

# Your Online Launchpad (Online Marketing Cheatsheet)

By Julie Syl & Pauli Kalungi of [Juleskalpauli.com](http://Juleskalpauli.com)

Hello & welcome to what we use and works for us to build our business! Over time we have used and tested quite a few web tools, software and applications. This launch pad aka "Cheat Sheet" is a list of what we believe to be the best tools and resources that we use to grow our online business on a day-to-day basis.

Save it to your computer, print it out, spill your soup on it... **It's Yours!** All the best & speak soon, Julie Syl and Pauli

P.S. Have you signed up for the **FREE TRAINING** yet? Head to [juleskalpauli.com](http://juleskalpauli.com) and enter your name and email on any of the Ads on any FREE Training on offer (**on the right**) to get Immediate ACCESS, its usually on for a Limited Period!

*Please Note: Some of the links below are affiliate links which means we may earn a commission if you follow that link and make a purchase. We have personal experience of the following services and are ONLY recommending them because we like & use them, and think they might help you too. The affiliate links won't mean you pay any more we just want to be upfront and transparent with you from the outset... :-)*

## Table of Contents

Internet Marketing Cheat Sheet .....	1
Market Research .....	1
Building Websites .....	2
Graphics/Photos .....	3
Hosting .....	3
Affiliate Marketing .....	3
Advertising .....	4
Email Marketing .....	4
Forums .....	5
Outsourcing .....	5
Video Creation .....	5
Audio Creation .....	6
Internet Browsers .....	6
Generating Traffic: Article Directories .....	6
Generating Traffic: Article Spinning & Distribution .....	6
Traffic Monitoring .....	7
Utilities.....	8
Books .....	9

## Market Research

Market research is the main thing most of us slip up on when starting out online. Miss out on your market research & you've started your business on very bad foundations. Here are some tools that you may try before you start a new business or website!

[Market Samurai](#): This is a superb tool (probably the best available on the net) which allows you to perform keyword research on a more advanced level than simply using [Google Keyword Tool](#). But the real power of Market Samurai is that it allows you to check out your competition through its Competition Module. The videos on their site will show you the power of this application.

[WordTracker](#): Another cool service you can use to cross/double check your keyword research.

[Open Site Explorer](#): A great website from [SEOMoz.Org](#). Check the number of links to a website and other metrics such as Page Authority. Quick (and free!) to use.

[Google Trends](#): A fascinating application to quickly check which topics are hot and receiving a lot of searches in Google.

[Google Insights](#): Very similar to Google Trends but more detailed. I like to make sure that the key phrases that are associated with my niche are trending upwards through time (or are at least stable!). This is also a great tool for checking seasonal trends and geography to find out where your potential customers are located.

[Google PageSpeed](#): Optimizing your website loading Speeds which in turn helps in your ranking. Every little helps as we all want the low hanging fruit to get Organic traffic, searching for our niche.

[Amazon](#): Yes amazon. Check how many books and magazines there are for a particular niche that you're looking to get into. A large amount of both is usually a good indicator that other marketers are already making money in that niche, which in turn means a greater likelihood that you can do the same.

[QuantCast](#): A nice place to find the demographics of your audience. Put in the web address of a leading website in your niche and see the ages, gender and income level of its audience. One reason why this is useful is so that you can design your website by using graphics and photos that will appeal to (and be representative of) your target audience.

## Building Websites

This was an expert-only niche in days of old, as html code is a learned art! Now we use WordPress (our choice), Weebly, Godaddy etc. One of the reasons why we know we're blessed to have started online circa 2012! We love WordPress which was designed for blogging. Today, there are so many 3<sup>rd</sup> party companies designing widgets & plugins for it, you can literally create pretty much any kind of style of website you like.

[GoDaddy](#): First you need a cheap domain. This service offers dirt cheap domains as cheap as \$0.99 for a domain name. Make sure you pick a name that is Unique to YOU, shouts out YOU, your values & what You stand for. Don't use a company name or an affiliate program name...some tend to disappear into the nether. But you will be here as long as you live & your brand can be passed on to the next generation! Brand You. An example domain name [workwithJuliekal.com](#) you get the picture... Ignore the upsells apart from maybe DNS & if you are gonna monetize your site & The SSL! Now Your new domain needs to be hosted & for WordPress purposes, we have suggestions under "Hosting".

[Wordpress.org](#): is what you need if you want to use WordPress on your own domain:

e.g. <http://www.juleskalpauli.com> You download and install the software you need from this site if you like. But it is much easier to use the one-click install facility from the control panel in your hosting account we use HostGator. [Wordpress.com](http://wordpress.com): This is a separate service which allows you to create a blog hosted on the wordpress.com website. If you do this then the web address will be something like: <http://juleskal.wordpress.com>. We use this for setting up quick "satellite" blogs to create links back to our main website via Wordpress.org

## Graphics/Photos

It's important to make sure that you have the legal right to use a photo before you do so. The bad news is that some images online can be quite expensive. The good news is that there are a number of different places to get free photos that you can use legally. Facebook has an image Library for its business users 😊

[sxc.hu](http://sxc.hu): Free stock photos that you can use for your website or products. This can be your first port of call for photos, although the free nature of this site means it's not always possible to find exactly what you are looking for. Always be careful to check out the creator's terms and conditions for the particular photo that you are interested.

[Jing Tool](#): Or use another Free tool from Microsoft [Snipping](#) . These are the simplest pieces of software you will ever use! Click a button, highlight an area on the screen, and Wham! you have a screen capture photo. Without the copyright issues that come with directly saving an image to your gadget 😊

[SnagIt](#): This is Jing's monetized brother. A great picture editor which you can trial for free, purchase on its own or get a discount for when you buy it together with Camtasia (see below). Use this for resizing images, adding "fancy" borders or jagged edges and taking computer screen snapshots. For graphics, web and logo design, please see the Outsourcing section in this Cheat Sheet.

## Hosting

[HostGator](#): We use this to host almost all our websites. The user-friendly control panel allows you to do common tasks such as creating/redirecting email addresses and installing WordPress with ease. Another hosting provider that works great with WordPress is [BlueHost](#)!

[Dropbox](#): This is a web based "Storage Service". It's a lovely service (although possibly a little hard to figure out at first) which allows you to store large files on their server. The advantage of this is so you don't over-burden your own website with too many large files. We use this for all audio and videos files on our sites. Dropbox has both Free & paid options. You can increase your free Storage space by sharing its services with your list 😊

## Affiliate Marketing

Promoting other people's products and receiving commission when you generate a sale is exactly what affiliate marketing is. Affiliate marketing is a great place to start out in your online business (it's what we started with). It allows you to learn the basics of making money online without having to take the risk of creating your own product. Find a program/platform/service/product of your choice and get promoting....We actively Promote 2 Programs:

[DreamTrips](#) an exclusive Travel and Lifestyle program that gives back every dollar invested to the members as Travel Dollars to use on any DreamTrip of choice. We love traveling and it doesn't get better than traveling like **Royalty 5\* style at 2\* wholesale Rates** to The Best Resorts and Locations

worldwide without getting into debt. And the best part is you Get Paid to Do so and could earn a great living too if you choose. Otherwise you could just use this as a member, the biz opp is Strictly Optional! DT has impacted many discerning people, in a major life changing way! DT also gives back to those less fortunate in various VolunTours across the globe that only have to be experienced to be understood. Once bitten you will never imagine a different life to Learn More about how you too can Mastermind with 7 figure earners, learn their tricks and Change your life all the while creating memories for your loved ones. Please get directly in touch with Julie at [Julie@juleskalpauli.com](mailto:Julie@juleskalpauli.com) for more details.

**MLSP:** This is the most rounded Online Leadership, Network Marketing Training and Affiliate program online today. If you want to be positioned as a Leader and also earn up to 100% commissions, you must absolutely consider This platform and start implementing the daily action plan. Within 90 days you will have more leads than you know what to do with and once they start rolling in, they don't stop. These prospects will become your very own Fan base and invaluable asset for backend sales and promotions. Look no further than this if you are a Newbie to Network marketing!

**KaSP:** Our Very own Digital Training Products with detailed modules on how to build your Organisation or Team or downline from the ground up. There is Basic & Advanced, depending on your needs. Doesn't come better than this!!! Various tools all set up for you and lined into a powerful program that has been proven to work. Residual Income is guaranteed with this platform unless you fail to implement the details.

**Note:** If you decide to [work with us](#) you will receive our Full Basic training package to get you up to speed and running. Plus our Personal Mentoring and coaching **all free of charge**. The training, mentoring & resources are valued at over \$2000!

## Advertising

There are a number of different ways to generate income from online advertising.

**Facebook Fan Page:** BUILD YOUR FACEBOOK PAGE LIKE A ROCK-STAR, GENERATE MORE LEADS, MAKE MORE SALES/RECRUIT MORE REPS, RACE TO THE TOP & WIN CONTESTS IN YOUR BUSINESS!

**Socialadr:** – unlocks the secret to massive back links from social media sites, gets pages promoted on **hundreds** of different accounts, at a natural pace, Start with a Free Account & scale up as necessary.

**ViralContentBuzz:** Our Secret Weapon..Shhhh don't tell anybody! Seriously we found this out on a paid training & it's Sooo worth it and its all **FREE** free sauce...! All you have to do is share & participate a few clicks whenever could be per day to advertise your website and Yes Get 5-10 Leads per Day Opting into Your Offers! IT works do this Daily, takes maybe 10mins max!

**Better Networker Training Vault:** For free Lead generation and TOP NOTCH training on how to grow your online/Home Business to 6-7 Figures you will not find better than the Better Networker Training Vault and we can't emphasize enough how investing in YOU in the Right training will bear the most results in your business ever! Check it out here it's worth its weight in Gold.

## Email Marketing

Whilst you don't have to build an email list to be successful online, it is highly recommended. We didn't do this during our early days until we realized the full power of email marketing. In the unfortunate event that Google changes its algorithm and "slaps" your site (i.e., drops you down the

ranking in its search results) you are still very much in business if you have a solid list of customers and prospects that you have delivered value to and taken the trouble to build trust with over a period of time.

[Aweber](#): Our email list building service of choice. There are other tools out there like GetResponse, Mailchimp, Infusionsoft etc. We believe Aweber to be very fairly priced (monthly subscription) and very user friendly in terms of customer service. It's also very safe so yours and your customers' details. Aweber has a solid reliability & deliverability rep. Creating new lists and designing web opt-in forms using Aweber's online tools is extremely straightforward and requires almost no technical skills at all. Start from as little as \$1

## Forums

[Warrior Forum](#): The best online forum for all things to do with internet marketing. If you have a question, the chances are someone has tried to answer it here. This is also the home to the "Warrior Special Offers Forum" where discounted internet marketing products are offered for sale.

## Outsourcing

Outsourcing is great because it allows you to free up your own time and take advantage of exchange rate differences and lower labour costs in other countries. Looking back, I wish I had started to outsource sooner than I did.

[Odesk](#): Our website of choice for hiring freelance contractors, but only coz we are UK based. Use Odesk for article writing and backlink building but it's also good for web programming, graphic design, etc. Post your job, either on a per hour or fixed cost basis, wait for candidates to bid and provide samples of their work and then make your hire.

[Elance](#): Another great resource for freelance online workers.

[99Designs](#): the UK equivalent of Fiverr.com for Logo and web design. Decide how much you want to pay and designers will bid. Watch the 1 minute video on their [home page](#).

## Video Creation

The vast majority of online products were in text format (PDF eBooks, text blogs, articles etc.). Better internet speeds and bandwidth availability has contributed to massive growing trend. Videos are often easier to get ranked in Google than articles and frequently much quicker to create, so get recording, upload your video on [Wistia](#) or [YouTube](#) and create your very own Channel. Here is the fun bit, monetize your video and get Optins to Your website by adding it on to your video. HOW? You now have a channel right? Click on Video Manager, Channel, Then Click on Monetize, allow YouTube to advertise on your Videos, Go into Advanced options, add your website Link (Make sure you own/manage the website or can add html code to it) Add the website, Verify it (Use YouTube instructions). Once this is done go click on any video you wish to advertise your links on, Click on the lil down bar to "Monetize" follow instructions! Happy Prospecting 😊

[PowerPoint](#): As a PC user I create all of my slides and presentations using this software from Microsoft we actually also create Photo collages via PowerPoint, we Jing them & save them as pngs...& viola' we have unique image for my sites, blogs or newsletter 😊. For Mac Users [Keynote: Is the](#) equivalent of PowerPoint. We've never used this (we don't own a Mac!) but we've heard great things about it.

[Camtasia](#): Screencast software. Use this on your PC or Mac to record your presentation or your computer screen for training videos. There is a onetime cost for this.

[YouTube](#): A powerful FREE marketing tool, the "Google Of Video". You will experience rapid Google page 1 success with your niche site by simply creating a Powerpoint presentation, recording a video e.g. via Camtasia, uploading it to YouTube, putting a link back to your site in the description box and using the free Audioswap feature to add background music. You don't even need to speak! Powerful stuff.

## Audio Creation

Creating an audio product is a great way to give (or sell!) value to your customers. Either record yourself providing training, tips and advice, or, go out and find an expert to interview. Get that recording on your website, promote it to your list & social media audience & ask the expert to do the same VIA YOUR LINK...and you will have thousands of His/Her Audience ,members checking out Your website & Possibly becoming part of Your List! It's what the experts do to edify each other...Heck get Your Upline to do an interview for you while you are at it.

[Spreaker](#) is our Podcasting tool of choice. It's absolutely delightful use it... Happy Broadcasting ☺

[Skype](#): The tool to use for interviewing experts in your niche (or just speaking to friends & family!). Free phone calls, worldwide, over the internet. It costs a modest amount to make calls to regular phones/landlines.

[Pamela](#): Allows you to record your Skype calls. The free version is limited to 15 minutes recording. You will need to upgrade to the full version to remove this limitation if you want to go longer.

[Audacity](#): After recording your audio, edit it using this easy to use free open-source audio editor. I also use Audacity to record my own voice for podcasts.

## Generating Traffic: Article Directories

Although it has been around for a number of years, article marketing remains an effective way to generate backlinks (and therefore authority in the eyes of Google) AND referral traffic from people reading your article and following the links in the author's bio box back to your website.

[Pinterest – The Ultimate Pinterest Roadmap](#): The Ultimate Pinterest Domination Resource for Pinterest Newbies. Kick-start your Traffic, Increase Subscribers and Sales with The Ultimate Smart Pinterest Road-map A full bodied 7 module program to Maximize your Pinterest Assets and Brand! With this powerful training, you will be equipped to build a targeted and loyal fan base via Pinterest, drive traffic to your blog and offers and make more sales. This Training, is Online so you don't need to download any more space grabbing apps or stuff to your PC or Mobile gadget. And you can access it anywhere! It's all about finding out what the Pros Do to Generate Pinterest Traffic and Leads, getting thousands of subscribers, leading to More Sales and Conversions!

[Ezine Articles](#): The "Boss" of all the thousands of article directories out there. Google loves it and if you are going to just write one article to create a link back to your site then use this.

[GoArticles](#): Probably the second choice to Ezine for creating backlinks and generating referred traffic to your sites.

[Buzzle](#): Another high authority article directory (Page Rank 6 at the time of writing).

## Generating Traffic: Article Spinning & Distribution

This is a slightly more advanced (and controversial) method of article marketing. You create an article by hand and then "spin" it so it includes multiple variations of paragraphs, sentences and word synonyms. By doing this you can instantly generate many different unique versions of it and post them to multiple blog networks and article directories around the web. Since the spun articles are all slightly different this increases the likelihood that Google will rank them and give you hundreds of valuable links back to your website.

[The Best Spinner](#): A fantastic article spinning tool by Jonathan Leger who really cares about the quality of his software. This is THE BEST spinning product on the market (so it's appropriately named, we guess!). It seems to be updated constantly with new features. Use it to create spun articles for your niche sites. Worth every Penny to any Internet marketer esp. bloggers!

## Traffic Monitoring

[Google Analytics](#): The first thing to do after setting up a new site. Hook up your new website to this great free tool. It will tell you an incredible amount of demographics about how people find your website online: Where they live, what search term they used, what browser they use, which pages on your site they visited, how long they spent on your site, etc. Incredible stuff and it's all free! Check this every **Week RELIGIOUSLY** maybe even daily for all of your sites!

[Google WebMaster Tools](#): Another free piece of kit but slightly less jazzy than Google Analytics. Check this maybe a couple of times each month. It will tell you the links Google has found to your website, how often Google has crawled your site and whether it found any problems or broken links. It's a useful housekeeping tool for you as a webmaster. You need a google account i.e. Gmail Linked to your sites for this to work!

## Utilities

[Kompozer](#): To be honest WordPress is more than ample & so much easier and more effective. However, on the rare occasions that you may need to create a special page or do some HTML, then use this software. Everything that you may want to do could be done using the FREE Kompozer.

[FileZilla](#): Sometimes it's easier to get files on your computer & onto your website using FileZilla. It is a free and easy to use FTP (File Transfer Protocol) program. No technical skills required (just like using Windows Explorer).

[Notepad++](#): Sometimes you need to work with text files, whether they be articles you've written or outsourced or even basic HTML. Editing text files is SO much easier using this program than the standard Notepad program that comes with Windows on the PC. Go get it now, for FREE!

## Books

And Our Favourite Part is here folks! All the tools in the World won't help you unless you have the knowledge and the right mind-set in your business. Here are some books that You might like to get

started to reprogram your mind! Courtesy of self-development and research, audios & e-books are plenty! Call it a Gift to You from You that you won't! We owe a big part of our success to...

[The 4-Hour Work Week](#), By Tim Ferris: It's an Essential read for all internet marketers. Granted some of the material is way over the top but you will learn a huge amount from this book. The best bits for you are the productivity tips and how to shut out distractions. This might sound a little "unsexy" but trust me, it has made life so much easier and contributed a huge amount to the success of our online business.

[Screw It, Let's Do It](#), By Richard Branson: literally \$0.01 on Amazon, we're not kidding! We've always wanted to run our own business but never regarded ourselves "natural" entrepreneurs. Virgin boss Richard Branson certainly is and this book is a game changer. Take calculated risks but not stupid risks. If you (like we were ) are experiencing some issues in starting out or "taking the leap" then we hope this book helps you too.

If you are looking for a specific e-book, reach out to us for we have an **enviable e-library of over 800 e-books & audio books** all downloadable for reading or listening to. Make your Car or Train/bus journey to & from work an Audio University of learning! As you start to Dream Big and Think Rich you will attract what you think!

We hope our recommended resources and tools will be most useful to you, it's not often that you get all these tools put together all in one place for you! They are genuinely a wonderful way to get started, Generate Leads & create **Lasting Value** for you & your teams. There is no such thing as a Fast-fix solution to long term lead generation for wealth creation other than setting up the system right!

Be all you can be. Rise to Your Awesome Destiny. You Deserve More!



*Julie-Syl Kalungi*



