

# Thinking outside the box



Leverage your knowledge  
to attract more clients,  
extend your reach, and  
earn passive income

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## Resource List

### Developing evergreen assets

<https://startupbros.com/a-simple-trick-to-multiply-your-output/>

Music Therapy Online – [www.musictherapyonline.org](http://www.musictherapyonline.org)

<https://www.crowdcontent.com/blog/2016/11/07/avoid-online-obsolescence-with-evergreen-content/>

<https://hub.uberflip.com/blog/evergreen-content>

### Selling online

[https://www.shopify.com.au/?ref=startupbros&rodeo\\_token=c95cab3a-402d-4b33-93a0-fba18a4d9588](https://www.shopify.com.au/?ref=startupbros&rodeo_token=c95cab3a-402d-4b33-93a0-fba18a4d9588)

<http://www.smh.com.au/small-business/entrepreneur/the-golden-rules-of-selling-online-20140523-38u46.html>

### DIY website development

<https://wordpress.org>

<https://www.squarespace.com>

<https://www.wix.com/>

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## Domains

<https://www.namecheap.com>

<https://au.godaddy.com>

## Building your mailing list

<https://mailchimp.com>

<http://www.verticalresponse.com/blog/40-brilliant-but-easy-ways-to-build-your-email-list/>

## Monitising your blog

<https://convertkit.com>

<http://www.matthewwoodward.co.uk/tutorials/31-ways-to-monetise-your-blog/>

## Manage all your social media accounts

<http://signup.hootsuite.com>

## Video, audio & screen recording tools

Garageband – Mac

Audacity (free)

Screenflow – Mac (subscription)

Camtastia – PC (subscription)

Powerpoint

Imovie

## Business success

Think and grow rich – Napoleon Hill

How to win friends and influence people – Dale Carnegie

Rich Dad, Poor Dad – Robert Kyosaki

The 4-hour work week – Tim Ferriss

The lean start-up – Eric Ries

The Personal MBA – Josh Kaufman

## Soulful, heart led business development

Samantha Nolan-Smith - <https://samanthanolansmith.com>

## Women in business

<https://www.femtrepreneur.co>

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Denise Duffield - <http://luckybitch.com>

Love your cycle - <http://loveyourcycle.com>

## Social media & online marketing

<http://www.danmartell.com>

<http://www.digitalmarketer.com>

<http://notsofreakyuniversiity.com>