



Resources to Support Your Launch

Following are some suggested tools to support your launch. There are many more tools available but we have listed some of the most popular.

Please make sure to look into each of these to ensure they will meet your needs. They are always changing and updating their functionality. It's important to do your own research to make sure it's a tool you want to use. For that reason these are not affiliate links, but just direct links to pages where you can learn more about them.

Email Marketing/Management:

- Mail Chimp: <http://mailchimp.com/>
- AWeber: <http://www.aweber.com/>
- iContact: <http://www.icontact.com>
- Infusionsoft: <http://www.infusionsoft.com/>

Note: Infusionsoft is a highly robust system that serves more advanced businesses and is significantly more expensive.

Payment Processing Tools:

- PayPal: <http://www.paypal.com>
- Square: <http://www.squareup.com>

Webinar Tools:

- Stealth Seminar: <http://www.stealthseminar.com/>
- GoToWebinar: <http://www.gotowebinar.com>
- Instant Teleseminar: <http://instantteleseminar.com/>

Note: Instant Teleseminar is cost effective, but it has a drawback. It requires you to "tab through" the slides manually during each webinar, whether it's your "live" one, or whether it's a replay of your recorded voice (you still have to sit at the computer and tab through the slides at the right moments). The others will replay your entire webinar with both the audio and the slides fully automated.

Teleseminar Tools (voice only, no slides):

- Instant Teleseminar: <http://www.instantteleseminar.com/>
- Free Conference Call: <http://www.freeconferencecall.com/>



- Free Conference Calling: <http://www.freeconferencecalling.com>

Note: Many of the free conference call lines have a drawback in that you are given a call-in number for your listeners to join your call, but they DON'T also give you a web link for people to listen in "for free" over the web. This means that international people would likely be shut out, because they're not going to make an overseas phone call for an hour. Instant Teleseminar provides both. So think through whether you have any international people in your "tribe."

Resources for Web Designers/Artists (to make your Opt-In Pages, Sales Pages, etc.):

- Leadpages: <http://www.leadpages.com>
- Elance: <http://www.elance.com>
- Upwork: <http://www.upwork.com> (formerly oDesk)
- Fiverr: <http://www.fiver.com>
- 99 Designs: <http://99designs.com>

Note: Leadpages gives you actual templates to use, already built, and then you do some modification and personalization.

On these other sites, it's more of a "talent" database – you search for what you need, and then you have to look through people's samples, read about their skills, and see whom you like. But each person has reviews of their work from prior clients, shows how many jobs they've done, has satisfaction ratings, etc. I've found some gems on these.

There are always new "players" coming onto the market in these areas, and as I said above, these resources are often changing what they can do, what their functionality is, and how they work. However, as of today's writing, we and our clients have had positive experiences with all of these services.