



30+

**MUST HAVE  
TOOLS TO BE  
MORE  
PRODUCTIVE IN  
YOUR  
BUSINESS**



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**However, this report may NOT be altered in any way!**

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- Tweet about it.
- Blog about it.
- Post on Facebook about it.
- Add it to a Membership Site.
- Include it as a surprise bonus with your own products.
- Send it to your list.

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# The Must-Have Tools I Use to Be Super Productive In My Business Every Day & Generate More Revenue!

Over my years of doing business, the most common question I have been asked is a variation of the question - “What do you use for your website?” Or “What do you use for your mailing list?” or “What do you use for invoicing?”

A related question is “How do you afford all the tools necessary for running a successful online business?” It is true that there are some areas of business where you don't want to take shortcuts, therefore it is important to know what tools and resources are a must for your online business.

The following are a list of the resources that I highly recommend for each area of business. Most if not all of them come with a low price tag or are even FREE.

The next few pages give you some super-fast information and explanations of the top tech tools my clients and I cannot live without . . .

Blessings,

Alyssa Avant

Virtual Assistant & Trainer

<http://alyssaavant.com>

# WEBSITE TOOLS

1. Purchase your own domain from a domain registrar like [GoDaddy.com](http://GoDaddy.com). You can simply Google GoDaddy coupons to get domain names for as low as \$1.99 per year.



2. **Wordpress** is a must have for your business website. Recognize that there are two types of Wordpress including Wordpress.com and [Wordpress.org](http://Wordpress.org). Get Wordpress.org hosted on your own domain. This means you will need to do the following:



3. Obtain hosting for your website from a hosting company. I recommend [MomWebs](http://MomWebs). They have awesome customer support and will walk you through the process of setting up your hosting. Have **MomWebs** install Wordpress for you on your domain.
4. Choose a theme for your website. I highly recommend the [Thesis](#) theme or any of the [Studiopress themes](#). **Thesis and Studiopress**

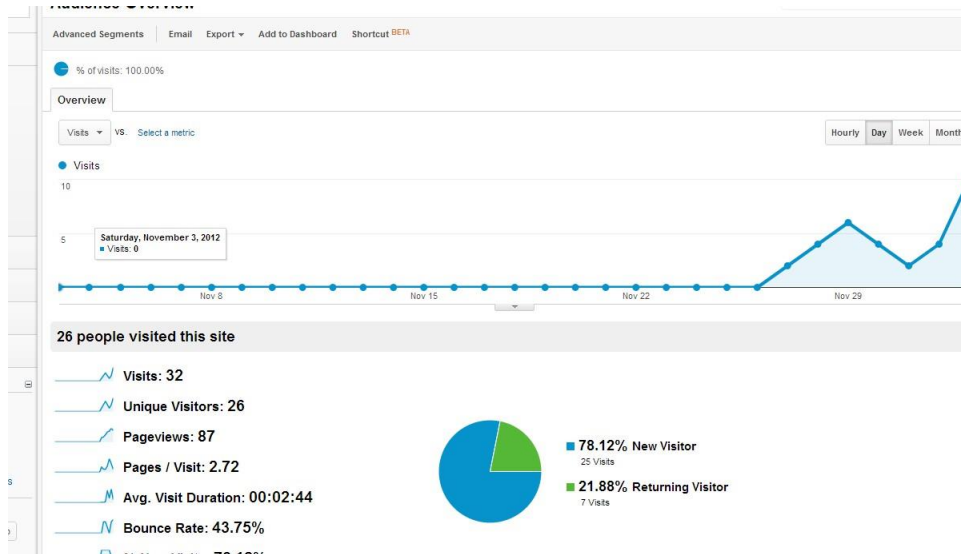


are both user friendly and have a ton of amazing features that will enable your website to have a professional look and feel.

Take advantage of the many available plugins that will make running your website easier. The **top 5 FREE plugins** that I recommend are:

5. **Fast and Secure Contact Form** - This is an easy to use contact form that integrates into your website and allows your readers to contact you securely.
6. **Google XLM Sitemap** - Simply put, this plugin automatically or what I like to call auto-magically lists your site's pages on Google and other search engines.
7. **Akismet** - If you want to keep the spammers away, then I highly recommend this plugin.
8. **All in One SEO** - Even if you know nothing about search engine optimization, if you use this plugin simply to add the post title and description, then you will be helping to optimize your blog and be found in the search engines. It's worth the effort.
9. **TinyMCE Advanced** - If you enjoy changing the fonts and sizes of text in your posts, this handy plugin will make doing so much easier. It also has a ton more options, but I simply use it for those two and it is worth it. I also use it for creating tables in my WordPress pages and posts. It is a lifesaver.

10. **BONUS:** In addition you can also track visits to your website with [Google Analytics](#). It is simple to install on WordPress especially if you use a plugin for it.



As you see above, you will be given statistics about how many people are visiting your site each day. There are actually dozens of reports within Google Analytics.

Moving on to another area of online business, let's talk about communication.



# COMMUNICATION TOOLS

11. You can communicate with your potential clients by sending regular correspondence. You will need a mailing list provider in order to do this. I personally use [Aweber](#).

**Aweber** is a top-notch company with excellent customer service. They offer a FREE 1-week trial to get started.

# VIDEO TOOLS

12. In order to share your recorded videos, you will need to upload them to [YouTube](#). Most smartphones now have video capabilities and the ability to upload them right to YouTube.

Videos have been shown to be 5X more productive in reaching new customers than traditional content alone. 800 million people visit YouTube every month. Don't you want to be a part of that?

13. Speaking of smartphones there are a ton of apps that will assist you in recording videos right from your smartphone. My favorite is **Capture**. It is easy to use and uploads your Youtube video straight to Youtube. Just do a simply search under Apps on your phone for this app.

# SOCIAL MEDIA TOOLS

The top four social media platforms include the following (click the links to follow me):

14. [Twitter](#) - Remember when you are tweeting that tweets with links are 86% more likely to be retweeted.
15. [Facebook](#) – Did you know . . . ? 70% of monthly active users in the U.S. and Canada are connected to a local business on Facebook.
16. [LinkedIn](#) – Post just 20 posts per month and you reach 60% of your unique audience.
17. [Google+](#) - There are 1,203 million monthly page visits to Google+.

I recommend having profiles on all four of these platforms. I know it may be difficult at times to stay active on all these platforms, but that is why I practice smart social media.



18. My smart social media tool is [Hootsuite](#). [Hootsuite](#) allows you to view three of the four social media platforms I recommend, all in one





place. It also allows you to track your posts and the number of clicks that the links you place in these posts get. You can also schedule your posts ahead of time using Hootsuite.

# EVENT TOOLS

I recommend the following tools for hosting events online:

19. [EventBrite](#) – This is a free tool that you can use to send e-vites, also to allow others to RSVP to a complimentary event, and even to pay for a paid event. This can be done for online and offline events.
20. [Free Conference Call](#) - Want to host a teleseminar or conference call? Free Conference call allows you to do so, providing you with a dedicated phone line, and also a recording of the event if you choose to do one.
21. [Zoom](#) - Want to host a webinar or online class? You will want to check out Zoom. This is the most costly of the resources that I have named in this e-book, but it is definitely worth the money. There are other webinar platforms out there including GoToMeeting that you might want to check out as well. Most all of them require a monthly fee.

These events gave me a platform from which to sell my products. Whether you are selling physical products or you are creating digital products, which are the hottest way to create residual income today you will want to use the platform you have built to sell, sell, and sell.

# DIGITAL TOOLS

22. **OpenOffice** – **OpenOffice** is similar to Microsoft Office, without the big price tag. It allows you to create documents and turn them into pdfs, which is exactly what you need for creating an e-book or special report to offer as a downloadable product.
23. **Ejunkie** is a shopping cart that will allow you to automate the checkout process. Ejunkie comes at a much smaller price tag than many of the shopping carts, and has many of the same features including automatic delivery of your digital products, and integration with PayPal and other merchant accounts.

Another area of my business where I found it necessary to find tools and resources to help me was in the area of scheduling. Here are the tools I recommend:

# SCHEDULING TOOLS

24. [Google Calendar](#) - I can't tell you how much I love Google calendar. If you have a smart phone, it syncs to it and you can set up reminders to help you remember important appointments or tasks.



25. [Timetrade](#) - If you have the need to schedule appointments with clients or colleagues Timetrade is a lifesaver. Instead of having to constantly play email tag about an appropriate day and time, simply sync your Google calendar with Timetrade, set up available times, and then send the person the link. They can choose the time that works for them. There are free and paid versions of Timetrade available. Timetrade also has an app available for mobile use.

# FINANCE TOOLS

26. **PayPal** – [PayPal](#) is an easy platform by which to collect money. The payee doesn't have to have a PayPal account to pay you via credit card and you can even create an invoice right from the PayPal dashboard.
27. **Square** – [Square](#) is an app available for your smart phone that will allow you to accept credit cards right from your phone. You can even order a free attachment for your phone, which you can use to swipe cards if you need to have that capability or you can take the payment remotely.
28. **Freshbooks** – [Freshbooks](#) is not only an invoicing software, but it also has great features for time-keeping and for organizing your projects. I have used Freshbooks since my early days in business and love the features that it has to help keep my finances organized.

# BACKUPS & STORAGE TOOLS

A final area where I have some awesome recommendations for tools include backups and storage for your files. The two tools I recommend for this are:

29. **Dropbox** – [Dropbox](#) allows you to save files to an offsite secure location online and share those files with others if you so choose.
30. **Carbonite** – [Carbonite](#) is a little different from Dropbox in that it backs up all of the files on your computer in case of a crash. Carbonite has literally saved my entire computer more than once, allowing me to totally restore every file onto my new computer after my old one died.
31. **Evernote** - [Evernote](#) is a unique program that allows you to scan in documents, save documents from your computer, the web, or even your phone into Evernote for future use. You can search Evernote and it will even scan the photographed or scanned documents for the words you are searching for. It is a great organizational tool and can be used for project management.



# THE ULTIMATE TOOL

32. Hire a virtual assistant. Want to be even MORE productive?  
Then you could benefit from the services of a Virtual Assistant.

There are so many things that a Virtual Assistant like myself can do for you!



*"Alyssa Avant comes along side you to amplify your message. She is skilled and personable. She cares about you and your message."*

**Sue Detweiler**

Need someone to:

- ✓ Repurpose Content?
- ✓ Schedule Blog Posts?
- ✓ Create a Landing Page?
- ✓ Help launch a new program?
- ✓ Build a WordPress Website?
- ✓ Or any number of other tasks?

Schedule a FREE Consultation with me and we'll see how I can help you be more productive by taking some tasks off your TO DO list and putting them on mine.

**Click here to Schedule  
Your FREE Consultation**



I hope that these tools and resources will be useful to you and your business. If you found them useful please share them with your friends and colleagues.



## ABOUT THE AUTHOR



Others describe Alyssa Avant as an amazing writer and speaker while she believes her best qualities include her determination and perfectionism. Alyssa built a virtual assistant business alongside caring for her three small children. She is 90% self-taught and doesn't let any challenge stop her. She is tenacious in making sure that her clients are satisfied with every project she does for them.

### Learned from Experience

Alyssa has 7 plus years of experience working with online professionals and business owners. She has helped many authors, speakers, coaches and counselors to build their online presence from the ground up. As a published author and speaker herself, she knows what it takes to be successful. She is published in the Inspired Women Succeed book, in numerous magazines, and on various websites. She is also the author of [FaithLeaps: The Christian Mom's Guide to Passion, Purpose, and Profits](#), and the creator of the [Christian Charm School Workbook materials](#).

### Dedicated Servant

Alyssa is a former youth and children's director who spent over five years ministering to youth and speaking to teen and tween girls on the issues of modesty, beauty, and being a Godly girl. She still volunteers as the youth and children's activities director at the church she and her family attend regularly.

### Educated

She holds a Bachelor's degree in Psychology from the University of Mississippi and a Master's in Christian Leadership from Liberty Baptist Theological Seminary.

### Faith and Family

She loves Coca-Cola Classic, Jesus, her husband, and three precious children (although not in that order). She and her family reside in Carrollton, MS.

Learn more about Alyssa Avant at [www.alyssaavant.com](http://www.alyssaavant.com)