



Infusionsoft.



EVERNOTE  
Skitch

Gmail



EVERNOTE

asana:

zendesk

Created by

 OptimizePress™

# THE BLACKBOOK

The Insider Resources & Tools We Use

BY JAMES DYSON, OPTIMIZEPRESS.COM

# How to use the Blackbook

## Welcome

Welcome to The Blackbook. Inside this digital guide you will find information and links to all the tools and resources we use in our business.

Before you go any further, it's important for you to realise one thing. Resources and tools will not make you a success on their own...but if you combine taking action with the right tools and resources these can certainly accelerate your progress and success!



## Our Top Picks

Whenever you see this icon at the top of the page, this indicates you're viewing one of our top picks. These are the applications that we use in our business

**Note:** Some sections of this guide contain more than one top pick. Usually this is because there are varied solutions in that category.

## Alternative Options

Throughout this guide you will see “alternative options” pages in each section. We have provided these alternative resources for you in case you find our top picks do not fit your requirements.

WELCOME

# Essential Use Apps

These are our essential use apps. We use in the every day running of our business and consider them essentials...



## Gmail

<http://www.gmail.com>

**Email Client:** We use Gmail to manage all our business email.



## Google Analytics

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

**Site Analytics:** We track all our site stats with Google Analytics



## Google Chrome

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

**Web Browser:** This is our web browser of choice



## Dropbox

<http://www.dropbox.com>

**Backup:** We backup all of our core operating files to Dropbox daily.



## OptimizePress

<http://www.optimizepress.com>

**Site Building:** We use our own software, OptimizePress to build all our sales sites



## Skype

<http://www.skype.com>

**Communications:** We use Skype daily to speak with our team and partners

WELCOME

# Essential Use Apps

These are our essential use apps. We use in the every day running of our business and consider them essentials...



Paypal

<http://www.skype.com>

**Communications:** We use Skype daily to speak with our team and partners



Putler

<http://www.optimizepress.com/putler>

**Paypal Monitoring:** We use Putler to track our daily sales through Paypal.



HostGator Hosting

<http://www.optimizepress.com/hostgator>

**Hosting:** We use Hostgator for most of our website hosting requirements



Namecheap

<http://www.namecheap.com>

**Domain Registration:** We register all our domains through Namecheap

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TOOLS & APPLICATIONS

# AUDIO TOOLS

These tools all make it easier for you to create and edit audio for your business.

# Audio Tools

## Audio Tools Options

The tools in this section all have different applications but will help you manage audio in your business.

### Pamela For Skype (PC)

<http://www.securelinkpro.com/pamela>

This application allows you to record any kind of audio or video from Skype. This is great if you want to interview someone through Skype, this is the perfect way to record your conversation.

### Audio HiJack Pro (Mac)

<http://www.securelinkpro.com/audiohijackpro>

Audio Hijack Pro is an awesome little app for the Mac which can record virtually any audio from your system. You can record from Skype, iMovie, iTunes, pretty much any audio on your system can be recorded

### Audacity (PC/Mac)

<http://audacity.sourceforge.net/>

Edit Audio with this open source software

### Auphonic

<https://auphonic.com>

Post production for podcasting

TOOLS & APPLICATIONS

# BUSINESS CENTRALISATION

As your business grows, you'll need a central place to manage and monitor your sales, affiliate/partner program and other areas of your business. These apps help you manage the core areas of your business more easily

## Infusionsoft

<http://www.infusionsoft.com>

**Price:** Packages from \$199/month

**Type:** Web App

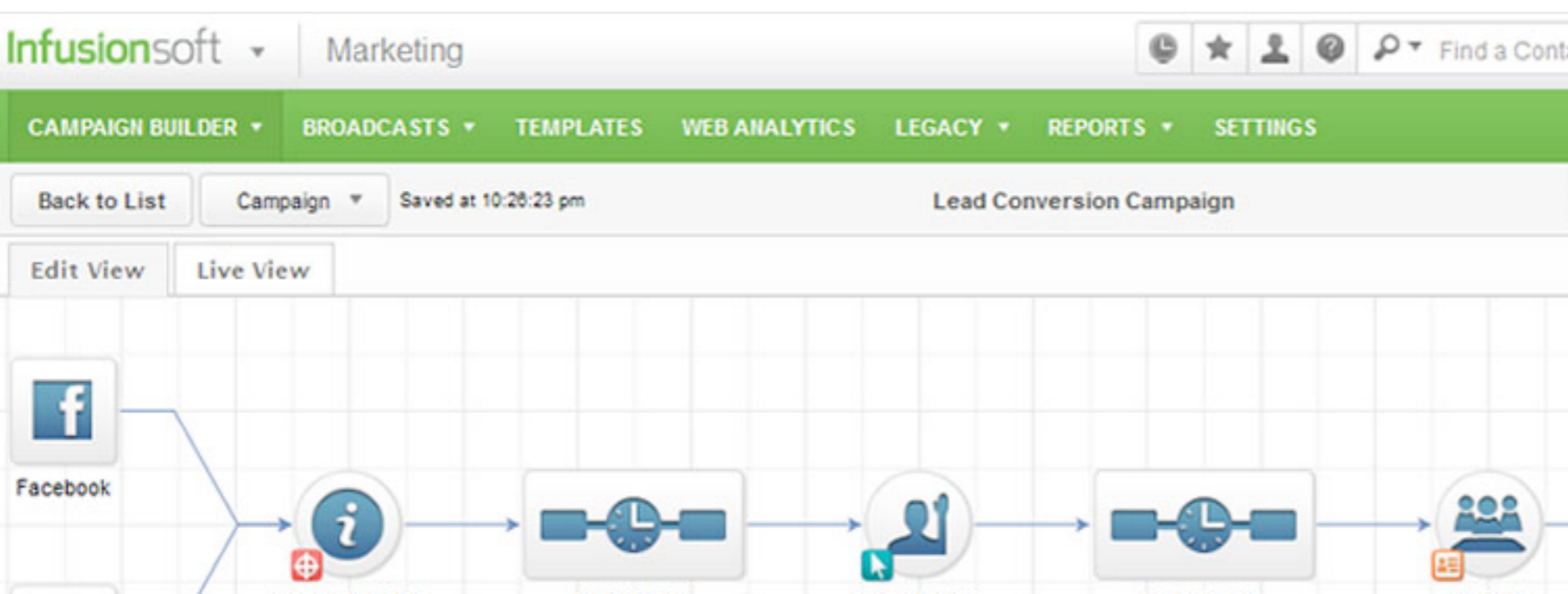


Infusionsoft is a powerful solution which allows you to manage your sales and marketing from one central platform. We are now moving to use Infusionsoft across our business to benefit from the advanced features and followup systems

### What we like:

- Advanced segmentation of your prospects and buyers through the use of “tags” and custom fields, so you can create custom followup sequences tailored to specific prospects or customers
- Powerful campaign building features to make the most of all your marketing efforts.

**•Note:** Infusionsoft is an advanced platform and may not be suitable for you if you’re just getting started.



# Business Centralization

## Alternative Options

We know that there is never a one-size fits all solution, so here are some alternative options for you to check out if our top pick is not right for you

### OfficeAutopilot / Ontraport

<http://officeautopilot.com/>

OfficeAutopilot is a powerful alternative to Infusionsoft that offers many of the same features, and is slightly easier to learn. The platform is newer than Infusionsoft so they are still growing in some areas but this is definitely one to watch.

### Nanacast

<http://nanacast.com/h/25796/>

Nanacast was our system of choice for years until we recently switched to Infusionsoft. This is not a fully featured platform like OAP and IS, so you will need a separate email marketing service, but for managing your sales and running an affiliate program I would still highly recommend Nanacast (if you can get past their clunky interface).

TOOLS & APPLICATIONS

# CROWDFUNDING PLATFORMS

Crowdfunding is a new and growing trend online. It is the process of posting projects or product ideas online for others to offer funding on. In return, you usually offer some credit in the file product, or in some cases an actual product once production has completed. This can be a great way to launch your startup idea - and many million dollar businesses have now been created in this way.

# Crowdfunding Platforms



## Kickstarter

<http://www.kickstarter.com>

**Price:** % of final funds raised

**Type:** Web App

The largest of the Crowdfunding platforms, Kickstarter projects raised over \$100million in 2011. Remember with Kickstarter, if your project does not reach it's funding goal before the time runs out or the money is returned.

### What we liked:

- Most popular of the crowdfunding platforms - you are more likely to get your project noticed here (if it's good).
- Nice interface and marketplace of different projects
- You'll find some really cool ideas here, so even if you're not looking for investment, you may find yourself investing in another product or project here

# Crowdfunding Platforms

## Alternative Options

We know that there is never a one-size fits all solution, so here are some alternative options for you to check out if our top pick is not right for you

CrowdRise

<http://www.crowdrise.com>

IndieGoGo

<http://www.indiegogo.com>

TOOLS & APPLICATIONS

# CUSTOMER FEEDBACK

Getting customer feedback is a critical part of your business cycle. It can help with product development, support enhancements and form social proof as part of your marketing. These apps help you collect and organize this feedback.

## Testimonial Director

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

**Price:** from \$27/month

**Type:** Web App

Testimonial Director is a smart web app which allows you to collect testimonials from your customers and site visitors. But it does much more than that

As well as gathering testimonials, it can also allow you to put them into a review process before being automatically placed onto your websites and into your marketing materials

# Customer Feedback

## Alternative Options

We know that there is never a one-size fits all solution, so here are some alternative options for you to check out if our top pick is not right for you

### Survey Monkey

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

Survey Monkey allows you to design, create and launch surveys for your customers to collect feedback and get more in-depth intelligence on what they want from you.

### Google Docs Forms

<http://docs.google.com>

Google Docs forms is a little known way to be able to create forms and survey your audience (for free). You can create forms within the Google docs system and present them for completion online through a special URL. The information is then saved into a secure spreadsheet for review later

### NiceReply

<http://www.nicereply.com>

NiceReply is a clever system that allows you to get feedback from your customers after they have contacted you via a helpdesk or other contact channels.

TOOLS & APPLICATIONS

# DIAGRAMS & FLOWCHARTS

If you need to draw diagrams flowcharts for your business or products, the products in this section will help.

# Diagrams & Flowcharts

## Gliffy

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

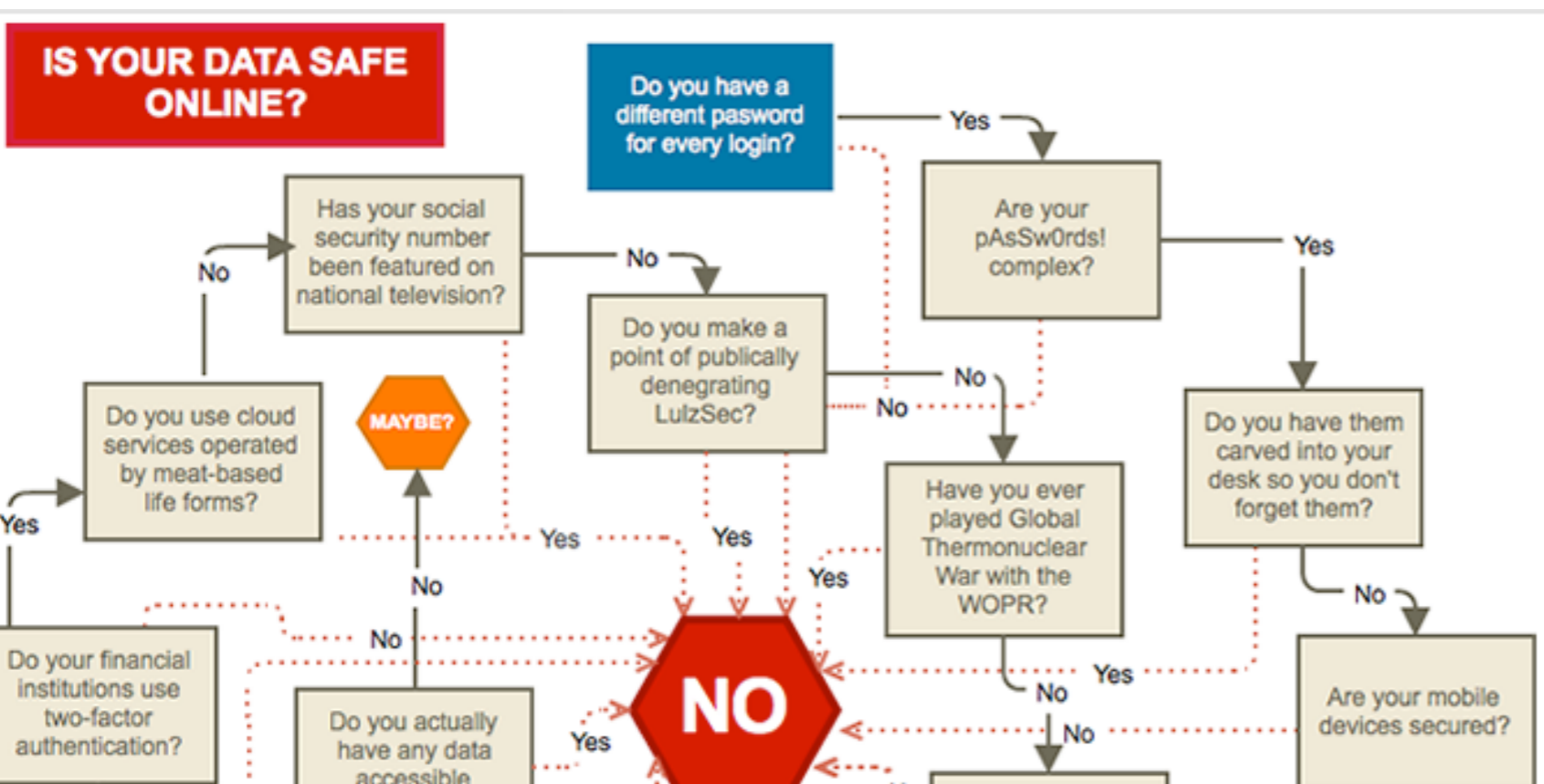
**Price:** Free / from \$4.95 month

**Type:** Web App

Gliffy is a an awesome web-based platform for creating all kinds of diagrams for your business.

### What we liked:

- The most simple and powerful flow chart system - great for mapping out sales funnels and followup sequences
- Great library of different elements for your diagrams
- Create a diverse range of diagrams (not just flow charts), the system is versatile and will fit most diagramming requirements.



# Diagrams & Flowcharts

## Alternative Options

We know that there is never a one-size fits all solution, so here are some alternative options for you to check out if our top pick is not right for you

### Createely

<http://createely.com/>

Createely is an online app that you can use to create diagrams, flow charts and wireframes for your business.

### Omnigraffle Professional

<http://www.securelinkpro.com/omni>

This application can be used to create flow charts and mind maps quickly and easily, as well as featuring some really useful diagram features for other business systems you may need to map out.

TOOLS & APPLICATIONS

# DOCUMENTATION CREATION

Creating documentation or training for your products can be time consuming and tedious at the best of times. These apps and tools help make this process less painful.

## ScreenSteps

<http://www.bluemangolearning.com/screensteps/>

**Price:** Free Trial / from \$39.95

**Type:** PC/Mac

Screensteps will help you create your product documentation quickly and easily. We use Screensteps to document all of our software products.

The system makes it easy to build documentation using screencapture images and text, and organise this documentation into step by step processes

### What we like:

- Quickly create documentation without the need to switch between screencapture and word processing apps
- Add annotation and highlight areas of images which are relevant to the step you are creating
- Export the documentation to PDF, or to online platforms or helpdesks like Zendesk.

TOOLS & APPLICATIONS

# EMAIL MARKETING SERVICES

Email marketing is one of the most profitable activities for an online business. Sending out content and promotions to your audience via email can account for over half of your business revenue, so you need to be building a list no matter what your online business does.

# Email Marketing Services

## Aweber

<http://www.securelinkpro.com/aweber>

**Price:** from \$19/month

**Type:** Web App

We've used Aweber in our business almost since day 1. Although we are now switching some of our contacts over to Infusionsoft, Aweber is still a great system for getting started with building a list.

### What we like:

- Easy to use form builder to create forms for your websites
- HTML Templates if you want to use HTML email
- Track opens and clicks of all your emails in an easy to use dashboard.



# Email Marketing Services

## Alternative Options

We know that there is never a one-size fits all solution, so here are some alternative options for you to check out if our top pick is not right for you

iContact

<http://www.icontact.com>

Mailchimp

<http://www.mailchimp.com>

TOOLS & APPLICATIONS

# FILE & COMPUTER BACKUP

Keeping regular backups of your business information is critical. It only takes a corrupted hard drive or a lost laptop to potentially take down your business for days, weeks or longer. You should keep regular backups of all your business data to ensure that in the event of the unexpected, you can be back up and running with minimal time interruption.

# File & Computer Backup



## Dropbox

<http://www.dropbox.com>

**Price:** Free (up to 2GB) / from \$9.99

**Type:** PC/Mac/Web



# Dropbox

Dropbox has been our app of choice for backup for a few years now. The key reason we use Dropbox over other solutions is the simplicity of the app and the ability to sync with other computers and platforms seamlessly.

We actually run all of our main business files from our Dropbox folder on our computer to ensure that as soon as a file is changed, it is updated and securely backed up.

### What we liked:

- Seamless synchronisation with Dropbox and to other platforms where you have Dropbox installed
- “Packrat” feature (small additional cost) will allow you to roll-back to previous versions of files to give you that extra peace of mind in case you delete or change a file by accident
- Simple sharing of files via the public folder (Teams package also offers advanced sharing features)
- Apps for PC, Mac and mobile platforms mean you can access your files wherever you are

## Alternative Options

We know that there is never a one-size fits all solution, so here are some alternative options for you to check out if our top pick is not right for you

Backblaze

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

Allows you to backup unlimited amount of data for only \$5/month.

TOOLS & APPLICATIONS

# HELPDESK & SUPPORT

Managing support as your business grows can be a big issue. Using email becomes clunky and unreliable, so we recommend using a helpdesk or support management system. Check our recommendations in this section

## Zendesk

<http://www.zendesk.com>

**Price:** from \$24/agent/month

(free trial available)

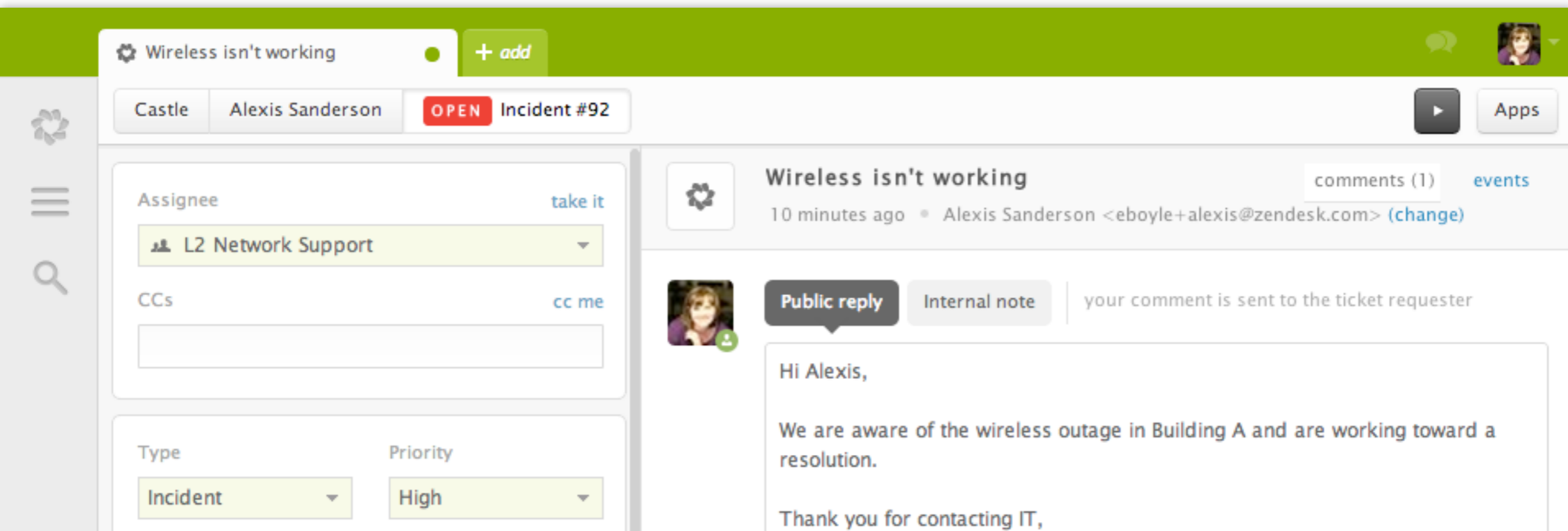
**Type:** Web App



Asana is our app of choice for managing all of our tasks, projects and working with our remote teams.

### What we like:

- Easy to use macro/canned answer system for quicker support handling
- Awesome looking and customizable knowledgebase
- Helpdesk is Customizable with apps and widgets
- Many integrations to pull in information from other platforms and web apps



The screenshot displays the Zendesk web application interface. At the top, a green header bar contains the ticket title "Wireless isn't working" and a "+ add" button. Below this, a navigation bar shows the ticket assigned to "Alexis Sanderson" with a status of "OPEN" and "Incident #92". The main interface is divided into two columns. The left column contains a sidebar with a search icon and a list of tickets. The right column shows the ticket details, including the title "Wireless isn't working", the time "10 minutes ago", and the assignee "Alexis Sanderson". A public reply is visible, stating "Hi Alexis, We are aware of the wireless outage in Building A and are working toward a resolution. Thank you for contacting IT,".

# Helpdesk & Support

## Alternative Options

We know that there is never a one-size fits all solution, so here are some alternative options for you to check out if our top pick is not right for you

GrooveHQ

<http://www.groovehq.com>

Rhino Support

<http://www.rhinosupport.com>

Desk.com

<http://www.desk.com>

Freshdesk

<http://www.freshdesk.com>

TOOLS & APPLICATIONS

# LIVE CHAT & PHONE SUPPORT

If you want to provide an additional layer of support for your customers, these apps will help you manage live (text) chat and phone support

# Live Chat & Phone Support



## LiveChat

<http://www.livechatinc.com>

**Price:** from \$36/agent/month

**Type:** Web App

LiveChat allows you (as the name suggests) to place a LiveChat box on your website for users to speak with your support agents via text chat in real-time.

### What we like:

- Great as a site traffic monitoring system - you can see where people are visiting from in real time and send them location specific messages to start a chat
- Integration with helpdesk solutions in cases where your support agents are all offline.
- Works with Facebook pages now as well as your own website



# Live Chat & Phone Support

## Alternative Options

We know that there is never a one-size fits all solution, so here are some alternative options for you to check out if our top pick is not right for you

### SpeakPipe

<http://www.speakpipe.com>

Speakpipe is a unique application which allows you to place a tab on the side of your websites which your visitors can use to leave a voice message through their computer.

This can be great for capturing customer feedback, or as another support channel which can be integrated with your helpdesk solution.

TOOLS & APPLICATIONS

# MICRO OUTSOURCING

Micro Outsourcing is basically the process of getting small, simple tasks done more effectively. There has been an eruption of new sites offering the services of developers, designers and other professionals for these small tasks that don't warrant the time required to go about finding a more long term service provider.

## Fiverr

<http://www.fiverr.com>

**Price:** \$5 per task

**Type:** Web App / Marketplace

Fiverr is a great site for finding people who will do a wide range of tasks for only \$5. You can find people to help you promote your business, complete design work, or create a video for you, all for \$5.

### What we liked:

- Huge range of services available for only \$5
- Additional pricing structure to get your tasks done quicker, or pay a little more for more advanced tasks
- Samples of work done shown and ratings help you find the best providers

# Micro-Outsourcing

## Alternative Options

We know that there is never a one-size fits all solution, so here are some alternative options for you to check out if our top pick is not right for you

MicroLancer

<http://www.microlancer.com>

Tweaky

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

Bountify

<https://bountify.co>

Codable.io

<http://www.codeable.io>

TOOLS & APPLICATIONS

# MIND MAPPING

Mind maps are a great visual way to represent ideas. Useful for planning our projects, or brainstorming ideas or strategies in a visual way, these tools will help you create your own mind maps easily.

# Mind Mapping

## Mind Mapping Options

There are many different mind mapping solutions on the market, all which have different styles and features. We have listed our top selections in this section.

### Freemind

<http://freemind.sourceforge.net>

Freemind is one of my favourite mind mapping applications. The software is open source and based on the Java platform, so it works on both PCs and Macs. The interface is clean and easy to use, so you can plan out your projects and ideas easily.

### Bubbl.us

<http://www.bubbl.us/>

This is a free online mind mapping application that is easy to use and has built in sharing features so you can share your mind maps with team members, friends or clients.

### Xmind

<http://www.securelinkpro.com/xmind>

XMind works on both PC and Mac, and features mind mapping and project management planning features. The pro version adds more additional features and is available from \$6/month.

# Mind Mapping

## iMindMap

<http://www.securelinkpro.com/imind>

Mind mapping software from the inventor of the mind mapping concept, Tony Buzan. Not the cheapest application out there, but creates some really nice looking diagrams which you can use to map out virtually any process or idea imaginable.

## Mindjet Mind Manager

<http://www.mindjet.com/products/>

Mindjet recently overhauled their product line and now offer a monthly subscription in return for a web app as well as the desktop app. They have been the market leader in this space for many years and offer many powerful features, but with so many free or no-subscription options on the market you need to see if the additional features warrant the pricetag for your business

TOOLS & APPLICATIONS

# OUTSOURCING

You can use the sites in this section to help find service providers for almost project you have in your business.

## Outsourcing Options

With so many outsourcing websites out there, we thought we'd give you the selection of our favourite sites. Sometimes it's worth placing an ad on more than one of these sites to get a better response.

### OnlineJobs.ph

<http://www.onlinejobs.ph>

Great site based in the Phillipines for finding Filipino outsourcers for longterm work at great rates.

### 99Designs

<http://www.99designs.com>

A new concept in outsourcing, on “crowdsourcing” sites you post your project brief and multiple designers will then create a concept for your project, and you can pick your favourite. This gives you much less risk than with choosing one individual designer, as you only pay for one design. Recommended for logo design, book and dvd cover design and web design.

### ODesk

<http://www.odesk.com>

Odesk works differently to many of the other outsourcing marketplaces in

# Outsourcing

that people are paid on the hours worked, not on a project basis. This works great if you want to build a team of employees for long term work, but you can of course also find people for one-off tasks.

## Get A Freelancer

<http://www.getafreelancer.com>

GetAFreelancer is another great site for finding freelancers for your business tasks. You will post projects here and receive bids on how much people will complete the project for, and their estimated turnaround time. Always be sure to check their feedback and never employ anyone with 0 feedback rating.

## Guru.com

<http://www.guru.com>

Guru.com has a massive marketplace of online service providers spanning lots of different business areas. You will find in-depth rankings and feedback scoring system here to enable you to make the best choice for your project.

TOOLS & APPLICATIONS

# PASSWORDS & LOGINS

Remembering logins and passwords can be a real pain. These applications help you manage your passwords, keep them secure and accessible across the different platforms you use to run your business.

## LastPass

<http://www.lastpass.com>

**Price:** Free

**Type:** Web App/Browser Extension

LastPass is a fantastic free web app for storing and managing passwords across your computers and mobile platforms

### What we liked:

- Sync login information across different computers almost instantly
- Duplicate password detection to help you keep your passwords varied
- Password generator - useful for generating more secure passwords for use online.

# Passwords & Logins

## Alternative Options

We know that there is never a one-size fits all solution, so here are some alternative options for you to check out if our top pick is not right for you

1Password (Mac)

<http://www.1password.com>

Roboform (PC/Mac)

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

TOOLS & APPLICATIONS

# PROJECT MANAGEMENT

Keeping your projects organised is a critical part of running an online business. If you're working with a team, this becomes even more challenging. These project management applications will help ease the process of managing the tasks and to-dos in your business.

## Asana

<http://www.asana.com>

**Price:** Free (for up to 30 users)

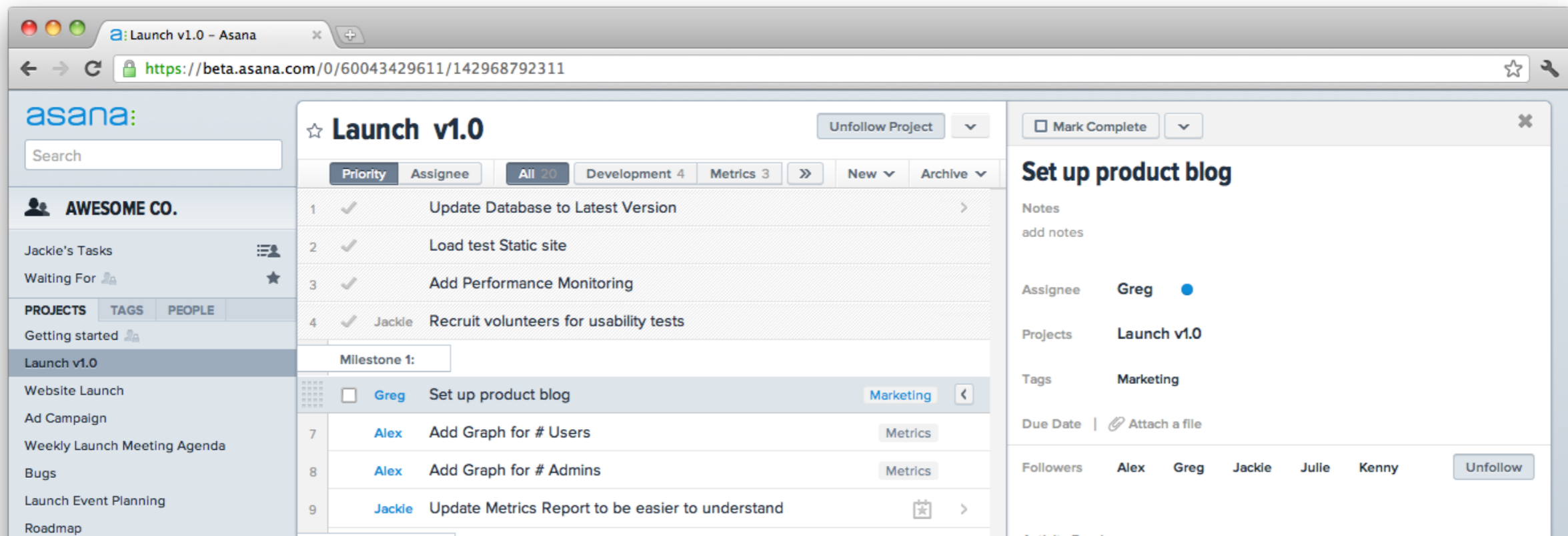
**Type:** Web App



Asana is our app of choice for managing all of our tasks, projects and working with our remote teams. We tried many options before we settled on Asana

### What we like:

- Create separate workspaces for different areas for your business (or different businesses)
- Create Projects, tasks and subtasks to keep things more organised
- Collaborate with your team with comments and real-time updates
- Free for your first 30 users



# Project Management

## Alternative Options

We know that there is never a one-size fits all solution, so here are some alternative options for you to check out if our top pick is not right for you

### **Basecamp**

<http://www.basecamp.com>

### **Do.com**

<http://www.do.com>

### **Podio**

<https://company.podio.com/>

### **ActiveCollab**

<https://www.activecollab.com/index.html>

TOOLS & APPLICATIONS

# PROJECT & NOTES ORGANISATION

As you run your online business you're likely to begin to find you have notes and ideas scattered across different applications and on paper. These applications help you keep your notes and plans organised until you're ready to start creating tasks in your project management system.

# Project & Notes Organisation



## Evernote

<http://www.evernote.com/products>

**Price:** Free or \$5/month

**Type:** Mac/PC/Web/Mobile



Evernote plays an essential part in the running of our business. Evernote is a note taking platform, but it allows you to do much more than that.

We use Evernote to store information and plans on all of our projects. We use the “notebooks” feature to create notebooks for each area of our business, and then we create a “notebook stack” to group these so we can look at all the different areas of our business quickly and easily.

### What we like:

- Evernote has a Mac, PC and Web app, as well as apps for mobile devices so you can access your notes and stored information wherever you are
- Keep projects organised by storing all your strategies, plans and ideas in individual notebooks relating to different areas of your business
- Clip notes from the Internet and store them in an ideas folder within Evernote
- Now syncs with Skitch (see screen capture section) so your screenshots are stored and accessible on all devices

TOOLS & APPLICATIONS

# SCREENSHOT & WEBSITE CAPTURE

Taking screenshots of webpages and content you find on the web can be useful when creating training content, or just building a swipe file of ideas for inspiration for your own content. These apps help you capture these screenshots and keep them organised.

# Screenshot & Website Capture



## LittleSnapper

<http://www.realmacsoftware.com/littlesnapper/>

**Price:** £27

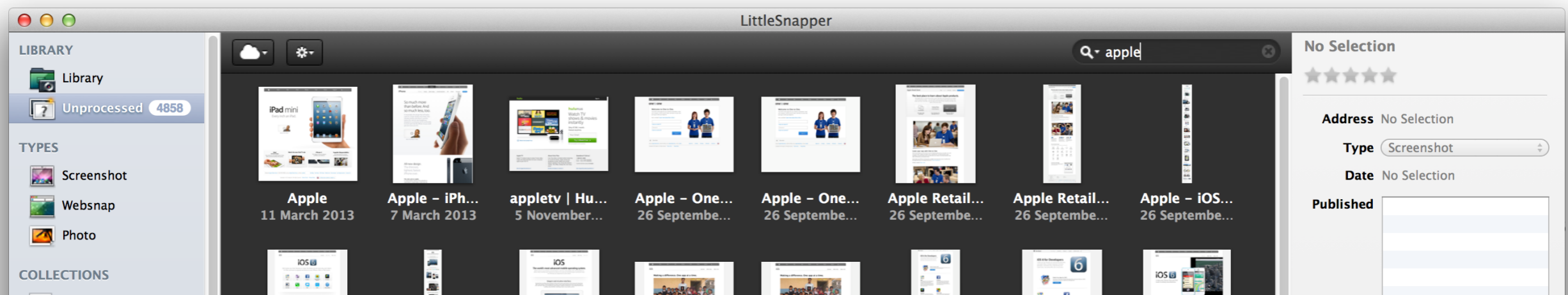
**Type:** Mac App

LittleSnapper is one of our favourite Mac apps, and something we use almost on a daily basis.

LittleSnapper is a powerful website capture app for taking screenshots of your favourite websites or anything else you find on the web. But it is much more than that too. It has a powerful library which allows you to organise and tag your captures - making it great as a swipe file resource for reference in your business.

### What we like:

- Snap areas on a page or a full page with the built in browser
- Organise your snaps with tags, ratings and folders
- **Tip:** Setup your LittleSnapper library inside your dropbox folder to sync your library across computers



# Screenshot & Website Capture

# Screenshot & Website Capture



## Skitch

<http://evernote.com/skitch/>

**Price:** Free

**Type:** PC/Mac App



Skitch is a great little app for snapping screenshots and sharing them with your team or remote workers.

We use Skitch daily because of its simple sharing features - you can snap something from a page, app or document, create a quick annotation (arrow, highlight etc) and share it via a quick share URL.

### What we like:

- Simple, lightweight app for snapping screenshots
- Now syncs through Evernote so you have access your screenshots on any of your computers
- Quick sharing of screenshots through the sharing feature - great for working with remote teams or developers.

TOOLS & APPLICATIONS

# SCREENCASTING & SCREEN RECORDING

Screencasting or screen recording is a fantastic way to create training courses, document software or create any kind of instructional content. These apps are what we use for creating and editing our screencasts.

# Screencasting & Screen Recording



## ScreenFlow

<http://www.telestream.net/screenflow/>

**Price:** \$99

**Type:** Mac App

ScreenFlow has become the industry standard for recording and editing screencasts and other video content on the Mac.

The software makes it easy to record, edit and export video without any of the technical knowledge that can be required with other video editing applications.

### What we like:

- Record video from your screen or webcam (or both) with the click of a button
- Simple to use clips editor makes it easy to organise the video and audio files you're working with.
- Add transitions, callouts, and other special effects to your videos to enhance the final output video and make your content easier to follow.
- Advanced options like Chroma Key make it a viable option for pro video producers who are editing from green screen or other studio setups.



# Screencasting & Screen Recording

## Alternative Options

We know that there is never a one-size fits all solution, so here are some alternative options for you to check out if our top pick is not right for you

Camtasia (PC/Mac)

<http://www.techsmith.com/camtasia>

Camtasia is a viable alternative to ScreenFlow and would be our recommendation if you're working on PC. Although not quite as easy to use, you can get great results with Camtasia which shares many of the same features as ScreenFlow.

TOOLS & APPLICATIONS

# MISC

This section contains any apps and tools we couldn't find a place for in other sections of this guide.

# Misc - Computer Tracking

## Prey

<http://www.preyproject.com>

**Price:** from \$5/month

**Type:** PC/Mac/Web/Mobile

Prey is a very cool app that we discovered after having one of our laptops stolen. The Prey system works by giving you a small application which you install on your device (laptop, desktop, mobile phone etc). This app connects to the Prey control panel which will then track your device location.

If your device is lost or stolen, you can activate the Prey system to start tracking your device, and do all sorts of other neat stuff too..

### What we liked:

- Remotely track the location of your device when it has been lost or stolen
- Lock or wipe the contents of your device remotely
- Take a photo of the person using your device (if the device has a camera on it) or take a screenshot to see what they are looking at (great for passing onto the authorities later)
- Works completely in the background, so the thief is never aware they are being tracked.



RESOURCES

# APPLICATION WIREFRAMING

If you are designing an app or planning out a website, these resources will be useful to you

# Application Wireframing

## Recommended Resources

These are our top recommended resources for this category.

### InVision

<http://www.invisionapp.com>

InVision helps you create interactive prototypes for your applications. You can upload screenshots or exports of your flat web designs and mockups and add links to these two help the user navigation between screens, giving an interactive experience

Great for planning out functionality of applications and explaining it to remote teams

### UXPin

<http://uxpin.com/>

Most mockup tools output ugly designs, but UXPin aims to change this by giving you the tools to great great looking mockups which are responsive too.

RESOURCES

# BANNERS & AD GRAPHICS

Using banners is a great way to promote your products on blogs and other websites. You should also think about providing banners for your products if you have an affiliate program for your affiliates to use.

# Banners & Ad Graphics

## Recommended Resources

These are our top recommended resources for this category.

### 20DollarBanners

<http://www.20dollarbanners.com/portfolio>

Reasonably priced banners available in a wide range of sizes and orientations from 20DollarBanners (note their cheapest banner is \$20 and prices go up from there)

### BannersMall

<http://bannersmall.com/>

BannersMall offer a range of packages and individual banners. They create awesome looking animated banners and offer a 3 day turnaround, or a 24 hour rush service.

### Rightbanners

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

If you need a banner in a hurry for your website or blog, RightBanners offer rapid turnaround for 1 banner from only \$29.

RESOURCES

# BUSINESS TRAVEL

Save money and hassle on making business travel arrangements

# Business Travel

## Recommended Resources

These are our top recommended resources for this category.

### Kayak

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

Kayak offers a simple interface for finding cheap flights between any two airports in the world. The site searches many different airlines to give you a wide range of options including journeys with 1 or 2 stops (to cut price). Also available on the iphone

### Triplt

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

Helps you organize your travel plans by enabling you to build you itinerary within their system by sending your reservation emails direct to the site. These will be organized for you in an easy to follow format which takes the stress out of managing your travel plans

### Travel Supermarket (UK)

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

This site offers a complete search solution when booking travel from the UK. You can search for flights from multiple airports to help evaluate your options more easily.

# Business Travel

RESOURCES

# CLIPART & DIGITAL GRAPHICS

Although the term “clipart” sounds very old fashioned now, the use of digital images and stock is still very much alive, and you can find some of the latest images for use on your blogs, websites and videos on these sites.

# Clipart & Graphics

## Recommended Resources

These are our top recommended resources for this category.

GraphicRiver

<http://www.graphicriver.net>

PresenterMedia

<http://www.presentermedia.com>

RESOURCES

# DOMAINS

All you need for buying and selling domains online.

# Domains

## Recommended Resources

These are our top recommended resources for this category.

### Namecheap

<http://www.namecheap.com>

We have used Namecheap to register all of our regular domains for the last few years and they have always been very reliable

### Instant Domain Search

<http://www.instantdomainsearch.com>

This cool online tool allows you to search for available domains in realtime - you type in your idea for a domain and as you type the site will check the availability of the most common domain extensions INSTANTLY. This can save you a lot of time when you're brainstorming names for new projects.

### BuyDomains

<http://www.buydomains.com>

If you can't find an available name for your project, you can buy a domain which has already been purchased and is up for sale by the owner. There are many great domain names available for purchase on BuyDomains including some shorter more memorable names if you have more money to spend.

## RESOURCES

# EXPLAINER VIDEOS

Explainer videos are a popular way of demonstrating the features and benefits of your product through animated or high quality video. Check out the following companies if you're thinking of having an explainer video created.

# Explainer Videos

## Recommended Resources

These are our top recommended resources for this category.

**Note:** We have not used all of the companies listed here, we have reviewed them based on their portfolios

WooShii

<http://wooshii.com>

Explainify

<http://explainify.com/>

DemoDuck

<http://www.demoduck.com>

BlinkTower

<http://www.blinktower.com>

RESOURCES

# FILE CONVERSION

The tools and resources we use to manage and deal with different files

# File Conversion

## Recommended Resources

These are our top recommended resources for this category.

### PDF to Word

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

There are often occasions where you may find you need to clip some content from a PDF document but can't grab the text without problems. Well this great online app has the solution - it simply converts any PDF document to a word document, so you can then edit the text as you please

### BullZip PDF Printer (PC)

<http://www.bullzip.com/products/pdf/info.php>

For those of you still using a PC, you may find you often want to save content from a software program as PDF but can't. Well this application has the solution. Install the free PDF printer and it will appear in your system as another printer, but will actually output the file as a PDF rather than a printer document.

### YouConvertIt

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

Online converter that converts almost any file to an alternative format

RESOURCES

# FONTS

Using the right fonts on a project can make or break the design, so check these resources for many different free fonts for use in your projects and products.

## Recommended Resources

These are our top recommended resources for this category.

Dafont

<http://www.dafont.com>

Urbanfonts

<http://www.urbanfonts.com>

Squirrelfonts

<http://www.squirrelfonts.com>

Google fonts

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

RESOURCES

# INFOGRAPHIC CREATION

Infographics are a great way to illustrate complicated data in an easy to understand format. These tools make it easy to create your own infographics.

# Infographic Creation

## Recommended Resources

These are our top recommended resources for this category.

PiktoChart

<http://piktochart.com/>

Visual.ly

<http://visual.ly/>

Infogr.am

<http://infogr.am/>

RESOURCES

# LOGO DESIGN

If you need to create a logo or have a logo designed,  
these are the resources we recommend

# Logo Design

## Recommended Resources

These are our top recommended resources for this category.

99Designs

<http://www.99designs.com>

Fiverr

<http://www.fiverr.com>

GraphicRiver Logo Templates

<http://graphicriver.net/category/logo-templates>

RESOURCES

# PRODUCT MOCKUPS

Creating a mockup of your product is a very powerful way of increasing the perceived value - especially when used on landing pages and sales pages. Use these resources to create your own

# Product Mockups

## Recommended Resources

These are our top recommended resources for this category.

GraphicRiver Product Mockups

<http://graphicriver.net/category/graphics/product-mock-ups>

CoverActionPro (requires Photoshop)

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

BoxShot

<http://boxshot.com/boxshot/>

RESOURCES

# PRESS RELEASES & PR

Get more traffic to your sites with press releases and  
online PR

# Press Releases & PR

## Recommended Resources

These are our top recommended resources for this category.

### PRWeb

<http://www.securelinkpro.com/prweb>

This is the industry standard Press Release website. Using PRWeb you are guaranteed to maximise your visibility through the online news networks.

### PRLog

<http://www.prlog.org/>

PRLog offers free press release submission to some of the top sites including Google News, Yahoo and other top sites

### Mashable PR Site List

<http://mashable.com/2007/10/20/press-releases/>

(Not as up to date as it once was) the popular Social Media Blog Mashable has prepared a great listing of 20 free press release sites which you can use if you are a budget and still want to boost your sites exposure.

RESOURCES

# STOCK PHOTOGRAPHY

Enhance your website, blog or content with amazing  
images

# Stock Photography

## Recommended Resources

These are our top recommended resources for this category.

**Note:** Always pay close attention to the license agreements for any images you purchase or use to ensure you are using them in the authorised way

PhoneDune

<http://www.photodune.com>

BigStockPhoto

<http://www.bigstockphoto.com>

iStockPhoto

<http://www.istockphoto.com>

Stock.Xchng

<http://www.sxc.hu/>

123RF

<http://www.123rf.com>

RESOURCES

# TRANSCRIPTION SERVICES

Transcribing your audio and video content is a great way to generate more content with the same amount of work.

# Transcription Services

## Recommended Resources

These are our top recommended resources for this category.

CastingWords  
<https://castingwords.com/>

RESOURCES

# VIDEO CLIPS & STOCK FOOTAGE

Creating video for your projects can be time consuming. These sites help you with stock footage and other stock video elements and effects to shortcut some of the work required.

# Video Clips & Stock Footage

## Recommended Resources

These are our top recommended resources for this category.

**Note:** Always pay close attention to the license agreements for any video stock you purchase or use to ensure you are using them in the authorised way

VideoHive

<http://www.videohive.net>

Videoblocks

<http://www.videoblocks.com>

RevoStock

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

iStockPhoto Video

<http://www.securelinkpro.com/istockvideo>

Public Domain Flicks

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

Detonation Films

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

Vimeo HD Group

<http://www.vimeo.com/groups/freehd/videos>

Stock Footage for Free

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

RESOURCES

# VOICEOVER SERVICES

If you're creating an explainer video or any kind of marketing material in video or audio format, having a professional voiceover can increase the impact. Use these services to get yours done for you.

# Voiceover Services

## Recommended Resources

These are our top recommended resources for this category.

Voices.com

<http://www.voices.com>

Voice123

<http://www.voice123.com>

VoiceBunny

<http://voicebunny.com/>