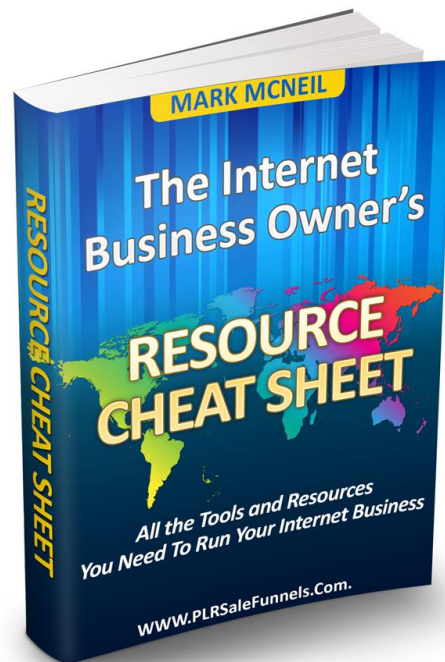

The Internet Business Owner's Resource Cheat Sheet

*All the Tools and Resources You Need
To Run Your Internet Business*



By Mark McNeil
www.PLRSaleFunnels.Com

Hi! It's Mark.

Thanks for claiming your copy of the Resource Cheat Sheet.

Inside you'll find the tools and sites you need to get your online business up and running.

Before you go ahead, I'd recommend you take a look at my blog post where I share 16 of my favorite tools and sites I personally use:

<http://www.plrsalefunnels.com/the-best-16-must-have-tools-to-run-your-internet-business-from-anywhere.html>

Webhosting

If you want to host any website, you first need webhosting. Below are lists of hosting companies I personally use.

HostGator



If you're looking for good value for money, then use HostGator web hosting. They offer unlimited storage and domains. The best thing about it is that they have 1-Click installation of scripts like Wordpress.

I host a number of my smaller sites on HostGator. Easy to use and great customer service.

[Click here to start hosting with HostGator](#)

Storm on Demand - Liquid Web Cloud Hosting

Need more power or getting more visitors? I'd recommend Storm on Demand. If you plan to do any big launches or going to host websites that will produce high traffic, you need a robust server.

I proudly host all my websites with Storm on Demand because its servers are very reliable; they handle all my big and small product launches. Their customer support is superb. I normally get a reply within 5-10 minutes from one of the expert tech support staff whenever I need anything.

What sets Storm on Demand apart from other web hosts is its ability to scale up or scale down your server anytime you want with a click of a button. This is great because if you suddenly get a high load of traffic, you can upgrade to a more powerful server in one click.

[Click here to learn more about Storm on Demand](#)

Domain Registrars

Once you've signed up for hosting, you need to register for a domain name i.e. – a .COM, .NET, .ORG etc.

Namecheap



The only domain registrar I'd recommend is Namecheap. A lot of people register their domains with GoDaddy.

The problem with GoDaddy is that GoDaddy has full control over your domain in cases where someone makes a complaint, like accusing you of spam. Once GoDaddy has control over your domain, it's very unlikely you'll get your domain back. That's what makes Namecheap different.

You can register your domain at Namecheap, here:

www.namecheap.com

Payment Processors

To start accepting payments from customers, you need a payment processor.



Paypal is the most popular payment processor on the web. It is accepted in almost all countries. You can sign up for free

here: www.Paypal.com

stripe

With Stripe, you're able to accept credit card payments on your website. Stripe has its own set of fees, but it's quite competitive.

[Sign up for Stripe here](#)

Product Management Systems



The largest digital product management system. I sell 95% of my products through JVZoo because they handle everything!

- Add as many products as you want
- Built in affiliate program
- Product delivery system
- Integrates with major autoresponder services
- Sales reports and tracking

Most affiliates are on JVZoo which means they're already signed up to become an affiliate of your products.

[Click here to sign up for JVZoo](#)

Warrior Plus



Warrior Plus is an all-in-one system which allows you to sell products through the Warrior Forum (www.warriorforum.com) using their tools.

I actively use Warrior Plus because it also features my product in their marketplace, resulting in dozens of affiliates wanting to promote your product!

www.warriorplus.com

Support Desk Systems

HelpScout



This is our favorite help desk system. We use it for our own support desk at [PLRSaleFunnelsHelp.com](https://www.plrsalefunnels.com). It's on the pricier side of help desk systems, but it's easy and intuitive to use which is what I love. Sign up at <https://www.helpscout.net/>. There's a free trial available.

Kayako Support



Kayako is a customer support ticketing software. You install it on your site so that customers can submit support tickets for your products/services.

You can download a free 30 day trial at:

www.kayako.com

Hesk



Here's a free support desk software that installs on your server. I use and recommend this one. It's easy to use. Just the way it should be!

You can download it here:

www.hesk.com

Autoresponder Services

AWeber



The most widely used autoresponder used by Internet marketers.

- Easily send your newsletters
- Easily build your opt-in list
- Manage your subscribers in one place
- Load your autoresponder sequence
- Easily track your emails
- High deliverability rate meaning you'll get more messages delivered to your subscribers.

I personally prefer AWeber.

[Click here to start building your list with AWeber](#)

GetResponse



GetResponse is also a good choice. Great deliverability rate.

[Click here to go to GetResponse](#)

MailerLite



MailerLite is a great choice if you want 0-1000 FOREVER FREE plan, advanced features yet aren't tech savvy. Everything is easy on the eyes.

[Click here to go to MailerLite](#)

Membership Scripts, Plug-ins And Systems

WishList Member

One of the most popular member plug-ins for Wordpress. Turn your Wordpress site into a membership site!

<http://member.wishlistproducts.com/>

MemberPress

Another membership plug-ins for Wordpress sites.

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

aMember

One of the most established membership software out there. It is its own standalone software but also integrates with Wordpress, too.

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

Market Research

Before creating any product or breaking into a niche, you need to first research your market.

There are four main factors to look for:

1. Whether the market has high traffic
2. If the market has buyers
3. The market shouldn't be saturated or too competitive
4. Will the market grow in the long run? If it's just a trend or fad, it probably won't last long.

Here are some useful keyword tools to use to research your market...

Google's Keyword Planner

<https://adwords.google.com/KeywordPlanner>

SEOBook's Keyword Suggestion Tool:

<http://tools.seobook.com/keyword-tools/seobook/>

Google's Trends

What's hot? What's being searched a lot? Use this tool:

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

SpyFu



Spy on your online competitors and download competitors' keywords and Adwords:

www.SpyFu.com

If you'd like more advanced tool that finds and compiles comprehensive data so you don't have to go out and manually research everything, be sure to get check these out:

Market Samurai



Powerful keyword research tool with a ton of other features to help you analyze keywords, competition and more.

[Click here to get Market Samurai](#)

Long Tail Pro



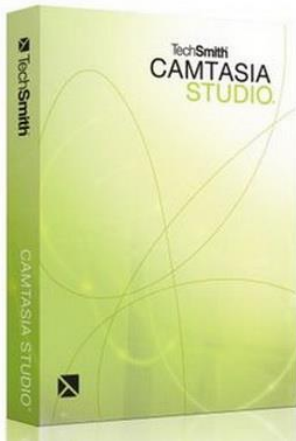
Find profitable keywords faster than ever before using Long Tail Pro. Probably one of the best keyword research software out there.

[Click here to get Long Tail Pro](#)

Product Creation

Whether you're a writer or a plumber, you can create information products using the tools below.

Camtasia Studio



To capture your screen and record video tutorials, I highly recommend you grab yourself a copy of Camtasia Studio.

You can start creating video products demonstrating how to do certain things.

You can download it here:

www.techsmith.com/camtasia.asp

ScreenFlow

This is for Mac users only. With ScreenFlow you can record the contents of your entire monitor while also capturing your video camera, microphone and your computer audio.

Find out more here:

<http://www.telestream.net/screen-flow>

OpenOffice



If you don't have Microsoft Office, this is a great alternative. It's free.

You can create documents, make PDF's, worksheets. Databases, keynotes and more.

Download it at:
www.OpenOffice.org

Small PDF

Quickly and easily convert your documents to PDF using FreePDFConvert. There's nothing to install. You just use their website. Here it is:

<https://smallpdf.com/word-to-pdf>

Website Tools

KompoZer



Use KompoZer to build your websites.

It's free to download at www.kompozer.net

Dreamweaver

For a more powerful website builder, try Adobe Dreamweaver:

www.adobe.com/products/dreamweaver/

FileZilla



Free software for uploading your webpage files to your webhost. Download it here:

www.filezilla-project.org

Graphics Tools

Photoshop



The essential photo and image editing tool.

<http://www.adobe.com/products/photoshop.html>

The GIMP



This software allows you to create and edit images. You can download it for free here:

www.gimp.org

Free Images



Free stock photos for all your design needs:

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

Pexels – Free Stock Images



Another great place to get free images.

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

Traffic Generation

Clickonomy



Buy solo ads.

[Click here to go to Clickonomy](#)

CheapTraffic



Another site to buy very cheap traffic and build your audience.

[Click here to go to CheapTraffic.org](#)

Facebook Ads – Why Invest \$1 a Day

Read this article I wrote on how to get started using Facebook Ads for as little as \$1 a day

[Click here to view the how-to article](#)

Productivity and Management

LastPass Password Manager

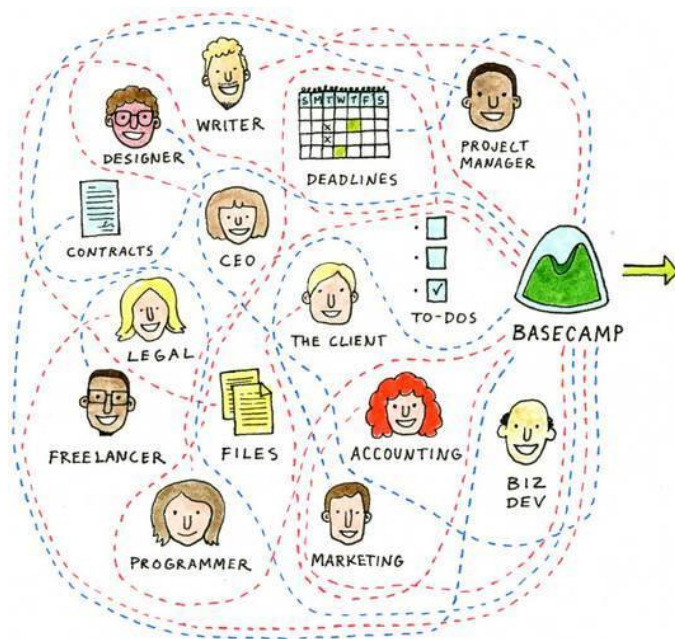


LastPass is a time saving tool. It remembers your passwords so you don't have to.

It's free. You can download your copy here:

www.lastpass.com

Basecamp



A very clean and easy to use project management tool.

<https://basecamp.com/>



Not only is Gmail an email service, it is also a the best email management service I and so many others use.

The features that stand out is the ability to "label" and filter emails. It also has a smart spam filter which blocks 99% of spam.

In short, you'll save a lot more time using this email service compared to other email services and clients.

You can sign up for a free account at:

www.gmail.com

Asana

Similar to Basecamp, Asana is a site where you can manage your projects and collaborate your work with other members. It's free to join.

You can share files, edit documents, collaborate in real time and manage tasks. You can get started for free:

<http://asana.com>

Testing, Tracking & Analytics

Google Analytics

Analytics shows comprehensive stats on where you're getting traffic from, how much traffic your site generated and more.

All you need to do is install a few lines of code to the webpage you'd like to track, and it starts tracking immediately.

Go to www.google.com/analytics

Compete



compete

Discover stats about your website or anyone else's:

www.compete.com

Pretty Link



Link cloaker and tracker that installs in your Wordpress installation.

<http://prettylinkpro.com>

Outsourcing

If you want to free up your time and grow your business then outsourcing should definitely be considered if you want to run a real business.

The truth is, you can't do everything yourself. There are people around the world who are experts at what they do, like designing graphics, writing content, answering emails, traffic generation and more.

Check the sites below to start outsourcing today:

Onlinejobs.ph



A great job seeking website where you can find skilled workers from the Philipines. I had personally found three of my staff here.

This is a great place to find virtual assistants.

www.onlinejobs.ph

Bestjobs.ph



Very similar to onlinejobs.ph. I'd recommend you try both.

www.bestjobs.ph

Here's a list of outsourcing sites:

Fiverr

www.fiverr.com

UpWork

<http://upwork.com>

Rev.com

Need a video or audio transcribed into text? Rev is a fast service:

www.rev.com

48HrBooks

To get your book printed, use 48HrBooks:

www.48hrbooks.com

48HrBooks will print and bind your books within 2 business days.

Blogging

Wordpress Blog



Wordpress is the most popular blogging platform.

This version is for those who'd like to install it onto their own server.

Wordpress is free to download at:

www.wordpress.org

Wordpress Hosted



This version is freely hosted by Wordpress.com
You can register for a free blog at:

www.wordpress.com

Blogger



Blogger is an easy-to-use blogging site. You can sign up for your free blog at:

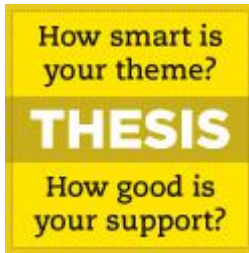
www.blogger.com

OptimizePress Theme

The most popular Wordpress theme used by Internet marketers.

[Click here to get OptimizePress](#)

Thesis Wordpress Theme



Powerful theme for Wordpress. Used by thousands of bloggers.

[Click here to get Thesis](#)

Thanks for reading!

Mark McNeil

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The PLR Sales Funnels blog:**

WWW.PLRSaleFunnels.Com

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