



Resources to Help You Build a Strong Online Income

Here are some resources I use to build my business income online. These are not the only ones available of course so feel free to look around and try different things.

The basics of every online business consists of:

-  List Building
-  Email marketing
-  Selling Products & Services

Goals:

-  Instant Commissions
-  Automated System

List Building – Building a list of potential prospects who are interested in your product or services.

Resources:

Aweber – I started using Aweber back in the late 1990s and still do today. It's one of the top industry standards. It will host all of your leads, let you categorize them and let's you send emails to them. You can host thousands of contacts there and email them daily.

Global NPN – Another service I use for email marketing is Global NPN. I use it because it also has many other features such as website hosting and video hosting. One of the best features is that Geoff, the owner, has integrated AI (Artificial Intelligence) throughout this integrated system. It would be

prudent to get an NPN account just to learn from Geoff's daily emails if nothing else.

[\\$5Friday](#) <== *Click that link to get 1,000 clicks to your site.*

Everyone should follow this service to get Frank's 24 weekly free software giveaways if nothing else. He also sells awesome products for pennies on the dollar. You can actually get a [distributorship](#) there to benefit by referring others. I make hundreds of dollars per week referring folks to this service. And it gives me all the freebies I need to create lead magnets and other bonuses (like for Warrior+ sales). Offering free stuff is a great way to build your email list.

Email Marketing – One of the few real assets you can build up online is your email list. Emailing your prospects on a routine basis (daily is my standard) with the goal of getting them to know, like and trust you will lead to more sales over time.

Resources:

[Aweber](#) – I started using Aweber back in the late 1990s and still do today. It's one of the top industry standards. It will host all of your leads, let you categorize them and let's you send emails to them. You can host thousands of contacts there and email them daily. Aweber also keeps track of engagements of my prospects like open rates, click rates and such. Great way to "clean" my list by deleting folks not engaged. I generally delete a few thousand every six months or so.

[Global NPN](#) – Another service I use for email marketing is Global NPN. I mentioned it above because it provides services well beyond email only.

[Leads](#) – I use a lot of lead sources. The link goes to my blog where I keep track of all of them. If they don't work, you won't

find them there. You can get leads by paying for them using options like Pay-Per-Click, Pay-Per-View or Safelists. Free methods include SEO (Search Engine Optimization).

Canva – Canva is a graphic creation program that has recently expanded out to videos as well. They have extensive services in their free version (which I use) and even more (I hear) in their paid versions.

Great place to create and duplicate graphics in all sizes for safelist marketing, headlines for your lead magnets, and also for branding for yourself or your business. I have my picture and logo on many of the graphics I make just to make them unique to me (i.e. branding.)

Social Networking – There are billions of prospects on dozens of social networks so it's good to get familiar with a few of them to bring in new prospects.

Resources:

FaceBook – Billions of prospects here. Don't market directly there... it's not allowed. But you can set up a "Group" for marketing and invite people in. Works good if you have a course, or lots of content or something to sell to keep the Group going. Facebook likes its users to Stay on Facebook. Linking out of Facebook (unless you are in a Group) is a no-no.

Also, Facebook ads are complicated and rather expensive. Recommend you not start there for your marketing.

Instagram – A platform I don't know much about but lots of folks use it for marketing and sales.

Twitter (now X) – Now that it's been taken over by Elon Musk, it's hard to tell what's happening. Still a lot of people marketing there. I link all of my Aweber emails there and pick up a few subscribers here and there. Don't need to be afraid of Twitter, just be aware because there is a lot of politics and bots on there from foreign entities that you need to steer clear of.

Video – Getting good at creating video will really skyrocket your success. Many people are shy about being on camera. Get over it. It doesn't hurt. People have built huge fortunes with "faceless videos" meaning they don't even appear on camera. Make up your mind how you will use video in your marketing because it really does work to increase your exposure... and income.

Resources:

ScreenPal – A great tool to use to create videos. They have a mobile app too (I've not used it). I use the desktop version and can do screen capture videos (like recording my PowerPoint presentation for instance). They have started charging some higher prices lately but I got a 3 year subscription for \$36/year, about \$3/month. Not bad. They host all the videos and you can also set up an interface to load videos directly to YouTube.

YouTube – Speaking of YouTube, once you get started creating videos, you should start your YouTube account (free). It's another great way to get more leads into your email marketing system. The more videos you create, the more leads you will get!

Also, **YouTube** is a search engine, second only to Google.com. If you ever need a video question answered, go to YouTube. I've repaired car windows, speakers, dishwashers and more just

by going to YouTube to search for the “how to” video for the specific make/model of the item I’m working on.

Blog – I mention blogging here as it is another way to get your videos seen. You can “embed” a video in your blog with your posts and/or pages. YouTube gives you the embed code to plug into your blog. Works great.

Audio – Like video, audio is a good second choice. With the advent of Podcast, audio has exploded over the last decade or more.

Resources:

Audacity – A great, free program that records and modifies audio. In widespread use, Audacity is a super program to record audios for your podcast or other uses. Lots of training videos on YouTube as well.



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