



MY ENTREPRENEUR LIFE

ONLINE UNRAVELED



Resource Guide

This guide contains all of the tools we use to build automated sales funnels for our clients, including the resources we currently use, or have used, to create our own sales funnel.

**** The tools & resources that we currently use to build our sales funnel have been marked with an asterisk***

DIGITAL SERVICES

Fiverr

www.fiverr.com

Cost: “Gigs” starting at \$5 US

Hire freelancers for digital services such as logo creation and web design, with “gigs” starting at \$5 US. Fiverr claims to be the world’s largest marketplace for digital services.

Freelancer

www.freelancer.com

Cost: Depends on the project type and the contractor used

A great resource to connect with highly skilled freelancers online.

WEBSITE CREATION

*** Squarespace**

www.squarespace.com

Cost: Plans starting at \$12 US per month

Squarespace is a user-friendly drag and drop website builder, blogging platform, hosting service and domain name registrar. Their system allows individuals and businesses to create and maintain websites and blogs.

Wix

www.wix.com

Cost: Plans starting at \$8.50 US per month

Wix is a cloud-based web development platform that allows users to create HTML5 web sites and mobile sites through the use of online drag and drop tools.

WordPress

<https://wordpress.org/>

Cost: Free but will require a hosting account and domain registration

WordPress is an online, open source website creation tool written in PHP. If you don’t have any knowledge of PHP you can use Themes and Plugins to create a website or blog within WordPress. However, knowledge of PHP is helpful for any customization.

LeadPages

<https://www.leadpages.net>

Cost: Packages starting at \$25 US per month

Landing page creation platform. LeadPages has a huge range of templates to choose from that have all been market tested. You can also incorporate forms and integrate them with your mailing list.

*** Teachable**

<http://www.teachable.com>

Cost: Packages starting at \$39 US per month

Create and sell beautiful online courses.

HELPFUL TOOLS

Entrepreneur

www.entrepreneur.com/formnet

Cost: Free

The above link has many free and useful forms and templates for businesses of all sizes. From job application forms and P&L statement templates to non-disclosure and partnership agreements, this can be a great timesaving resource.

Buzzsumo

www.buzzsumo.com

Cost: Free

Allows you to find the most shared content on a given topic/keyword or from a specific domain. You can choose the type of content you want (article, infographics, videos, etc.), sort results by major social networks, find influencers and set up content alerts.

Sniply

www.sniply.com

Cost: Starting at \$25 US per month, free 14-day trial

Sniply allows you to create a small call-to-action (CTA) popup that you can add to any articles you share, even if you don't own the article. You can then use this CTA to direct readers back to your own website, assisting you to grow your website traffic by simply sharing third party content.

Canva

www.canva.com

Cost: Free for basic use, upgraded packages starting at \$12.95 US per month

Canva is a free graphic-design tool website. It has an easy to use drag-and-drop interface and provides access to over a million photographs, graphics, and fonts. It is used by non-designers as well as professionals for both web and print media design and graphics.

*** Quora**

www.quora.com

Cost: Free

A question-and-answer social platform where users can create a profile based on their expertise and answer questions relating to various topics. Quora is a great way to show your expertise and generate brand awareness for your business. Users can upvote answers they like, giving your answer and brand more awareness so it pays to have well thought out helpful answers.

*** Deadline Funnel**

<https://deadlinefunnel.com/>

Cost: Free 30-day trial. Packages starting at \$37 USD per month

Allows you to create deadline timers that can be placed on any page of your website, including your landing page, and in your email automated sequences. You can also integrate the deadline timer with your mailing list to begin the countdown when someone subscribes.

* Hootsuite

www.hootsuite.com

Cost: Free for basic use (up to 3 platforms)

Hootsuite allows you to schedule social media posts from multiple platforms in advance. It also provides analytics to help track the progress and effectiveness of your social media campaigns. This is a great tool for saving time.

* Later

<https://later.com>

Cost: Free for basic use

Similar to Hootsuite except Later is geared mainly towards Instagram. Later's Instagram planner allows you to see how your Instagram page will look by testing various photos to ensure they fit with the overall style or look of your Instagram page. They have recently added scheduling for other social media platforms but continue to market themselves primarily as an Instagram tool.

* MailChimp

www.mailchimp.com

Cost: Free for basic use. Starting at \$10 US per month for advanced use

Email campaign and database manager. Through MailChimp you can schedule automated or one-off emails to go out to your mailing list at preferred times or based on certain actions, such as when someone subscribes to your mailing list. It is a very easy to use tool that provides a great deal of flexibility in your email timing.

Image Color Picker

www.imagecolorpicker.com

Cost: Free

A free tool that allows you to find the exact HTML/HEX value for any given color. This is a handy to use tool when you need to ensure the colors used across your business communications are all consistent.

Coolors

<https://coolors.co>

Cost: Free

Color palette generator that provides color reference numbers. It is helpful when choosing a color scheme for your brand.

Survey Monkey

www.surveymonkey.com

Cost: Free for basic use

Survey creating tool. A great way to connect with your customers and learn more about their habits, attitudes and aspirations, as well as to get their feedback on your product or service.

Websta

<https://websta.me>

Cost: Free

Instagram analytics tool that helps you find the right hashtags and groups for your industry.

* Zapier

<https://zapier.com/>

Cost: Free for basic plan.

Zapier is a web automation app that automatically performs frequent actions for your business. An example could be removing a subscriber off one mailing list and onto another when they perform a certain action.

STOCK IMAGES

* Pixabay

www.pixabay.com

Cost: Free!

Generally lower quality images but hey, they're free! A search on this site will also bring up paid images from other stock image sites.

500px

www.500px.com

Cost: Average \$50 US for commercial use of images.

High-quality images from renowned photographers. Images tend to be more artistic than regular stock images. Great for if you only want one image at a time or if you require an image that really stands out.

Shutterstock

www.shutterstock.com

Cost: Two images for \$29 US, subscriptions starting at \$169 US per month.

Subscription based high quality stock images. You can choose a package that suits the number of photos you will require per month.

Google Images

<https://images.google.com>

Cost: Free

Google Images has a filter for usage rights. Simply go to the images page, then click "Settings" > "Advanced search" and select the usage rights that apply to you. In most cases you would select "Free to use or share, even commercially". This will filter for images that you are free to use. The images are generally of a lower standard, but it is still worth checking as sometimes you can get lucky.

Death to the Stock Photo

www.deathtothestockphoto.com

Cost: Free

Sign up to this site to receive a bunch of new lifestyle photos every month. Some of these may be relevant to your business so it's worth a shot!

ACCOUNTING/INVOICING

*** Wave Invoicing**

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

Cost: Free!

A simple invoicing platform that keeps track of your receivables and allows you to customize your invoices. Option to send reminder emails to your customers when an invoice is coming due.

ANALYTICS

*** Google Analytics**

<https://analytics.google.com>

Cost: Free!

Google Analytics is a free web analytics service offered by Google that tracks and reports website traffic. Google Analytics is the most widely used web analytics service on the Internet.