VIP Resource Rolodex

This VIP Resource Rolodex was designed to help build and grow your business. It is provided as a resource directory and there is no assumption for its use or guarantee of its accuracy. It is not to be shared or reproduced under any circumstances without written permission. To request permission, send an email to: carol@expertnicheacademy.com

Some links may contain an affiliate code where I make a small commission.

CAROL MORTAROTTI MASON is a former professional tennis player, NYSE clerk, and single mother to an amazing 30-year-old son who is her source of inspiration.

Since 2007 Carol works as a Brand Strategist Consultant and is the Creator of Expert Niche Academy, an online course that teaches people how to turn their knowledge into and online business and become to go-to expert. Carol currently resides in New York City and you can find out more at www.CarolMortarotti.com.

Part 1 of 4

Affiliate Marketing Services

Affiliate marketing is a great way to get a quick jumpstart instead of creating your own product or service. You can become an affiliate marketer and get paid to promote someone else's product that's already done for you. They usually provide marketing material for you as well.

- www.jvzoo.com
- www.clickbank.com
- www.coachglue.com/jvs/ - done for you courses & planners
- www.cj.com/
- www.payspree.com/
- www.cbengine.com/
- www.ejunkee.com
- www.warriorplus.com/ sell your product using their tools and have them be a JV partner.
- www.offervault.com/ for those that don't want to create a product

Appointment Scheduling for Coaching/Consulting

Appointment Management scheduling software allows businesses and professionals to manage scheduling appointments online which saves time and simplifies scheduling.

- www.acuityscheduling.com
- www.scheduleonce.com
- www.calendar.com
- www.calendly.com
- www.vcita.com/home calendar, marketing, billing and invoicing
- www.timetrade.com
- www.timebridge.com

Article Submission

By submitting articles that contain unique content to several sites you are distributing the content across the web, so a larger audience can view it. This helps the website gain greater publicity, popularity, and traffic.

- www.ezinearticles.com this is the best site BUT you *MUST* submit to this site **first** otherwise they will disapprove your article due to duplicate work.
- www.Buzzle.com
- www.GoArticles.com
- www.ArticlesFactory.com
- www.digg.com/

Top 21 Article Submission Directories (click on link below)

- www.selfgrowth.com
- www.submitshop.com
- www.articlessubmissionservice.com Manual Article Submission Service

Article Writing Services (also see the PLR section)

Don't like to write? Hire a professional article writing service. Remember you get what you pay for.

- www.needanarticle.com
- www.authoronestop.com
- www.myblogguest.com
- www.mactheknifearticles.com
- www.smashwords.com
- www.odesk.com, www.elance.com and http://fiverr.com
- 60 blog posts done for you
- Book writing bundle
- www,designrr.io/ - transform blog articles into eBooks
- professional editor/copywriter Chris Mason nosam.chris@gmail.com

Audio Tools

Audio tools enable you to record audio, upload and share your audio files easily.

- www.audacity.sourceforge.net free audio recorder and editor
- www.audioacrobat.com
- www.sonymediasoftware.com audio editor
- www.mikogo.com/ audio conferencing, desktop sharing tool
- www.ecamm.com/mac/callrecorder/ Skype recorder for Mac
- www.dvdvideosoft.com/ convert YouTube video to audio

Blogs/Website Design

Blogs (taken from the phrase "web logs") were originally created for personal journaling. You can use a blog in place of a website, or in some cases, own both. WordPress is the most popular platform for websites today.

- www.buzzworthystudio.com my web designer, ask for Gary

- www.weebly.com free

- www.wix.com free

- www.blogs.com

- www.tumblr.com free

- www.wordpress.org the most popular choice today

- www.wordpress.org/extend/themes free WP Themes

- www.socratestheme.com WP Theme marketer's use

Book Printing Services

- www.createspace.com Amazon's site with tools and resources

- www.uprinting.com

- www.killercovers.com graphics for books, audio, free reports etc

- www.tipsbooklets.com --- tips for creating booklets

Book Publishing

- www.createspace.com Amazon's site with tools and resources

- www.outskirtspress.com More Heart Than Talent Publishers
- kdp.amazon.com/en_US/ Self-Publish on Kindle
- www.authoronestop.com find an agent or ghostwriter
- www.tipsbooklets.com --- tips for creating booklets
- www.Smashwords.com
- rickfrishman.com/resources Rick Frishman's resources
- http://parapublishing.com/sites/para/resources/supplier.cfm suppliers
- www.literarymarketplace.com

Bots (Facebook messenger)

- www.manychat.com
- www.mobilemonkey.com

Branding Color Tools

- www.canva.com/learn/100-color-combinations/ suggests palettes
- www.color-hex.com/color-names.html
- eye dropper Chrome extension - can detect htlm color on any website
- html-color-codes.info/colors-from-image – gets html color from an image
- brand-color-meanings learn the psychology behind colors

Business Cards & Other Promotional Items

- www.Vistaprint.com --- business cards and various promotional items

Call to Action Button Generator

- www.buttonoptimizer.com

CD/DVD Duplication & Packaging

- www.diskduper.com/
- www.kunaki.com
- www.disk.com
- www.bisondisc.com
- www.discmakers.com
- www.relymedia.com

Copyright Your Product & Information

As the creator of your work, you should have the right to control what people can and cannot do with your work.

- For more info and to file go to www.copyright.gov
- Copyright info for eBooks www.obooko.com/copyright.html

Course Creation Platforms for Online

- www.kajabi.com
- www.clickfunnels.com
- www.teachable.com
- www.thinkific.com
- www.simplero.com
- How to Create a Profitable Course
- Done for You Courses

Design Tools

- www.canva.com – create social media templates, logos, presentations
- www.flaticon.com - database of free icons

Digital Marketing

- buzzworthystudio.com – mention Carol Mortarotti for VIP treatment
- www.portent.com
- www.smartsites.com
- www.doneforyou.com
- www.loungelizard.com
- www.bwdmedia.co.nz
- www.designcrowd.com digital designers
- www.creativemarket.com digital designers

Disclosure Policy Generator

If you're going to earn money from your blog or product in any way, it is very important that you have a disclosure policy. And if your blog is based in the United States, it's the law. It also helps strengthen the trust you're developing with your readers.

- www.disclosurepolicy.org

Domain Purchasing & Registration

Your domain name is your online identity, such as www.yourwebsite.com, where Internet users can find out information on you and/or your products and services.

A registrar is the company that takes your domain name registration information and reserves your domain from the main registry.

- www.GoDaddy.com
- www.Namecheap.com
- www.Bluehost.com

Domain Submission Directories

Enter the URL for your home page into the appropriate box (including the http://), and then click the Add URL button.
How to submit your URL to varies search engines:

- https://ahrefs.com/blog/submit-website-to-search-engines/

eBook PDF Converters

Convert a word doc or text to PDF optimized for eBook readers

- www.freepdfconvert.com free and easy to use
- www.nitroreader.com
- www.cutepdf.com/Products/CutePDF/Writer.asp
- www.pdf995.com/index.html
- http://adobe.com
- www.primopdf.com/index.aspx

eBook Cover Creators

- www.myecovermaker.com
- www.killercovers.com/ graphics for books, audio, free reports etc
- www.coveractionpro.com software program

eBook Templates

Use an eBook template to help you through all the steps of making it look nice and optimized.

- www.lucidpress.com/pages
- blog.hubspot.com/marketing/free-ebook-templates

eBook Writers

Hire an eBook writer and enjoy the benefits of effortless eBook creation.

- www.authoronestop.com find an agent or ghostwriter

- www.createspace.com Amazon's site with tools and resources to write and publish a book

- www.ghostwriterexperts.com

- Also look under article writing services and book publishing

- An editor/copywriter I use is Chris Mason nosam.chris@gmail.com

Ecommerce Shopping Carts

- www.PayPal.com
- www.sendowl.com
- www.nanacast.com
- www.drip.com
- www.fullpartner.com
- www.payhip.com

Email Database Purchase List Service

An email list finder's database contains thousands of business and consumer postal, email and telephone lists to target any demographic.

- www.ists.nextmark.com
- www.exactdata.com

Email Service Provider - Auto responder

An autoresponder enables you to send timely messages to each person who has subscribed to your list. You can create a weekly newsletter, a targeted campaign email follow-up sequence to be sent out on specific days.

- mailchimp.com free for under 2,000 subscribers
- aweber.com inexpensive and reliable
- constantcontact.com
- icontact.com
- getresponse.com
- convertkit.com
- activecampaign.comFullpartner.com list management, publishing tool, shopping cart
- officeautopilot.com full service marketing & sales process
- getresponse.com marketing, ecommerce, traffic generation

Email Signature Creator

Email signatures are what you place at the bottom of you email correspondence. It can contain alternative contact details, job titles, company names, social media links and a quote, which help the recipient connect with you easier

- www.WiseStamp.com
- www.photologo.co

Part 2 of 4

Favicon Icon Creator

A Favicon is that little icon image that shows up in the address bar of your Web browser.

- www.favicon.cc
- www.iconj.com/favicon_hosting.php

Font DetectorTool

What Font – Google Chrome extension is a simple font detector

Forms (create custom online forms)

- www.jotform.com
- www.typeform.com/forms

Forums

An Internet **f**orum is a discussion area on a website focused around a specific subject where people ask questions and get answers.

- www.warriorforum.com
- www.im4newbies.com/forum
- www.wickedfire.com
- www.V7N.com
- www.omgili.com search discussions in message boards
- www.reddit.com
- www.quora.com

GIFs

- www.getcloudapp.com
- www.ezgif.com
- www.giphy.com/create/gifmaker
- www.gifmaker.me

Graphics (also see Digital and Photos tab)

Graphic files represent an image used to convey visual information. Photographs, icons, backgrounds, and clip art are examples.

- www.presentermedia.com for PowerPoint templates
- www.presentationpictures.com
- www.clipart.com/en/ unlimited clip art and stock photos
- www.adimpact.com unblockable pop-ups, pop-unders and hover ads
- www.flaticon.com - database of icons
- www.killercovers.com graphics for books, audio, free reports etc
- www.corel.com software to edit photos and videos
- www.befunky.com photo editor
- www.remove.bg removes the background of an image easily
- www.pixabay.com free images
- www.unsplash.com free images
- www.evernote.com/skitch/ add notations to your image

Help Desk/Support

In the beginning you will probably be handling the help desk/support yourself, but at some point you will want to use a system to provide better support for your customers.

- www.helpscout.net
- www.zendesk.com
- www.rhinosupport.com

Hosting For Websites

A web hosting company makes it possible for everything to be viewed on your website when someone visits it. It is where all of your text and image files are stored.

- ReliableWebs.com
- Hostgator.com
- LiquidWeb.com
- Hostwinds.com

Influencer Research

- www.klear.com
- www.grouphigh.com
- www.upfluence.com/influencer-search

Infographic Creators

- www.venngage.com
- www.visme.co
- www.visual.ly

Journalist Services

Journalists and news media sites looking for experts to share their expertise.

- www.helpareporter.com let's you share your expertise

- www.purplelist.com allows you to answer questions as an expert

- www.expertclick.com/Home.aspx list your niche expert profile

- www.prnewswire.com/prleads.com journalists looking for experts

JV Partnerships

A joint venture is a temporary partnership where two parties form to gain mutual benefits by sharing costs, risks and rewards.

- www.Jvzoo.com
- www.affiliateresources.org/jv
- www.warriorforum.com/warrior lists people looking to JV, also do a search for JV launch boards etc
- http://v3.jvnotifypro.com/account JV lists, announcements
- jvpromote.com
- www.facebook.com/pages/category/Website/JV-Product-Launch
- www.linkedin.com/company/the-launch-group
- www.directionsuniversity.com/courses/jv-manager-program

Keyword Search Suggestion Tools

Enter one keyword or a phrase into a search engine to see what the volume of searches is for that keyword or phrase and alternative suggestions.

- ads.google.com/home/tools/keyword-planner/ has replaced Google's keyword tool. Login to your Google Adwords account and use Keyword Planner to find new keyword and ad group ideas, get performance estimates for them to find the bid and budget that are right for you, and then add them to your campaigns.
- https://ads.youtube.com/keyword_tool search by keyword

Lightbox (hover opt-in form for a Blog/Website)

A lightbox is an opt-in form that appears hovering over your blog or website after a timed delay you set, say between 15-45 seconds, and the goal is to collect more email addresses.

- popupdomination.com
- www.convertbox.com

Link Shortener

A link shortener takes a long URL and shortens them into fewer characters to make a link easier to share and leaves more room to say what's on your mind.

- www.bitly.com
- www.bl.ink
- www.rebrandly.com
- www.hootsuite.com/pages/owly
- www.tinyurl.com
- www./tiny.cc

LOGO Design – Free

- www.cooltext.com
- www.flamingtext.com
- www.tailorbrands.com

LOGO Design - Paid

- www.99designs.com
- www.logoglo.com
- www.logodesignteam.com
- www.crowdspring.com
- www.buzzworthystudio.com ask for Gary, he designed my logos
- www.fiverr.com everything is $5 but check the quality of work

Marketing

- www.dlvrit.com social media marketing agency
- Social Media Posting Planner
- How to Use FB to Get More Clients
- How Coaches Can Use Instagram
- www.angiegensler.com social media content calendar for the year
- www.maxbounty.com marketing service
- www.ads.google.com/home Google Ads
- www.facebook.com/business/ads
- www.ads.twitter.com/onboarding/93zfz/welcome
- www.business.linkedin.com/marketing-solutions
- www.business.instagram.com/advertising

Media Directories/Publicity

A media directory contains listings for radio, television stations, editors, writers and producers for you to contact and pitch your book or product.

- www.helpareporter.com
- www.bookbuzz.com
- www.shesource.org   (sorry guys this is for women only)
- www.expertclick.com
- www.prweb.com
- www.prleads.com
- www.theopedproject.org
- www.burrelles.com provides great tips and resources
- www.rickfrishman.com/resources/ for LOTS of great media resources

Membership Site Creators

Membership sites are sites where members pay a monthly fee to gain access to downloads, online content, videos, and more through various membership levels.

- www.member.wishlistproducts.com

- www.membergate.com/public/336.cfm full service site

- www.subhub.com

- www.memberpress.com

- www.easymemberpro.com

- www.wildapricot.com

- www.clickfunnels.com

- www.simplero.com

- www.payhip.com

Meme Creation

- www.imeme.en.softonic.com
- www.memebuddy.chat
- www.makeameme.org
- www.imgflip.com/memegenerator

Mind Mapping

Mind mapping is an effective means to brainstorm your ideas and mapping out the tasks

- www.bubbl.us free
- www.mindjet.com paid software

Music For Videos & More

Some artists offer royalty free music that you can then use for personal use.

- www.musicloops.com
- www.audiojungle.net
- www.audioblocks.com

Name Picker Wheel

Use a name picker when to select a winner when you are having a contest.

www.wheelofnames.com and www.random-picker-wheel.com

Newsletter Promotion

www.emailuniverse.com promote your new newsletter here

Office Tools

- www.faxzero.com send and receive faxes via e-mail
- www.yousendit.com send large files through their service
- www.docs.google.com create and share documents for free
- www.mikogo.com Audio Conferencing, desktop sharing platform
- www.zoom.us free video conference platform
- www.gotomeeting.com

Online Course Creation & Platforms

The demand for online courses is growing and will continue to for a long time

- www.kajabi.com - platform to create your course
- www.clickfunnels.com create your course, sell products and more
- www.teachable.com - platform to create your course
- www.thinkific.com - platform to create your course
- www.simplero.com platform to create your course or membership site
- www.udemy.com - platform to teach your course
- www.skillshare.com/teach platform to teach your course
- www.podia.com - platform to teach your course
- www.learning.linkedin.com/en-us/instructors platform to teach your course
- www.coursera.org
- Done for You 6 Figure Coaching Course

Outsourcing

- www.fiverr.com/every gig costs $5 and up
- www.freelancer.com
- www.odesk.com, www.elance.com and www.guru.com
- www.rentacoder.com
- www.getafreelancer.com
- www.onlinejobs.ph/employers/skillsearch///virtual-assistant/ for hiring workers in the Philippines
- professional editor/copywriter Chris Mason nosam.chris@gmail.com

Patent & Trademark Office

A *trademark* is to protect words, phrases and logos.
A *patent* is for an invention to grant a property right to the inventor, issued by the Patent and Trademark Office.

- www.uspto.gov/trademarks/index.jsp

Part 3 of 4

Payment Services

Online payment services allow business and consumers to exchange money electronically over the Internet.

- www.PayPal.com I suggest calling them to make sure your account is set-up for accepting large payments
- www.authorize.net
- www.stripe.com
- www.1automationwiz.com
- www.clickbank.com for affiliate program

Phone Conferencing & Teleseminar Services

A conference bridge allows a group of people to dial into a virtual meeting room from their own phone and the host can answer questions live. It's an alternative to a webinar.

- o www.freeconferencecalling.com
- o www.freeconferencecall.com
- o www.freeconferencing.com
- o www.nofeeconference.com
- o www.conferencingforless.com
- o www.evoice.com
- o www.ringcentral.com
- o www.InstantTeleseminar.com

Photos/Images & Editing

- www.fotolia.com/
- www.istockphoto.com
- www.unsplash.com
- www.kaboompics.com
- www.pixabay.com
- www.stocksy.com architectural images
- www.photobucket.com free hosting site for your photos
- www.pixlr.com/ editing program
- www.picmonkey.com/ editing program
- www.kizoa.com slideshow maker
- www.evernote.com/skitch/ add notations to your image
- www.corel.com software to edit photos and videos
- www.befunky.com photo editor
- www.remove.bg removes the background of an image
- www.photoresizer.com resizes images

Photographer

A professional photo is worth it's weight in gold. If you want people to view you and your brand as an authority then make sure you use a good quality photo.

Starla Fortunato www.starlafortunato.com

Starla is located in Los Angeles, CA and is she took my business profile photos and is known for shooting celebrities. To schedule a photo shoot booking call her studio at 310-908-7827 or email her at: info@starlafortunato.com. Tell her Carol referred you for some VIP treatment.

Nikki Incandela www.nikkiincandela.com is located in San Diego, CA

I had a recent photos hoot with Nikki in NYC that was fabulous. Ask her for her schedule in other cities and sign up for her free tips on how to look your best on camera.

PLR – (Private Label Rights) & Done For You Content

PLR and Done-for-You rights allows buyers to modify the articles content to meet their needs and repurpose or sell them, but check the restrictions.

- Done for You Content
- Done for You Content PLRs
- www.idplr.com
- www.plr.me
- www.plrdatabase.net
- www.timefreedombusiness.com
- www.swiped.co

Podcast Creation & Services

Podcasting is a form of audio broadcasting that contains talk back radio style content rather than music.

- www.anchor.fm start your Podcast
- www.wikihow.com/Start-Your-Own-Podcast
- www.smartpassiveincome.com/learn/podcasting/ great step-by-step guide
- Get your podcast on iTunes: www.adorama.com/alc/how-to-get-your-podcast-on-itunes
- www.audiofilesolutions.com/index.html recording and transcription services
- www.podomatic.com/login helps you create and share
- podcast.com/ submit your Podcast
- www.epodcastnetwork.com
- www.epodcastnetwork.com/ Podcast hosting sites

Presentation Tools

A presentation is a form of communication with an audience designed to display information in the form of a slide show.

- www.prezi.com
- www.docs.google.com
- www.sliderocket.com
- www.slidescarnival.com
- Keynote for Mac www.envato.com/elements/lp/keynote/
- Free PPT Templates www.slidescarnival.com/category/free-templates
- www.presentermedia.com/PowerPoint templates, 3D animations and clipart
- www.freestockphotos.com free images
- www.istockphoto.com free images
- www.gettyimages.com images, music and footage
- www.photobucket.com free hosting site for your photos
- www.canva.com design templates for most platforms

Press Release Services

A press release is a brief written summary or update, alerting the local media about your company/product news and activities.

- www.onlineprnews.com
- www.prleadstoprofits.com/ top PR leads site
- www.prweb.com
- www.WebWire.com

Printing Services for Books

- www.authorhouse.com self-publish
- www.outskirtspress.com/selfpublishing.html self-publish
- www.findyourpublisher.com/simplify-self-publishing
- www.authorsolutions.com
- www.btpubservices.com full service
- www.iuniverse.com
- www.lulu.com
- www.killercovers.com graphics for books, audio, free reports etc
- www.rickfrishman.com for more resources
- www.bookprinting.com

Privacy Generator

A privacy policy is a document that discloses some or all of the ways to your website visitors about what you will do with information gathered from them, how you are gathering that information and how the information will be stored and managed.

- www.freeprivacypolicy.com

Product Launch Services

A product launch signifies the point at which consumers first have access to a new product.

- www.nanacast.com
- www.clickfunnels.com
- www.ontraport.com
- www.kajabiapp.com
- www.officeautopilot.com full service marketing & sales process

Project Management for Team Collaboration

- www.airtable.com
- www.app.asana.com
- www.taskworld.com

Publicity/Media Outlets

A media directory contains listings for radio, television stations, editors, writers and producers for you to contact and pitch your book or product.

- www.helpareporter.com
- www.bookbuzz.com
- www.shesource.org/ (sorry guys this is for women only)
- www.expertclick.com/
- www.prweb.com/
- www.prleads.com/
- www.theopedproject.org/
- www.petersandeen.com/list-of-guest-blogging-sites be a guest blogger
- www.rickfrishman.com/pr-services great media resources
- www.prsecrets.com/resources.html Susan Harrow's PR site

Publishers (also see books)

- www,outskirtspress.com
- www.outskirtspress.com
- www,kdp.amazon.com/en_US Amazon Kindle books
- www.authoronestop.com find an agent or ghostwriter
- www.parapublishing.com -- self-publisher
- www.searchforpublishers.com self-publishing
- Sign-up for Rick Frishman's newsletter at www.rickfrishman.com and his site has a lot of great resources including his *Million Dollar Rolodex*

Radio Talk Show Service

Create your own radio talk show and interview experts; create a series around a niche topic your listeners will enjoy.

- www.blogtalkradio.com
- www.talkshoe.com
- www.rtir.com be a guest and get interviewed on the radio/TV shows for free publicity OR find a an expert to interview
- www.latalkradio.com
- www.radiopublicity.com
- www.radioguestlist.com Find radio guests and be an expert guest

Radio Show Locator

- www.radio-locator.com locate radio stations worldwide
- www.rtir.com list yourself as a guest to be interviewed

Repurpose Tools

- www.repurpose.io repurposes your content easily
- www.designrr.io creates an eBook and converts it to pdf, Kindle
- www.buffer.com and www.hootsuite.com posting schedulers
- How to Create 26 pieces of Content from One facebook Live Video
- Free Repurposing Challenge

Research Tools

- www.alexa.com provides the ranking of websites
- www.google.com/trends shows the latest trends
- www.google.com/insights/search/ see what people are searching for
- http://adwords.google.com/select/KeywordToolExternal enter a keyword or phrase, target the county and see related keywords
- www.facebook.com/ads/audience-insight see your competitors' ads that they are running
- www.google.com/alerts monitor keywords on the web
- www.wordtracker.com keyword search
- www.quantcast.com find detailed online traffic information
- www.plazoo.com you what the whole world is thinking. It is all about reviews, opinions, events, companies, etc.
- www.marketsamurai.com powerful keyword and SEO research tool
- www.keywordspy.com allows you to spy on competing pages
- www.spyfu.com free and paid spy service

Sales Page Creator

A sales page is a web page written specifically to generate sales for your product or service. It's like an online advertisement with a Call To Action such as a "Buy Now" button with a link to process your order.

- www.nanacast.com
- www.clickfunnels.com
- www.freevideosqueezepage.com free program
- www.leadpages.net paid service but good
- www.easyvideosuite.com/launch EasyVideoPlayer paid service but good
- www.capitalizemytitle.com capitalize headlines easily

Shopping Cart Providers

A shopping cart allows customers to "placing items in the shopping cart" or "add to cart" and upon checkout, the software typically calculates a total for the order, including shipping and handling (i.e. postage and packing) charges and the associated taxes, as applicable.

- www.PayPal.com
- www.drip.com
- www.fullpartner.com
- www.sendowl.com

Speaking & Seminar Training

Public speaking training can help you overcome your fear, build your self-confidence and teach you how to express yourself well before the audience.

- www.nsaspeaker.org national speakers association
- www.toastmasters.org great place to build your speaking techniques
- www.advanceyourreach.com Pete Vargas learn to speak on stages
- www.seminarinformation.com – find seminars and promote yours

Survey/Questionnaire Form Creator

Create and publish online surveys and questionnaires forms for your audience to get their feedback, determine their needs, or submit an application.

- www.surveymonkey.com
- www.jotform.com
- www.typeform.com

Teleconference/Teleseminar Recording

A teleconference or teleseminar allows a group of people to gain access to training or coaching delivered over the telephone.

- www.freeconferencecalling.com
- www.freeconferencecall.com
- www,freeconferencing.com
- www.conferencingforless.com
- www.evoice.com
- www.ringcentral.com
- www.gotomeeting.com

Timer/Countdown Tool

Use a countdown timer to set deadlines and time your tasks to help you stay focused.

- www.focusboosterapp.com 25 minute timer

Trademark & Patent Office

The purpose of a trademark is to protect words; phrases and logos used in federally regulated commerce to identify the source of goods and/or services.
A patent for an invention is the grant of a property right to the inventor, issued by the Patent and Trademark Office.

- www.uspto.gov/trademarks/index.jsp

Transcription Services

A transcription service converts your recorded audio into a written document.

- www.fiverr.com
- www.audiofilesolutions.com/transcription
- www.transcriptionsservice.com
- www.verbalink.com
- www.rev.com transcription, captions, foreign subtitles
- www.nyctranscription.com
- www.YouTube.com now transcribes your videos

Translating Services

- www.onehourtranslation.com they also transcribe

TV Show Service (live stream on the web)

Livestream enables you to host live show or event online.

- www.livestream.com/studio
- www.be.live
- www.restream.io stream to multiple platforms at the same time
- www.streamyard.com/broadcasts

Video Live Streaming

As long as you have a webcam you can hold one on one or group coaching, training, a webinar for your product or service.

- www.zoom.us
- www.be.live
- www.streamyard.com
- Facebook Live in your page, group or event
- www.treamlabs.com/streamlabs-obs
- www.ustream.tv
- www.liveleap.com app to stream to multiple platforms at the same time

Video Editing

Video editing software can turn your video footage and photos into professional-quality masterpieces. iMovie is great but do a search because there are so many apps out there today you can use on your laptop or phone to record and edit your videos.

- www.wevideo.com
- www.magisto.com
- www.movavi.com
- www.vimeo.com
- www.quicc.io adds captions
- www.rev.com adds captions
- www.kapwing.com adds captions
- www.ripl.com
- www.splice.com
- www.apple.com/clips

Part 4 of 4

Video Equipment Suggestions

- Top video tools https://www.uscreen.tv/blog/video-production-equipment/

Video Hosting

A video hosting service allows you to upload your video to share, distribute or place on a website.

- www.YouTube.com free to host and submit your videos
- www.vimeo.com/ free and paid hosting
- www.Viddler.com free to host and submit your videos
- www.aws.amazon.com/s3 this service will host large sized videos
- www.wistia.com

Video Intro Loops

A video intro loop is a very quick message (usually ten seconds) that can display your logo, product URL, a cityscape or promotional messages.

- www.freeloops.tv
- www.movietools.biz
- www.pond5.com
- www.partnersinrhyme.com/video
- www.animoto.com
- www.promo.com

Video Teleprompter

- www.bigvu.tv
- www.teleprompter mirror.com/software
- www.autocue.com/free-teleprompter-software

Video Production

Create a video that explains your product, service or message to your customers.

- www.wistia.com hosting service
- www.magisto.com editor
- www.promo.com create promo videos
- www.videoexplaining.com whiteboard animation
- www.powtoon.com animated videos
- www.xtranormal.com 3D animated video maker
- www.animoto.com create 30 second videos
- www.lemonlight.com high quality video production
- www.iskysoft.us/lp/filmora-video-editor create and edit
- www.Viddler.com free service that allows you to brand your video player and you can record a video directly from their site
- www.veed.io create and add subtitles
- www.loom.com create a video message
- www.videomakerfx.com creator
- www.quicc.io add captions
- www.rev.com add captions
- www.kapwing.com add captions

Video Recording Software to Create Training Videos

Record you and or your computer screen along with audio to create videos. There are loads video recording and editing apps for your phone as well.

- www.techsmith.com/Jing records 5 minutes of free video and take an image of you screen.
- www.techsmith.com/snagit capture images on your computer and edit it with their tools
- www.camstudio.org free recording software for PC users
- www.screencast.com for creating and sharing videos
- www.mikogo.com free desktop sharing software
- www.techsmith.com/camtasia has a 30 day free trial
- Screenflow for Mac www.telestream.net/screenflow/overview.htm is for a Mac and has a free 30 day trial
- www,spark.adobe.com/make/video-maker

Video Submission Software

Use video submission software or a service to submit your video to several sharing sites to get more traffic and exposure.

- www.orderyourvideo.com/21-video-submission-site-best-video-submission-platforms/
- www.YouTube.com free to upload and share to multiple platforms
- www.repurpose.io paid automation service
- www,wistia.com

Webinar Directories

Part of having a successful Webinar is having an audience and using Webinar Directories is an additional way to promote your webinar increasing your audience size.

- www.tellonline.org
- www.wsuccess.typepad.com/webinarblog/2009/08/webinar-directorycom-launches.html
- www.yourwebinarexperts.com/best-webinar-software-providers

Webinar Platforms

Produce engaging webinars for your audience that help you grow your revenue.

- www.zoom.us free for up to 40 minutes
- www.be.live free
- www.mikogo.com free desktop sharing platform for up to 10 people
- www.gotomeeting.com has 30-day free trial. It is expensive but reliable
- www.convertkit.com/webinar-planning

Website Design – Free

- www.wordpress.org the most popular choice today
- www.weebly.com
- www.wix.com
- www.squarespace.com/website-design

Website Design – Paid

- www.buzzworthystudio.com ask for Gary, they designed my website
- www.elance.com
- www.odesk.com
- www.freelancer.com
- www.fiverr.com

Website Analytics Tools

A web analytics tools helps you track your site's statistics, see how many people are looking at each page, what content and for how long, keywords they used to found the website, what sites they came from, and other information to help develop a picture of who your audience is.

- www.getclicky.com is a **LIVE** analytics too that is free for one website per email address. Tutorial http://bit.ly/nZyymO
- www.google.com/analytics is a service offered by Google that generates detailed statistics about a website's traffic and traffic sources and measures conversions and sales.
- www.analytics.google.com/analytics/web/ analyze your website(s)

THANK YOU

For purchasing My ENA VIP Rolodex and I wish you loads of success building your business.

If you're interested in finding out more about my other products and services, please send an email to carol@expertnicheacademy.com

I also recommend going to my website – carolmortarotti.com — to subscribe to my newsletter for additional tips, tools, and support.