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As a source for marketing and online business skills training, people often ask us:

What do you do about.....? Who do you use for...? How do you.....? What should I use to....?

Here are our best resources and tool suggestions for online businesses. We've chosen resources and tools that are very user-friendly, easy to learn, have lots of tutorial videos for instruction, and most are FREE or very low cost! Click away and please [email us](#) if you need personal suggestions.

*This Resource list contains endorsements for products and services, which means when you click on a link that we recommend, we may receive a commission. Not every link is an affiliate link, but some are.*

## BUSINESS & MARKETING ONLINE

### DOMAIN NAME AND HOSTING

- [Namecheap](#) – domain with a few extras – the best and yes, the cheapest domains anywhere. AND they have a free site template builder, and inexpensive WordPress hosting under [EasyWP](#)
- [Bluehost](#) - great for Wordpress sites
- [Siteground](#)

### FREE/INEXPENSIVE SITE HOSTING

- WordPress – typically integrated with your web host, including free plugins like Woocommerce, Elementor, etc – *for intermediate users only*
- [Wordpress.com](https://wordpress.com) (free) - this version of WordPress is for blogs only, not a full website
- [Wix.com](https://wix.com) or [Weebly.com](https://weebly.com), Google Sites
- [Mailerlite FREE with autoresponder](https://mailchimp.com) – sitebuilder included but limited design
- [Google My Business](https://mybusiness.google.com) (free) – one site per Google account, good for small, local businesses

## SHOPPING CART

- Woocommerce for WordPress (free), EDD/Easy Digital Downloads (free)
- [Ecwid](https://ecwid.com) (free) – add simple eCommerce to any site or social
- [Shopify](https://shopify.com) (\$) - message for referral to an excellent Shopify developer
- [BigCommerce](https://bigcommerce.com) (\$)

## EMAIL SERVICES

- [Mailerlite FREE with autoresponder](https://mailchimp.com) - simplest to setup, use, and includes every top function free up to 1000 subscribers. Easy to migrate your list over in one step.
- [ConvertKit](https://convertkit.com) (free) - free up to 300 subscribers; features automations and landing pages
- [ActiveCampaign](https://activecampaign.com)
- [GetResponse](https://getresponse.com)
- [Sender.net](https://sender.net) (free) - also offers SMS messaging for \$8/mo
- [Hubspot](https://hubspot.com) (free) - free to test but need paid account to get automations
- [Mailchimp FREE without autoresponder](https://mailchimp.com) (one followup message limit)
- [AWeber](https://aweber.com) – Email Templates, Autoresponders & Newsletters, E-mail follow up, ad tracking, & real-time stats
- [Manychat](https://manychat.com) (free) – chatbot marketing for Messenger, Instagram, Whatsapp

## COURSE HOSTING:

- [New Zenler](https://newzenler.com) (\$) – all in one including landing pages, video hosting, email services, webinars
- [Payhip](https://payhip.com) (free or %) - courses are very easy to host and without upfront costs
- [Thinkific](https://thinkific.com) (free) – good learning platform without email or landing pages
- [Membervault](https://membervault.com) (free) – good learning platform without email video hosting or community features
- [Podia](https://podia.com) (\$) – better for membership over courses
- [Kartra](https://kartra.com) (\$) – better for membership over courses
- [Kajabi](https://kajabi.com) (\$) – all in one, great but costly
- [Mighty Networks](https://mighty.networks) (free) – free for community, membership (\$), courses (\$)
- [Teachable](https://teachable.com) (\$)
- WPCourses (free) or Learndash (\$139 one time) for WordPress
- [Skool](https://skool.com) (\$) - courses and community

## LANDING PAGES/FUNNELS:

- Your email service (free or included)
- [Leadpages](https://leadpages.net) (\$) - great option for almost all users
- [Webflow](https://webflow.com) (free) - does have learning curve
- [Systeme](https://systeme.io) (free) - free for 3 landing pages/funnels

- [Convertflow](#) (free) - tool to create landing pages, forms, popups all in one place BUT not standalone, must attach through integration with a website
- Elementor for WordPress (free)
- [Storybrand template](#) (free) - guide to writing compelling copy for a page

## AFFILIATE PROGRAM DEVELOPMENT FOR SITES

- [Clickbank](#)
- [JVzoo](#)
- [Easy Affiliate](#) (own program for WordPress sites)

## ONLINE PAYMENT SYSTEMS

- [Paypal](#) (collect or receive money online)
- [Stripe](#) (process cards online)
- [Square](#) (process cards online or in-person)
- [Cheddar](#) (collect money on their site, no customer accounts needed)

## SCREEN RECORDING AND VIDEO TOOLS

- [Loom](#) (free) – for unlimited 5 min videos; or [ScreenPal by screencast-o-matic for chrome](#), [Sendspark](#)
- [Zoom](#) (free)
- [Streamyard](#) (free) – livestream with video and screenshare for Lives on Facebook, YouTube or LinkedIn
- [Camstudio](#)/Camtasia (free) – [download here](#)
- [OBS Studio](#) (free) – [download here](#)
- [Screencast-O-Matic](#) – no software and very easy to use, but watermark on free version, only \$20 to upgrade. Free video editor to add overlays, including images, text, and more. Enhance with music and sound effects.
- [EZVid](#) (free)
- [PicPick.org](#)
- [Adobe Express](#) (free) -slide videos
- [Renderforest](#) (free) – intro and outros
- [YouCut](#) (free) – video editing
- [VideoPad](#) (free download) – video editing
- [Handbrake](#) (free download) – video compression

## CALENDAR/BOOKING

- [Calendly](#) (free) or [Calendarhero](#)
- [Setmore](#) (free)
- [Eventbrite](#) (free) for booking free events and ticketing; also [Ticketsignup](#), [Eventcreate](#)
- [VCita](#) (\$)
- [Schedulicity](#) (\$)
- [YouCanBookMe](#) (free) or [Doodle](#) (free) - combine preferred schedule choice for a group meeting

## VIDEO MESSAGING

- [Freeconferencecall.com](https://www.freeconferencecall.com) (free)
- [Speakpipe](https://www.speakpipe.com) (free) – voicemail widget
- [Skype](https://www.skype.com) (free)
- [Google Meet](https://meet.google.com) (free) - free, if all Google users
- [Facebook Messenger](https://www.facebook.com/messenger) (free, if all Facebook users)
- [Vimeo's Screen Recorder](https://vimeo.com/screenrecorder) (free) – send video messages
- [Videoask](https://www.videoask.com) – video message widget
- [Bonjoro](https://www.bonjoro.com) – video welcome by email, or [BombBomb](https://www.bombbomb.com)
- For free online group meetings (more than one participant), use Zoom (up to 40 min), Freeconferencecall, Skype, What'sApp, Facebook Rooms, Discord, Talky (up to 6pp), Whereby (up to 100pp for 45 min), [Around.co](https://www.around.co)

## GROUP/COMMUNITY

- [Mighty Networks](https://www.mightynetworks.com) (free) – courses, membership, community all in one
- [MemberVault](https://www.membervault.com) (free) – memberships
- [Facebook Groups](https://www.facebook.com/groups) (free) – for Business Pages
- [Patreon](https://www.patreon.com) (free) – platform by donations and subscriptions
- [Bettermode](https://www.bettermode.com) (free) - fka Tribe
- [BBPress](https://bbpress.org) (free) – forum for WordPress
- [Hivebrite](https://www.hivebrite.com) (\$) - for larger companies needing private community

## PDF CONVERSION

- [PDFEscape](https://www.pdfescape.com) (free)
- [Freepdfconvert.com](https://www.freepdfconvert.com) (free) – create PDF, edit, make fillable
- [Dochub](https://www.docthub.com) (free) – edit, send, and sign online

## FREE STOCK PHOTOS AND STOCK VIDEO (free or flexible rights)

- [Pexels](https://www.pexels.com)
- [Pixabay](https://www.pixabay.com)
- [Unsplash](https://www.unsplash.com)
- [Dreamstime](https://www.dreamstime.com)
- [Splitshire](https://www.splitshire.com)
- [Morguefile](https://www.morguefile.com)
- [Stocksnap](https://www.stocksnap.com)
- [Freepix](https://www.freepix.com)
- [Article: 43 Top Stock video sites](https://www.43topstockvideosites.com)

## AFFILIATE MARKETPLACES TO SELL PRODUCTS WITH PARTNERS

- [Share A Sale](https://www.sharea-sale.com)
- [CJ Associates](https://www.cj.com)
- [Clickbank](https://www.clickbank.com)
- [JV Zoo](https://www.jvzoo.com)
- [Amazon](https://www.amazon.com)

## FREELANCE HELP

- [iWorker](#) – VA/virtual assistants who will learn your business and work with you beyond just one project; very, very inexpensive and supports workers in south and central America – \*\*\*\*\*high recommendation
- [Fiverr](#)
- [Upwork](#)
- [Micromentor](#) (free)

## PRODUCTIVITY

Use [GetApp](#) to compare tool features. Here are some tools we use:

- [Google Drive](#) (free) (for cloud storage and sharing), or [Proton Drive](#) \$10/mo 500 GB with many extras, or [Ice Drive](#) \$6/mo per 1 TB
- [Lastpass](#) (free) (for password security and signin sharing)
- [Time Camp](#) (free) (for time tracking, chrome extension)
- [Trello](#) (free) - (for group work and project management, CRM), and Asana, Favro, [Airtable](#) for more complex projects or heavier collaboration; also Clickup
- [Milanote](#) (free) (organize your creative assets)
- [Hubspot](#) (free) (for CRM lead tracking)
- [Repurpose.io](#) (\$) - posts to multiple platforms at one time

## COMMUNICATION/MESSAGING

- [Slack](#) (messaging for groups)
- [Skype](#)
- [Zoom](#) (video for groups)
- [Messages for Web](#) (free) - texting from your computer
- [Telegram](#)
- [Signal](#)

## BOOKKEEPING ONLINE

- [Waveapps](#) (free) - receipt tracking and invoicing
- [Freshbooks](#) (\$) - full bookkeeping like Quickbooks
- [Credit Karma](#) (free) - personal budgeting

## SOCIAL MEDIA SCHEDULING

- [Trello](#) (free) - for lite users, esp if using for other functions
- [Buffer](#) (free)- schedule social media posts
- [Hubspot](#) (free) – limited use for free
- [Hootsuite](#)
- [Planoly](#) (\$)
- [Tailwind](#)
- [Metricool](#) (free) - social media posting management
- [Proof](#) (\$) – social proof popups for optins, purchase counts

## TOOLS FOR PODCASTING

- [podbean](#) (free) – create, host and distribute, also libsyn, buzzstream
- [Spotify for Podcasters](#) (free) – create, host and distribute podcast (fka Anchor)
- [Riverside](#) (\$) - record, edit and stream from one tool
- [audacity](#) (free) – audio recording software
- [matchmaker.fm](#) (free) – directory to find guests and be a guest
- [zencastr.com](#) (free) – studio quality podcast recording online

## TOOLS TO CREATE MEDIA PLATFORMS

- [appypie.com](#) (free) – app maker
- [Lumen5](#) (free) – converts text to video from blogs or articles
- [YouTube](#) (free) – video host, also Vimeo (\$)
- Webinar Ninja, Stealth Webinar, Easy Webinar (\$) – webinar hosting for evergreen events that run on-demand

## COPYWRITING/CONTENT AND AI TOOLS

- Google Doc with Voice Typing (free)- for those who hate to type and want to dictate content – [instructions](#)
- [Headline Studio](#) (free) - gauge word and SEO score for your title or headline
- [Headline Analyzer](#) (free) - gauge emotional reaction to your title or headline
- [ChatGPT](#) (free) - use any question to generate AI content for posts, articles, books, worksheets, etc., also Claude, Gemini
- [Copy.ai](#) (free) - create AI content with prompts
- [Synthesia.io](#) (\$) - text to video with avatars
- [Otter](#) (free) – transcription and AI-powered notes and interviews
- [Superhuman.com](#) - email
- [Podcastle.ai](#) - podcasting scripts
- [Simplify](#) (free) - design, write, edit videos, and publish content
- [Free SEO help from Hubspot Marketing Hub](#)
- [Tools for bloggers](#) – more links and resources from Write To Done

## GRAPHICS AND SOCIAL VIDEO CREATION

- [Canva](#) (free)- create social media and header images with your images or free stock
- [Lunapic](#) (free) – resize, crop, transparency and more graphics editing, or Gimp
- [Making backgrounds transparent on images](#)

## OTHER TOOLS FOR DIY MARKETERS

- [EZGif](#) (free) – create animated gifs for emails
- [Bitly](#) (free) – shorten long web addresses and track clicks
- [Zapier](#) (free)– use to connect apps and tools
- [Interact](#) (free) – quiz creation; also: typeform, jotform, bucket.io, quiz-maker.com or freeonlinesurveys.com; also [cognitoforms](#) (free)
- [WeTransfer](#) (free) – share large files, one-time link
- [Mindmeister](#) (free) – mindmap creation and sharing

- On-site polling and surveys – Hotjar, Drift or Intercomm

## FILE STORAGE AND SHARING

- Google Drive (free)
- Dropbox (free)
- Amazon AWS (free)

# GENERAL BUSINESS

## BUSINESS CARDS

- Vistaprint – free, only pay shipping
- 123Print

## INEXPENSIVE LOGO CREATION

- [Canva](#)
  - [48 Hour Logos](#) – get 20+ logo concepts for just \$29
  - [Designcrowd](#)
  - [99 Dollar Logos](#)
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# BACKEND TOOLS AND SERVICES

## DIGITAL PRODUCT HOSTING, SALES AND MARKETPLACES (INCLUDING SHOPPING CART, AND RECURRING PAYMENT OPTIONS)

- [Payhip](#) (free) – good for global sales (incl VAT calc)
- [Gumroad](#) (free) – must have Paypal, good for global sales (incl VAT calc), has affiliate program
- [SimpleGoods](#) (free) – must have Stripe, adds to site or popup, up to 3 prod on free plan
- [e-Junkie](#) (\$) – only \$5/mo with more sophistication and extra tools

## TOOLS FOR LIVE VIDEO

- [ReStream.io](#) – simultaneous lives on multiple platforms
- [Streamyard](#) (free) - tool that supports live streams for Facebook, LinkedIn and YouTube

## TRANSCRIPTION

- YouTube's internal transcription tool (free)
- [Rev](#) – Convert Audio & Video To Text (\$.25/min), or [Temi](#) – Speech-to-text transcription in 5 minutes (\$.25/min)
- [Happy Scribe](#) – Transcription and subtitles all on a single platform (\$.20/min)

- [Descript](#) – includes transcription, a screen recorder, publishing, full multitrack editing (\$12/mo for 10 hrs)

#### eCOVERS & MOCKUPS

- [Canva](#) (free)
- [3D Book Cover Creator](#) (free)
- [Adazing](#) (free) – 3 product collage

#### eBOOK TOOLS (for lead magnet, ebooks and products)

- [Canva](#) (free)
- [Beacon](#) (free)
- [Attract, by Growth Tools](#) (free)
- [Flipsnack](#) (free) – create flip books
- [Heyzine](#) (free) - PDF To flipbook Converter

#### AUDIO TOOLS

- [Audio Extractor](#) (free) – rip audio from video

#### VIDEO TOOLS

- [Icecream app](#) (free) – general video editing
- [Online video cutter](#) (free)
- [Convert audio to video with audio file and image](#) (free)
- [Headliner app](#) (free) – clip video for ads and posts
- [Runway](#) (free) - editing tools for images and video powered by AI

#### EXTRA

- VA/Virtual Assistant freelancers – [Online Jobs Philipplines](#)
- [Blog for Digital Marketing](#)
- [Growthsupply's List](#) for more marketing tools
- [Thrive Themes University](#) – free online courses in email, site building, list building

For more help to know which Resources and Tools best fit your needs and meet your goals, schedule a [free 15-minute Action Plan Call](#) and we'll give you some direction.

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