

Business Building & Marketing Resources

There's a lot of technology needed to run a coaching business. The good news is that today, most of it is remarkably cheap and (relatively) easy to use...

The problem is that there are sometimes too many options; you'll often find dozens of vendors, products, and choices in just a single category. **So, I put together this list of the things I use for my business and share it with you.**

This isn't an exhaustive list, but every service here is one I've either used or know that others have used with good results.



Email Marketing / Client Management System

- **Mailchimp.com** is a Great product, innovative (and friendly) people, and it keeps improving. It is free if you have less than 2000 subscribers. This is it if you want a high-quality, easy-to-use email marketing tool.
- **AWeber.com** AWeber is similar to Mailchimp but costs per month from the get-go. One thing better than Mailchimp? Suppose you have many products you're selling on PayPal. In that case, AWeber easily connects each product to a different list, so you can easily send autoresponders about that product (Mailchimp only integrates PayPal with one list).
- **Infusionsoft.com** This is email marketing, client relation manager, and payment processor on steroids. It is not something I would recommend for businesses just starting. Training is required to set it up, and a team member must keep the information, marketing systems, and autoresponders updated.
- **Ontraport** is business automation software designed for small—to medium-sized businesses. It provides tools for managing customer relationships, email marketing, e-commerce, and task automation, helping businesses streamline their operations and improve efficiency.
- **ConvertKit** is an email marketing platform designed for creators like bloggers, podcasters, and YouTubers. It offers tools for building email lists, automating email sequences, and creating landing pages to help users grow and engage their audience.
- **Paperbell** is a software platform designed to help coaches manage their businesses more efficiently. It offers tools for scheduling sessions, handling client payments, managing contracts, and organizing client information all in one place.

Teleclasses/telesummits

- **InstantTeleseminar.com** Webcast and teleseminar marketing system.
- **Zoom.us** Allows audio AND video calls.

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Data Backup / Retrieval

- **Dropbox.com** Dropbox syncs any files you designate to "the cloud" so you can access them from any computer or device. I keep all my files in my Dropbox folder, so it doesn't matter what machine I use or where I'm located. You can also set up folders to share with others you designate (great for exchanging large files).

Selling Stuff

- **PayPal:** You can use PayPal to quickly get up and running selling things on your website (the ones above have more features, but PayPal is straightforward). You need a PayPal account to get paid easily by others and make payments. It's worth having an account.
- **Square** If you plan to make remote sales, such as at a presentation or booth, the white square swipe tool plugs directly into your smartphone, which is amazing. You can take payments via credit or debit cards just about anywhere, and the per-charge swipe is low compared to the convenience this device creates.

Web Site Building / Hosting

- **Word Press** I can't imagine ever building another HTML-based website. Every site I'm involved in is created on a WordPress platform. It is much more manageable and integrated with social media, so updates made in one place can automatically be populated across the entire site. It's much more search engine-friendly, too.
- **GoDaddy.com** This is a Reliable, user-friendly, one-stop-shop for purchasing your URL.
- **Blue Host** From the business owner to the individual who desires full functionality on a small budget, Bluehost provides a complete web hosting solution.
- **Therapysites.com** offers everything you need to grow your online therapy/coaching/consulting business, including professional website design, search engine optimization, and credit card processing.
- **Coachesconsole.com** This site is very similar to the above and is a great choice when starting. It is sort of a one-stop shop for coaching.
- **We fix broken websites.** A website developer and maintainer who speaks regular English to non-geeks.
- **SiteGround** is a web hosting company that provides various hosting services, including shared hosting, cloud hosting, and dedicated servers. Known for its reliable performance, robust security features, and excellent customer support, SiteGround is a popular choice for hosting websites and managing online presence.
- **Canva** is primarily a graphic design platform but offers essential website hosting services. Users can create visually appealing websites using Canva's design tools and templates, then publish them directly on the web. This service is geared towards users looking for a simple and easy way to build and host a website without needing technical expertise.

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E-Commerce

- ▶ **Practice Pay/Direct** Pay Quick, secure payment processing with advanced automation so you can accept credit cards for your products and services professionally.
- ▶ **1shopping cart** is an e-commerce system that allows you to sell products and clients to purchase them online. It includes an online store, email marketing, and payment processing.



Images

- ▶ **iStockPhoto** For a few dollars each, you can buy the right to download hundreds of thousands of photos/illustrations. This is great for newsletters, websites, and PowerPoint presentations!
- ▶ **Dreamstime** Over 18 million Hi-Res Images, Royalty-Free Images for just \$0.20 (with certain restrictions and requirements).
- ▶ **Canva's photo** selection feature provides users access to a vast library of high-quality images. Users can search for and choose from millions of free and premium photos to use in their designs, making it easy to find visuals that match their project's needs. The well-organized images can be easily integrated into Canva's design templates.
- ▶ **Unsplash** is a website that offers a vast collection of high-quality, royalty-free images. Photographers contribute their work to the platform, allowing users to download and use the images for free in various personal and commercial projects without the need for attribution.

Calendar Booking Systems

- ▶ **Calendly** is a scheduling tool that allows users to set up and manage appointments and meetings efficiently. Integrating calendars and providing customizable scheduling options simplifies the process of finding mutually available times, reducing the back-and-forth typically involved in scheduling.
- ▶ **Time Trade** is an online scheduling system for businesses. I can't say enough about how much I love this service. It saves time, eliminates the "when" factor when scheduling appointments, and is user-friendly!
- ▶ **OnceHub** is a scheduling and engagement platform that helps businesses manage appointments, meetings, and customer interactions. It offers scheduling, lead capture, and workflow automation tools, allowing users to streamline the booking process and improve customer engagement.
- ▶ **ScheduleOnce** is a scheduling tool within the OnceHub platform that facilitates appointment booking and meeting management. It integrates with various calendar systems, providing customizable scheduling options to streamline the process of finding mutually convenient times for meetings, reduce scheduling conflicts, and enhance productivity.

Miscellaneous Tools

- **Fiverr.com** is another marketplace for finding freelancers doing almost anything, starting at five dollars! It's great for logo creation, video downloads, setup, copywriting, etc.
- **LastPass** Is an easy way to get all your usernames and passwords organized, secure, and in one place. And it's free.
- **SurveyMonkey** Easy and inexpensive. A convenient, electronic way to survey people in your newsletter or otherwise.
- **Vista Print** Self-serve printing of business cards, notepads, letterhead, and just about anything you might want to put your name and logo on. Customer service is so-so, but the end product and initial setup are top-rate.
- **SubjectLine.com** is a website that offers a free tool for testing and evaluating email subject lines. It scores subject lines based on length, word choice, and spam-related criteria, providing users with insights and suggestions to improve their email open rates and effectiveness.
- **Bitly.com** is a URL-shortening service that allows users to create shortened links, making long URLs more manageable and shareable. Bitly also provides link management features, including click tracking, analytics, and branded link customization, helping users monitor and optimize their link performance.
- **Scribbr.com** is an online platform that offers academic writing and editing services.
- **Grammarly.com** is an online writing assistant that provides real-time grammar, spelling, and style suggestions to improve the clarity and effectiveness of written content.
- **Createspace.com** A one-stop, print-on-demand publishing company. It just keeps getting more accessible and easier to self-publish.

Self-Publishing Tools & Fulfillment

- **KDP (Kindle Direct Publishing)** Printing is Amazon's self-publishing platform, which allows authors to publish and print their books on demand. Authors can create, format, and upload their manuscripts, which are then printed, fulfilled, and sold through Amazon.
- **Vervante.com** can produce your on-demand products and send them across the United States and the world. In-house design services, product sales, and order processing. With the added ability to sell through public bookstores like Amazon.com