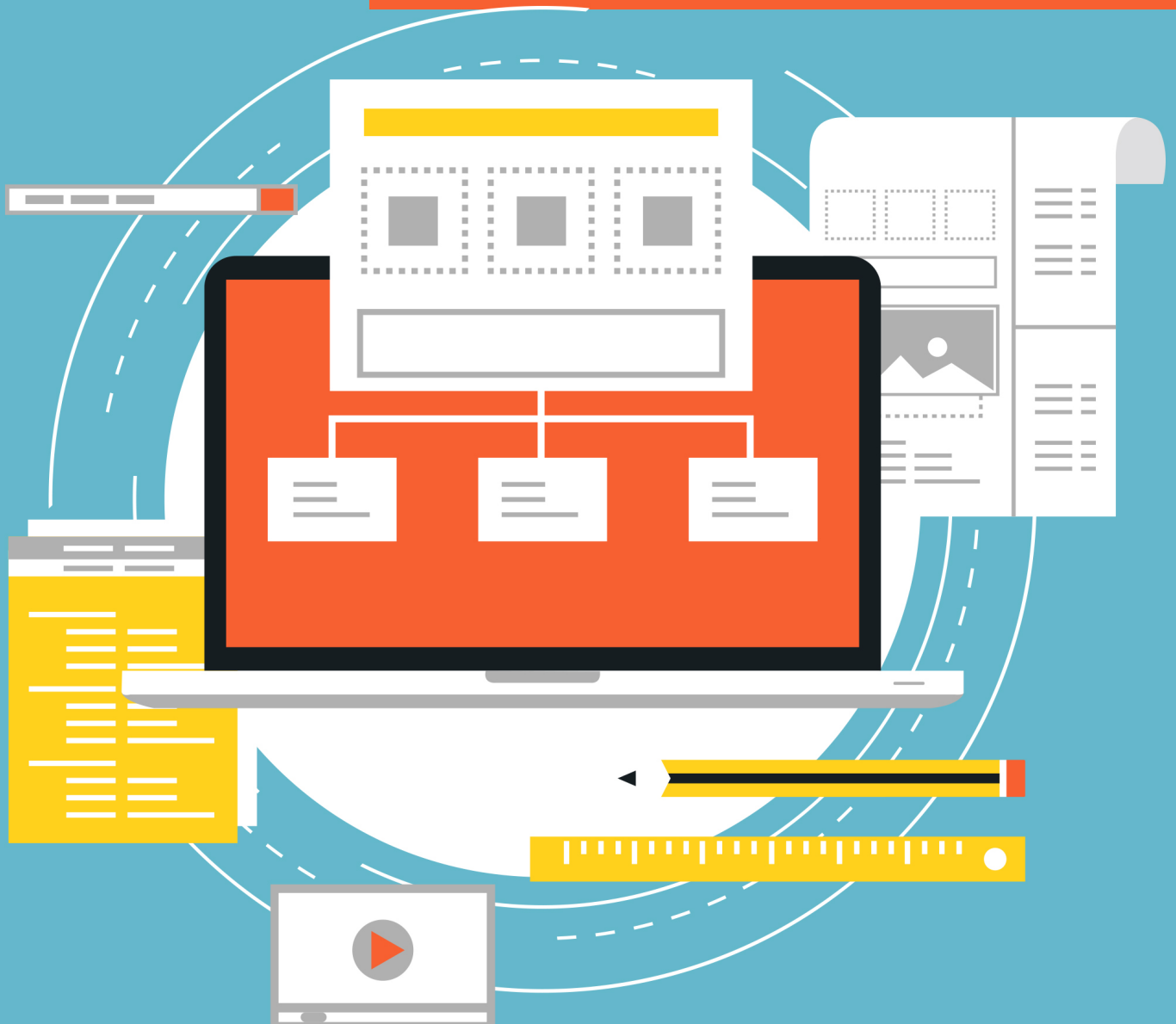


THE
TOP

28

PROFIT-BOOSTING

TOOLS



Introduction

There's one thing that all successful Internet Marketers have in common...
They all use the best tools to make things easier for themselves!

For example, have you ever wanted to build professional web pages without knowing a single line of HTML code?

Or maybe edit an image professionally without knowing *anything* about Photoshop?

Or even get notified as soon as somebody mentions your name online?

These 28 tools will help you do all these things and more!

Luckily, they don't have to break the bank or overwhelm you with a huge learning curve. In fact, a lot of them are so simple to use that even a complete beginner could use them easily.

Here they are...

The Top 26 Profit-Boosting Tools

1) Google (Free)

<https://www.google.com>

Great for niche research, discovering where your audience hangs out and finding solutions to technical issues.

2) Niche Research – Facebook Audience Insights (Free)

<https://www.facebook.com/ads/audience-insights/>

You'll need to create a Facebook Ads account to access it, but it gives you everything you could possibly want to know about your target audience, including their age, gender, location, liked pages, buying behavior and more.

3) Keyword Research – Google Keyword Tool (Free)

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

You'll need to create a Google AdWords account to access it, but this handy tool shows you the most searched-for keywords in your niche. You can then use this data to create profitable SEO and PPC campaigns.

4) Affiliate Networks (Free)

A popular way to get started in the Internet Marketing industry is to promote other people's products (as an "affiliate"), and get paid a share of every sale you make (a "commission").

There are tons of affiliate networks out there, but Clickbank, Commission Junction and MaxBounty are the best.

MaxBounty has an approval process due to it being a CPA network, which allows you to get paid for promoting free offers. But you can imagine the benefits when done correctly.

Clickbank – <https://accounts.clickbank.com/marketplace.htm>

CJ Affiliate (Previously "Commission Junction") – <https://www.cj.com>

MaxBounty – <https://maxbounty.com>

5) Domain Name & Hosting – A2 Hosting (Paid)

<https://www.digitalprosperity.com/recommends/webhosting/>

After having trouble with HostGator and GoDaddy's hosting services, I found that A2 Hosting was the best option for new Internet Marketers. Their hosting is lightning fast, their prices are low and their customer support is awesome.

Plus you get a free domain name with your hosting account using the above link, too.

6) Website Building – WordPress (Free)

<https://wordpress.org>

No matter which industry you're in, WordPress has become the standard for professional websites that want to get results.

There are tons of plugins available which enhance its functionality, and it's super easy to use. Just install it in a few clicks using [A2 Hosting's](#) Apps Installer, and you're ready to go.

7) Sales Funnel Building – ClickFunnels (Paid)

<https://www.digitalprosperity.com/recommends/clickfunnels>

Although WordPress is good for your main website, you'll want to set up a squeeze page to build your email list, sales pages to sell your products, an order process, one-click upsells and more. That's where this sales funnel builder comes in.

Using [ClickFunnels](#), you can simply drag and drop the elements you want onto the page, and change the look of them easily without knowing anything about programming or web design.

You can pick up a free trial at the link above to see if it's right for you, then it's \$97 per month after that (no need for the more expensive options when you're just starting out).

This may sound expensive at first but remember the end goal is to make a net profit in your business, and this tool is going to make that task so much easier for you—not to mention other order processing services with built-in one-click upsell functionality are priced at upwards of \$97 per month alone, without any ability to create the other web pages you need to make a profit. So it's actually a great deal.

Oh, and as an added incentive, feel free to send me a support ticket at <https://support.digitalprosperity.com> showing you've bought ClickFunnels through my affiliate link and I'll send you a secret link to import an already-created "fill in the blanks" Profit Process into your account, to save you creating it all from scratch. Just spend 30 minutes filling in the blanks and you'll be done. You're welcome!

8) FTP Software – FileZilla (Free)

<https://filezilla-project.org/download.php?type=client>

To get files from your computer to show up on your website, you need to transfer them to your hosting account via a process called "FTP" (short for "File Transfer Protocol").

With this free software, you can drag and drop your files into your hosting account in just a few clicks.

9) Order Processing – Stripe & PayPal (Free)

If you want to sell your own products online, you'll need a way to process your customers' orders and receive their funds.

[Stripe](#) is the most beginner-friendly way to start receiving payments. All payments you receive can be transferred directly to your bank account at time intervals of your choosing.

They also allow one-click upsells (if using ClickFunnels) which will multiply your conversion rates.

You'll also want to set up a [PayPal business account](#) so you can offer that option on your order forms too.

10) Content Creation – Google Docs, Sheets, Forms & Slides (Free)

<https://www.google.com/docs/about/>

If you don't have Microsoft or Apple software available to you, you can use Google's online product suite to create documents, spreadsheets, forms and presentations for free.

One of my favorite features in this product suite is being able to create surveys for your audience with Google Forms, as this means you don't need to pay for more expensive solutions like SurveyMonkey or Wufoo.

11) Image Editing – Canva / PicMonkey (Free)

If you want to avoid the learning curve of using Photoshop, there are some great free online image editing tools created with beginners in mind.

[Canva](#) is great for creating images from scratch (including images for social media and advertisements), whereas [PicMonkey](#) is perfect for making changes to existing images (such as cropping, resizing and rotating images, etc).

12) Online Storage – Google Drive / Dropbox (Free)

If you don't always work from the same computer or you need other people to have access to the same files as you, it's wise to store your files online (known as being "in the cloud").

I personally prefer [Google Drive](#), as it is better-suited to teams and integrates nicely with the other Google products, such as Google Docs and similar.

However [Dropbox](#) is a great alternative, too.

Both of these services are great for backing up your files too, which is a lifesaver when disaster strikes.

13) Email Service Provider / "Autoresponder" – ActiveCampaign (Paid)

<https://www.digitalprosperity.com/recommends/activecampaign/>

Once you persuade people to opt-in to your email list/newsletter, you need somewhere to store them and a way to communicate with them all at once, legally. That's where an Email Service Provider or "autoresponder" comes in.

There are a lot of good services out there, but [ActiveCampaign](#) has recently replaced AWeber as my recommended tool for beginners.

It's super easy to use, their deliverability is the best in the industry, and their customer support is amazing. In other words, you get *way* more than you pay for. You can also get a free trial using the link above to try it out for yourself.

After the free trial, I'd recommend playing around with the service plan options (e.g. number of subscribers, etc) to get the lowest price for what you currently need. You can always upgrade later if necessary.

14) Organization – Trello (Free)

<https://trello.com>

One of the best ways to avoid information overwhelm is to know exactly what you need to do, instead of trying to remember everything yourself. That's why Trello is the best tool for organization I've ever used.

You can create columns called "To Do", "Urgent To Do" and "Done", then just drag and drop tasks from one column to the other.

Best of all, because it's all online, you can set your to-do list as your browser's homepage to remind you to stop procrastinating, too.

15) Screen Recording – Camtasia (Free Trial)

<https://www.techsmith.com/camtasia.html>

If you've ever wondered how people create videos which show their computer screen and add a voiceover to it, this is the best tool to do it.

Just hit the record button and edit it using their build-in editor, then export it as a video file. You're done!

There are some alternatives to Camtasia, but I've yet to find one that doesn't have limitations or lacks an important feature.

16) Video Hosting – YouTube / Vimeo (Free / Paid)

After you create a video, you need to upload it to a video hosting service so people can watch it online.

If you want the video to be seen by as many people as possible, you should upload it to [YouTube](#).

But the downside of YouTube is that anyone can share the links to see the videos. So if you're uploading videos which will be used in a paid product, you should use [Vimeo](#) (beginner-level features) or [Wistia](#) (intermediate and expert-

level features).

17) Online Phone & Video Calling – Skype (Free)

<https://www.skype.com>

A great way to boost your profit in your online business is to coach people. If you want to do this one-on-one, you can do it for free using Skype.

Or, even if you want to make new friends or business partners in your industry, Skype is the best way to connect over the phone, too.

This tool has saved me thousands of dollars in international calling fees!

18) Outsourcing – Fiverr.com (Paid)

<https://www.fiverr.com>

If you have a small job that needs doing but can't do it yourself, the first place you should look is Fiverr. They have people who will do pretty much anything for \$5, including logo design, formatting, ebook cover graphics and more.

Just do a quick search for what you need, sort the results by customer feedback and you'll be shocked at what you can get for such a low price.

19) Social Media – Facebook, Instagram, Twitter, Pinterest, LinkedIn (Free)

A great way to increase your sales is to always be where your prospects are, and social media is one of the best ways to do just that.

By showing people you're an actual human being, you'll gain their trust and increase your results across your entire website.

[Facebook](#), [Instagram](#), [Twitter](#), [Pinterest](#) and [LinkedIn](#) are great for this, but I'd recommend focusing on just one or two which suit your business best to begin with.

20) PPC Traffic Networks – Facebook Ads, Google AdWords, Bing Ads, Twitter Ads (Paid)

If you don't have the time to spend all day on social media and want to speed up your results in a scalable way, then you should use paid traffic.

After all, if you're spending \$1 on traffic and getting \$2+ back out again in sales, you can see how easy it is to grow your income.

[Facebook Ads](#) is the best place to start for most businesses (which also includes Instagram Ads in the same network), followed by [Google AdWords](#), [Bing Ads](#) and [Twitter Ads](#).

Just be sure to follow a proven system, otherwise it's easy to lose your shirt if you don't know what you're doing.

21) Analytics Tool – Google Analytics (Free)

<https://analytics.google.com>

The Internet Marketers who track, measure and improve their results are those who get the best results. After all, it could be that one element of your website is sabotaging everything else – but how do you know if you don't track your results?

Simply use Google Analytics on every web page, and it will tell you everything you need to know about your visitors' behavior on your website.

22) Split Testing Tool – Visual Website Optimizer (Free Trial)

<https://www.digitalprosperity.com/recommends/vwo/>

Let's say you have a new idea for your website, but you're not sure if it's going to actually increase or decrease your results.

For example, a new headline on your squeeze page, a new button color, or similar.

A split testing tool like Visual Website Optimizer will automatically split the traffic between the old and new versions and tell you which is working the best, with the exact statistics to prove it.

Just one split test per week can rapidly increase your overall profit, so the extra results you unlock should *more than* pay for this tool after the free trial.

23) Code Optimization – Google Tag Manager (Free)

<https://tagmanager.google.com>

It can get pretty messy and confusing when you have multiple pieces of code on your website from several different tracking services.

Google Tag Manager will condense all of your third-party code snippets into just one line of code, saving space and making things easier to manage.

Best of all, if you need to update one of the pieces of code, just go into Google Tag Manager and change it there, then it'll apply to all of your web pages automatically. Without this tool, you would have to make the change on every web page separately. It's a huge time saver!

24) Google Alerts (Free)

<https://www.google.co.uk/alerts>

Ever wished you could be notified whenever somebody mentions your name or company name online? This free tool will do just that.

Just tell the tool what to look for, then it'll update you when a new mention of that word or phrase happens on the web.

As you can imagine, this is insanely helpful for reputation management, spying on your competitors and more.

25) Diagram / Flowchart Software – Draw.io (Free)

<https://www.draw.io>

Sales funnels often have many different parts to them, and can be tricky to keep up with – especially if you're tracking conversion rates on every web page. That's why Draw.io is a lifesaver.

You can map out your entire sales funnel page-by-page in a flowchart format, then add the conversion rate to each step in the process. It's a great way to see your entire funnel on paper instead of trying to visualize everything in your head.

26) Note Taking – EverNote (Free)

<https://evernote.com>

Instead of filling your home with paper notes and never looking at them again, you can keep your notes organized and easily accessible in one user-friendly area.

Imagine how much easier things will be for you if you store your notes taken from your purchased online courses here!

27) Webinars – GoToWebinar (Paid) / Facebook Live (Free)

<https://www.gotomeeting.com/webinar/customer>

Webinars are a great way to sell medium to high-priced products and services, as the live environment keeps people engaged and helps them to feel more connected with you.

After the free 30-day trial, the monthly price of GoToWebinar is fairly steep, **but** it will pay for itself and make a profit with just *one* mid-ticket sale per month (if you run your online business correctly) – so it’s definitely worth it.

Alternatively, if you want a free solution, Facebook Live is also a good option, although it doesn’t provide you with as many features during the live stream.

28) Tool Integrations – Zapier (Paid)

<https://zapier.com>

The one issue with having a lot of different tools is making sure they can all “speak” to each other. That’s the issue that Zapier solves.

It connects with all your favorite tools to pass data back and forth, allowing you to create an automated system that runs itself.

For example, you can tag people who didn’t attend your webinar within your autoresponder, so your system can follow-up with them and persuade them to buy a different way. Or maybe add somebody to your email list when they submit a survey.

The possibilities are endless.

How Do You Use These Tools To Make Sales?

Although these tools are great for boosting your profit, you need to use them in the correct way to see any kind of results.

If you'd like to get coached by me personally to generate \$10,000 in net profit per month with an online business, simply click the big button below...

CLICK HERE NOW TO LEARN MORE

To your success!

J. Francis

- James Francis.

Founder & CEO, Digital Prosperity.