we're in where we've got a lot of sites that we manage, a lot of different admin panels, you don't want to have one password for everything that you're using for everything. By using a service like 1Password, what this does is it enables you to have different complex passwords for each one of your sites but you yourself access them through 1 Password. Very, very powerful.

Here's another one. This product is in the process of change. It's going from being Jing to Snagit and it kind of saddens me because Jing was free and very, very useful. It enables you very quickly to record your screen or take a snapshot of your screen. It automatically puts it online and you can share the link with somebody, very good tool for outsourcing, for communicating with your team. It's now moving over to the paid version which is Snagit but still very powerful tool. You can do this with the Easy Video Suite now, at least the recording video part which is really cool.

This one's important. Pretty much all of the Google tools in one way or another, the entire Google suite of their free tools, I use in one way or another. Some of them I use constantly, some of them I use every once in a while, some of them I use once a month. Melinda is ecstatic about Gmail, she was one of the people that I converted and she became one of the biggest Gmail fans. Now, she just made this phase, I just looked over and

she's like, "Uh, AOL, what's that?" Gmail is very, very powerful. I just turned to her before we started this, while I was putting the slides together and said, "Hey, name a couple of Gmail features that you love." She's like,

"Oh, God." She's just rambling them off. I said, "Hey, hey, just a few."

One of the things that she mentioned which is very, very true—and I kind of take it for granted—the From and Forward feature. A lot of people used to use Pop3 email filtering to be able to take their server email addresses and point them to something like Microsoft Outlook or Mac Mail. What ends up happening there is you've got to go and configure a way that you can send an email as the email address from your server. Let's say I have a website which is called My Unfair Advantage but I want to be able to send email as admin at myunfairadvantage.com. I want that to be the from address. In order to do that, I would have to set up some sort of a Pop3 so I'd need an email manager on my computer that would connect to that server email address using Pop3. The process of setting that up could be a pain in the ass, but it becomes very, very simple with Gmail.

You set this up once, you send yourself this confirmation number—I haven't done it in a while, Melinda's more familiar with the process. It gives you this confirmation number just to prove that you do own that email. Now, you can send from any email. You literally can forward all your emails from every account, you can even forward your AOL and Yahoo! emails to your Gmail. In case you have old email accounts with this services and forward them, you can put them into specific—you can create

filters, and labels, and things. It really makes the management of email a lot easier. Let's be honest, email is a time hog. It's one of the biggest time hogs that we have in our business. You're constantly in your email everyday, multiple times a day. It's a big time hog. Getting that down to a science, I get jealous sometimes when I see Melinda she's got her inbox to zero. Literally, her inbox is at zero. She loves it, she's making faces right now. It's very, very powerful.

Gmail also has a feature called labs. Melinda could probably talk you a little bit about labs. Labs are something, it's almost like plugins for Gmail. It's almost like you're able to go and add little features and functions. Gmail also has themes. I know some of the ones that Melinda uses are really useful for her support. One of them that she talks about all the time is canned responses. Can you tell us a little bit about what that does?

Melinda: Basically, what I can do is I can pre-write different responses. For example if you guys are sending me bonus requests, I'm basically sending you guys the same information except your login details. I can create that email so all I have to do is go into my canned responses, click on it, and all I have to insert is your login details instead of the URL and maybe hi, how are you, thank you for being a part of our site kind of thing.

Omar: You can have dozens of pre-written responses that you pull up from a dropdown. Right away, you can skim the person's email and say, "Oh, they're looking for their password reset details." Boom, let me get my password reset canned response, drop it in there, let me reset his

password, drop his new detail in there, boom, that's done. I didn't have to type anything in. What if you get one that you don't handle all the time? What if you have somebody that's in a unique situation, you had a response for it sometime. You get asked this question once a month, it's not something that you respond to everyday. You can find that response and know how you've answered it in the past in your canned response.

Melinda: Sometimes, I have canned responses that of course I'll have to modify for a person. Let's say they sent me a bonus request but they also had a question in there. I'll go in there and I'll use that canned response then I'll modify it to answer their questions.

Omar: They have a lot of other little labs and little features that had you send an archive.

Melinda: That's why you say that I have my emails at zero. You don't use your archive button.

Omar: I do, I archive everything. My archives are abused.

Melinda: You don't use it properly. I used to send an archive on map. Basically, when we reply to an email, I hit send and archive, not just send. That way, it automatically is removed from my inbox and is archived.

Omar: But you can still pull it up, you can do a search for that person's name or by that issue.

Melinda: Or I can just mention a word that was mentioned inside that email. I can just type it into the search bar and it will pull it up.

Omar: What other kinds of things can you do with labs? I know you used the calendar. I know you have multiple calendars, it upsets me, actually.

Melinda: I actually have two now, only.

Omar: You only have two?

Melinda: Yes.

Omar: Because it's like what's the purpose of the calendar when you have nine of them to keep up with.

Melinda: It's not just that.

Omar: Do one calendar. The Mayans decided this long ago, and you're here trying to find Mayan science here. Explain how Google Calendar, what's cool about it, what sucks about it?

Melinda: I like that I can automatically send you an invite, so to speak.

Omar: I like that I can automatically ignore it.

Melinda: It will automatically go in your calendar as well. Usually, what I would do is I'd log into your email account and go on to your calendar.

Omar: Who said you could do that?

Melinda: I don't need permission, I married you.

Omar: Oh, so you did me a favor?

Melinda: I'm doing you a favor, yeah.

Omar: I keep changing my passwords.

Melinda: Yeah, and I'll just find it. You're going to need them again, anyway.

Omar: I'm going to change my relationship status on Facebook.

Melinda: How are you going to use my line? I told you I was going to change my relationship status on Facebook.

Omar: But you said you were going to block me.

Melinda: You said you're going to block me, I said I'll change my relationship status.

Omar: Whatever, so Gmail and Google Calendar. How does that help?

Melinda: With the Google Calendar, I just like it because it keeps me organized. I can set reminders. I can remind myself a week in advance that I have a webinar coming up to make sure I have something.

Omar: Yeah, but we can do that with any calendar. Why Google? What's so special about the Google calendar?

Melinda: It's part of my Gmail, it's all right there, I don't have to go somewhere else to open up a calendar. All I have to do is click on one button inside my email for which I'm in every day anyway. I have access to it.

Omar: One of the things that I like about it is that you can share your Google Calendar with other Gmail.

Melinda: That's why I had several calendars because let's say we have a partner and we don't want a partner seeing all my personal stuff on my calendar or certain things that you and I share.

Omar: Like all the naps you take.

Melinda: I don't have a nap schedule.

Omar: That's a problem.

Melinda: I don't have to have our partner—

Omar: Know that we want to take naps or that we do Naked Wednesdays.

Melinda: Shut up. No, that my mom's birthday is coming up, or something like that.

Omar: You don't want your mom to know that your partner knows that we have Naked Wednesdays.

Melinda: My mom probably has Naked Wednesdays.

Omar: Your mom wants to meet some of the partners so that she can truly have a Naked Wednesday of her own.

Melinda: I like that we can share calendars. A good thing about sharing calendar, when you're creating a new event or something, you can make it private so only you can see it. That way—

Omar: You have private events in your calendar that I can't see?

Melinda: I do, they're called birthdays.

Omar: How come you can jump into mine and see all of my stuff and login as me?

Melinda: Because you get confused.

Omar: I married you.

Melinda: You get confused. Like you said, you have too many calendars.

Omar: But you do.

Melinda: But you have access to my calendar. If I do not put some things private like a birthday, my niece's birthday, then you'll see it on your calendar and you'll say, "Oh my god, I got so much stuff on my calendar, I can't tell what's what. When do we have a webinar," kind of thing.

Omar: Yeah, but I don't say it like that.

Melinda: That's how you say it. That's how you sulk through the wall.

Omar: What about drive docs, what the hell is all that about?

Melinda: You know what it's about.

Omar: I know, but I'm asking you because you're doing a good job of explaining these things.

Melinda: Basically, you can share documents with anyone who has a Gmail account.

Omar: I like these because you can share them with anybody. You don't necessarily have to have—okay, you say it.

Melinda: You can see things in real time, making corrections, and stuff like that. It's pretty cool. If you're typing something, I can delete it at the same time while you're typing it.

Omar: And while you're typing something, I can delete it too.

Melinda: Whatever, and you can also make comments on it, but you can do that with anything.

Omar: The cool thing about drive is that you can create documents just like with Office, for example. Think of a real time shareable interactive Microsoft Office. I can literally have a document that I share with other people that is a live existing document where I can be logged into that document at the same time as the person that I've shared it with. We can

change the document, we can modify it. There are types of documents like literally letters, there are spreadsheets. Let's say you have partners that you are working on a project with, you can have a financial spreadsheet where you have tabs at the bottom just like you would on a regular spreadsheet in Microsoft Office. You can have tabs at the bottom and you're sharing this document with people. You can give people permission to edit, you can give people permission to just view, you can share the document through a link with certain people. It's really, really good.

Melinda: I just wanted to mention another cool one with Gmail. I do use also the send feature where it actually is a late send. Let's say you can send—oh crap, I forgot. You can undo it real quick. That's a good feature that I use. There's also another one I thought of, I can't think of it. I really use a lot of the labs.

Omar: How important is Facebook?

Melinda: Not as important as you.

Omar: Not as important as I am?

Melinda: Not as important as Facebook is to you.

Omar: Okay.

Melinda: You are on Facebook a lot.

Omar: I'm on Fatbook, thanks, I'm on fucking fat book. Thank you, you're awesome.

Melinda: I've been tired all day. You are on Facebook more than I am.

Omar: I live on Facebook.

Melinda: I know you do.

Omar: I have a responsibility to my followers.

Melinda: Yeah, I hear that all the time.

Omar: I have to keep them informed. They turn to me for the state of affairs in everything. They need to know. People are listening to me right now because they're concerned about things, the way they're going, what's happening. I need to keep them in flow. How important though is

Facebook in business for you and would you say in our business in general, what kind of things do we accomplish in Facebook?

Melinda: Networking, talking to our affiliates, talking to our customers. We use it a lot.

Omar: It's not just branding, I think a lot of people go in and they use Facebook. Facebook really, it's the kind of tool that you can use it many ways. It's like a hammer. How many things do you do with a hammer? You can hammer a nail, you can pull a nail out of a wall, you can put a nail into a wall. You can thank stuff.

Melinda: How many people have broken a hammer? Oh, sorry. Don't give me that look. I just never met anyone who broke a hammer before.

Omar: Explain it, then. They don't understand.

Melinda: You lost a battle to a nail, basically. You try and pull out a nail, you broke the hammer.

Omar: She doesn't need to tell the story.

Melinda: I know I don't, you're the better story teller.

Omar: Anyway, you can use Facebook however you choose. You can choose to use it for branding, you can choose to use it to get in touch with your high school friends, you can use it to post pictures of your cats or whatever, or you can use it to keep in touch with me. I see it as a communication method. It's just as important. As a matter of fact when you come into my office, what do you usually see on my screen with the Facebook across the bottom of my screen?

Melinda: You have ten chats open.

Omar: That's because I have a responsibility to my peeps. I do. What happens is it's just as important as Skype to me. I use the Facebook chat more than I use Skype, more than I use G Chat. The only person I really use G Chat with is you because you're always on Google.

Melinda: I love Google. I love Gmail.

Omar: I know, and I'm always—

Melinda: I don't use Facebook chat hardly ever. Mine is usually turned off. It's because I have these Indian guys that are always trying to hit on me.

Omar: They are? Really?

Melinda: Yeah, so I deleted them and I stopped keeping Facebook on.

Omar: That's what you're doing with the private dates on your Google calendar. You're setting up chat time with the Indian guys. Okay, right. Anyway, Facebook enables me to communicate with potential affiliates. I'm also a member of at least 30 different Facebook groups that have to do with either joint ventures, customers, products that I have. It's important for me to get in there and answer questions for people and just to learn. It's an awesome tool for me, I love it. You guys know, I'm a loudmouth on Facebook. I push people away that won't like me, and I bring people close to me that do like me. It serves two purposes. It gets rid of the people in my life that I probably didn't want to have any interaction with.

If you think right now for one minute that you shouldn't be interacting with everyone and trying to please everyone in business, you're hugely mistaken. Some people say, "Oh, Omar, you shouldn't talk about politics. Oh, Omar, you shouldn't talk about religion." You know what, no. Talking about those things is fine, imposing your opinion and your will and your beliefs on someone else, that's not cool. Making somebody feel

uncomfortable about religion or politics or any of that stuff, that's not cool. Me saying that I love Jesus Christ and I'm a Christian, I don't see anything wrong with that. As a matter of fact, the people that I push away when I say that are probably people that I didn't necessarily want to be around anyway. I actually love the effect that it's had in my business.

A lot of people say, "Omar, you're going to lose a lot of customers when you talk about God or when you talk about this." Yeah, but I'm also going to gain a whole lot of customers, and they're the ones that I want to work with. You can look at it however you want to. I use it as a branding tool, Facebook, I use it as a communication tool. It's a very, very—it's always open. I always have a screen in front of me. You guys know I work with three screens. One of them always has Facebook open, Twitter, eh, for the kids.

Magic Jack, I want to move through these quickly. Magic Jack is—Melinda loves Magic Jack. Tell us about Magicjack, what does Magicjack do for you?

Melinda: It allows me to have a landline—I guess you can call it landline—using your computer. I don't have to make phone calls through my cellphone.

Omar: It's not a landline.

Melinda: Yeah, it's not a landline. That's why I said—

Omar: It's internet, it's kind of like Vonage.

Melinda: No, it's not like Vonage. Stop it, I'm going to go sit down.

Omar: No, tell them about Vonage.

Melinda: I don't like Vonage.

Omar: Why not?

Melinda: Because they're rude and nasty, why are we talking about Vonage? Half of the people probably don't even know what Vonage is.

Omar: Yeah, they do. Magic Jack. What is it?

Melinda: It's a phone.

Omar: It's a jack, it comes into your USB cable.

Melinda: Actually, they have a new one that goes through your wall.

Omar: How do you use it in customer service?

Melinda: I call back people using that phone.

Omar: Do people dial you in on that?

Melinda: If I want someone to call me back, I give them that number instead of my cellphone.

Omar: Gotcha. Grasshopper, might as well jump over to the right hand column there at the top. I just mentioned Grasshopper right now since we're talking about it. Grasshopper is a very important tool for us, it's very powerful. Grasshopper, you can't go sit back down, here, have this seat.

Melinda: I don't want your seat.

Omar: The reason that Grasshopper is important is because we have several Grasshopper numbers. It's a 1-800 number for our business that automatically sends us a notification via email and via text. It sends us an MP3 recording, it lets me know somebody's trying to get a hold of us. This

is an awesome thing because it's very affordable, very cheap. You can keep in contact with people and you can have a toll free number for your business.

Here's another one as far as communication; Google Voice. Google Voice is really cool. If you can get yourself a Google Voice account, I remember it was a pain in the ass to get mine and I don't know how easy it is to get one nowadays. Google Voice, you can call out from it, you can call in from it, you can send text messages from it, you can record telephone calls with it. I use it for coaching calls, I use it literally—you can give somebody the number and say, "Hey, call me through Google Voice." When somebody calls me through Google Voice, I pick it up and it says, "You have a call from such and such." It says their name. It's almost like a collect call but it's not a collect, it's a free service. I press the number four and it records and it says, "You are now recording this call," instantly.

Get this, after I'm done with the call—it could be a one hour call—instantly, that recording is available inside of Google Voice. I could forward it, I could email it, I could download it. There's even a transcription there of everything that was said on the call, how cool is that? It uses that text to speech conversion kind of stuff. Neat stuff there.

Here's another one, this is one that I use every single day. Melinda, eh, not so much. I use this one with my top JVs, Voxer. Voxer is actually an iPhone, it's a smartphone app because you can have it on Android as well. Voxer turns your phone into a walkie talkie style communication device,

and you can talk to anybody around the world with it. I press it and it just goes like—I'm going to Vox somebody right now, I'm going to Vox Lonnie. Lonnie is actually on this call right now, I'm going to Vox him. Let's see, where is Lonnie. Lonnie was Voxing me earlier during the call. "Hey Lonnie, I think you're on the webinar, I hope you're still on the webinar. I'm just Voxing you to see if you Vox me back so that I can show everybody how cool Voxer is." Let's see if Lonnie responds. He's not responding. "What's up, big guy? I am enjoying this presentation. Glad to be on My Unfair Advantage and demonstrating the awesome power of Voxer." As you could see, it actually works really well. You can instantly communicate with JVs, affiliates, and it's one step closer to breaking the digital divide. Facebook and communicating through people that way, it actually brings you a little bit closer than email because they're seeing you, they can click and see photos of you and your family, they can see what things you've been posting. They can learn a little bit more about you, they can even chat with you. It's still a bit impersonal.

When they get that audio connection with you through Voxer, it's even cooler. It's almost like a phone call which is a lot more personal than a chat or an email. Voxer kind of brings the digital divide, it bridges things together a little closer. You can add all of your friends from Facebook onto Voxer and you can communicate with them. You can even create threads with multiple people and communicate with multiple people at the same time.

Voxer—my last launch—I created a thread with the top ten JVs on Voxer. That thread was responsible for us making at least six figures. I used

the thread to get them excited and to get them competing with one another to try to win prizes for my launch. It cost everybody there to mail against one another. "I'm gonna beat you now." I was an instigator, basically. Very, very powerful. Alongside that obviously, iChat and text messaging with the affiliates, you always want to get people, especially your affiliates and partners, you want to move them through that digital divide. You want to go from email communication to chat communication to voice communication, and eventually to personal communication because it's the best type of communication, you're standing in front of somebody. Methods of breaking the digital divide.

I'm going to move through these rather quickly. Sucuri, this is one that I've started using recently. We already covered Grasshopper. Sucuri is one that I started using recently. It automatically checks the health of my websites. If anything's been hacked, if there's any malware, if there's any bad code, if there's anything going on in my server. It checks every three hours, it checks every single page for malicious code. If there's a problem, they notify me and they fix it, which is awesome. That's a service that I pay yearly for.

Siteuptime, this is a service that pings every 30 minutes. It checks my certain logs onto my website to make sure that my sites are up. Whenever one of my sites go down, I get a text message, "Hey, you got a site that went down." Then, I can jump on and get on with my hosting company. Remember, what you're doing is full time. If you're making \$2,000 a day with your business, you can literally quantify that. \$2,000 divided by 24, what's the math on that? \$200 an hour, \$100 an hour, whatever it is, a little less than \$100 an hour. If I'm down for five hours, then I just lost \$500 or \$400 or whatever it works out to. It's important that your sites are

up all the time. If you didn't notice until you logged in the next day or you checked it—it's your business, man.

If you ran a grocery store and you closed the store at 7PM or 6PM at night. You go home and somebody breaks into your store or breaks the window, you've got to be notified. You got to have an alarm company that notifies you. Site uptime is kind of my alarm company. They let me know, "Hey, you got to do something, you got to call your hosting account," or whatever.

The next ones here, I put them in orange because these are ones that I do use frequently, just not every day particularly. Skype is great. I use Skype when I need to do an online—I don't necessarily use the chatting in Skype a lot. There are some clients that I communicate with Skype. There are some people that just prefer Skype over G Chat or over Facebook. I just communicate through there. It's also a quick way. When you're chatting with somebody, you can just click the call button and now you have an audio conversation going on. And, that audio conversation can be recorded, and you can share your screen if you have to. It's really cool.

GotoMeeting and GotoWebinar, I'm actually using GotoWebinar right now to broadcast this presentation. GotoWebinar is a service that I use very, very often. I use it for various things. It comes together with meetings so I can have group calls with several people in my business. Maybe I can have a call with a programmer and a designer at the same time, we can have a conference call with a partner. GotoWebinar allows me to run

webinars with hundreds and hundreds of people in attendance where I can present sales messages or training like I'm doing now. A very, very powerful service, but that is a paid service. There is a merit with putting it on this presentation.

INSERT IMAGE [00:31:08]

I'm going to really blast through all of these. The most important ones—again, these are paid ones. Screenflow is a software that I use pretty often. It's a video editing software. I use Screenflow at least three to four times per week because I'm editing some sort of video. I do a lot of video work in my business.

Easy Video Suite, obviously, I use that to host my videos and I play my videos. I actually host them on Amazon S3 which connected to my Easy Video Suite. Amazon S3 is probably one that I should've added to this list and I didn't. I log into Amazon quite frequently, that's where I serve my media from. It's like a hosting company where I store files.

Eyedropper, this is a cool little tool when you're doing graphics. Eyedropper puts on my computer, on my desktop, this tiny little dropper image that I can grab any color from anything that I'm displaying on my screen. I can pull exact text color codes from the internet, from any image, from anything on my computer. It's really cool, and I can drag it from Voxer. If I'm trying to match a color or something.

GIMP, obviously, the poor man's Photoshop. I got used to GIMP. I love GIMP. I'm the GIMP ninja. It's quick, it's easy. They actually complicated GIMP a little now with the latest upgrade for Mac. I'm not very happy about that. Still, in comparison to Photoshop which is \$600, GIMP is a really quick and easy way. There's other ones now like Pixlr which you can do directly online.

Anyway, Keynote. I'm using Keynote right now. This presentation that you're watching was typed up in Keynote. Keynote is also a paid program, it's for Mac. It's the equivalent to Powerpoint on a PC. I use Keynote at least once or twice a week.

Time&date.com, I had to mention this resource because whenever I need to make a countdown timer for a website, I go to time&date.com, I use their free countdown script which is super cool.

Obviously, WordPress. WordPress is the platform of choice for building websites nowadays. It's easy to use, there's tons of themes, there's tons of plugins. Speaking of plugins, the Easy Video Suite plugin for WordPress goes hand in hand with Easy Video Suite. That's how I embed my videos on my WordPress websites. Some other plugins that I use, plugins and themes that I use often with WordPress, I thought they'd be important to list here.

AudioPlayer is a really cool little plugin that puts a little player control button so that you can play MP3s. Let's say I have a recording of some information, a recording of a module or something like that. I can actually play it, I can display a little play button for my visitors. Optimize Press is the theme that we use on all of our membership sites, and Wishlist member is the membership script that keeps track of our members; who paid for what membership level.

Another plugin that I didn't list here that Melinda just pointed out that we use very often and we pretty much install in all our WordPress sites is the WordPress affiliate builder plugin. That's actually one that we custom built—we have several plugins that we've custom built just to make WordPress work a little bit better for us. WordPress affiliate builder is actually one that we're going to be releasing here very quickly. It's an easy to use affiliate tools page creator. As you know, getting JVs and affiliates to mail for your product is a huge way for you to make money. WordPress affiliate builder helps you create tools pages for them to do that.

Akismet, I wasn't a big fan of Akismet. I used to delete it. You know what, I now activated Akismet on all my sites that I use comments because it's just a good job of keeping out the spam comments. If you've got a site that you keep getting those spam comments where people just post irrelevant stuff. What they're doing is they're posting comments on your blog to try to get backlinks to their own site. As a matter of fact, a lot of these companies that you hire to do SEO and to optimize your site so that you get high up in Google, what they do is they employ people to just go and post back links on blogs. They just post comments on blogs, 20, 30, 40

links at a time. Akismet helps to stop that. If you get yourself an Akismet key and activate the Akismet plugin which comes built in with WordPress, you're going to actually save a lot of that stuff from happening.

WPwebinarPro, this is a really cool plugin that allows people to register for my webinars and at the same time as I'm registering it lets them register for it. It basically uses one optin process to build, registers them for a webinar, and put them on my AWeber list.

Nanacast and Clickbank. Naturally, Nanacast is my payment platform that I manage my merchant account with. Melinda is the one that manages the merchant account site. The authorize.net, Bank of America bank account. Nanacast is the way that we process those payments. A lot of our products and the affiliate products that we promote are on Clickbank so that's another service that we use.

Siteuptime, I think I mentioned that one before on the prior slide so I had a duplicate on that one.

Speedy Profit Creator, anytime that we're creating—this probably is such a useful tool because Melinda was the one that's tasked with creating ebooks. I'll create content, she turns that content into nice looking ebooks that people can download and enjoy reading. There was a specific formula that we used to use all the time. The Speedy Profit Creator simplified that creation process for her. We turned it into a software so that whenever she

had to create an ebook, she can go in there. That software now is available to the public, it's Speedy Profit Creator.

Finally, Randy's Cool Easy Cloaker it's called. This is an old cloaker that still works great. I use this to create all my you click here.info urls. Whenever I'm promoting a product, I like cloaking links to that product so that I can dynamically control the name of the tab up on top, what displays in the browser. I do that with a tool called Randy's Cool Easy Cloaker which was a free tool back in the day.

Anyway, I know I kind of started rambling here at the end because I wanted to push through all of these. These are all pretty important things and things that I use all the time in my business. I know I'm forgetting a couple that I don't use everyday but maybe every couple of weeks I might use it. I know tomorrow, long after this replay is up and in the archives, I'm going to be like, "Oh man, I should've mentioned XYZ." There are a lot of little tools that you need in your business that you can get free, and then there are a lot of important ones that you're going to need that you can't get free. There's things that are unspoken, just necessities, hosting, your autoresponder, I'm pretty much in my AWeber autoresponder everyday. Those are kind of just unspoken necessities that everybody just takes for granted. We just need to use an autoresponder in our business as internet marketers, we just need to have a hosting account.

For the most part, the stuff that I've mentioned here are the little things that I in one way or another use every single day in my business and

someone had asked me about them and I figured I dedicate an entire presentation to telling you about them. I hope that you've been able to pick up one or two that you didn't already know about or that you didn't know that I was using as often as I do. I hope that you are able to improve and even speed up the amount of time that you spend at your computer and make it more productive because if you set yourself up for success using the proper tools, you're only going to be as fast and as productive as the tools that you have. There's a right tool for the job, use that tool for that job and you'll see how things get done a lot better. You'll enjoy yourself while you're doing that as well.

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