Product CreationTools

During the product creation stages, you may find this handy to help you create your own successful products

Optimize Press - Created by James Dyson, Optimize Press and works very well compared to the standard blog features, due to the built in members pages you can use and workable product platform. It works very well compared to standard blog themes and has some great functionality. OP2 is an innovation for product launches. If you are going to invest in Optimize Press grab it via this bonus.

Word   Pages   Open Office - You will at some point need a word processor to build reports and eBooks. Try any of the above to help you.

Camtasia and Screen Flow - The only recommendations for screen capture and videos are Camtasia (Windows) and Screen Flow (Mac). Both are easy to use after a little trial and error, and both a well priced and also essential for only video.

Easy Video Suite - Video storage and editor is also necessary. We use EVS to host all our videos. It's simple to use and a great tool for hosting video.

Graphics - Professional graphics are essential, if you are not a graphics expert, don't even think about creating your own. Bad graphics = Bad product. That is what your prospects will think. Plus it takes time to complete a full graphics package, when you could be putting your knowledge to more profitable jobs. Don't discount outsourcing, it's a major factor in your business!

Aweber - An extremely valuable tool for email collection and automated distribution. During your launches you will need to collect emails, for affiliates, members and in your exit pop. Your mailing list is the ticket to higher profits. You need this or an alternative such as Get Response.

JV Blog - Any blog theme will work for a JV blog. But since you have OP2 why waste it? However there are some easy setup free themes which you can use. Check out Theme Forest and also Flexibility Theme which we have used in the past.

Warrior Forum - When it comes to recruiting JV partners, hiring JV managers or even finding help and services to help with your launch the Warrior Forum is a good place to gather info.

Facebook Ads - Running a Facebook ad campaign for your launch or for gathering affiliates can be very profitable. Advertising your launch to Facebook groups, on your time line and via Facebook ads will always generate more traffic and interest. You can use targeted ads by multiple options to generate affiliate and launch interest.

JV Managers - JV managers are a great addition to your launch. AJV manager is or should be a very well connected member of the online business and have the ability to hook you up with new affiliates far and above your normal affiliate reach. JV managers do cost you a fixed fee or a percentage of your launch revenue. However depending on the launch it can be worth it.

WP Affiliate Builder - Using JV builder tools and contest manager plugin can save you a ton of time when updating your own JV blog. The JV contest plugin works seamlessly with all Clickbank affiliates allowing your leader board to auto update every few minutes. This also keeps affiliates

coming back to your blog to check out the competition which means they promote more. The JV blog affiliate builder tools are equally powerful and save a ton of time when setting up your WordPress affiliates page. There is no need for coding, simple insert text and graphics, hit save and you are done!

JV Notify Pro - JV Notify Pro is a great free resource to advertise your launches to the world. Here you can recruit affiliates and build your own JV following from one location. Use the JV launch calendar to advertise your own launch times and affiliate details. You can also pay a visit to Mucheye for the same service.

WordPress - WordPress has now become one of the main platforms along with a members theme such as OP2 for launching products, creating squeeze pages and JV Blogs. If you haven't tried wordPress in your business, then give it a try and speed up your processes.

Mind Node - Mind mapping, adds another level of planning to your business. With a great mind map software tool such as Mind Node (Mac) and FreeMind for both platforms, you're ideas will shoot through the roof! Download one of these tools today and give them a test run. They are both free!

Freelancer- To date we have spend over 50k on projects from Freelancer. Out sourcing jobs to professionals bridges the gap from beginner marketer to professional. The sooner you realize the power of outsourcing your business so you can work on more important aspects of your business the more it will grow.

JVZoo - JVZoo is a premier payment, refund and referral system used to advertise online products and services. This is one of the best payment processors online at the moment. If you are looking to advertise an online product with a view to have it promoted within a market place and be promoted by affiliates to create an extra income. This is for you.

Clickbank - Similar to JVZoo but for more mainstream products. It can be used for IM products, however JVZoo has become the standard for most online products. This is not to say that CB is not worth looking into. Their features of auto refunds and promotional tools are very, very good. Both payment platforms are worth considering, although CB has a stricter vetting process.