



## **Hello & Thank You for showing interest in ME & MY BIZ!**

Internet business systems are my JAM! I totally CRUSH on biz tech and could spend hours and days on END discussing online biz. For now, I'll save you the yap (*unless you really want it*) and share with you a quick reference document that lists the different resources that I use for online business.

Keep in mind this is a *brief* overview and I am assuming that you at least have a general understanding of online business. If you have any detailed questions about HOW I use the different systems or any questions in general, feel free to hit me up by sending an email to [brandy@brandybutleronline.com](mailto:brandy@brandybutleronline.com).

## Web Hosting

You need to register your domain and have your site hosted on a web server. Over the years I have hosted with multiple website hosting companies, [Blue Host](#) is my favorite web hosting company. They have excellent customer support.

## Predesigned Website Themes

[OptimizePress](#) – It's nearly a one-stop shop for web design. OptimizePress has so much functionality. Here are some of OptimizePress' features: Authority Site, Sales Pages, Membership Sites, Landing Pages. The Membership site feature is hands down the sexiest of OptimizePress feature.

[Studiopress](#) is another great site for predesigned web themes. You won't get the all in one feature of OptimizePress, but you can find some very attractive and user-friendly themes.

## Landing Pages

Landing pages are great for having a location where people can sign up for your opt-in, free offer, or event.

[LeadPages](#) – Pretty much the industry leader of landing pages right now. Leadpages specializes in high converting landing pages that are simple and fast to create.

The [OptimizePress](#) theme also includes landing pages.

### A Note On OptimizePress vs. Leadpages

- *The pro of using [OptimizePress](#) landing pages versus [LeadPages](#) for landing pages is that the landing pages are already included in the theme (along with other functionality) which enables you save money since you don't have to pay a monthly fee. The OP annual fees are cheaper than Leadpages.*
- *The pro of using [Leadpages](#) versus OptimizePress is that Leadpages is easier/ faster to use and has better converting landing pages templates.*

## **Email Marketing**

[Get Response](#) - With Get Response you can grow you email list, segment the list based on who reads your emails and who doesn't, send surveys, and it even has landing page capabilities depending on which level of service you purchase.

## **Modern Royalty Free Stock Images**

Don't get caught using copyrighted pictures without permission. Use royalty free stock images instead. Here are two of my favorite places to get high quality graphics and fonts.

[Dollar Photo Club](#)

[CreativeMarket](#)

## **Royalty Free Music**

The same rule for pictures applies to music, avoid the liability of using copyrighted music.

[Audio Jungle](#)

[Jewel Beat](#)

## **Podcast File Hosting**

[Libsyn](#) – You don't want to host your podcast audio or video files on the same server as your site's web host. When you do so, you run the risk of latency/speed issues or even worse, your site could crash! Libsyn is my number one choice for podcast file hosting.

***Sign up with [Libsyn](#) and get the remainder of your first subscription month and the entire second month FREE when you sign up using the Libsyn promo code BRANDY at checkout when you signup.***

## **Graphic Editing Software**

Make your content more shareable by incorporating images. These graphic resources make it easy to edit and create images and memes.

[Canva](#)

[PicMonkey](#)

[Shareasimage](#)

## **Customer Invoicing Tools**

[Fresh Books](#) – I use Paypal sparingly. I prefer to use Freshbooks in order to set manually set up recurring payment agreements and invoices.

## **Ecommerce Solutions**

[Paypal](#) – I use Paypal mainly for affiliate payments and select coaching clients who primarily use Paypal as a payment system.

I use [MoonClerk](#) as the shopping cart interface on my website and it integrates with Stripe which the backend merchant processing.

*Note: I also have a merchant account with my local bank and have the ability to manually process payments via my mobile device. Check to see if your local bank has mobile merchant solutions.*

## **Staffing Resources**

When you first start out, DIY may be the route you take, but you must know what is the best use of your time. Delegating small menial tasks or tasks which fall outside of your genius zone will help you to better focus on revenue generating activities. Search for quality help using these freelance resources.

[Odesk](#)

[eLance](#)

[Fiverr](#)

*Note: I only use freelancers that have a large volume of high ratings and feedback. Also, I suggest that you test out each new freelancer that you hire by assigning them an inexpensive workload first, before investing large sums of money with someone new. This allows you to decipher if you like their work style and determine if you two are a fit, before investing a large quantity of money on a freelance project.*

## **Social Media Automation & Scheduling**

[Buffer App](#)

[Hootsuite](#)

## **Project Management**

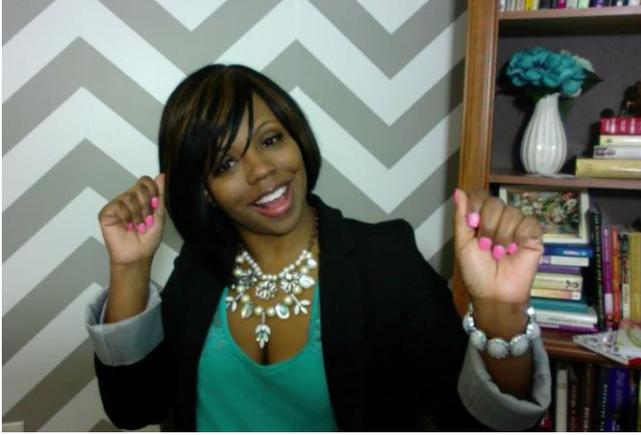
[Basecamp](#) – I use Basecamp to keep track of my client's projects, timelines, and files. I also use it to keep track of the contractors who handled my outsourced tasks.



## Let's Stay Connected on Social!

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I hope this Back Office Toolkit for Entrepreneurs has been helpful to you! Make sure that you stay in touch with me and read my blog over at <http://BrandyButlerOnline.com>.

Shoot me an [email](#), I'd love to hear from you!

*Brandy Butler*

*\*\*Disclaimer – Many of the links included are paid affiliate links, meaning that if you make a purchase using my links, I will receive a small commission from the vendors at no additional cost to you. However, I have only listed resources that I use/believe in.\*\**