



Tools I Use Every Day in My Business

I'm asked almost daily about tools and software we use in our business, so I keep this resource list as a handy reference for you.

[Browser: Chrome](#). Switch now. It's faster than whatever you're using.

[Gmail](#). You can use it to send and receive your branded email and check it anywhere. And, your VA can check it remotely.

[Audio Acrobat](#) – records and hosts your audio; free trial, then about \$20/mo

[Aweber](#) – email marketing and “autoresponders” (email sent automatically). Not the easiest to use but considered “best in breed” and used by most Internet marketers

Also: [Constant Contact](#) – 60-day free trial; I used this in the past and it's very easy

[MailChimp](#) – free up to 2000 subscribers

[1ShoppingCart.com](#) – You will still need a merchant account, but this is a shopping cart so you can process payments online. Has email but is not a replacement for Aweber. About \$50/mo for taking payments, and \$100/mo for managing affiliates (referral partners, which it tracks automatically with online code); yes, you can use PayPal until you're ready to commit and it doesn't require a merchant account

[LastPass](#) – remembers all your passwords and generates secure ones.

[Basecamp](#) – Officially project management software, this is a low-cost solution for creating a members-only area for your group coaching program or coordinating project with your team. ~ \$20/mo

iPhone – Record video, audio messages for yourself or clients, access email and files – office on the go!

Tools I Use Every Week in My Business

[Audacity](#) – free software to record through your computer (not the phone) and edit MP3s

Enlightened Marketing offers effective marketing techniques that help you increase sales and attract perfect clients *without* selling out on your values.

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[Jing Video](#) – Take screen shots or make short, 5-minute videos. Great for explaining visual things to remote team members or for teaching your clients how to do stuff.

[Dropbox](#) –A good way to share files that are too big to email. For example, I put the raw video in the Dropbox, and my editor places the finished video for me there a day later. Also, my coach doesn't use AudioAcrobat, so she just puts the audio files of our Skype sessions in the Dropbox. Free up to 2 GB. Price depends on how much storage you need, but I know some people who put their whole hard drive on it!

[MySpeed from Enounce](#) – Speeds up streaming online audio and video! A great tool for cutting your viewing/listening time in half! Also slows things down but who needs that? (OK, good for learning languages, I hear.) Free trial, then about \$30

[Statcounter](#) – very rich statistics about website visits, who referred them, how they travel your site, which keywords they used and more. Almost creepy.

[Dynadot](#) – Where we register our domains. They have a 2-week “change your mind and return it” period! My Referral code is 8G8kN6k9MPA7S.

[Hostgator.com](#) – Highly recommend them for reliable uptime. About \$100/yr for unlimited domains and space.

Blog / ezine images: Paid (<http://www.istockphoto.com> and <http://www.dreamstime.com> – my referral ID is res2762639). Some people like <http://www.bigstockphoto.com>. Free (requires attribution): <http://www.flickr.com/creativecommons/by-2.0>. Be sure when using Flickr that you search *only* in Creative Commons image files.

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A practice I really enjoy is, before I purchase something online, to ask one of my colleagues if they're an affiliate of the merchant or program. If they are, I use their link. If they're not, they sign up quickly, and then I use their link. You can share \$10-300 commissions easily with each other!