

Resources

for Starting and Running
Your New Online Business

a supplement to

Start Your Own Simple Business Site

available at

<http://www.simple-business-site.com/>

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The reader is encouraged to seek competent legal and accounting advice before engaging in any business activity.

Introduction

This isn't intended to be the biggest list of things you could use in your new business. There's no need for that. You want to get used to the process before you get into a zillion different tools and techniques.

For the most part, the products in this list are free. If not, it's indicated. Some contain my affiliate link.

You can start a new business online using nothing but the free products in this list. They're all solid and dependable. All you'll need besides them is hosting and a payment processor.

Look over the software in this list carefully. It can save you hundreds, even thousands, of dollars that would be better spent learning the business.

If you have suggestions for things you'd like to see added to the next update, let me know.

If you'd like to receive updates to this file or notes and reviews on other little known tools for your business or proven and tested marketing techniques, subscribe to my newsletter [Affordable Online Strategies](#).

There's a specific reason to send you over to my site and as far as I know I'm about the only one doing this:

The subscription form asks you about your experience level, so you will only receive the **exact information** that you need. It fits like a suede glove and it definitely **avoids** information overload!

You will need to confirm your subscription.

See you there.

Case Stevens

PS

I'm a member of an great community. It's [The Internet Marketing Inner Circle](#) and the owner is my good friend Willie Crawford.

It's one of the best membership sites, because the members in there are very friendly and helpful. If I have questions about new products, or product launches, or I'm looking for JV partners, I can find them there. On many occasion, Willie himself promotes my products.

You may want to check it out! :-)

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The receiver(s) will be grateful when you do so.

I'll update this great resource on a regular basis.

You can download a fresh copy at:

<http://www.simple-business-site.com/>

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Text and Word Processing

OpenOffice - Free office suite

<http://www.openoffice.org/>

Contains a word processor, database program, spreadsheet, presentation program and drawing software. (Sound familiar?)

This is hot stuff. It not only works brilliantly as an office suite, it handles the creation of PDFs better than anything I've seen except Acrobat. And yes, it also handles MS Office file formats, which by the way are also much smaller in size!

If you're planning on doing ebooks, these are all the tools you'll need. I still have a hard time believing this software is **free**. But it is.

NoteTab - Free and paid text editors

<http://www.notetab.com/>

This is a very nice family of text editors, with free and low-cost versions. I've been using NoteTab for years, and it's one of my favorite tools.

The only problem with it is that some versions don't handle large sorting or find and replace operations well. The program bogs down and takes forever to finish.

On the other hand, it does a great job dealing with large numbers of files open at the same time.

TextPad - Low-cost text editor (paid)

<http://www.textpad.com/>

Offers a trial version. One of my favorites, because it has every feature you can expect from such a simple text editor. My favorite one being able to cut lines at any length you set.

UltraEdit: Low-cost text editor (paid)

<http://www.ultraedit.com>

UltraEdit is a tool I couldn't get by without. Among other things, it does Find and Replace operations on very large files very quickly. I have never been able to bog it down.

Ziney Pro (paid)

<http://www.zineypro.com/>

Ziney Pro is a very nifty tool to format your newsletters, including 1000+ tested and proven headlines from the best copy writers in the world, signature files, spell checker, thesaurus and calculator.

It will save you hours of writing and formatting your ezine, save money, lets you work much faster, increase your ezine quality and convert more readers into buyers.

Creating PDFs

For the most part, I recommend using Open Office to create ebooks and the like. It handles the job very nicely. There are times when that won't work. For those, here are some options:

HTMLDoc - Web page to PDF

<http://www.easysw.com/htmldoc>

If you're used to writing web pages, and want to lay out your book in HTML rather than Word, you can convert that using HTMLDoc.

The software is free. The \$99 quoted on the site is for technical support. (Don't ask.) You don't need to pay that to download and use the program.

PrimoPDF – PDF creation tool

<http://www.primopdf.com/>

Print to PDF from any application. Grab a copy of this and learn it. Very handy.

Adobe - Do it online

<http://createpdf.adobe.com>

Or, you can get it done online, for free, by Acrobat. They have an offer to convert up to 3 documents from any Microsoft Office application or standard web pages, up to 50 megabytes.

They also have a subscription service that's \$9.99 a month for unlimited document conversion. (For US and Canadian residents only.)

You have to do it through your web browser, but it's a great alternative for folks who don't have other ways to do the conversion. And if you want to make changes or multiple files, it's cheaper than Kinko's.

Software995

<http://www.software995.com/>

All products are available as FREE downloads. The free versions are fully functional, not a trial and do not expire. The free versions display sponsor pages, which may be disabled at any time by purchasing a key. None of these products contain spyware.

You have to do a bit of reading here and download three different programs, but it will be rewarding, cause you can create pdf files for free.

OpenOffice - Free office suite

<http://www.openoffice.org/>

Don't forget this one. Absolutely, by far, the best resource available on the Net to create your own information products.

It's easy to create documents and convert them with one click into pdf's.

Graphic Tools

Gimp - Powerful graphic design program

<http://www.gimp.org/>

Available for all major and a bunch of minor operating systems. This is the granddaddy of free graphic software.

Gimpshop - Open source "substitute" for Photoshop

<http://plasticbugs.com/index.php?p=241>

Windows, Mac and Linux versions are available.

You can find a lot of good info and resources for Gimp stuff at:

<http://www.gimp-savvy.com>

Photoplus - More free graphic software

<http://www.freecerifsoftware.com/>

I haven't used this one, but it's well recommended. My understanding is that it will let you use some Adobe filters.

Pixia - Yet another free graphic design program

<http://park18.wakwak.com/~pixia/>

Screen Shooter

<http://www.paulstoolbox.com/>

Very cool screen grabber. It's free as a bonus for joining the site, which is also free.

Screen Shooter will let you grab specific windows, the whole screen, or sections you outline. It creates much better graphics than many screen grabbers.

Screen grabs are very handy for tutorials, presentations, documentation and more.

IrfanView

<http://www.irfanview.com/>

IrfanView is a very fast, small, compact and innovative FREEWARE (for non-commercial use) graphic viewer.

It supports most graphic file formats, can re-size your graphics (very important on the Net, small graphic sizes are better), has a number of editing features and you even can create a sideshow.

Also you can view all your graphics in thumbnails (little pics) and do some batch-conversion (change all graphics in one run, be careful though!).

Audio and Video Tools

Audacity - Audio recording and editing

<http://audacity.sourceforge.net/>

This is powerful open source software for recording, editing and converting digital audio. It's available for almost all operating systems. Likely all you'll need for audio for quite a while.

Wink - Tutorial Creator

<http://www.wintotal.de/server/wink15-1.zip>

From the user guide: "Wink is a software tool to make presentations and tutorials about using software programs. A Wink presentation will resemble a live walkthrough about how to use the software. Also the author of the presentation can add comments and explanations to parts of the presentation to better explain the concepts and usage to the end user."

CamStudio - Screen Recorder

<http://www.swftools.com/tools-details.php?tool=8162413051>

Records video of your computer screen, including motion and the ability to do voice recording along with it.

You can use this to create some very good Flash tutorials.

Wise DVD Creator:

<http://www.download-software-free.com/software/sdvdc.exe>

Converts a lot of different formats to VCD, SVCD or DVD - For free.

SwiftRecorder - Simple flash player for audio

<http://www.powerbullet.com/swiffrec/>

Lets you record audio via microphone, convert it to MP3 and create a simple, one button player that lets you add audio to your web pages.

It's not the fanciest player, but it is the cheapest.

PowerBullet - Presentation software

<http://www.powerbullet.com/>

Create sideshows, auto-running presentations and more. Very nice finished product. You can output the finished presentation as Flash or executable.

The executable format is nice for tutorials and software documentation.

Email Tools

Pegasus - My favorite emailer

<http://www.pmail.com/>

Far more people use Outlook or Outlook Express, but Pegasus users are fanatics.

This is a great program for power emailers. It has all the features you'd want, it's dependable, and much more secure than the MS emailers.

phpList - Mailing list manager

<http://www.phplist.com/>

This one has some very powerful features for marketers, and is easy enough for a new list owner to handle.

phpList is a one-way mailer, which means you can send to the group, but the group can't send to each other. It's great for newsletters, announcement lists and the like. It doesn't have autoresponder capabilities, but it does allow your subscribers a lot of flexibility in managing their subscription preferences.

SendFree - Follow-up autoresponders

<http://www.sendfree.com/>

Free follow-up autoresponder service. The downside is that they put ads in your messages. (Standard for free services. Gotta pay them bills, ya know?)

Aweber - Follow-up autoresponders (paid)

<http://www.aweber.com/>

Send follow-up autoresponders and run your newsletter or announcement list through them. In my opinion, the best of the breed.

If you're not familiar with the uses of follow-up autoresponders, check out the site and read through their explanations. This is one of the best ways to automate your business.

WorldMerge - Email Merge Software (paid)

<http://www.coloradosoft.com/>

If you want to send email from your desktop computer and merge information from a database into the mail, this is an excellent piece of software for the job. I've used it for years, and have been very happy with it.

Very easy to use.

One word of warning: If you get this, go into the message settings and set the default encoding to "Western European" before sending any email. (That's just a few mouse clicks to do.) The default is no encoding, and that creates problems for some recipients.

Web Hosting

MidPhase (paid)

<http://www.midphase.com/>

Dreamhost (paid)

<http://www.dreamhost.com>

I've used MidPhase and Dreamhost for quite a while. Both have been very reliable. They've got more power-features than most people will ever need, lots of bandwidth and disk space - and they're cheap.

If you want to see an interesting lesson in marketing, check the Dreamhost site every day for a week or so. They often go into cycles where they switch specials every day. (Not price. They change the free extras.)

Host4Profit (paid)

<http://www.host4profit.com/>

A little pricier than MidPhase or Dreamhost, but they appeal to a different market. The big difference here is that they offer what they call "plug-in profit sites." Essentially, reprint rights to 4 books on Internet marketing, complete with sales letters and thank you pages. They also pay higher referral commissions than Dreamhost or MidPhase.

Site Design Tools and Templates

Great HTML Editors

Arachnophilia <http://www.arachnoid.com/arachnophilia/>

1st Page 2000 <http://www.evrsoft.com/1stpage2.shtml>

Nvu - WYSIWYG Web design software

<http://nvu.com/>

Versions are available for Windows and Linux. Makes designing your web pages easy.

Easy Website Page Builder:

<http://www.easy-web-page-creator.com/>

Claims to make search engine optimized sites. I haven't used it, but I've heard some good things about it. Might be worth a try if you're experimenting with SEO.

Basic Web Templates - Ready to roll web site designs

<http://www.BasicWebTemplates.com/>

\$5 will buy you a very nice pre-designed site. For a similar sum, you can get the PSDs (Photoshop files) the sites were designed with.

You can find an incredible amount of resources to help in the process by Googling for phrases like "free web graphics" and "free web templates" - or pretty much anything else you want to find.

Site Management Tools

FileZilla - FTP client

<http://sourceforge.net/projects/filezilla/>

FTP and SFTP client for Windows. You'll need this for uploading and downloading from your site. (SFTP stands for Secure File Transfer Protocol.)

Cam Unzip - Zip and unzip files

<http://www.camunzip.com/>

If you've been online long, you know what this is for. If you haven't, you're going to need to learn, and this is a great program to learn with.

Many downloads are composed of a lot of files. Zip utilities put those files all in one package, and compress them so they take less disk space and less time to upload or download.

Locked Area Lite - Membership site script

<http://www.locked-area.com/>

This is the free version of the Locked Area membership system. It will handle a very large part of what you need for running your own paid (or free) membership site.

Article Directory Script:

<http://www.articledashboard.com/download.htm>

Article directories are a great way for visitors to contribute content to your web site. They take work to get off the ground, but they can be well worth it. This script takes a LOT of the work out.

As with a lot of this software, I have no idea what these people are thinking giving it away free. Very nice stuff.

pMachine Pro - Blogging software

<http://www.pmachine.com/>

This was a commercial blogging program, selling at \$125. It's now free - and still worth the \$125. Very powerful.

Blogger - Hosted blog

<http://www.blogger.com/>

Free blog, and you don't even have to run the script. The downside - it's not on your server, so you don't get the benefit of links or search engine listings.

But it's really easy.

phpBB - Discussion board

<http://www.phpbb.com/>

Easy to install discussion board/forum software. Many web hosts have this as an easy-to-install option. It's great software, but make sure you have the latest version.

Payment Processors

These are companies that will take credit card payments for you, for a fee. They all have different terms and ways of operating. Look them over and see which ones will work best for you.

PayPal

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

The eBayer's favorite, PayPal is one place you definitely want to have an account. The number of places that accept PayPal payments is big and getting bigger, as is the number of people paying through them. And getting set up to sell with them is simple.

Clickbank (paid)

Get the basics at:

<http://clickbank.com/>

Clickbank is a combination payment processor and affiliate program manager. Using them, you can collect payment from your customers, send the customer to the download page so they get their product, and pay affiliates automatically. Clickbank tracks the sales and sends checks to your affiliates for you.

They only allow the sale of digital products. Their fees are \$49 to get set up, and \$1 + 7.5% per transaction. A little high, until you consider that they handle all the bookkeeping and mailing of checks to you and your affiliates.

If you are going to want to sell more than one product through Clickbank, you'll need special software to do it all from one account. Before you get started, you might want to grab a copy of Adrian Ling's "Easy Clickmate. (\$67)" It makes selling through Clickbank ... well... easier.

The one big problem with Clickbank is that, while anyone can easily sign up as an affiliate, you don't actually know who your affiliates are.

EasyClickmate solves that problem and a bunch more.

<http://www.easyclickmate.com/> (paid)

PayDotCom - PayPal equivalent of Clickbank (paid)

<http://paydotcom.net/>

Works very much like Clickbank, but with your PayPal account. That has a lot of benefits, not least of which are getting your money earlier, setting higher prices more easily, and being able to sell both digital and physical products.

2Checkout (paid)

<http://www.2checkout.com>

Lower fees than Clickbank, handles recurring billing, and can make payments by direct deposit. They also allow for the sale of both digital and physical products.

In case you're wondering, these sites are all compared to Clickbank because Clickbank has the highest number of active affiliates who could sell your products.

That's only important if you plan to recruit among those affiliates. If you plan to develop your own affiliate force, you can go with any of them. Note that, with PayPal, you will need to have your own affiliate software and handle the payments yourself.

Moneybookers

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

Excellent alternative for PayPal, very popular in Europe.

Use Moneybookers to:

- Send money via email from your credit card or bank account
- Make online purchases

Collect money via email

ProfitAutomation (paid)

<http://www.profitautomation.com>

This is a fully equipped, professional shopping cart system and payment gateway, including autoresponders, tracking services and more.

If you're rolling-out, consider this great resource.

Rapid Action Profits (paid)

<http://www.rapidactionsprofits.com/>

If you want to have your own full small business e-commerce system, including affiliate- and Joint Venture management, follow up and broadcast system, then you should check this one out. No other software system can compare with this one.

Market Research

Looking for ideas for hot products? Browse these sites and watch what's selling.

Clickbank BestSellers

<http://clickbank.com/marketplace>

eBay

<http://www.ebay.com>

eBay Hot Items Report

<http://pages.ebay.com/sellercentral/hotitems.pdf>

eBay Research Tools

<http://www.terapeak.com>

Amazon

<http://www.amazon.com>

Magazines.com

<http://www.magazines.com>

Yahoo! Buzz

http://buzz.yahoo.com/buzz_log

Lycos Top 50 Daily Report

<http://50.lycos.com>

Google

<http://www.Google.com>

SiteSell Search Tool (tiny, but sweet!)

<http://searchit.sitesell.com/>

Useful Sites

The Clickbank Guide (paid)

<http://www.clickbankguide.com/>

Anything and everything you ever wanted to know about making money with Clickbank. Harvey Segal started this years ago, and it's not only very useful information - it's a great example of spotting a niche and taking it over.

Selling Products

Great Products To Make Money Online (paid)

<http://www.casestevens.com/greatproducts/>

A blatant self-promotion for low priced, in-demand products that are very easy to re-sell and generate an online income from.

Online Spam Checker

[SiteSell Spam Check](#)

Don't let your e-mail newsletter end up ... in your customers' junk folder!

Copywriting Resources

Michel Fortin's Success Doctor

<http://www.successdoctor.com/>

Michel Fortin's Copywriters Board

<http://www.copywritersboard.com>

Jack Forde's Copywriter's Roundtable

<http://www.jackforde.com>

The Gary Halbert Letter

<http://www.thegaryhalbertletter.com>

Online Marketing Training

WilsonWeb - Dr Ralph Wilson's Web-Commerce Monster

<http://www.wilsonweb.com>

Clickz - Information on every aspect of online marketing

<http://www.clickz.com>

Marketing Sherpa - Corporate marketing online

<http://www.marketingsherpa.com>

Jupiter Research - Surveys and other data of interest

<http://www.jupiterresearch.com>

DM News - Direct marketing news and current events

<http://www.dmnews.com>

AssociatePrograms.com - Affiliate program info, from A to Z

<http://www.associateprograms.com>

Affiliate Programs

LifetimeCommissions

<http://www.lifetimecommissions.com/>

Why earn only once while you can have life time commissions with the same effort?

Affiliate Training

Affiliate Classroom (paid)

<http://affiliateclassroom.com/>

Where your affiliates will learn how to sell affiliate products successfully on the Net.

Ads

Ezine Ad Auctions (paid)

<http://www.ezineadauctions.com/>

The cheapest way to advertise your business in ezines.

Directory of Ezines (paid)

<http://www.directory-of-ezines.com/>

Choked with ezines. You can make several selections to find which ones are the best for your target audience.

Computers

Newbie Club

<http://www.newbieclub.com/>

If you do not know enough about computers or how to manage your hard disc or how to set up your desktop, this is a great resource.

Recommended Reading

Note: Most of the books, manuals and courses mentioned here are not free. They're all worth the money. Just don't go ordering one thing after another and letting them collect virtual dust on your computer.

The way to learn is:

Learn the basics.
Do them until they're making you money.
Move up a notch.
Repeat.

When you're pulling in a lot more than you need, THEN you can start buying up everything you see. Until then, treat it as an education that has to finance itself. And, in the beginning, choose only the information that fits your goals for your business.

Don't get distracted by every new gimmick or whiz-bang technique that comes out. They may very well be super, but if you don't do anything with them because you get distracted by the *next* flavor of the month, they're not good for you.

"Make Your Site Sell"

<http://www.sitesell.com/>

The absolute best bang for the buck in learning to market online. The only problem with this is that it's too much information for most people. It's HUGE.

My advice? Get a copy and read one little piece at a time. Believe it, the traffic book alone is worth the price of admission

"The Special Report Bible" (paid)

<http://www.specialreportbible.com/>

A moderately long book on writing short special reports. Some of the best 'How to' writing I've seen.

MiniSite Profits (paid)

<http://www.minisiteprofits.com/>

The best book I've seen on the subject of making money with very small, niche-targeted sites. It covers everything you need to know to get this sort of site going and make it bring in the cash.

"List Machine" (paid)

<http://www.listmachine.com/>

One of the first and most widely praised books on building a list of subscribers, getting more leads, and all around running a profitable email list.

AdWords and More

The manual mentioned AdWords and AdSense. These are great ways to build a business, but they could get confusing if not explained in proper detail, which is not a 3-page effort. These books are from people who are actually making serious money using the Google AdWords/AdSense system.

"Pay Per Click Money Machine" (paid)

<http://www.payperclickmoneymachine.com/>

"The Definitive Guide to Google AdWords" (paid)

<http://www.perrymarshall.com/>

Take your pick. If you're really serious about them, get and study both. There's a lot of overlap, but there's enough difference to be worth the effort. And this is one area that can be as costly as it can profitable if you don't know what to watch for.

And, of course, there's Google's own guide to AdWords:

<http://www.google.com/adwords>

AdSense Secrets

<http://www.adsense-secrets.com>

Publishing content, and looking for extra revenue streams from it? Joel's book is a good place to start. The guy's making major money from people clicking on ads on his sites.

Useful Services

Copyscape

<http://www.copyscape.com>

This site will take a URL that you feed it and find sites around the web that are very similar or exact copies. A great way to tell if someone is stealing your copy.

Free conference calling

<http://www.FreeConferenceCall.com>

Just like it says. Free conference lines, up to 96 people per call, as many calls as you like, up to 6 hours per call.

Grab URL

<http://www.grabURL.com>

Another redirect and tracking system.

iDictate - Voice transcription service

<http://www.iDictate.com>

Upload a digitally recorded file, pay about 1.5 cents a word, and they'll transcribe the recording, usually in 24 hours or less. There are cheaper services, but nothing faster that I've seen.

Watch out for the rates, though. They go up - a lot - if there are more than one person in the recording.

Workaholics 4 Hire:

<http://www.workaholics4hire.com>

What do you need done? There's a good chance you can find someone here to do it. And very reasonably, as well.

Got any other resources you think should be added? Looking for something specific? Let us know, and we'll see what we can do.