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Page 1

My best ideas to you!



[Get Started](#)  
[Table of Contents](#)  
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## Congratulations on being a fellow business owner!

This manual will help you in:

- Starting any business or expanding any business
- Marketing any business
- Automating any business
- Organizing any business

Before you get started:

In this business success checklist, I outline key steps and ingredients of successfully starting and growing any business. From attaining your Federal ID#, credit reports, computers, software, logos, business cards, and more. Included are solutions for marketing a business with Blogs, Web Sites, Search Engines, Pay Per Click, Press Releases and whatever other tools I've discovered over the past 26+ years as a computer and business consultant.

I also give you a tool to track every important detail about your business in one location. You simply print this document, and then write down all the facts about your business as you complete each task. I will also show you how to use new advanced communication tools so the Internet will become your new office, no matter where you are!

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Page 2





**TIP: Steps to using this business guide:**



1. Save this document to your desktop so it's always there whenever you need it.



2. Be sure to print out the entire document, and place the document in a 3 ring binder.

3. Open the document whenever you need to find tools and resources on the Internet to run your business.

4. Then every time you accomplish a task for your business, write down all of the details about that task in the book. Then the information is in front of you at all times, easily within reach.

I know you know how important it is to be organized, and we will talk about how this system will help you become more organized, but first I also want to show you just a few of the resources I list here in my business resource guide.

**PS:**

If you are reading a complimentary copy of this book, please say thank you by trying one of the products below!

**Popular Software For Managing A Mailing List And Your E-mail Newsletter:**

Aweber:

<http://www.aweber.com/?2325>

**The Best, Easiest To Use Webinar Software:**

Audio Video Conference:

<http://www.audiovideoconference.com/members/webtoolsguy/>

**The WebSite Hosting Company I Use**

Inexpensive and excellent hosting. Great for blogs and web sites.

Hostgator

<http://secure.hostgator.com/~affiliat/cgi-bin/affiliates/clickthru.cgi?id=jddavin>

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Page 3

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## Now, are you ready to be organized?

Won't that be nice for a change? To be able to find the information about your business that you need quickly, and stop wasting time?

I know from personal experience how hard it is to start, operate and grow a business. But this system will change how you work from this day forth. I know, because for the first few years after I first started my retail computer store in 1981, it seemed like I was always looking in different places for all my important information for my business. Over the years, I was always looking in different places for my federal ID or state sales tax number, bank account number, password for my checking account or web site host, serial numbers for the software I purchased and on and on.

Sadly, I was wasting lots of valuable time that could be better used at work, which would have then given me more money and time for play.

But now all of the important information about my business is all in one place. The business startup guide has created a new, organized and efficient me. You will want to organize yourself and automate your many required tasks during your day too. Being organized and automated will:

- Help you work more efficiently
- Help you work more effectively
- Help you to have more income
- Help you to work with less stress
- Perhaps even allow you to work fewer hours with more pay

That would be a good thing, especially when you realize most businesses go out of business in the first 5 years. You've probably heard the saying that most businesses go out of business because of a lack of capital, right? Well, if I've said it once, I've said it at least a thousand times. I don't believe the majority of businesses go out of business because they have lack of capital alone. I think they go out of business because they have a lack of capital because they did not start their business correctly. Starting with a business plan and a plan to automate many of the tasks during the day, so they can work efficiently is so much more effective. They also have no way to keep track of all of the information about their business and in turn waste valuable time looking for that information.

So they spend a large part of their time either wondering what to do next for marketing, or finding good employees or wasting time on organizational items, looking for passwords, phone numbers, account numbers, domain name registration dates and contacts and the hundreds of other bits of information about their business. Sometimes this distraction will keep them from taking advantage of a golden opportunity for a sale

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Page 4



or other business need. Then they blame it ALL on not having enough capital. All this contributes to lack of time that you can put towards building your capital. But you can avoid this pitfall. You can use this system to find the tools you need to start, market and organize your business. It will also give you a way to keep track of this information about your business from day one in this checklist. That way, important information will be right at your fingertips when you need it. Being organized could be the difference between being in business and out of business in a relatively short period of time.

But what else did I include in this book for you?

## Free Business Plans

As promised, you will also find links to free business plan templates, right at the start of the book, where I ask you to write down the name of your business. There are many different free business plans for different businesses, and I hope you will find one that fits your business or one that is very close to your business model that you can modify to fit your needs.

## Links To Marketing Books



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Page 5



Click on the books above I've written to help you market your business, such as how to build a Blog, Web site, e-mail Responder, and PDF. Visit this site to learn more.  
<http://www.WebToolsGuy.com>

In closing I believe this system will help you start or expand your business. My main goal in life is to share technology and the tools to implement technology into any business to save time, increase sales and profits so we have more time to help people. Basically, I want to help you make your business and personal financial dreams a reality while you free up your time for better things than working!

[Read more about John Davin and his goals to help you here.](#)

### **Business Coupons:**

I'm putting together a list of business coupons to save money on your business tools.

I'll be sending you updates by e-mail with the coupons.

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Page 6



## TESTIMONIALS:

I have been helping people start and operate businesses for over 20 years. I started down this path by setting up a tool called a BBS (the precursor to the Internet) for our real estate office in 1981. Many said I was wasting my time, but at that time I believed every company would have a BBS, which is now similar to a Web site. I love to spend my time researching technology and future marketing trends and passing on those ideas to you.

That led to opening a retail computer store in Iowa City, Iowa in 1982, and I have been consulting with businesses since that time. Then in 2000 I started working from my home and what I call My New Office, the Internet. I use the Internet as my office, and I can help you take advantage of technology today as well. Here are a few testimonials from people who also believe that listening to John Davin is sound business advice.

### TESTIMONIAL

**"Through the e-book and checklist approach, John continues to update it with the latest tools. His passion for continual development of his products increases its value daily. I am confident that you will find at least one new tool to help you improve your business from the checklist and his books.**

Jonathan Jones

<http://www.jonathanjonesconsulting.com>

Provider of management consulting associated with Dale Carnegie - St. Louis for 11 years with a focus on executive leadership development; and management, process, and results alignment. A few of Mr. Jones clients: EDS General Motors, Southwestern Bell, and more.

### TESTIMONIAL

**"It's truly an amazing comprehensive list of all the points you'd need to cover in starting a business. If someone misses something, it's not because it's not included in your checklist."**

Rosalind Gardner

Internet Marketing Coach

<http://www.rosalindgardner.com>

### TESTIMONIAL

**"If I were a High School or college instructor looking for the single most important source of information to help my students understand the depth, scope and workings of the doing business on the Internet, I'd direct them to the mynewoffice.com web site and save all the time others are wasting trying to get a grip on this information giant."**

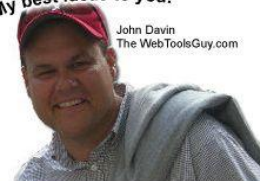
Mike Prosser, BA, MS, PhD Publishing Co, Author: The Real Estate Primer, educational consultant, business consultant, owner: Automotive Computer Systems, The Center For Real Estate Education.

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Page 7

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## Table of Contents:

### (1) [FORMALIZING A BASIC BUSINESS OUTLINE, SETTING GOALS:](#)

- Start organizing your business from day one.
- Outline your proposed business name, owners and goals.
- Do the business research necessary to develop a good business plan.
- Develop a write a formal business plan for your new business.
- Protect trademarks, intellectual property, etc.
- Find an attorney for your business.

### (2) [LEGAL FORMS, REQUIREMENTS, POSTERS:](#)

- Download necessary forms for your business.
- Purchase necessary posters for your business.
- Follow all government regulations and requirements.
- Purchase the necessary insurance for your business.

### (3) [SET UP THE COMMUNICATIONS TOOLS NEEDED FOR ANY BUSINESS:](#)

- An Internet provider (ISP) to access the net.
- Set up your communications center (Phones)
- Set up your conference calling system
- Set up your personal/business cell phone

### (4) [ORGANIZATIONAL ITEMS:](#)

- Write down all passwords from day one.
- Track payments to major vendors, suppliers and service providers.
- Set up your personal (or shared) online daily "To do" list.
- Plan for growth and possible employees.

### (5) [FINANCING, BANKING, CREDIT CARDS:](#)

- Verify your credit.
- Monitor your credit.
- Prevent identity theft.
- Find financing with a bank, the SBA or other source.
- Open a checking account for business.
- Order your business checks and forms.
- Open up a business savings account.
- Apply for credit cards for your business.

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Page 8



**(6) SET UP TEAMS, RESPONSIBILITIES AND TOOLS TO COLLABORATE:**

- Set up tasks, who is responsible.
- Set up your communications tools - collaborate through the Internet.

**(7) ACCOUNTING NEEDS, INVENTORY CONTROL, ETC. :**

- Find an accountant for your business.
- Set up a POS system for inventory control.
- Purchase a personal tax program. Download a free package here.

**(8) ACCEPTING MONEY: MERCHANT ACCOUNT SOLUTIONS AND MORE:**

- Set up your merchant account for accepting credit cards.
- Set up an account with Clickbank to sell e-books, manuals etc.
- Set up an account with Paypal to sell items, subscriptions and for auctions.

**(9) LINE UP VENDORS (SUPPLIERS TO PROVIDE MATERIALS OR PRODUCTS) :**

- Locate materials, products and services needed to manufacture products.
- Investigate possible providers of material, products and services.
- Request credit with your vendors.
- Set up accounts with shipping companies.

**(10) COMPUTERS - HOW AND WHAT TO PURCHASE, FIRST STEPS:**

- Purchasing a new computer system.
- Send in computer serial numbers for insurance purposes.
- Register your software for future upgrades and enhancements.
- Arrange for computer training to maximize your investment and potential.

**(11) COMPUTERS - FREE SOFTWARE FOR YOUR BUSINESS:**

- Download the free Adobe Acrobat Reader.
- Download a free file compression utility program.
- Find more free software and Internet services here.

**(12) TIME SAVING TOOLS:**

- Download a label printing software package.
- Access your computer from home or anywhere.
- Set up to send/receive faxes via the Internet.
- Set up an instant messaging Internet identity.
- Set up conferencing services via the Internet.

**(13) COMPUTERS - SOFTWARE FOR YOUR BUSINESS:**

- Purchase a contact manager (if not included in your office suite).
- Purchase an e-mail marketing software package.



- Purchase a complete office package.
- Purchase a word processor (if not in your office suite).
- Purchase a spreadsheet (if not included in your office suite).
- Purchase a database (if not included in your office suite).
- Purchase a personal tax program.
- Purchase a desktop publishing program.
- Set up to send/receive faxes via your computer.
- Purchase a presentation program.
- Use the Internet for conferences and meetings-sales or training!

**(14) COMPUTER SECURITY, BACKUPS, PROTECTION:**

- Buy computer warranties/service contracts.
- Arrange for 24/7 Technical support for your computer.
- Protect your computer from viruses.
- Protect your computer from hackers.
- Protect your computer from e-mail spammers.
- Protect your computer from spyware or malware
- Plan regular backups of your computer data.
- Set up your pc for access to your computer from home or anywhere.

**(15) SETTING UP THE PRINTED MARKETING TOOLS NEEDED FOR ANY BUSINESS:**

- Create your new logo.
- Order your business cards.
- Create your own letterhead or purchase it.
- Promotional items - open your own on-line promotional items store.

**(16) ADVERTISING - OFF THE INTERNET:**

- Advertise in related trade publications.
- Advertise your business in newspapers.
- Advertise your business in college newspapers.
- Advertise your business in college newspapers.
- Advertise your business in Penny shopper / Shoppers.
- Contact your advertisers and advertise.
- Get the word out ... write a press release.
- Get more publicity for your business by speaking to groups.
- Get more business leads by joining a business referral network.

**(17) WEBSITES AND BLOG SITES - CREATING YOUR PRESENCE - THE BASICS:**

- Items you need to create your Internet web site(s).
- How to choose your right domain name for your web site.
- How and where to register your domain name.
- Get an appraisal of your domain name.
- Finding the right server (host) for your site.
- Saving time and money by using an existing template for your web site.
- Setting up your very own blog to share your ideas and business news

**(18) WEBSITES - TOOLS TO USE IN YOUR WEB SITE:**

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- Locate graphics for your web site.
- Create a chat line to build a sense of community.
- Create a discussion to build interaction and trust.
- Create a guest book to capture names for follow up.
- Set up forms in your web site to get information from visitors.
- Automate your marketing campaign with an e-mail responder.
- Track visitors to your site to measure success of marketing tools.

**(19) INTERNET MARKETING TOOLS:**

- Get traffic to your site - submit to the search engines.
- Bring more traffic to your site-pay for key words on search engines.
- Get traffic to your site by advertising in e-zines.
- Get more traffic to your site with banner exchanges.
- Purchase pre qualified leads for your business.
- Utilize opt in-lists to get more traffic to your site.
- Get traffic to your site by promoting in newsgroups.
- Build credibility for your business by writing articles.
- Create your own e-book.
- Create your own online newsletter / e-zine.
- Promote your company with your on-line promotional items.
- Explore affiliate based marketing as a way to market your products.
- Consider fund raising events for nonprofit companies.

**(20) CONTACT MANAGEMENT AND FOLLOW UP TOOLS:**

- Contact managers to track clients, meetings, more.

**(21) AUTOMATED E-MAIL RESPONDERS FOR FOLLOW UP AND NEWSLETTERS:**

- Follow up with customers for constructive feedback and additional sales.
- Automate your marketing campaign with an e-mail responder.

**(22) TAKE ADVANTAGE OF WEB CONFERENCING - EXPAND YOUR BUSINESS OPTIONS:**

- Offer Webinars, training, new product releases, etc. through the Internet. Record/share it all!

**(23) EXPANDING YOUR MARKETS:**

- Open new markets with the Government.
- Open new markets by exporting to other countries.

**(24) PREPARE YOUR EXIT STRATEGY (HOW TO SELL OR RETIRE):**

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## (1) THE BUSINESS STARTUP PHASE:

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### **[ ] Start by being organized from day one of your new business!**

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#### **TIP: How to get the most use out of this document:**

To get the best results from this guide, download this e-book to your desktop where it is available at all times. Then you can always just click on the book on your desktop when you need access to the book and tools to find the resources and reviews of the tools you need for your business.

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Let's get started with the steps to building your new business. Place a checkmark by each task as you complete it!

- Print this document on your printer.
- Place the document in a 3 ring binder and keep it in a secure place.
- Write down the important information about your business in your checklist for success.
- Be sure to write down your passwords, account numbers and financial information too.
- Check off each option when completed.
- Then update the information about your business regularly.
- Get legal and tax advice on all actions, forms, contracts.
- Be sure to place this document and your business information in a safe place so that others do not find it and use it to harm you or your business.

If you do all this, you'll be able to find phone numbers, passwords, contacts more quickly and easily and generate more income to have more time for additional important things.

Next, we'll start talking about the basics of your company and your business plan. Again, be sure to check off each option in the  box when completed.

---



#### **TIP: Do your research before finalizing your business plan!**

Be sure to do research such as Marketing Research Economic Forecasting before you start your business. A great place to start is with the [SBA](#) (Small Business Administration), and [Score](#) for assistance with free one-on-one counseling.

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Page 12



**[ ] Outline your proposed business name, owners and goals**



**TIP: Check to make sure the domain name is available!**

When deciding on a business name, make sure the new company name (and trademark, etc.) is not already registered or used by another person or company and that the domain name for this company is available to be used for your web site. **(Verify this with your attorney before making any decisions or actions)**

Company Name \_\_\_\_\_

DBA (Doing Business As) \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

[ ] Decide if you will be a [ ] C Corporation [ ] S Corporation [ ] LLC [ Sole Proprietor [ ] Non Profit  
**(Verify correct actions with your accountant and attorney before making any decisions or actions)**

Owners \_\_\_\_\_ Phone \_\_\_\_\_

Owners \_\_\_\_\_ Phone \_\_\_\_\_

Owners \_\_\_\_\_ Phone \_\_\_\_\_

Owners \_\_\_\_\_ Phone \_\_\_\_\_

- [ ] Register your company name with the secretary of state
- [ ] Applied for and [ ] received all State sales tax accounts
- [ ] Applied for and [ ] received your Federal ID Number
- [ ] Applied for and [ ] receive any and all local licenses

State Sales Tax ID \_\_\_\_\_ Date \_\_\_\_\_

Federal ID# \_\_\_\_\_ Date \_\_\_\_\_

Local ID# \_\_\_\_\_ Date \_\_\_\_\_

[ ] Write down a very concise list of what you will sell here, just to stay focused, and check your business plan regularly

[ ] Service [ ] Products [ ] Both [ ]

[ ] List Services

\_\_\_\_\_  
\_\_\_\_\_

[ ] List Products

\_\_\_\_\_  
\_\_\_\_\_

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## THE FORMAL BUSINESS PLAN:

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[ ] *Develop a formal business plan for investors, financing, long term planning, etc.*

### What it is:

A business plan is your road map for success. Get your road map going the right direction with help from these entities.

### How it works:

Your business plan outlines all aspects of your business, from your product line to financing to marketing to employees to an exit strategy when you are ready to sell or retire from your business.



### **TIP: Use free business plans as examples for your business!**

If you do not have a business plan, you can download dozens of free business plan examples here! Learn about examples of [free business plans](#) here and learn about software that will help you create, edit and print your business plan too.

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Again, who can help with these steps?

(Visit <http://www.score.org> for one-on-one counseling.)

(Visit <http://www.sba.gov> for a business plan, forms and counseling.)

(Visit <http://www.irs.gov> for details and rules regarding any and all government regulations regarding your business - e.g. forms, taxes, and payroll information).

Before you write your formal business plan, you should review this entire book so you can utilize the many tools and resources here that will help you develop your formal business plan.



### **TIP: Be sure to get free help and advice!**

Be sure to utilize all government business resources and services (many are free) such as the [SBA](#), and the local [Score](#) office. Most importantly, consult with an attorney and a financial advisor before you start any business. You can also download [free business plans](#) here.

---

You are doing great. Remember, this is the hard part!

Remember that we're about to show you hundreds of business tools and tips to get your business started, expanded and organized. But your success in business is still dependent on how well you plan your business, the tasks for yourself and your fellow team players, and most importantly, if you follow that plan. So stay focused to stay on track!

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Page 14



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#### (4) BE PREPARED AND PROTECT YOUR ASSETS:

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##### **[ ] Protect trademarks, intellectual property, etc.**

###### **How it works:**

Make sure you protect yourself with patents, trademarks and copyrights. You'll want to fully protect your ideas, products, concepts, business name and related items such as logos and web site domains. You will best be served by contacting an attorney to assist you with this matter.

[ ] Apply for a patent if necessary / possible

[U.S. Patent office](#)

Patent number \_\_\_\_\_

Date \_\_\_\_/\_\_\_\_/\_\_\_\_ Duration \_\_\_\_/\_\_\_\_/\_\_\_\_ Attorney \_\_\_\_\_

Notes \_\_\_\_\_

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[ ] Apply for trademarks

[U.S. Trademark office](#)

Trademark \_\_\_\_\_

Date \_\_\_\_/\_\_\_\_/\_\_\_\_ Duration \_\_\_\_/\_\_\_\_/\_\_\_\_ Attorney \_\_\_\_\_

Notes \_\_\_\_\_

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[ ] Apply for copyrights

[U.S. Copyright office](#)

Copyright \_\_\_\_\_

Date \_\_\_\_/\_\_\_\_/\_\_\_\_ Duration \_\_\_\_/\_\_\_\_/\_\_\_\_ Attorney \_\_\_\_\_

Notes \_\_\_\_\_

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Page 15



**[ ] Find an attorney who can advise you on all business matters**

[ ] Always consult with an attorney about your business before you start any business. They can help you with many legal issues from setting up your business correctly, registering with the right government agencies, taxes and other legal requirements!

Name \_\_\_\_\_ Company \_\_\_\_\_

Phone# \_\_\_\_\_ Ext. \_\_\_\_\_ E-Mail \_\_\_\_\_

Website \_\_\_\_\_ Cost / hour \$ \_\_\_\_\_ Retainer \$ \_\_\_\_\_

NOTES \_\_\_\_\_

NOTES \_\_\_\_\_

NOTES \_\_\_\_\_

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## (2) FORMS, NOTICES AND LEGAL REQUIREMENTS

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### [ ] [Access the forms needed for your business](#)

All business owners must complete and file forms for their businesses. Be sure to check with the city, county, state, and federal agencies for all forms and regulations, such as payroll, sales tax, etc. forms that you are required to fill out and file with those offices. Also be sure to consult with an attorney, tax accountant and other professionals to adequately plan your business for startup and growth in the future.



### TIP: **Don't waste time creating business forms!**

Be sure not to waste your valuable time recreating documents and forms that are easily attainable. Use your time to develop your business. Access [hundreds of ready to use business forms and templates](#) online, inexpensively, now.

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Download hundreds of Legal Forms from these sources.

[IRS](#) (Internal Revenue Service).

[SSA](#) (Social Security Administration).

[Access hundreds of ready to use business forms and templates](#)

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Page 17



**[ ] Purchase necessary notices for your business**

Businesses must have required posters in the business location for different rules and regulations. Again, check the appropriate entities to be sure you follow the law.

[ ] Purchase posters for your business, from government agencies such as State, Federal, Osha, etc. Many are required by law before you start your business.

- [ ] Federal Labor Law.
- [ ] Morale/Motivational Poster Pack.
- [ ] Safety, First Aid & Wellness Poster Pack.
- [ ] Alcohol and Drug-Free Workplace Policy
- [ ] Sexual Harassment No Tolerance Policy.
- [ ] State Employment Laws.

Check with the respective web sites or purchase many of them here.

Access [hundreds of ready to use posters](#) here, now.



**TIP: Don't waste time looking for your business posters!**

Don't waste your valuable time looking for the correct and required posters for your business. Use your time to develop your business!

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**[ ] Follow all government regulations and requirements**

It is very important to be informed and ready to follow all government rules and regulations for your business. From taxes to employee issues to building codes and beyond.

Again, you are best served to contact an attorney, business advisor and additional officials for World, US, State, County, and City and local requirements. Here are just a few resources.

(Visit <http://www.ssa.gov> for help - Social Security Administration).

(Visit <http://www.sba.gov> for a business plan, forms and counseling.)

(Visit <http://www.irs.gov> for details and rules regarding any and all government regulations regarding your business - e.g. forms, taxes, and payroll information).

**[ ] Apply for required licenses and post them where appropriate**

You may be required to apply for licenses to practice your business and you may have to take tests to prove you have that knowledge. You may also be required to place that license where the public can view it, which should be something you will want to do anyway!

[ ] License acquired \_\_\_\_\_ Date \_\_\_\_\_ Posted [ ]

[ ] License acquired \_\_\_\_\_ Date \_\_\_\_\_ Posted [ ]

[ ] License acquired \_\_\_\_\_ Date \_\_\_\_\_ Posted [ ]

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Page 19



**[ ] Purchase the necessary insurance for your business**

The right insurance plan will protect your business (and your income) in the case of accident, fire, theft, flood, business errors and more.

[ ] Research and purchase the appropriate insurance for your business\*.

- [ ] Building
- [ ] Business
- [ ] Computer
- [ ] Errors and omissions
- [ ] Fire
- [ ] Flood
- [ ] Vehicle
- [ ] Other

Insurance Company \_\_\_\_\_ Contact Name \_\_\_\_\_

Account Number \_\_\_\_\_ Phone # (\_\_\_\_\_) \_\_\_\_\_ ext. \_\_\_\_\_

Web Site Access \_\_\_\_\_ Name \_\_\_\_\_ PW \_\_\_\_\_

Where do you keep copies of your current plan? \_\_\_\_\_

\* Check to research local, state and federal rules and regulations.

NOTES \_\_\_\_\_

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### (3) SET UP THE COMMUNICATIONS TOOLS YOU NEED FOR ANY BUSINESS:

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#### [ ] Set up your communications center (phones)

[ ] Order phone lines with the phone company:

Phone Company \_\_\_\_\_ Phone # \_\_\_\_\_ ext. \_\_\_\_\_

Phone Line # 1 (\_\_\_\_\_) \_\_\_\_\_ Price/Month \$ \_\_\_\_\_ User/uses \_\_\_\_\_

Phone Line # 2 (\_\_\_\_\_) \_\_\_\_\_ Price/Month \$ \_\_\_\_\_ User/uses \_\_\_\_\_

Phone Line # 3 (\_\_\_\_\_) \_\_\_\_\_ Price/Month \$ \_\_\_\_\_ User/uses \_\_\_\_\_

Cost per minute \$ \_\_\_\_\_ In state \$ \_\_\_\_\_ Out of state [ ] Monthly fee (if any) \$ \_\_\_\_\_

800 Number #1 (\_\_\_\_\_) \_\_\_\_\_ Price/Month \$ \_\_\_\_\_ User/uses \_\_\_\_\_

Cost per minute \$ \_\_\_\_\_ In state \$ \_\_\_\_\_ Out of state [ ] Monthly fee (if any) \$ \_\_\_\_\_

Fax Line# (\_\_\_\_) \_\_\_\_\_ Price/Month \_\_\_\_\_

Cost per minute \$ \_\_\_\_\_ In state \$ \_\_\_\_\_ Out of state [ ] Monthly fee (if any) \$ \_\_\_\_\_

Voice mail included? [ ] Y [ ] N Cost per user/Month \$ \_\_\_\_\_

User \_\_\_\_\_ Dept. \_\_\_\_\_ Mailbox# \_\_\_\_\_ Password \_\_\_\_\_

User \_\_\_\_\_ Dept. \_\_\_\_\_ Mailbox# \_\_\_\_\_ Password \_\_\_\_\_

User \_\_\_\_\_ Dept. \_\_\_\_\_ Mailbox# \_\_\_\_\_ Password \_\_\_\_\_

User \_\_\_\_\_ Dept. \_\_\_\_\_ Mailbox# \_\_\_\_\_ Password \_\_\_\_\_

User \_\_\_\_\_ Dept. \_\_\_\_\_ Mailbox# \_\_\_\_\_ Password \_\_\_\_\_

User \_\_\_\_\_ Dept. \_\_\_\_\_ Mailbox# \_\_\_\_\_ Password \_\_\_\_\_

User \_\_\_\_\_ Dept. \_\_\_\_\_ Mailbox# \_\_\_\_\_ Password \_\_\_\_\_

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Page 21

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**[ ] Order cellular phone(s)**

A cell-phone will help you be more productive because you will have a mobile office. This way, you can call anyone at any time, check your voice mail, from any location. A cell phone for most businesses is a must today whether you choose a program with a set number of minutes or choose pay as you go options.

[ ] Order a new cellular phone

Company \_\_\_\_\_ Contact Name \_\_\_\_\_

Phone \_\_\_\_\_ ext. \_\_\_\_\_ E-Mail \_\_\_\_\_

Your Cell Phone Number ( \_\_\_\_\_ ) \_\_\_\_\_ Price / Mo \$ \_\_\_\_\_

Minutes Peak Use \_\_\_\_\_ Minutes Off Peak Use \_\_\_\_\_ Cost/Min over \_\_\_\_\_

Texting included? [ ] Y [ ] # of Text Messages Included \_\_\_\_\_

Cost Per Text Message Over What Is Included \_\_\_\_\_

Additional Costs Or Fees For This Account: \$ \_\_\_\_\_ For \_\_\_\_\_

Notes \_\_\_\_\_

**[ ] Sign up with an Internet provider (ISP) to access the net**

**What it is:**

An Internet provider is the company who provides access to the Internet.

Company \_\_\_\_\_ Contact Name \_\_\_\_\_

Phone \_\_\_\_\_ ext. \_\_\_\_\_ E-Mail \_\_\_\_\_

Support Phone Number \_\_\_\_\_ Web site \_\_\_\_\_

Price / Mo \$ \_\_\_\_\_ Hrs/month # \_\_\_\_\_ Cost / additional hour \$ \_\_\_\_\_ Cost/MB \$ \_\_\_\_\_

[ ] Dial up [ ] Cable [ ] ISDN Access Speed \_\_\_\_\_ Upload \_\_\_\_\_ Download \_\_\_\_\_

ID Number \_\_\_\_\_ User \_\_\_\_\_ Password \_\_\_\_\_

Dial up phone number ( \_\_\_\_\_ ) \_\_\_\_\_ If you have a dial up modem.

Modem Serial # \_\_\_\_\_

TIP: Try to buy your modem rather than renting to save money!

**[ ] Set up your conference calling system (Conferencing Tools)**

[ ] Order your conference calling system

Company \_\_\_\_\_ Phone # \_\_\_\_\_ ext. \_\_\_\_\_

Phone # 1 ( \_\_\_\_\_ ) \_\_\_\_\_ Price/Month \$ \_\_\_\_\_ Cost/Minute \_\_\_\_\_

Cost per minute \$ \_\_\_\_\_ In state \$ \_\_\_\_\_ Out of state [ ] Monthly fee (if any) \$ \_\_\_\_\_

800 Number #1 ( \_\_\_\_\_ ) \_\_\_\_\_ Price/Month \$ \_\_\_\_\_ # of uses \_\_\_\_\_

Cost per minute \$ \_\_\_\_\_ In state \$ \_\_\_\_\_ Out of state [ ] Monthly fee (if any) \$ \_\_\_\_\_

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**[ ] Create e-mail accounts for employees**

Company \_\_\_\_\_ Contact Name \_\_\_\_\_

Phone # (\_\_\_\_\_) \_\_\_\_\_ ext. \_\_\_\_\_ E-Mail \_\_\_\_\_

Price / user \$ \_\_\_\_\_ Price / Mo \_\_\_\_\_ Extra costs \_\_\_\_\_

Name \_\_\_\_\_ User name \_\_\_\_\_ PW \_\_\_\_\_

Name \_\_\_\_\_ User name \_\_\_\_\_ PW \_\_\_\_\_

Name \_\_\_\_\_ User name \_\_\_\_\_ PW \_\_\_\_\_

Name \_\_\_\_\_ User name \_\_\_\_\_ PW \_\_\_\_\_

Name \_\_\_\_\_ User name \_\_\_\_\_ PW \_\_\_\_\_

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Page 23

**My best ideas to you!**

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[ ] **Collaboration - Use the Internet to share your desktop and any appropriate applications**

[ ] Set up an account with Talking Communities to share your desktop. Now whatever is on your desktop is on their desktop! Share web sites, PowerPoint™ presentations, software and more! This service is great for staff training, making sales or supporting clients, all via the Internet.!

([Sign up here](#)) to try the program. Just write down your name and password here.

Room Number \_\_\_\_\_ User name \_\_\_\_\_ Password \_\_\_\_\_



TIP: **Save time, save traveling expenses, and expand your sales territory!**

Sharing your desktop with other users can **save the hassles and cost of traveling.**

---

**This software can also:**

- Help you increase sales
- Help you increase your sales territory
- Help you train your employees or sales people
- Help you work from home, the office or perhaps the beach
- Help you run diagnostics on your computer to repair it from remote locations

This is a tremendous software tool, just make sure you understand what you are showing others on your computer at all times.

Take advantage of the "Try before you buy offers" and contact me for a one on one demo if you would like to see this software in action.

Another very popular solution is [GoToMeeting.com](http://www.gotomeeting.com)

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Page 24



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## (4) ORGANIZATIONAL ITEMS:

---

**[ ] Start writing down all passwords from day one**

Of course the most important place to begin your business is the business plan and marketing plan. But the truth is, many businesses order phones, Internet access, and such before they write their business plan. If you are one of these people, you need to realize this, and start writing down information about your business now! Begin by writing down all passwords for all services and you will be organizing yourself from the first day.

**Write down the PASSWORDS for your business here in once place. Examples would be for your bank account, domain name, Web Site host and more. Or you can write that information in the areas provided when we discuss each of those items throughout the book.**

---

**Service Name** \_\_\_\_\_ Web Site \_\_\_\_\_

Description \_\_\_\_\_

User Name \_\_\_\_\_ Password \_\_\_\_\_ Hint \_\_\_\_\_

Notes \_\_\_\_\_

---

**Service Name** \_\_\_\_\_ Web Site \_\_\_\_\_

Description \_\_\_\_\_

User Name \_\_\_\_\_ Password \_\_\_\_\_ Hint \_\_\_\_\_

Notes \_\_\_\_\_

---

**Service Name** \_\_\_\_\_ Web Site \_\_\_\_\_

Description \_\_\_\_\_

User Name \_\_\_\_\_ Password \_\_\_\_\_ Hint \_\_\_\_\_

Notes \_\_\_\_\_

---

**Service Name** \_\_\_\_\_ Web Site \_\_\_\_\_

Description \_\_\_\_\_

User Name \_\_\_\_\_ Password \_\_\_\_\_ Hint \_\_\_\_\_

Notes \_\_\_\_\_

---



**[ ] Track payments to major vendors, suppliers and service providers.**

Making payments automatically (and on time) is a great way to keep a good credit score and for saving time. To do this, I suggest you do one of the following.

- [ ] Set up an account to automatically pay all your monthly bills through the Internet ([Sign up here](#))
- [ ] Set up arrangements with your vendors to automatically make payment through a credit card or a bank draft
- [ ] Ask your bank if they perform this task for you.

Use this form to track these payments.

---

Service: **Phone**

Company \_\_\_\_\_ Account number \_\_\_\_\_ \$cost/Mo\$ \_\_\_\_\_

Services include \_\_\_\_\_

Contact \_\_\_\_\_ Phone # \_\_\_\_\_ Ext e-mail \_\_\_\_\_

Notes \_\_\_\_\_

---

Service: **Cell phone**

Company \_\_\_\_\_ Account number \_\_\_\_\_ \$cost/Mo\$ \_\_\_\_\_

Services include \_\_\_\_\_

Contact \_\_\_\_\_ Phone # \_\_\_\_\_ Ext e-mail \_\_\_\_\_

Notes \_\_\_\_\_

---

Service: **Refuse collection**

Company \_\_\_\_\_ Account number \_\_\_\_\_ \$cost/Mo\$ \_\_\_\_\_

Services include \_\_\_\_\_

Contact \_\_\_\_\_ Phone # \_\_\_\_\_ Ext e-mail \_\_\_\_\_

Notes \_\_\_\_\_



---

Service: **Power**

Company \_\_\_\_\_ Account number \_\_\_\_\_ \$cost/Mo\$ \_\_\_\_\_

Services include \_\_\_\_\_

Contact \_\_\_\_\_ Phone # \_\_\_\_\_ Ext e-mail \_\_\_\_\_

Notes \_\_\_\_\_

---

Service: **Water**

Company \_\_\_\_\_ Account number \_\_\_\_\_ \$cost/Mo\$ \_\_\_\_\_

Services include \_\_\_\_\_

Contact \_\_\_\_\_ Phone # \_\_\_\_\_ Ext e-mail \_\_\_\_\_

Notes \_\_\_\_\_

---

Service: \_\_\_\_\_

Company \_\_\_\_\_ Account number \_\_\_\_\_ \$cost/Mo\$ \_\_\_\_\_

Services include \_\_\_\_\_

Contact \_\_\_\_\_ Phone # \_\_\_\_\_ Ext e-mail \_\_\_\_\_

Notes \_\_\_\_\_

---

Service: \_\_\_\_\_

Company \_\_\_\_\_ Account number \_\_\_\_\_ \$cost/Mo\$ \_\_\_\_\_

Services include \_\_\_\_\_

Contact \_\_\_\_\_ Phone # \_\_\_\_\_ Ext e-mail \_\_\_\_\_

Notes \_\_\_\_\_

---

Service: \_\_\_\_\_

Company \_\_\_\_\_ Account number \_\_\_\_\_ \$cost/Mo\$ \_\_\_\_\_

Services include \_\_\_\_\_

Contact \_\_\_\_\_ Phone # \_\_\_\_\_ Ext e-mail \_\_\_\_\_

Notes \_\_\_\_\_

---



**[ ] Purchase a PDA (Personal Digital Assistant**

All business owners need an easy way to know when they have appointments, who they need to call, when bills need to be paid and more. An electronic day timer will help you with many of these issues.

Company \_\_\_\_\_ Phone # \_\_\_\_\_ ext. \_\_\_\_\_

Phone # 1 ( \_\_\_\_\_ ) \_\_\_\_\_ Price/Month \$ \_\_\_\_\_ Cost/Minute \_\_\_\_\_

Password \_\_\_\_\_ Access to the Internet? Y [ ] N [ ] Cost / Month \_\_\_\_\_

NOTES: \_\_\_\_\_

**[ ] Purchase a day-timer or set up your online calendar**

All business owners need an easy way to know when they have appointments, who they need to call, when bills need to be paid and more. A day timer will help you with many of these issues.

[ ] Purchase a day timer [ ] [Franklin Covey](#) [ ] [Daytimer](#)

[ ] Set up a to calendar on your computer [ ] [Microsoft XP Professional](#)

Product \_\_\_\_\_ Version \_\_\_\_\_ Serial Number \_\_\_\_\_

NOTES \_\_\_\_\_

NOTES \_\_\_\_\_

NOTES \_\_\_\_\_



**[ ] Set up your daily "To do" list**

- [ ] Purchase a day timer [ ] [Franklin Covey](#) [ ] [Daytimer](#)
- [ ] Set up a to do list on your computer [ ] [Microsoft XP Professional](#)

Product \_\_\_\_\_ Version \_\_\_\_\_ Serial Number \_\_\_\_\_  
\_\_\_\_\_

NOTES \_\_\_\_\_

NOTES \_\_\_\_\_

NOTES \_\_\_\_\_

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## (5) FINANCING, BANKING, CREDIT CARDS:

---

### [ ] [Learn about your credit score](#)

To start or expand any business, you must have a good understanding of credit, your credit score or rating, and access to business tools such as cash, lines of credit, credit cards, checking and saving accounts.

This section will show you where to start:

1. Understanding your credit report.
2. Understanding how to improve your credit rating.
3. Understanding how to use your good credit to help you with capital for your business.



### **Tip: The importance of your credit score**

An understanding of your credit is one of the most powerful tools you will ever own. It will help you acquire the finances to start or expand your business. Without a good understanding of credit and your credit score, it will be very difficult to acquire the tools you need to operate a successful business

---

### [ ] [Start by accessing your credit report and credit score.](#)

[ ] Verify your credit history.

(You may have to setup phone lines and other services before you can line up your financing, but in any case, you need a credit report to qualify for loans and terms with vendors).

- [ ] [Learn about your credit](#) (About the importance of good credit).
- [ ] [Request a personal credit report.](#) (It's free with the right forms).
- [ ] [Pay for business credit reports](#) (Yours or another company).

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Page 30



[ ] **Monitor your credit record.**

[ ] Be sure to keep good credit so you can borrow money for cash flow with your vendors.

Date \_\_\_\_\_ Your Credit Score \_\_\_\_\_

NOTES \_\_\_\_\_

NOTES \_\_\_\_\_

Date \_\_\_\_\_ Your Credit Score \_\_\_\_\_

NOTES \_\_\_\_\_

NOTES \_\_\_\_\_

Date \_\_\_\_\_ Your Credit Score \_\_\_\_\_

NOTES \_\_\_\_\_

NOTES \_\_\_\_\_

Suspicious credit report activity

---

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Ways to improve my credit score

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---

Items to dispute on my credit report/credit score

---

---

Comments to post about items that cannot be removed from my credit report

---

---



**[ ] Protect your credit**

[ ] Sign up for Identity theft protection.

**[ ] Contact a Bank, SBA, Angel Investors or other source of financing**

[ ] Contact the appropriate loan officer or venture capital group for funding.

[ ] [Be prepared with a business plan and support of the SBA \(Small Business Administration\).](#)

Company \_\_\_\_\_ Contact \_\_\_\_\_

Phone# \_\_\_\_\_ Ext. \_\_\_\_\_ E-Mail \_\_\_\_\_

Website \_\_\_\_\_

Financing desired \$ \_\_\_\_\_ Interest Rate % \_\_\_\_\_ Term \_\_\_\_\_

NOTES \_\_\_\_\_

NOTES \_\_\_\_\_

NOTES \_\_\_\_\_

**[ ] Request credit with your vendors.**

If you are like most businesses, cash flow will be a concern. Simply because you need operating cash and you need to purchase items to sell, and may not have collected the money to pay your vendors until you sell your inventory. That's why you need credit with vendors, so you can have 5,15,30,60 or even 90 days before you have to pay for inventory. So start setting up a line of credit with vendors today!

[ ] Line up credit with your vendors.

[ ] [Forms for requesting credit with vendors.](#)

NOTES \_\_\_\_\_

NOTES \_\_\_\_\_

NOTES \_\_\_\_\_



**[ ] Open a checking account for business.**

[ ] Open up a checking account.

Bank name \_\_\_\_\_ Phone: \_\_\_\_\_ Ext. \_\_\_\_\_ Contact \_\_\_\_\_

e-mail Address \_\_\_\_\_@\_\_\_\_\_.com

Account Number \_\_\_\_\_ Date Opened \_\_\_\_/\_\_\_\_/\_\_\_\_

Routing information \_\_\_\_\_

Minimum Balance \$ \_\_\_\_\_ Penalty \_\_\_\_\_ Monthly charge \$ \_\_\_\_\_

# Of Free checks included (if any) \_\_\_\_\_ Additional expenses? \_\_\_\_\_

Website for access to account \_\_\_\_\_

ID Number \_\_\_\_\_ User name \_\_\_\_\_ Password \_\_\_\_\_

**[ ] Open up a business savings account**

[ ] Open up a business savings account.

Bank name \_\_\_\_\_ Phone: \_\_\_\_\_ Ext. \_\_\_\_\_ Contact \_\_\_\_\_

e-mail Address \_\_\_\_\_@\_\_\_\_\_.com

Account Number \_\_\_\_\_ Date Opened \_\_\_\_\_

Starting balance \$ \_\_\_\_\_ Minimum Balance \$ \_\_\_\_\_

ID Number \_\_\_\_\_ User \_\_\_\_\_ Password \_\_\_\_\_

**[ ] Order business checks for the company**

[ ] Order checks for your new business account.

Company \_\_\_\_\_ Contact Name \_\_\_\_\_

Phone # (\_\_\_\_\_) \_\_\_\_\_ ext. \_\_\_\_\_ E-Mail \_\_\_\_\_

Order # \_\_\_\_\_ Date Ordered \_\_\_\_/\_\_\_\_/\_\_\_\_ Type \_\_\_\_\_ Color \_\_\_\_\_

Name of logo to use \_\_\_\_\_



**[ ] Apply for credit cards for your business**

[ ] Set up credit cards for business use.

[ ] [Mastercard/Visa/](#)

Company \_\_\_\_\_ Phone# ( \_\_\_\_\_ ) \_\_\_\_\_ Web Site \_\_\_\_\_

% Charged \_\_\_\_\_ Fees \_\_\_\_\_

Account Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_ (Keep this information private)

[ ] [Discover](#)

Company \_\_\_\_\_ Phone# ( \_\_\_\_\_ ) \_\_\_\_\_ Web Site \_\_\_\_\_

% Charged \_\_\_\_\_ Fees \_\_\_\_\_

Account Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_ (Keep this information private)

[ ] [AmericanExpress](#)

Company \_\_\_\_\_ Phone# ( \_\_\_\_\_ ) \_\_\_\_\_ Web Site \_\_\_\_\_

% Charged \_\_\_\_\_ Fees \_\_\_\_\_

Account Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_ (Keep this information private)

[ ] **Other** \_\_\_\_\_

Company \_\_\_\_\_ Phone# ( \_\_\_\_\_ ) \_\_\_\_\_ Web Site \_\_\_\_\_

% Charged \_\_\_\_\_ Fees \_\_\_\_\_

Account Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_ (Keep this information private)

[ ] **Other** \_\_\_\_\_

Company \_\_\_\_\_ Phone# ( \_\_\_\_\_ ) \_\_\_\_\_

% Charged \_\_\_\_\_ Fees \_\_\_\_\_

Account Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ Security Code \_\_\_\_\_ (Keep this information private)

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## (6) SET UP TEAMS, RESPONSIBILITIES AND TOOLS TO COLLABORATE:

---

### [ ] Build teams, assign tasks

[ ] Determine who will do what task in your company.

#### **Business Planning**

Name \_\_\_\_\_ Dept. \_\_\_\_\_

Phone \_\_\_\_\_ Ext \_\_\_\_\_ e-mail \_\_\_\_\_

NOTES \_\_\_\_\_

#### **Product Development**

Name \_\_\_\_\_ Dept. \_\_\_\_\_

Phone \_\_\_\_\_ Ext \_\_\_\_\_ e-mail \_\_\_\_\_

NOTES \_\_\_\_\_

#### **Inventory Control**

Name \_\_\_\_\_ Dept. \_\_\_\_\_

Phone \_\_\_\_\_ Ext \_\_\_\_\_ e-mail \_\_\_\_\_

NOTES \_\_\_\_\_

#### **Accounts Receivable**

Name \_\_\_\_\_ Dept. \_\_\_\_\_

Phone \_\_\_\_\_ Ext \_\_\_\_\_ e-mail \_\_\_\_\_

NOTES \_\_\_\_\_

#### **Accounts Payable**

Name \_\_\_\_\_ Dept. \_\_\_\_\_

Phone \_\_\_\_\_ Ext \_\_\_\_\_ e-mail \_\_\_\_\_

NOTES \_\_\_\_\_

#### **HR**

Name \_\_\_\_\_ Dept. \_\_\_\_\_

Phone \_\_\_\_\_ Ext \_\_\_\_\_ e-mail \_\_\_\_\_

NOTES \_\_\_\_\_

#### **Property Management**

Name \_\_\_\_\_ Dept. \_\_\_\_\_

Phone \_\_\_\_\_ Ext \_\_\_\_\_ e-mail \_\_\_\_\_

NOTES \_\_\_\_\_

#### **Marketing**

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Page 35



Name \_\_\_\_\_ Dept. \_\_\_\_\_

Phone \_\_\_\_\_ Ext \_\_\_\_\_ e-mail \_\_\_\_\_

NOTES \_\_\_\_\_

**Web Site**

Name \_\_\_\_\_ Dept. \_\_\_\_\_

Phone \_\_\_\_\_ Ext \_\_\_\_\_ e-mail \_\_\_\_\_

NOTES \_\_\_\_\_

**Newsletter**

Name \_\_\_\_\_ Dept. \_\_\_\_\_

Phone \_\_\_\_\_ Ext \_\_\_\_\_ e-mail \_\_\_\_\_

NOTES \_\_\_\_\_

**Blog**

Name \_\_\_\_\_ Dept. \_\_\_\_\_

Phone \_\_\_\_\_ Ext \_\_\_\_\_ e-mail \_\_\_\_\_

NOTES \_\_\_\_\_

**Other** \_\_\_\_\_

Name \_\_\_\_\_ Dept. \_\_\_\_\_

Phone \_\_\_\_\_ Ext \_\_\_\_\_ e-mail \_\_\_\_\_

NOTES \_\_\_\_\_

**Other** \_\_\_\_\_

Name \_\_\_\_\_ Dept. \_\_\_\_\_

Phone \_\_\_\_\_ Ext \_\_\_\_\_ e-mail \_\_\_\_\_

NOTES \_\_\_\_\_

**Other** \_\_\_\_\_

Name \_\_\_\_\_ Dept. \_\_\_\_\_

Phone \_\_\_\_\_ Ext \_\_\_\_\_ e-mail \_\_\_\_\_

NOTES \_\_\_\_\_

**Other** \_\_\_\_\_

Name \_\_\_\_\_ Dept. \_\_\_\_\_

Phone \_\_\_\_\_ Ext \_\_\_\_\_ e-mail \_\_\_\_\_

NOTES \_\_\_\_\_

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## **(7) Accounting: Inventory, AP/AR/, Payroll and more!**

---

### **[ ] Find an accountant for your business**

Contact a local accountant for tax preparation.

Company \_\_\_\_\_ Contact Name \_\_\_\_\_

Phone # (\_\_\_\_\_) \_\_\_\_\_ ext. \_\_\_\_\_ E-Mail address \_\_\_\_\_

Price / Visit Onsite \$ \_\_\_\_\_ Price / Hour Onsite \$ \_\_\_\_\_ Price / Phone call \$ \_\_\_\_\_

Price / Mo Service Contract \$ \_\_\_\_\_ Notes: \_\_\_\_\_

Covers Payroll \_\_\_\_\_ # of employees \_\_\_\_\_ AR \_\_\_ AP \_\_\_ GL \_\_\_ Inventory Control \_\_\_

Cost per employee  Month  Week  Biweekly or  by check - cost per check \$ \_\_\_\_\_

Includes Payroll Tax Filing?  Y  N Cost \$ \_\_\_\_\_

Includes 1099 forms?  Y  N Cost \$ \_\_\_\_\_

Report Generations included  Monthly  Quarterly  Yearly

### **[ ] Choose an accounting software package for your business**

Select a software Package for in-house accounting use:

Peachtree  Quickbooks  Business Works  Real World  Other \_\_\_\_\_

Contact Name \_\_\_\_\_

Phone # (\_\_\_\_\_) \_\_\_\_\_ ext. \_\_\_\_\_ E-Mail address \_\_\_\_\_

Serial number \_\_\_\_\_

Single User  Multi-user  # of users \_\_\_\_\_ Version \_\_\_\_\_ Cost \_\_\_\_\_

Support Contract with \_\_\_\_\_ Phone \_\_\_\_\_

Date started \_\_\_\_/\_\_\_\_/\_\_\_\_ Date Ending \_\_\_\_/\_\_\_\_/\_\_\_\_

What it covers \_\_\_\_\_

Training Contract with \_\_\_\_\_

Date started \_\_\_\_/\_\_\_\_/\_\_\_\_ Date Ending \_\_\_\_/\_\_\_\_/\_\_\_\_

Covers \_\_\_\_\_

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**[ ] Setup POS for fast sales and inventory control!**

[ ] Purchase software and all hardware for inventory control with Point Of Sale System.  
[Click here to order hardware and software solutions from one vendor.](#)

Software package to use

[ ] Single User [ ] Multi-user

[ ] [Quickbooks](#) [ ] Other \_\_\_\_\_

View a summary of many POS packages from one web site [here](#).

[ ] Software      Name \_\_\_\_\_ Vendor \_\_\_\_\_ Cost \$ \_\_\_\_\_

[ ] Bar code reader      Brand \_\_\_\_\_ Model \_\_\_\_\_ Vendor \_\_\_\_\_ Cost \$ \_\_\_\_\_

[ ] Cash register      Brand \_\_\_\_\_ Model \_\_\_\_\_ Vendor \_\_\_\_\_ Cost \$ \_\_\_\_\_

[ ] Label printer      Brand \_\_\_\_\_ Model \_\_\_\_\_ Vendor \_\_\_\_\_ Cost \$ \_\_\_\_\_

Support phone numbers

Product \_\_\_\_\_ Company \_\_\_\_\_ Phone \_\_\_\_\_

Web site \_\_\_\_\_ e-mail: \_\_\_\_\_ Cost: \_\_\_\_\_

Product: \_\_\_\_\_ Company \_\_\_\_\_ Phone \_\_\_\_\_

Web site \_\_\_\_\_ e-mail \_\_\_\_\_ Cost \_\_\_\_\_

Total cost per terminal \$ \_\_\_\_\_

Out- source Inventory Audits [ ] Y [ ] N [ ] - Weekly [ ] Monthly [ ] Quarterly [ ] Annual

Company \_\_\_\_\_ Phone \_\_\_\_\_ Contact \_\_\_\_\_

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## **(8) ACCEPTING MONEY: MERCHANT ACCOUNT SOLUTIONS AND MORE:**

---

### **[ ] [Set up your merchant account for credit cards](#)**

#### **What it is:**

A Merchant Account is the service that allows you to accept credit card payments via the Internet. As an online business, one of your major goals will be to make it easy for your clients to buy from you from your web site.

Company \_\_\_\_\_ Contact Name \_\_\_\_\_

Phone# (\_\_\_\_\_) \_\_\_\_\_ ext. \_\_\_\_\_ Date Started \_\_\_\_\_

Monthly Fee \$ \_\_\_\_\_ % Fee charged per transaction \$ \_\_\_\_\_

Flat rate fee per transaction \$ \_\_\_\_\_

[ ] Set up your new merchant account to accept credit cards here (Includes hardware and software)

[ ] [I recommend Eonlinedata](#) for most companies who need a merchant account

[ ] [Paypal](#) [ ] [Clickbank](#) [ ] [Stormpay](#)

### **[ ] [Set up an account with Paypal](#)**

#### **What it is:**

PayPal allows Internet users with an e-mail address to send and receive money electronically through the Internet. For business accounts, PayPal charges a small fee per transaction to the business owner selling a product or service. You can use PayPal to sell just about anything from tangible (physical) items to labor to subscriptions. A huge advantage of PayPal is that sellers do not have to create or pay for a merchant account and payment gateway, which can be fairly expensive to start and maintain each month.

[ ] Create your account at PayPal

[\(Sign up here\)](#)

Account Number \_\_\_\_\_ User \_\_\_\_\_ Password \_\_\_\_\_

Send and receive money via the Internet for either no cost or a very low cost!

(This is the fastest way to accept money on the Internet, and does not require a merchant account for credit cards).

### **[ ] [Set up an account with ClickBank](#)**

#### **What it is:**

Click bank is a service that makes it easy to sell and deliver your electronic goods (books, subscriptions, software, etc.) via the Internet. They also create a system that makes it easy to allow others to sell for you and earn \$ as affiliates.

[ ] Create your account at Clickbank.

[\(Sign up here\)](#)

Account Number \_\_\_\_\_ User \_\_\_\_\_ Password \_\_\_\_\_

(This is the fastest way to sell e-books or other information products via the net today!).

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Page 39



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**(9) LINE UP VENDORS (SUPPLIERS TO PROVIDE MATERIALS OR PRODUCTS):**

---

**[ ] Find vendors to supply products needed to manufacture your products**

Ascertain what materials, products and services you will need for manufacturing item(s) you plan to sell.

---

**Item** \_\_\_\_\_ Description \_\_\_\_\_  
Company \_\_\_\_\_ Contact \_\_\_\_\_  
Phone# \_\_\_\_\_ Ext. \_\_\_\_\_ E-Mail \_\_\_\_\_  
Website \_\_\_\_\_  
Amount \_\_\_\_\_ Terms \$ \_\_\_\_\_ Interest Rate % \_\_\_\_\_  
Notes \_\_\_\_\_

Drop Ship Y \_\_N\_\_ (will they ship product directly to your customer, anonymously?)

---

**Item** \_\_\_\_\_ Description \_\_\_\_\_  
Company \_\_\_\_\_ Contact \_\_\_\_\_  
Phone# \_\_\_\_\_ Ext. \_\_\_\_\_ E-Mail \_\_\_\_\_  
Website \_\_\_\_\_  
Amount \_\_\_\_\_ Terms \$ \_\_\_\_\_ Interest Rate % \_\_\_\_\_  
Notes \_\_\_\_\_

Drop Ship Y \_\_N\_\_ (will they ship product directly to your customer, anonymously?)

---

**Item** \_\_\_\_\_ Description \_\_\_\_\_  
Company \_\_\_\_\_ Contact \_\_\_\_\_  
Phone# \_\_\_\_\_ Ext. \_\_\_\_\_ E-Mail \_\_\_\_\_  
Website \_\_\_\_\_  
Amount \_\_\_\_\_ Terms \$ \_\_\_\_\_ Interest Rate % \_\_\_\_\_  
Notes \_\_\_\_\_

Drop Ship Y \_\_N\_\_ (will they ship product directly to your customer, anonymously?)



**[ ] Set up accounts with shipping companies for delivering your products**

**[ ] USPS – Tip: Check on availability of free shipping supplies!**

[\(Sign up here\)](#)

Account# \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone # (\_\_\_\_\_) \_\_\_\_\_ ext. \_\_\_\_\_

Web site \_\_\_\_\_ User name \_\_\_\_\_ Password \_\_\_\_\_

**[ ] Federal Express**

[\(Sign up here\)](#)

Account# \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone # (\_\_\_\_\_) \_\_\_\_\_ ext. \_\_\_\_\_

Web site \_\_\_\_\_ User name \_\_\_\_\_ Password \_\_\_\_\_

**[ ] UPS**

[\(Sign up here\)](#)

Account# \_\_\_\_\_

Contact Name \_\_\_\_\_ Phone # (\_\_\_\_\_) \_\_\_\_\_ ext. \_\_\_\_\_

Web site \_\_\_\_\_ User name \_\_\_\_\_ Password \_\_\_\_\_



**BUSINESS TIP: Try this free Label Creation and printing solution!**

**Solution:** [Avery](#) offers free software for printing labels, CD's, DVD's and more

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Page 41

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The WebToolsGuy.com



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## (10) COMPUTERS - HOW AND WHAT TO PURCHASE, THEN HOW TO GET COMPUTING!

---

### [ ] Purchase a new computer system

[ ] Purchase a new computer system if you do not own a computer now.

[Click here for a checklist for a quote for a new computer.](#)

Company \_\_\_\_\_ Contact Name \_\_\_\_\_

Phone # (\_\_\_\_) \_\_\_\_\_ ext. \_\_\_\_\_ E-Mail \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ St \_\_\_\_\_ Zip \_\_\_\_\_

Website \_\_\_\_\_

Brand Name \_\_\_\_\_ Model Number \_\_\_\_\_ Price \$ \_\_\_\_\_

Main Unit Serial # \_\_\_\_\_ CPU / Speed \_\_\_\_\_ Ram \_\_\_\_\_ Type \_\_\_\_\_

Hard Drive \_\_\_\_\_ Speed \_\_\_\_\_ Video Card \_\_\_\_\_ Memory \_\_\_\_\_

Serial # \_\_\_\_\_ Monitor Brand \_\_\_\_\_ Size \_\_\_\_\_ Resolution \_\_\_\_\_ x \_\_\_\_\_ Dot pitch \_\_\_\_\_

Serial # \_\_\_\_\_ Modem Brand \_\_\_\_\_ Speed \_\_\_\_\_ [ ] Internal [ ] External [ ]

Serial # \_\_\_\_\_ Printer Brand \_\_\_\_\_ [ ] Color [ ] Laser [ ] Inkjet

Serial # \_\_\_\_\_ CD Speed \_\_\_\_\_ x \_\_\_\_\_ x \_\_\_\_\_ Burner [ ] Y [ ] N

Serial # \_\_\_\_\_ DVD \_\_\_\_\_ x \_\_\_\_\_ x \_\_\_\_\_ Burner [ ] Y [ ] N

Serial # \_\_\_\_\_ Digital Camera Brand \_\_\_\_\_ Model \_\_\_\_\_ Pixels \_\_\_\_\_

Memory \_\_\_\_\_ Speed \_\_\_\_\_ Serial # \_\_\_\_\_

# of USB ports \_\_\_\_\_ Headset \_\_\_\_\_ Microphone \_\_\_\_\_

Serial # \_\_\_\_\_ Scanner [ ] Legal [ ] Sheet Feeder [ ] Standard Resolution \_\_\_\_\_

Software included (Be sure to purchase a complete office suite package - word processor, spreadsheet, database, spelling checker, etc.)

Package \_\_\_\_\_ Serial# \_\_\_\_\_ Version \_\_\_\_\_

Package \_\_\_\_\_ Serial# \_\_\_\_\_ Version \_\_\_\_\_

Package \_\_\_\_\_ Serial# \_\_\_\_\_ Version \_\_\_\_\_

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Page 42



**[ ] Send in computer serial numbers for insurance**

[ ] Send in all serial numbers for your computer to your insurance company so that you would be able to collect from the insurance company in case of fire, theft, flood, etc. Be sure to check your policy today to see if your policy covers all the possibilities.

**[ ] Register your software for upgrades**

[ ] Register your software so you can qualify for support and upgrades (new, improved software versions!)

**[ ] Arrange for computer training**

[ ] Contact a local computer consultant for setup, training and repairs of your computer system.

Company \_\_\_\_\_ Contact Name \_\_\_\_\_

Phone # (\_\_\_\_) \_\_\_\_\_ ext. \_\_\_\_\_ E-Mail \_\_\_\_\_

Price / Onsite \$ \_\_\_\_\_ Price / Mo Service Contract \$ \_\_\_\_\_ Onsite Yes [ ] No [ ]

Certifications \_\_\_\_\_

Certifications \_\_\_\_\_



---

## (11) COMPUTER SOFTWARE - FREE SOFTWARE FOR YOUR BUSINESS:

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**BUSINESS TIP: You can save money with free software!**  
You just have to look a bit harder for it!

---

### [ ] [Download free Label Creation and Printing Software](#)

[ ] Download the FREE Avery software for printing labels, CD's, DVD's and more  
([Download here](#))

Name \_\_\_\_\_ Version \_\_\_\_\_ Serial Number \_\_\_\_\_

### [ ] [Download a free Office Suite Software Package](#)

[ ] Download the FREE Office Suite software package from Open Office which includes a Word Processor, Spreadsheet, Database and much more!  
([Download here](#))

### [ ] [Download the free Adobe Acrobat Reader](#)

[ ] Download the FREE Adobe Acrobat Reader so you can read files created as PDF (portable document files)  
([Download here](#))

If you wish to create your own PDF files (Personal Document Files) you'll need this software.

[ ] [Adobe Acrobat](#)

Name \_\_\_\_\_ Version \_\_\_\_\_ Serial Number \_\_\_\_\_

### [ ] [Download a free file compression utility program](#)

[ ] Download a compression utility so you can uncompress files and documents.  
[ ] [Try 7zip](#) – a free zip / unzip utility

[ ] [WinZip](#) is an EXCELLENT, package at a reasonable price.

Name \_\_\_\_\_ Version \_\_\_\_\_ Serial Number \_\_\_\_\_

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Page 44



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## (12) TIME SAVING PC AND INTERNET BASED TOOLS:

---

### [ ] [Set up your pc to send/receive faxes](#)

[ ] Purchase Winfax  
([Sign up here](#))

Your fax number \_\_\_\_\_ Serial # \_\_\_\_\_

### [ ] [Set up to send/receive faxes via the Internet.](#)

[ ] Sign up with e-fax  
([Sign up here](#))

Your fax number \_\_\_\_\_

### [ ] [Set up an instant messaging Internet identity](#)

[ ] Create an account with an Instant messaging account.

Try Mirabilis! ([Sign up here](#))

ID Number \_\_\_\_\_ User \_\_\_\_\_ Password \_\_\_\_\_

Try MSN! ([Sign up here](#))

ID Number \_\_\_\_\_ User \_\_\_\_\_ Password \_\_\_\_\_

(Check to see if you already have an account with MSN messenger, AOL, or other Internet provider!)



---

## (13) COMPUTERS - SOFTWARE FOR YOUR BUSINESS:

---

### **[ ] [Purchase a contact manager to track clients, meetings, phone numbers, etc.](#)**

[ ] Purchase a contact manager:

Salespeople and other professionals use contact management software to track phone numbers of their contacts, scheduled meetings, calls to make, as well as personal information regarding each respective contact.

Name \_\_\_\_\_ Version \_\_\_\_\_ Serial Number \_\_\_\_\_

Examples: Microsoft Outlook, ACT, Goldmine, etc.

Here is an [EXCELLENT, FREE OFFICE PACKAGE TO CONSIDER](#)

### **[ ] [Purchase a Service / Software to automate your e-mail marketing campaign](#)**

#### **Definition:**

An e-mail responder is the tool (software) that allows you to send out E-mail to your subscribers, effortlessly and automatically. You can contact them in this e-mail with a newsletter, a brochure, or a special offer. You can even set up the system so that it will send a series of scheduled e-mails or a one-time e-mail called a Broadcast.

[ ] Create an e-mail responder.

[ ] Try [Aweber](#) The Automated Marketing System Test drive it free today!

([Sign up here](#)) ID#: \_\_\_\_\_ User Name: \_\_\_\_\_ Password: \_\_\_\_\_

### **[ ] [Purchase a complete Office Suite Software package](#)**

[ ] Purchase a complete office package as listed below:

[Microsoft Office XP Professional comes complete with:](#) Microsoft Word (Word processor), Microsoft Excel (Spreadsheet) Microsoft Outlook (e-mail, contact manager, scheduler, more!), Microsoft PowerPoint (Presentations) and Microsoft Access (Database). You can also purchase the standard version without Access if you do not need a database.

Here is an [EXCELLENT, FREE OFFICE PACKAGE TO CONSIDER](#)

Name \_\_\_\_\_ Version \_\_\_\_\_ Serial Number \_\_\_\_\_

PS: You can still purchase items separately as below.

### **[ ] [Purchase a word processor \(if not in your office suite\)](#)**

[ ] Word processor: Used to write business or personal letters, school papers, manuals, memos and more.

Examples: Microsoft Word

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Name \_\_\_\_\_ Version \_\_\_\_\_ Serial Number \_\_\_\_\_

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Page 46



**[ ] Purchase a spreadsheet (if not included in your office suite)**

[ ] Purchase a spreadsheet:

**What it is:**

Spreadsheets are used for making calculations and manipulating numbers. Profit and loss statements, balance sheets, cost estimates, household budgets and more can be done on a spreadsheet.

Examples: Microsoft Excel, Lotus 123,

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Name \_\_\_\_\_ Version \_\_\_\_\_ Serial Number \_\_\_\_\_

**[ ] Purchase a database (if not included in your office suite)**

[ ] Purchase a database:

**What it is:**

Databases allow users enter and track specific details about their business into the computer. The information can be searched, compiled and reported at a later date. Uses are: Customer lists, inventory control, and more.

Examples: Microsoft Access

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Name \_\_\_\_\_ Version \_\_\_\_\_ Serial Number \_\_\_\_\_

**[ ] Purchase a personal tax program**

[ ] Personal Tax preparation software: Prepare your tax returns on your computer, and file them on-line!  
([Sign up here](#))

Name \_\_\_\_\_ Version \_\_\_\_\_ Serial Number \_\_\_\_\_

Other examples: [ ] : [Tax Act](#)- free tax preparation software via the Internet! [ ] [Quicken](#)

[H&R Block - Click her for H+R Services.](#)

**[ ] Purchase a desktop publishing program**

[ ] Purchase a Desktop Publisher

**What it is:**

A desktop publisher helps you create and print newsletters, fliers, business cards, brochures and more.

Examples: [Microsoft Publisher](#), [Printshop](#), [Quark](#)

Here is an [EXCELLENT, FREE OFFICE PACKAGE TO CONSIDER](#)

Name \_\_\_\_\_ Version \_\_\_\_\_ Serial Number \_\_\_\_\_

**[ ] Purchase a presentation program**

[ ] Purchase your presentation production software and find the right templates.

**What it is:**

A presentation program allows you to create a presentation on your computer for training or sales purposes.

[ ] Examples: Microsoft PowerPoint

Here is an [EXCELLENT, FREE OFFICE PACKAGE TO CONSIDER](#)

Name \_\_\_\_\_ Version \_\_\_\_\_ Serial Number \_\_\_\_\_

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## (14) COMPUTER WARRANTIES, SECURITY, BACKUPS, ETC.

---

### **[ ] Buy computer warranties/service contracts**

[ ] Contact computer consultant or reseller for setup, training and repairs of your computer system.

[ ] [Sign up for 24 hr/day tech support \(via the Internet\)](#)

Company \_\_\_\_\_ Contact Name \_\_\_\_\_

Phone # (\_\_\_\_) \_\_\_\_\_ x \_\_\_\_\_ ext. \_\_\_\_\_ Pager # (\_\_\_\_) \_\_\_\_\_ x \_\_\_\_\_

Support site \_\_\_\_\_ e-mail \_\_\_\_\_

Price / Hr Onsite \$ \_\_\_\_\_ Price / Mo Service Contract \$ \_\_\_\_\_ Onsite Yes [ ] No [ ]

Covers \_\_\_\_\_

Hardware included? \_\_\_\_\_

Software included? \_\_\_\_\_

Networking included? \_\_\_\_\_

NOTES \_\_\_\_\_

Options \_\_\_\_\_

---

### **[ ] Arrange for 24/7 Technical support for your computer**

[ ] Be prepared for computer problems with 24/7 technical support. Pay one small monthly fee for unlimited calls!  
([Join here](#))

### **[ ] Protect your computer from viruses**

[ ] Check your computer for viruses, then set up a program to protect your computer 24/7/365  
([What we say about the program](#))

Free scans via the Internet:

[Norton](#)  
[MacAfee](#)

Package purchased:

Name \_\_\_\_\_ Version \_\_\_\_\_ Serial Number \_\_\_\_\_

Web site \_\_\_\_\_

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Page 48



**[ ] Protect your computer from hackers**

[ ] Protect your computer from hackers and more!

[Norton's](#) Free System Analysis - start here!

[Free information from Microsoft:](#)

Package purchased

Name \_\_\_\_\_ Version \_\_\_\_\_ Serial Number \_\_\_\_\_

Web site \_\_\_\_\_

**[ ] Protect your computer from e-mail spammers**

[ ] Protect your e-mail from Spammers (people who send you unwanted e-mail).

[Free 30 day trial from Spam Arrest](#)

Package purchased:

Name \_\_\_\_\_ Version \_\_\_\_\_ Serial Number \_\_\_\_\_

Web site \_\_\_\_\_

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Page 49

My best ideas to you!

John Davin  
The WebToolsGuy.com



**[ ] Protect your computer from spyware and malware**

[ ] Protect your computer from Spyware and Malware so that our computer will run faster and safer.

There are many EXCELLENT, packages to choose from.

- [ ] [Kaspersky.com](http://Kaspersky.com)
- [ ] [MalwareBytes.org](http://MalwareBytes.org)
- [ ] [Mcafee.com](http://Mcafee.com)
- [ ] [Superantispyware.com](http://Superantispyware.com)

Package purchased:

Name \_\_\_\_\_ Version \_\_\_\_\_ Serial Number \_\_\_\_\_

Web site \_\_\_\_\_

Because there are many EXCELLENT, programs available for virus protection and it is so important, please do your due diligence on this topic to protect yourself.



## [ ] Plan backups of your computer data

- [ ] Purchase software to backup your computers
- [ ] Backup your pc on: [ ] External Drive [ ] Network [ ] CD/DVD [ ] Tape
- [ ] Sign up for a backup service for your important data via the Internet.

---

### TIP: Reasons to perform regular backups

Can you imagine **arriving at work** tomorrow and **not having access to:**

- Who owes you money?
  - How much others owe you?
  - Your payroll and tax information?
  - Your company fliers and brochures, etc.
  - Vendor and customer phone numbers, fax number, e-mail addresses and more.
- Don't waste your valuable time recreating documents and forms that are easily attainable. Use your time to develop your business. Access [hundreds of ready to use business forms and templates](#) online, inexpensively, now.

---

I've worked with small business owners, bankers and accountants and just about every other type of business owner who has thanked me for helping them with reliable backups. Believe me, all it takes is one hard drive crash, fire, computer theft or other disaster to realize how important backups are to the continuance of your business.

I highly advice you to use whatever tools you have to back up your data regularly, be it on CD, DVD, Tape, whatever it takes.

Then get the data off site and in a safe place. If you cannot remember to do that, I highly recommend a service like X drive, and let the system back up the data for you to the Internet where you can retrieve it when you need it!

#### **Backup Service Provider Notes:**

Company \_\_\_\_\_ Contact Name \_\_\_\_\_

Website \_\_\_\_\_ Phone # \_\_\_\_\_ ext. \_\_\_\_\_

[ ] Cost per month \$ \_\_\_\_\_ Includes \_\_\_\_\_ MB [ ] Cost per MB \$ \_\_\_\_\_

User Name \_\_\_\_\_ Password \_\_\_\_\_

Scheduled backup times:

M \_\_\_\_\_ T \_\_\_\_\_ W \_\_\_\_\_ T \_\_\_\_\_ F \_\_\_\_\_

S \_\_\_\_\_ S \_\_\_\_\_

Programs and data to back up:

Dir \_\_\_\_\_

Dir \_\_\_\_\_

Programs \_\_\_\_\_

Programs \_\_\_\_\_

[Click here for a form for scheduling of backups:](#)

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Page 51



## **[ ] Set up your pc for Remote Access to your computer from anywhere**

### **What it is:**

Remote access allows you access your computer, programs and files at work from your computer. Now you can even have technicians diagnose problems with your computer without taking it to the shop!

[ ] Remote Communications  
([Sign up here](#))

Name \_\_\_\_\_ Version \_\_\_\_\_ Serial Number \_\_\_\_\_

Here is an EXCELLENT, program for this application.

[ ] GoToMyPC [Instant Work Mobility-Try Remote PC Access Free, click here.](#)

[ ] [PcAnywhere by Symantec](#)

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Page 52



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**(15) ASSEMBLE THE PRINTED MARKETING TOOLS ALL BUSINESSES NEED:**

---

**[ ] Create your own professional logo**

**What it is:**

Your logo is the first item many will see on your business cards, letterhead, fliers, web site and all other marketing tools. Sometimes you only have one chance to make a good impression, so do it right the first time with a professional logo.

---



**TIP: Protect your Intellectual Property!**

Consider [copyrights](#), [patents and trademarks](#) to protect your trademarks, videos, e-books, podcasts and all additional intellectual property!

---

[ ] Create a new image for your company!

[ ] [Build your own logo](#) online in minutes.

[ ] [Have a professional build your logo and help with a copyright and trademark.](#)

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Page 53



## **[ ] Create your Business Cards**

### **What it is:**

Business cards can be the least expensive printed marketing tool but quite effective in the long run. Just remember, your first impress is important. Wow them with professional, confidence inspiring business cards. Let one of these companies create one for you, then get busy handing out business cards to anyone within 3 feet of you.

- Plan to market with Business Cards.
- Order business cards for your business
- Contact [Psprint](#) to ask about their one stop complete solutions.

(**Tip:** Be sure to reserve your domain for your web site name so you can place it on your business cards with your e-mail address)

- [Try 250 Free business Cards](#) - first order free - or print your own!!

Employee Name \_\_\_\_\_ Division \_\_\_\_\_ Q \_\_\_\_\_ Logo \_\_\_\_\_

Date Ordered \_\_\_/\_\_\_/\_\_\_  Received \_\_\_\_\_ Cost \_\_\_\_\_ Ordered From \_\_\_\_\_

Employee Name \_\_\_\_\_ Division \_\_\_\_\_ Q \_\_\_\_\_ Logo \_\_\_\_\_

Date Ordered \_\_\_/\_\_\_/\_\_\_  Received \_\_\_\_\_ Cost \_\_\_\_\_ Ordered From \_\_\_\_\_

Employee Name \_\_\_\_\_ Division \_\_\_\_\_ Q \_\_\_\_\_ Logo \_\_\_\_\_

Date Ordered \_\_\_/\_\_\_/\_\_\_  Received \_\_\_\_\_ Cost \_\_\_\_\_ Ordered From \_\_\_\_\_

## **[ ] Create your own letterhead or purchase it**

- Order letterhead for your business.

- [Need a logo?](#) Let this company design your own logo in 72 hours!
- [Build a logo now, online!](#) Want to design your own logo on the Internet, right now?

Employee Name \_\_\_\_\_ Division \_\_\_\_\_ Q \_\_\_\_\_ Logo \_\_\_\_\_

Date Ordered \_\_\_/\_\_\_/\_\_\_  Received \_\_\_\_\_ Cost \_\_\_\_\_ Ordered From \_\_\_\_\_

Employee Name \_\_\_\_\_ Division \_\_\_\_\_ Q \_\_\_\_\_ Logo \_\_\_\_\_

Date Ordered \_\_\_/\_\_\_/\_\_\_  Received \_\_\_\_\_ Cost \_\_\_\_\_ Ordered From \_\_\_\_\_

Employee Name \_\_\_\_\_ Division \_\_\_\_\_ Q \_\_\_\_\_ Logo \_\_\_\_\_

Date Ordered \_\_\_/\_\_\_/\_\_\_  Received \_\_\_\_\_ Cost \_\_\_\_\_ Ordered From \_\_\_\_\_

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## **[ ] Create your Postcards**

### **What it is:**

Postcards are a great way to reach customers through the mail to promote your business, coupons and special offers.

[ ] Plan to market with Postcards.

[ ] Contact [Psprint](#) to ask about their one stop complete solutions.

If you need help images, layout and printing, just contact these companies and let them do all the work. The postcards will look better and you will feel better. Mailing postcards can be as easy as making one call.

Campaign Name \_\_\_\_\_ # Cards to send \_\_\_\_\_ Date \_\_\_/\_\_\_/\_\_\_

Cost / Postcard \$ \_\_\_\_\_ Total Campaign Cost \$ \_\_\_\_\_

Campaign Name \_\_\_\_\_ # Cards to send \_\_\_\_\_ Date \_\_\_/\_\_\_/\_\_\_

Cost / Postcard \$ \_\_\_\_\_ Total Campaign Cost \$ \_\_\_\_\_

Campaign Name \_\_\_\_\_ # Cards to send \_\_\_\_\_ Date \_\_\_/\_\_\_/\_\_\_

Cost / Postcard \$ \_\_\_\_\_ Total Campaign Cost \$ \_\_\_\_\_

Campaign Name \_\_\_\_\_ # Cards to send \_\_\_\_\_ Date \_\_\_/\_\_\_/\_\_\_

Cost / Postcard \$ \_\_\_\_\_ Total Campaign Cost \$ \_\_\_\_\_

## **[ ] Create your printed (and electronic) catalogs**

### **What it is:**

Catalogs generate sales, period. For proof, look at how many catalogs you receive in the mail. Done right, your own catalog will build credibility, generate sales and repeat sales too. You should also consider converting your catalog to PDF (public document format) so you can send it out attached by e-mail. Product catalogs can be mailed out, handed out, or even placed online to generate \$.

[ ] Plan to market with Printed Catalogs

[ ] Plan to market with Electronic Catalogs (see section on Internet marketing below)

[ ] Contact [Psprint](#) to ask about their one stop complete solutions.

Consider converting your catalog to a PDF. Watch the video here on how to do this.

[How to build an electronic catalog](#). – Just sign up for a free membership to watch the video.

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Page 55

My best ideas to you!

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**[ ] Promote your company with your own hats, shirts and more from your free store!**

[ ] Create and set up a web site to sell your company hats, cups, shirts and more, with zero set up fees. Just chose the items you want to sell, upload your logo for each item, then let this company collect the payments, and drop ship to your customers.

[Click here to set up your own self-promotion online promotional items store - free!](#)

**Got an idea?**  
Our products are  
your blank canvas  
**CHECK OUT THIS FREE SERVICE!**

**1** Choose a product to customize    **2** Upload a photo or image    **3** Place your order no minimum quantity

**We display your items, we take the order, we collect the money, we create the product, we ship. You earn \$!**

**Just add your logo or image, and promote!**  
**See back for details!**



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**TIP: Learn more about Internet based marketing tools!**

Of course you will also want to review our section on tools you use on the Internet, such as videos, podcasts, e-mail newsletters and more. Keep reading to learn more!

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Page 56



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## (16) ADVERTISING - OFF THE INTERNET:

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### **[ ] Buy mailing lists for your printed mailings**

#### **What it is:**

A mailing list is the list of the contacts you send mail to, either by regular mail or e-mail. Customer mailing lists can take a long time to build. Another option is to buy them. So purchase names on printed labels or ready to import into your contact manager or electronic newsletter software. To target your audience, choose the SIC (Standard Industry Code) for your best prospects by industry type (e.g. computer stores or hardware stores or?).

[ ] Purchase your mailing lists

Solution: [Infousa](#) - A quality source of business leads, search by SIC.

Phone # \_\_\_\_\_ Contact \_\_\_\_\_ Cost per thousand \$ \_\_\_\_\_ Electronic [ ] Printed [ ]

SIC CODE \_\_\_\_\_ SIC CODE \_\_\_\_\_ SIC CODE \_\_\_\_\_ SIC CODE \_\_\_\_\_ SIC CODE \_\_\_\_\_ SIC CODE \_\_\_\_\_

Solution: [Psp rint](#) (A one stop printing shop – including mailing of your materials!)



### **TIP: Don't send out e-mail spam!**

Consider purchasing e-mail addresses as well as long as they owners have acknowledged they wish to receive e-mails from companies similar to yours.

---

### **[ ] Place advertising in the phone books (Yellow pages etc.**

#### **What it is:**

They phone book directories mailing list is the list of the contacts you send mail to, either by regular mail or e-mail. Customer mailing lists can take a long time to build. Another option is to buy them. So purchase names on printed labels or ready to import into your contact manager or electronic newsletter software. To target your audience, choose the SIC (Standard Industry Code) for your best prospects by industry type (e.g. computer stores or hardware stores or?).

**Phone Book** \_\_\_\_\_ Contact Name \_\_\_\_\_ Phone \_\_\_\_\_ Ext \_\_\_\_\_

Add description \_\_\_\_\_ Size \_\_\_\_\_ x \_\_\_\_\_

Cost \$ \_\_\_\_\_ Per [ ] Month [ ] Quarter [ ] 6 months [ ] Year

**Phone Book** \_\_\_\_\_ Contact Name \_\_\_\_\_ Phone \_\_\_\_\_ Ext \_\_\_\_\_

Add description \_\_\_\_\_ Size \_\_\_\_\_ x \_\_\_\_\_

Cost \$ \_\_\_\_\_ Per [ ] Month [ ] Quarter [ ] 6 months [ ] Year

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Page 57



**[ ] Advertise your business in local newspapers**

[ ] Advertise your product or service in local newspapers

**Newspaper** \_\_\_\_\_ Phone \_\_\_\_\_ Contact \_\_\_\_\_

Date Start \_\_\_\_/\_\_\_\_/\_\_\_\_ Date stop \_\_\_\_/\_\_\_\_/\_\_\_\_ Cost per run \$ \_\_\_\_\_.\_\_\_\_ # of runs \_\_\_\_\_

Section \_\_\_\_\_ Ad \_\_\_\_\_

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**Newspaper** \_\_\_\_\_ Phone \_\_\_\_\_ Contact \_\_\_\_\_

Date Start \_\_\_\_/\_\_\_\_/\_\_\_\_ Date stop \_\_\_\_/\_\_\_\_/\_\_\_\_ Cost per run \$ \_\_\_\_\_.\_\_\_\_ # of runs \_\_\_\_\_

Section \_\_\_\_\_ Ad \_\_\_\_\_

---

**[ ] Advertise your business in nationwide newspapers**

[ ] One stop Nationwide Newspaper Advertising! ([Sign up here](#))

Your Ad In 1 Million Newspapers - Expand Your Business With Nationwide Newspaper Advertising!

Newspaper \_\_\_\_\_ Phone \_\_\_\_\_ Contact \_\_\_\_\_

Date Start \_\_\_\_/\_\_\_\_/\_\_\_\_ Date stop \_\_\_\_/\_\_\_\_/\_\_\_\_ Cost per run \$ \_\_\_\_\_.\_\_\_\_ # of runs \_\_\_\_\_

Ad \_\_\_\_\_ Section \_\_\_\_\_

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Newspaper \_\_\_\_\_ Phone \_\_\_\_\_ Contact \_\_\_\_\_

Date Start \_\_\_\_/\_\_\_\_/\_\_\_\_ Date stop \_\_\_\_/\_\_\_\_/\_\_\_\_ Cost per run \$ \_\_\_\_\_.\_\_\_\_ # of runs \_\_\_\_\_

Ad \_\_\_\_\_ Section \_\_\_\_\_

---

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Page 58

My best ideas to you!

John Davin  
The WebToolsGuy.com



**[ ] Advertise in related trade publications**

**What it is:**

A trade publication is a magazine related to a single topic, such as home builders or computer technicians, etc. Trade publications provide targeted readers for the magazine and your ads! But where do you find trade magazines to advertise in? See our list below....

[ ] Advertise in trade publications and journals.

[ ] [Find them here!](#)

Publication \_\_\_\_\_ Contact \_\_\_\_\_

Articles posted: Description \_\_\_\_\_ Date \_\_\_\_\_

Publication \_\_\_\_\_ Contact \_\_\_\_\_

Articles posted: Description \_\_\_\_\_ Date: \_\_\_\_\_

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Page 59



**[\[ \] Join a business referral network](#)**

**What it is:**

A referral group is a place where you can meet and network with fellow business owners. Most referral groups allow each person in the group to give a short (30 seconds to two minutes) speech about their business. Each person listens to the other person's presentation, then everyone exchanges business cards and business leads – it is that simple.

---

[Join the local BNI](#) (Business Networking International) Club

Date signed up \_\_\_\_\_ Contact \_\_\_\_\_ Phone \_\_\_\_\_ Fees \$ \_\_\_\_\_

Meetings: Day \_\_\_\_\_ Time \_\_\_\_\_ Location \_\_\_\_\_

---

Create your own networking club

Date signed up \_\_\_\_\_ Contact \_\_\_\_\_ Phone \_\_\_\_\_ Fees \$ \_\_\_\_\_

Meetings: Day \_\_\_\_\_ Time \_\_\_\_\_ Location \_\_\_\_\_

---

**A similar group is the Local Chamber of Commerce, but you meet for many different reasons. Call and find out if this is your best option.**

[Join the local chamber of commerce:](#)

Date signed up \_\_\_\_\_ Contact \_\_\_\_\_ Phone \_\_\_\_\_ Fees \$ \_\_\_\_\_

Meetings: Day \_\_\_\_\_ Time \_\_\_\_\_ Location \_\_\_\_\_

Committees joined \_\_\_\_\_

---



**TIP: Generate more leads in a referral group!**

Joining a network club gives you a chance to get out for breakfast, (or lunch or dinner) to meet people who also want to make new business contacts and referrals.

---

**Generate more sales by working for referrals in your business.**

Remember, a referral for your business is the best source of leads because:

1. The lead is pre-qualified by the person who makes the referral.
2. It cost you nothing to give or receive a referral unless you set it up differently.
3. The lead trusts you because the referral comes from a trusted friend or associate.
4. You are rewarded or can reward others for being a good businessperson.
5. You will receive more referrals as you build your reputation for delivering a good service and for providing leads to others in your group!

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Page 60

**My best ideas to you!**

John Davin  
The WebToolsGuy.com



**[ ] Join Faith Based Networking Groups**

**Definition:**

In a faith based networking group, you'll meet fellow business owners and exchange business leads. If you are a believer, you'll have something in common with other members. Give it a try, you never know whom you will meet or what kind of a blessing it will be to you and others.

[ ] Join [International Fellowship Of Christian Businessmen](#)

Date signed up \_\_\_\_\_ Contact \_\_\_\_\_ Phone \_\_\_\_\_ Fees \$ \_\_\_\_\_

Meetings: Day \_\_\_\_\_ Time \_\_\_\_\_ Location \_\_\_\_\_

**[ ] Advertise your business in college newspapers**

[ ] Target your advertising to college students:

([Sign up here](#))

[ ] One stop Nationwide College Newspaper Advertising!

Newspaper \_\_\_\_\_ Phone \_\_\_\_\_ Contact \_\_\_\_\_

Date Start \_\_\_\_/\_\_\_\_/\_\_\_\_ Date stop \_\_\_\_/\_\_\_\_/\_\_\_\_ Cost per run \$ \_\_\_\_\_ # of runs \_\_\_\_\_

Ad \_\_\_\_\_ Section \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Newspaper \_\_\_\_\_ Phone \_\_\_\_\_ Contact \_\_\_\_\_

Date Start \_\_\_\_/\_\_\_\_/\_\_\_\_ Date stop \_\_\_\_/\_\_\_\_/\_\_\_\_ Cost per run \$ \_\_\_\_\_ # of runs \_\_\_\_\_

Ad \_\_\_\_\_ Section \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

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Page 61



**[ ] Advertise your business in Penny shopper/Shoppers**

[ ] Advertise inexpensively in thousands of Penny Shopper and Shopper newspapers from one source. ([Sign up here](#)) (What we say about the program)

[ ] One stop Nationwide Penny Shopper and Shoppers Advertising!

Newspaper \_\_\_\_\_ Phone \_\_\_\_\_ Contact \_\_\_\_\_

Date Start \_\_\_\_/\_\_\_\_/\_\_\_\_ Date stop \_\_\_\_/\_\_\_\_/\_\_\_\_ Cost per run \$ \_\_\_\_\_ # of runs \_\_\_\_\_

Ad \_\_\_\_\_ Section \_\_\_\_\_

\_\_\_\_\_  
Newspaper \_\_\_\_\_ Phone \_\_\_\_\_ Contact \_\_\_\_\_

Date Start \_\_\_\_/\_\_\_\_/\_\_\_\_ Date stop \_\_\_\_/\_\_\_\_/\_\_\_\_ Cost per run \$ \_\_\_\_\_ # of runs \_\_\_\_\_

Ad \_\_\_\_\_ Section \_\_\_\_\_

**[ ] Offer to give Seminars on your topic of expertise (your product/business)**

**Definition:**

A seminar is a presentation you give, educating your audience about your field of expertise, products or services, or both. In most presentations, you will offer educational information only. Then at the end you can make a sales pitch for your product or service.

**How it works:**

Most seminars are held in a conference room setting, such as a corporate office or even a hotel conference room. Most seminars will offer a microphone and overhead projector for the speaker.

[ ] Arrange to offer seminars on your topic of interest.

[ ] Topic \_\_\_\_\_ Duration \_\_\_\_\_ Web site \_\_\_\_\_

**[ ] Offer to give Teleseminars on your topic of expertise (your product/business)**

**Definition:**

A Teleseminar is a Seminar (see above), but it is offered over the phone.

**How it works:**

You invite people to call a specific phone number at a specific time, then you give your presentation in your own voice, over the phone lines. Of course you can have guest speakers, a question and answer session and as many attendees as you have can handle with your conference provider. Just be sure to encourage the attendees to sign up for your free newsletter to receive additional tips from you about the topic at hand!

[ ] Arrange to offer Teleseminars on your topic of interest.

[ ] Topic \_\_\_\_\_ Duration \_\_\_\_\_ Web site \_\_\_\_\_



**[ ] Advertise on Television**

[ ] Advertise on Television [ ] Locally [ ] Regionally [ ] Nationally

Company: \_\_\_\_\_ Contact \_\_\_\_\_ Phone \_\_\_\_\_

Station \_\_\_\_\_ Web Site \_\_\_\_\_

Results \_\_\_\_\_

Cost \_\_\_\_\_ X Runs \_\_\_\_\_ Next Campaign Date \_\_\_\_\_

Ad \_\_\_\_\_

Results \_\_\_\_\_

**[ ] Advertise on Radio**

[ ] Advertise on Radio [ ] Locally [ ] Regionally [ ] Nationally

Company: \_\_\_\_\_ Contact \_\_\_\_\_ Phone \_\_\_\_\_

Station \_\_\_\_\_ Web Site \_\_\_\_\_

Results \_\_\_\_\_

Cost \_\_\_\_\_ X Runs \_\_\_\_\_ Next Campaign Date \_\_\_\_\_

Ad \_\_\_\_\_

Results \_\_\_\_\_

**[ ] Write a Press Release**

[ ] Submit your business story or press release to hundreds of sources from one site.

Name of press release \_\_\_\_\_ Topic \_\_\_\_\_

Date Submitted \_\_\_/\_\_\_/\_\_\_ Date to be run \_\_\_/\_\_\_/\_\_\_ Results \_\_\_\_\_

Name of press release \_\_\_\_\_ Topic \_\_\_\_\_

Date Submitted \_\_\_/\_\_\_/\_\_\_ Date to be run \_\_\_/\_\_\_/\_\_\_ Results \_\_\_\_\_

Name of press release \_\_\_\_\_ Topic \_\_\_\_\_

Date Submitted \_\_\_/\_\_\_/\_\_\_ Date to be run \_\_\_/\_\_\_/\_\_\_ Results \_\_\_\_\_

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**[ ] Sell through Trade Shows**

**What it is:**

Meet a targeted audience of people who want what you sell! Tradeshows are functions where vendors for a specific industry come together to show off their products and services. Each vendor has a booth, fliers, brochures and gives scheduled presentations for their expertise/wares

[ ] Plan to present your company at these upcoming trade shows.

Trade Show \_\_\_\_\_ Location \_\_\_\_\_ Date \_\_\_/\_\_\_/\_\_\_

Cost \_\_\_\_\_ Attendees \_\_\_\_\_ Items to bring \_\_\_\_\_

Trade Show \_\_\_\_\_ Location \_\_\_\_\_ Date \_\_\_/\_\_\_/\_\_\_

Cost \_\_\_\_\_ Attendees \_\_\_\_\_ Items to bring \_\_\_\_\_

**[ ] Become a public speaker to get more publicity for your business**

**How it works:**

[ ] Arrange to speak at a local club about your new business.

[Take a Dale Carnegie Course on High Impact Presentations](#)

Includes intensive training that concentrates on developing presentation skills. Participants learn methods for planning and delivering effective presentations, as well as how to respond to questions from audiences, the media, and in impromptu situations. Each participant is videotaped and receives personal coaching.

[Visit Toastmasters to prepare yourself for speaking.](#)

Organization \_\_\_\_\_ Contact \_\_\_\_\_ Phone \_\_\_\_\_

Date \_\_\_\_\_ Topic Description \_\_\_\_\_

Organization \_\_\_\_\_ Contact \_\_\_\_\_ Phone \_\_\_\_\_

Date \_\_\_\_\_ Topic Description \_\_\_\_\_

Organization \_\_\_\_\_ Contact \_\_\_\_\_ Phone \_\_\_\_\_

Date \_\_\_\_\_ Topic Description \_\_\_\_\_



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## (17) WEBSITES AND BLOGS - CREATING YOUR INTERNET PRESENCE - THE BASICS: \*

### [ ] Create your Internet web site(s)

#### Definition:

A web site is simply your location (for example, my site is [www.webtoolsguy.com](http://www.webtoolsguy.com)) on the Internet where you display your products and services, accept payments for your products and services, provide support after the sales, build a mailing list and then market additional products and services through the use of your mailing list that you've built.

#### What is the difference between a blog and a web site?

A Blog is a special web site that allows you to make posts (called journal posts or articles) in order to easily share ideas, product reviews, news, press releases, new product releases, product reviews, upcoming events, and any other item of interest, quickly and easily, with people locally or around the world. In addition, a Blog helps you to easily make new contacts, build your credibility and generate sales if that is your goal. A Blog can also help you build your mailing list to market to that list to generate sales.

#### **A special note from John Davin**

"Having access to the Internet and your own Web Site is like having an unfair advantage. Never before have we had access to such a powerful tool to communicate, market, sell and provide customer support!" John Davin, 2000

It's true. A Web Site is the most important marketing tool you will own. If you have not built your web site yet, here are a few tips on actually building your own business web site. But remember, this step can be confusing because there are so many ways to build your web site today but that also gives you a tremendous amount of flexibility and power. There are so many in fact that I wrote an entire book about the topic. You can read this book here.



**Feel free to read this book free of charge!!**  
**Just visit <http://www.howtobuildaweb-site.com>**

NOTE: If you read the book and feel you'd be better off working with a Web Master to build a Web Site for you, be sure to use the checklist below for how to work with a Webmaster!

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<http://www.webtoolsguy.com>

Page 65



**[ ] Choose your domain name**

- Decide on a domain name for your Web site
- Search for availability of domain name: You can [check if your domain name is available here](#)
- Register your domain name now with [Hostgator](#), a web site hosting company I use.

(Choice # 1 \_\_\_\_\_) Available?  Y  N

(Choice # 2 \_\_\_\_\_) Available?  Y  N

(Choice # 3 \_\_\_\_\_) Available?  Y  N

Final Domain name chosen \_\_\_\_\_

Register your new domain name      Date Registered \_\_\_\_/\_\_\_\_/\_\_\_\_

Registrar \_\_\_\_\_ Web site \_\_\_\_\_

User name \_\_\_\_\_ Password \_\_\_\_\_

**[ ] Request a professional appraisal for your domain name**

- Get an assessment of the domain name you have chosen. Of course you may want the site named after you or your business, and never want to sell it, but in all other cases you should have it evaluated.

Ask for an appraisal of your domain name. You can [click here](#).

Value \_\_\_\_\_ By \_\_\_\_\_

**[ ] Find the right server (host) for your site**

**Definition:**

The web site host is the company that you pay to host your domain and store your Web Site (or Blog) files (e.g. company who will provide web site host space for your web site, including images, forms, etc.)

Choose a host company

Company \_\_\_\_\_ Phone ( \_\_\_\_\_ ) \_\_\_\_\_ Contact \_\_\_\_\_

User Name \_\_\_\_\_ Password \_\_\_\_\_ Ftp \_\_\_\_\_

Their Web site \_\_\_\_\_

Mb/Storage \_\_\_\_\_ Mb Transfer / Mo. \_\_\_\_\_

Other Services offered:

# e-mail accounts \_\_\_\_\_ # e-mail responders \_\_\_\_\_

Message Boards  Y  N # \_\_\_\_\_

Traffic Statistics Package  Y  N

Is a [merchant account included? \(more info\)](#)  Y  N

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## (18) WEBSITES - TOOLS TO USE IN YOUR WEB SITE:

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### [ ] [Explore the options of using a template for your web site](#)

#### **Definition:**

Web Site templates are simply Web Sites that are created by professional Web Site designers to be sold to you so you don't have to create the Web Site layout yourself. This saves you valuable time and money and gives you a more professional look. You can also use special software such as [Artisteer](#) to build your own templates and themes if you like.

[ ] Decide on layout (theme or template) for your web site / blog and start building it.

Learn more in my free book at <http://www.howtobuildaweb-site.com>

Sources of Web site Templates:

[ ] Try [Artisteer](#) to build your own blog site themes

[ ] Try [Artisteer](#) to build your own web site templates

[ ] Or Try these Web site themes/templates

[ ] Source # 1 [Boxedart](#)

[ ] Source # 2 [Template Monster](#)

### [ ] [Locate graphics for your web site](#)

#### **Definition:**

Graphics are the images you use in your blog or web site. This can include your logo, pictures of your building, clip art, animated graphics and more.

[ ] Choose graphics for your web site.

Learn more in my free book at <http://www.howtobuildaweb-site.com>

Examples

[ ] [Freegraphics.com](#)      User Name \_\_\_\_\_ Password \_\_\_\_\_

[ ] [istockphoto](#)      User Name \_\_\_\_\_ Password \_\_\_\_\_

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Page 67



## **[ ] Track visitors to your site**

### **Definition:**

A website traffic analyzer tells you things like who visited your web site, what words they types in to find your site, on what site they found your site, how long they stayed on your web site, which pages they visited, and on what page they finally left your site. All important information for your marketing efforts!

[ ] Set up a website traffic analyzer on your site to track visits to the site.

Learn more in my free book at <http://www.howtobuildaweb-site.com>

### **Examples:**

[ ] [Google Analytics](#)

[ ] [Addfreestats](#)

Program Chosen \_\_\_\_\_ Cost/Mo \$ \_\_\_\_\_

Reporting Functions \_\_\_\_\_

[ ] Check to see if service is included with your hosting fee.

## **[ ] Create a Live Chat Support Tool to communicate with your users.**

### **What it is:**

A cost effective way to generate more sales and to provide cost effective and efficient online support to the client over the Internet, through typed message(s) or voice.

### **How it works:**

A visitor comes to your Web Site and has a question about you, your company, a product or service and/or how to purchase from you. Once they request your help, you can types messages to them, or send them to specific web sites for more information, just for starters.

Learn more in my free book at <http://www.howtobuildaweb-site.com>

[ ] Setup an on-line chat board for your customers or employees.

[ ] Try [Bold Chat Free](#)

## **[ ] Set up forms in your web site.**

### **What it is:**

Customer feedback is important to improving your business and service to your clients, and collecting visitor feedback from your web site can help you enhance your site, products and services. Feedback from the Internet is also a great way to collect testimonials as well. Submissions can simply be emailed to you automatically when received so you can post them on your web site.

The feedback form can be very detailed, or very simple. Of course you can have text boxes for longer answers and multiple choice drop-down menus and checkmark boxes for yes/no questions. For simplicity, I choose to use my e-mail responder program Aweber to get basic information for me, as below.

[ ] Set up forms in your web site to get important business information from your customers.

[ ] Check to see if service is included with your hosting service.

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Page 68

My best ideas to you!

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The WebToolsGuy.com



**[ ] Contract with a web master to design your web site**

[ ] If you don't want to build your web site yourself, you can contract with a Web Master to develop your web site. Just be sure to ask for references and examples of their work - their portfolio.

Name \_\_\_\_\_ Phone \_\_\_\_\_ ext \_\_\_\_\_

**COST PER HOUR OR ITEM**

Cost per hour - Design \$ \_\_\_\_\_ Programming \$ \_\_\_\_\_ Updates to site \$ \_\_\_\_\_

Cost for e-commerce solutions \$ \_\_\_\_\_ Total per month fees \_\_\_\_\_ OR BREAK IT DOWN

Merchant account: Initial fee \$ \_\_\_\_\_ Monthly \$ \_\_\_\_\_ Charge per transaction \$ \_\_\_\_\_ % charged \_\_\_\_\_

Gateway Initial fee \$ \_\_\_\_\_ Monthly fee \$ \_\_\_\_\_

**COST PER THIS CONTRACT** (one total package price)

Cost for project \$ \_\_\_\_\_ Start date \_\_\_\_\_ End date \_\_\_\_\_

Includes: Hosting Y\_\_N\_\_ Free updates Y\_\_N\_\_ Merchant Account? Y\_\_N\_\_ Gateway Y\_\_N\_\_  
Forms Y\_\_N\_\_ Graphics Y\_\_N\_\_ Chat lines Y\_\_N\_\_ Guest books Y\_\_N\_\_ e-Newsletters Y\_\_N\_\_  
e-mail responders Y\_\_N\_\_ Discussion Boards Y\_\_N\_\_ e-commerce enabled Y\_\_N\_\_ Search engine submittal Y\_\_N\_\_

Notes \_\_\_\_\_

Notes \_\_\_\_\_

Notes \_\_\_\_\_

Responsibilities of each party:

Item \_\_\_\_\_ Date Due \_\_\_\_\_ Fines \_\_\_\_\_

Item \_\_\_\_\_ Date Due \_\_\_\_\_ Fines \_\_\_\_\_

Item \_\_\_\_\_ Date Due \_\_\_\_\_ Fines \_\_\_\_\_

Down payment made by: Date \_\_\_\_\_ Check # \_\_\_\_\_ Credit card \_\_\_\_\_

Final payment made by: Date \_\_\_\_\_ Check # \_\_\_\_\_ Credit card \_\_\_\_\_

Suggested Stages:

1. Discussion of your needs for web site.
2. Layout by customer on 10 sheets of paper for each function of web site page what they envision for web site.
3. Proposal for web site consultation, design, implementation and maintenance by web master.
4. Acceptance or decline of contract.
5. If moving forward, discuss time table of all elements of web site project further.
6. All images of employees, products, names of employees, phone numbers, all delivered to web master.
7. Discussion and selection of key words and description of web site for search engine submittals is finalized.
8. Web site development begins.
9. Web site is completed.
10. Web site is reviewed and approved (hopefully) by company paying for web site.
11. Search engine submittals and other marketing begins.

PS: If you are looking for a bundle of services, you may also want to look at another package for:

[ ] Look at one complete solution for accepting payments, setting up a newsletter (e-zine,) e-mail responder, affiliate tracking software and more! Visit [1automationwiz](http://1automationwiz)

Get more business and marketing tools at  
<http://www.webtoolsguy.com>

My best ideas to you!



## **[ ] Set up your Blog and share your ideas online**

[ ] Set up a blog

### **What it is:**

A Blog is a special web site that allows you to make posts (called journal posts or articles) in order to easily share ideas, product reviews, news, press releases, new product releases, product reviews, upcoming events, and any other item of interest, quickly and easily, with people locally or around the world.

## **[ ] Utilize Free Blogging Software**

[ ] Choose the free WordPress software platform to build your blog

Word Press (WP) is a powerful public domain (free) Blogging software package. WP allows you to easily create a Blog, change the look of your Blog, add and modify posts, categories, more.

TIP: You'll have access to this software at no cost with your hosting plan when you choose [Hostgator](#). You will also receive a free service called Fantastico, which makes it very easy to install WordPress for your blogs.

## **[ ] Use software to build your theme (layout) the way you want it**

### **What it is:**

Themes are what determines the way your blog looks and functions. You can use free themes from [WordPress.org](#) or you can use this special software to build your own themes. The software also works for building Web Site templates.

[ ] Use [Artisteer](#) to build your new blog theme



### **TIP: Build your own theme!**

Try this theme building software to build a layout for your blog!  
Try [Artisteer](#) free for 30 days

---

## **[ ] Set up your RSS – Really Simple Syndication Services**

[ ] Set up your RSS to syndicate your content

Really Simple Syndication – is used to publish content that is updated frequently, such as entries in a blog or podcast. RSS helps you keep your readers up to date on news in your blog or podcast, simply by subscribing to your RSS.

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Page 70



## [ ] ***Ping your Blog***

Blog Pinging Services

[ ] Set up your site to automatically ping blog directories

Your goal for your blog is to drive visitors to the site. One of the best ways to do this is to let the services that list blogs know about your blog, every time you make a new post. These sites are similar to yahoo.com or google.com for web sites. Pinging is simply a way to notify the blog directories of updates to your site.  
Note: Check to see if your blog software pings these sties for you automatically

[Pingoat](#) – A free, powerful way to update sites about updates at your blog.

[Pingomatic](#) – A free, powerful way to update sites about updates at your blog.



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## (19) ONLINE (INTERNET BASED) MARKETING TIPS AND TOOLS:

---



**TIP: There are many ways to generate leads on the Internet!**

Start with just a few of the tools below, test them, analyze your results, and adjust your marketing accordingly.

---

There are many ways the Internet can generate leads and sales for you quickly. In fact, because there are so many ways to generate leads and sales on the Internet that I simply need to list the most popular options, and let you choose the ones you think will work for your business.



For more in depth information, be sure to read my book "How to build an online business" to learn more about many of these tools!

Just request it at <http://www.howtobuildanonlinebusiness.com>

### **[ ] Drive traffic to your web site with Search Engine Optimization**

[ ] Submit your site to the search engines. Use one of the following tools.

Decide on Key words and /Metatags:

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_
4. \_\_\_\_\_ 5. \_\_\_\_\_ 6. \_\_\_\_\_
7. \_\_\_\_\_ 8. \_\_\_\_\_ 9. \_\_\_\_\_
10. \_\_\_\_\_ 11. \_\_\_\_\_ 12. \_\_\_\_\_
13. \_\_\_\_\_ 14. \_\_\_\_\_ 15. \_\_\_\_\_

Title of site

---

Description of site

---

---

[ ] [Contact us to have a consultant interview you about your site and submit your site manually.](#)

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Page 72



**[ ] Bring more traffic to your site with "Pay per click" on search engines**

**What it is:**

Pay Per Click means exactly what it says: You pay the Search Engine Company (e.g. Google AdWords/Yahoo,etc.) for the number of visitor clicks on your ad on the Internet that brings the client(s) to your Web Site.

[ ] Purchase key word searches on search engines.

- [ ] [PPC Bidvertiser](#)
- [ ] [PPC Google](#)
- [ ] [PPC Adcenter \(Microsoft\)](#)
- [ ] [PPC Yahoo](#)

[ ] [PPC Bidvertiser](#)

Contact Name \_\_\_\_\_ Phone # (\_\_\_\_) \_\_\_\_\_ ext. \_\_\_\_\_

ID# \_\_\_\_\_ User Name \_\_\_\_\_ Password \_\_\_\_\_ Cost / Action \$ \_\_\_\_\_

Key words \_\_\_\_\_

[ ] [PPC Google](#)

Contact Name \_\_\_\_\_ Phone # (\_\_\_\_) \_\_\_\_\_ ext. \_\_\_\_\_

ID# \_\_\_\_\_ User Name \_\_\_\_\_ Password \_\_\_\_\_

Cost / Action \$ \_\_\_\_\_

Key words \_\_\_\_\_

[ ] [PPC Adcenter \(Microsoft\)](#)

Contact Name \_\_\_\_\_ Phone # (\_\_\_\_) \_\_\_\_\_ ext. \_\_\_\_\_

ID# \_\_\_\_\_ User Name \_\_\_\_\_ Password \_\_\_\_\_ Cost / Action \$ \_\_\_\_\_

Key words \_\_\_\_\_

[ ] [PPC Yahoo](#)

Contact Name \_\_\_\_\_ Phone # (\_\_\_\_) \_\_\_\_\_ ext. \_\_\_\_\_

ID# \_\_\_\_\_ User Name \_\_\_\_\_ Password \_\_\_\_\_ Cost / Action \$ \_\_\_\_\_

Key words \_\_\_\_\_

Notes about additional key words for future advertising:

1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_
4. \_\_\_\_\_ 5. \_\_\_\_\_ 6. \_\_\_\_\_
7. \_\_\_\_\_ 8. \_\_\_\_\_ 9. \_\_\_\_\_
10. \_\_\_\_\_ 11. \_\_\_\_\_ 12. \_\_\_\_\_
13. \_\_\_\_\_ 14. \_\_\_\_\_ 15. \_\_\_\_\_

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If you want a better understanding of Google Adwords, you can request a copy of this book at no cost. I've arranged for you to have a free copy of the book, written by the author of the one tool that you'll need to make the most profit from your Adwords advertising dollars: The program is called **Key Word Elite**.



Read it for free [here](#).

**[ ] Get traffic to your site by writing a Press Release, ONLINE**

[ ] Submit your business story or press release to hundreds of sources from one site.

Here is a great web sites you can submit your press release.

[ ] [Press Release Point](#)

---

Name of press release \_\_\_\_\_ Topic \_\_\_\_\_

Date Submitted \_\_\_\_/\_\_\_\_/\_\_\_\_ Date to be run \_\_\_\_/\_\_\_\_/\_\_\_\_ Results \_\_\_\_\_

---

Name of press release \_\_\_\_\_ Topic \_\_\_\_\_

Date Submitted \_\_\_\_/\_\_\_\_/\_\_\_\_ Date to be run \_\_\_\_/\_\_\_\_/\_\_\_\_ Results \_\_\_\_\_

---

Name of press release \_\_\_\_\_ Topic \_\_\_\_\_

Date Submitted \_\_\_\_/\_\_\_\_/\_\_\_\_ Date to be run \_\_\_\_/\_\_\_\_/\_\_\_\_ Results \_\_\_\_\_

---

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## [ ] Generate new leads with Electronic Catalogs

[ ] Plan to market with Electronic Catalogs.

What it is:

Catalogs generate sales, period. For proof, look at how many catalogs you receive in the mail. Done right, your own catalog will build credibility, generate sales and repeat sales too. You should also consider converting your catalog to PDF (public document format) so you can send it out attached by e-mail.

Consider converting your catalog to a PDF. Watch the video here on how to do this.  
[How to build an electronic catalog.](#) – Just sign up for a free membership to watch the video.

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Page 75



**[ ] Use Podcasts to promote you, your company, products and services**

**Definition:**

Podcasts are simply your recorded presentations, explanations, sales pitches, etc.

**How it works:**

Your Podcast is simply uploaded to a server and anyone can listen to it, just like a radio, but they can play it over and over, or send a link to a friend. Start by simply recording a discussion about your topic or products then share it with others. Podcasts can be distributed by CD, DVD, MP3Player, e-mail, or placed on Web Sites on the Internet.

[ ] Create Podcasts on your topic of expertise or interest.

Podcast name \_\_\_\_\_ Target market \_\_\_\_\_

Duration \_\_\_\_\_ Web site \_\_\_\_\_

Podcast name \_\_\_\_\_ Target market \_\_\_\_\_

Duration \_\_\_\_\_ Web site \_\_\_\_\_

Podcast name \_\_\_\_\_ Target market \_\_\_\_\_

Duration \_\_\_\_\_ Web site \_\_\_\_\_

Podcast name \_\_\_\_\_ Target market \_\_\_\_\_

Duration \_\_\_\_\_ Web site \_\_\_\_\_

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If you want a simple solution or creating audio and video files, [click here](#).  
You can try Audio Acrobat for 30 days, risk free!

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**[ ] Use Videos to promote you, your company, products and services**

**What it is:**

For this book and our needs, a video is a movie that you create on your computer and place on a CD or DVD or the Internet (on a your web site, a social network such as [Youtube.com](http://www.youtube.com)) so that your clients and prospects will be able to view it on their computers.

**How it works:**

Set up your Online Videos and let them sell for you 24/7, over and over! Just create your video, upload it to your web site or sites like YouTube, and let it tell your story and sell for you day after day. Be sure to allow others to subscribe to your videos so they are notified of your new videos each time.

**Examples:**

Here is a great example of how videos drive traffic to my web site. This video I placed on YouTube has been viewed 18,326 times in 1 year and has result has been thousands of people signing up for my newsletter, which then also resulted in sales. Go to see that video here: <http://www.youtube.com/watch?v=cvvsqLbP7zo>

Best of all, I have accrued ZERO marketing costs with this video to date, so all resulting sales are 100% profit! In fact, all I had to do to gain those views (and sales) was create the video, create an account on [Youtube.com](http://www.youtube.com), upload the video, and sit back and wait for 18,000+ people to find the video without my help, all in less than one year.

[ ] Create videos to generate sales, educate, train.



If you want a simple solution or creating audio and video files, [click here](#).  
You can try Audio Acrobat for 30 days, risk free!

Video name \_\_\_\_\_ Target market \_\_\_\_\_

Duration \_\_\_\_\_ Web site \_\_\_\_\_

Topics 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_

Video name \_\_\_\_\_ Target market \_\_\_\_\_

Duration \_\_\_\_\_ Web site \_\_\_\_\_

Topics 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_

Video name \_\_\_\_\_ Target market \_\_\_\_\_

Duration \_\_\_\_\_ Web site \_\_\_\_\_

Topics 1. \_\_\_\_\_ 2. \_\_\_\_\_ 3. \_\_\_\_\_ 4. \_\_\_\_\_ 5. \_\_\_\_\_

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**[ ] Advertise in related newsletters and e-zines**

[ ] Advertise in printed newsletters and e-zines.

[ ] Examples: <http://www.ezinearticles.com>

Here is a list of almost 10,000 newsletters.

[View a directory of newsletters.](#)

**Ad posted:**

E-zine/Newsletter \_\_\_\_\_ Date \_\_\_\_\_ Website \_\_\_\_\_ Phone: \_\_\_\_\_

Ad \_\_\_\_\_

\_\_\_\_\_

**Ad posted:**

E-zine/Newsletter \_\_\_\_\_ Date \_\_\_\_\_ Website \_\_\_\_\_ Phone: \_\_\_\_\_

Ad \_\_\_\_\_

\_\_\_\_\_

**Ad posted:**

E-zine/Newsletter \_\_\_\_\_ Date \_\_\_\_\_ Website \_\_\_\_\_ Phone: \_\_\_\_\_

Ad \_\_\_\_\_

\_\_\_\_\_

**Ad posted:**

E-zine/Newsletter \_\_\_\_\_ Date \_\_\_\_\_ Website \_\_\_\_\_ Phone: \_\_\_\_\_

Ad \_\_\_\_\_

\_\_\_\_\_

[Click here to advertise to over 80,000 people in e-zines for only \\$10.00](#)

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Page 78



**[ ] Get more traffic to your site with Link Exchanges**

**What it is:**

Links to your Web Site build traffic. But building links back to your site can take a long time. Consider trading links with other sites to build your web site popularity from having other sites link to you with Link Exchanges.

Link exchange web site:

Site Name \_\_\_\_\_ ID# \_\_\_\_\_ User Name \_\_\_\_\_

Password \_\_\_\_\_ Link Name \_\_\_\_\_ Cost \$ \_\_\_\_\_

Link exchange web site

Site Name \_\_\_\_\_ ID# \_\_\_\_\_ User Name \_\_\_\_\_

Password \_\_\_\_\_ Link Name \_\_\_\_\_ Cost \$ \_\_\_\_\_

**[ ] Get more traffic to your site with Banner Exchanges**

**What it is:**

A banner exchange is one way to generate more traffic to your Web Site by placing your banner on other web sites, or via a banner exchange program. See an [example](#) of a banner here.

[ ] Web Site \_\_\_\_\_ ID# \_\_\_\_\_ User Name \_\_\_\_\_

Password \_\_\_\_\_ Banner Name \_\_\_\_\_ Cost \$ \_\_\_\_\_ Per # impressions \_\_\_\_\_

[ ] Web Site \_\_\_\_\_ ID# \_\_\_\_\_ User Name \_\_\_\_\_

Password \_\_\_\_\_ Banner Name \_\_\_\_\_ Cost \$ \_\_\_\_\_ Per # impressions \_\_\_\_\_

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**[ ] Utilize opt in-lists to get more traffic to your site**

[ ] Start bringing traffic to your site with Opt-In Lists.

Submit your site to thousands of other sites and opt-in to exchange e-mail with other users.

Company \_\_\_\_\_ Contact \_\_\_\_\_ Phone # (\_\_\_\_) \_\_\_\_\_ ext. \_\_\_\_\_

ID Number \_\_\_\_\_ User name \_\_\_\_\_ Password \_\_\_\_\_

Company \_\_\_\_\_ Contact \_\_\_\_\_ Phone # (\_\_\_\_) \_\_\_\_\_ ext. \_\_\_\_\_

ID Number \_\_\_\_\_ User name \_\_\_\_\_ Password \_\_\_\_\_

Company \_\_\_\_\_ Contact \_\_\_\_\_ Phone # (\_\_\_\_) \_\_\_\_\_ ext. \_\_\_\_\_

ID Number \_\_\_\_\_ User name \_\_\_\_\_ Password \_\_\_\_\_

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Page 80



## **[ ] Join an Online Business Referral Network**

### **Definition:**

An online web site where you can meet and network with other business owners. Start by posting information about your business on the site, and let those who need what you offer find you. Some online referral groups even allow you to meet with fellow business owners online in a chat room, to give a short presentation about your business (Including showing off your web site or Power Point™ presentation), then exchange business leads – it is that simple. You will save gas and time traveling by meeting online too!

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[ ] Join [BizWiz](#)

Date signed up \_\_\_\_\_ Contact \_\_\_\_\_ Phone \_\_\_\_\_ Fees \$ \_\_\_\_\_

Meetings: Day \_\_\_\_\_ Time \_\_\_\_\_ Location \_\_\_\_\_

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[ ] Join [Linkedin](#)

Date signed up \_\_\_\_\_ Contact \_\_\_\_\_ Phone \_\_\_\_\_ Fees \$ \_\_\_\_\_

Meetings: Day \_\_\_\_\_ Time \_\_\_\_\_ Location \_\_\_\_\_

---

[ ] Join [Ryze](#)

Date signed up \_\_\_\_\_ Contact \_\_\_\_\_ Phone \_\_\_\_\_ Fees \$ \_\_\_\_\_

Meetings: Day \_\_\_\_\_ Time \_\_\_\_\_ Location \_\_\_\_\_

---

[ ] Create your own networking club

Date signed up \_\_\_\_\_ Contact \_\_\_\_\_ Phone \_\_\_\_\_ Fees \$ \_\_\_\_\_

Meetings: Day \_\_\_\_\_ Time \_\_\_\_\_ Location \_\_\_\_\_

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Page 81



**[ ] Offer to give Webinars on your topic of expertise (your product/business)**

**Definition:**

A Webinar is like a seminar or teleseminar except it is offered via the Internet in a conference room.

**How it works:**

A Webinar is a seminar that is offered over the Internet. A Webinar is held in a virtual or online conference room and it allows you to talk in your own voice about your products and/or services. A Webinar also offers you the ability to share your ideas, pictures, Web Sites, Power Point presentations and in some cases, any application on your computer, such as Excel, Word, etc. Conducting an online seminar or meeting can reduce business costs as well as add valuable features to the conference.

- Arrange to offer Webinars on your topic of interest.
- Sign up for this software package to give your Webinars

**[ ] Write articles to build credibility and publicity for you and your business**

**How it works:**

Get free traffic to your site and build your credibility by writing simple, short articles about your field of expertise. Write a one or two page article about your favorite topic, or simply make a list of the top 10 items related to the subject. For example I wrote an article about "[10 reasons to convert your newsletter to a PDF](#)," and it regularly generates free traffic to my web site and sales of related items. Another hot item is to write a review of a product. Advertisers love to pay for ads on a site including product reviews, so any media that accepts advertising loves these type of articles.

**Then place the articles in your web site, blog and newsletter**

But that is just the beginning. Next, **submit the articles to article directories next** so other web site and blog site owners use your articles in their blogs and web sites, with a your name and web site address included at the bottom of the article.

- Post articles in your newsletters, blog and web site.
- Submit your article to article directories like <http://www.ezinearticles.com>
- Arrange to write an article for the local newspaper national magazine or e-zine to talk about your new business.

Newspaper \_\_\_\_\_ Contact \_\_\_\_\_

Articles posted: Description \_\_\_\_\_ Date \_\_\_\_\_

Articles posted: Description \_\_\_\_\_ Date \_\_\_\_\_

Newspaper \_\_\_\_\_ Contact \_\_\_\_\_

Articles posted: Description \_\_\_\_\_ Date \_\_\_\_\_

Articles posted: Description \_\_\_\_\_ Date \_\_\_\_\_

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## [ ] Create your own e-book

### What it is:

E-books are books you read on your computer, like this book.

### How it works:

You use a word processor to build your e-book, then convert it to a format all computers can read, called a PDF (Portable Document File) so it can be printed, password protected and most importantly, distributed inexpensively.

[ ] Create an e-book to distribute to establish credibility, build traffic (and earn money!).

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[ ] Name of e-book \_\_\_\_\_ Target market \_\_\_\_\_

[ ] Name of e-book \_\_\_\_\_ Target market \_\_\_\_\_

[ ] Name of e-book \_\_\_\_\_ Target market \_\_\_\_\_



### **TIP: Write your own e-book and let it market for you 24/7!**

Visit this site to learn more! <http://www.howtobuildanebook.com> to learn more: Sign up for my newsletter and I'll tell you how to watch the videos at the web site to do it yourself! You'll see how it works, as I show you what software and even share a video showing an e-book being built!

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Page 83

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The WebToolsGuy.com



## [ ] Create your own online newsletter / e-zine

### **Definition:**

An e-zine is a newsletter that is sent out by e-mail effectively and inexpensively.

### **How it works:**

Auto responders market for you 24/7, even while you sleep! Set up your auto responder to collect e-mail addresses, so it can automatically send newsletters to your interested parties. You can also include fliers, brochures, sales information, customer support and more, all through e-mail. Remember, this tool works 24/7 and does not need vacations or raises.



### **Tip:**

**Suggested Software Solution:** [ ] [Sign Up Here - Try Aweber Free](#)

Try this powerful – an e-mail responder, automated marketing machine for your newsletter or e-zine

ID#: \_\_\_\_\_ User Name: \_\_\_\_\_ Password: \_\_\_\_\_

Name of e-zine \_\_\_\_\_ Date started \_\_\_\_\_

Topics \_\_\_\_\_

Target market \_\_\_\_\_

Similar E-zines to exchange articles \_\_\_\_\_

E-zines to advertise e-zine \_\_\_\_\_

**TIP: Write your own newsletter and let it market for you 24/7!**

Do you already have a corporate newsletter? Take advantage of it by using that as your newsletter to send out by e-mail.

If not, setting up a newsletter by e-mail can be as easy as writing a letter to a friend telling them about your products and services. You just need the right software to manage the letters and subscribers and your newsletters will promote your business automatically for you.

To learn more, read this free book at the web site below.

<http://www.howtobuildaresponder.com>

You'll see how it works, what software to use, and how to save and make money with a newsletter.



**Need help? Grab this free book and start reading now**

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Page 84

**My best ideas to you!**

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## [ ] Promote your company with your own hats, shirts and more

### What it is:

Your very own, free Web site that will easily allow you to sell promotional items that promote you. Such as T-shirts, cups, hats and more, with your name on them!

### How it works:

Create and set up a web site to sell your company hats, cups, shirts and more, with zero set up fees. Just chose the items you want to sell, upload your logo for each item, then let this company collect the payments, and drop ship the products to your customers.

[Click here to set up your own self promoting online promotional items store – free!](#)



### **BUSINESS TIP: Let this company give you a free website!**

Just set up your free store, upload the images of your products, choose which items you want to sell, and let this system promote you!

---

Market your company with:

- Hats
- Clocks
- Calendars
- Coffee cups
- Sweatshirts

Take advantage of this offer. They provide the web site, they take the orders, they create the product, ship it and take care of returns and such. They even allow you to mark up the products to earn income if you like!

This is another “Try before you buy offer”, but please contact me for a one on one demo if you would like to see this service in action.

## [ ] Pay for reviews of your blog

### What it is:

Paying for reviews of your blog is a way to drive traffic to your site, by creating buzz and branding for your site, while you build your Search Engine Rankings and receiving quality feedback from your audience and customers.

### How it works:

You sign up for this service and pay a fee for each review of your site which then does the aforementioned.

[Click here to purchase reviews of your blog](#)

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Page 85



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## (20) CONTACT MANAGEMENT AND FOLLOW UP TOOLS:

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### TIP: **Make the most of the traffic you drive to your site!**

Be sure to make the best use of all of the traffic you generate to your Blog or Web site with the next three very important business tools! First of all, you must be able to track your clients. This includes who you talked to, when you talked to them, what they want to buy, and when you need to contact them again. The second business tool is an electronic newsletter truly is a powerful way to keep in touch with your clients on a regular basis, inexpensively!

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### **[ ] Purchase a contact manager (if not included in your office suit)**

#### **What it is:**

In any kind of business, you need to be able to track the information about your contacts, for customers, vendors and more. You need to know who you talked to, when you talked to them, when you should follow up with them again, and then how to quickly reach them, via phone, cell phone, fax, e-mail or even your e-zine or newsletter. A contact manager will help Salespeople and other professionals track phone numbers of their contacts, scheduled meetings, calls to make, as well as personal information regarding each respective contact. You should too! Some programs are also capable of functioning as a e-zine and newsletter manager, such as postmaster,

[ ] Purchase a contact manager:

Name \_\_\_\_\_ Version \_\_\_\_\_ Serial Number \_\_\_\_\_

Examples: [Microsoft Outlook](#) - Microsoft's version, a very complete package with [Aweber](#) (focused on e-zine and newsletter management - operated through the Internet.)

Get a list of free clones by sending me e-mail to: [jddavin@mynewoffice.com](mailto:jddavin@mynewoffice.com)

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Page 86

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## (21) AUTOMATED E-MAIL MARKETING TOOLS:

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### [ ] [Automate your marketing campaign with an automated e-mail marketing machine](#)

#### **Definition:**

An e-mail responder is the tool (software) that allows you to send out E-mail to your subscribers, effortlessly and automatically. You can contact them in this e-mail with a newsletter, a brochure, or a special offer. You can even set up the system so that it will send a series of scheduled e-mails or a one-time e-mail called a Broadcast.

[ ] Create an e-mail responder.

[ ] Try [Aweber](#) The Automated Marketing System Test drive it free today!

([Sign up here](#)) ID#: \_\_\_\_\_ User Name: \_\_\_\_\_ Password: \_\_\_\_\_

---



**BUSINESS TIP: Try this automated e-mail marketing system free!**  
Just set up your system one time and **let it distribute your information for you!**

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#### **Market yourself automatically, 24/7 with:**

- e-zines
  - Newsletters
  - Press releases
  - New product releases
  - New manuals, documentation
  - New employee announcements
- and more! It's the best, hardest working employee you will never train!

This is another "Try before you buy offer", but please contact me for a one on one demo if you would like to see this service in action. We'd also be happy to help set up your automated follow up system. Just contact us and request help.



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Page 87

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## (22) TAKE ADVANTAGE OF WEB CONFERENCING -EXPAND YOUR BUSINESS OPTIONS

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### **[ ] Use the Internet for meetings for sales, training, support and more sales**

#### **Definition:**

Web conferencing allows you to meet virtually in a conference room on the Internet. With this technology, you can share web sites, PowerPoint™ presentations and voice conversations with anyone in the world.

[ ] Create a Web Conference Plan.

[ ] Sign up for your own Web Conference Room.

Learn more at <http://www.talkingcommunities.com>

#### **How it works:**

Using Web Conferencing software can save time and money generating sales and providing support for your clients, all via the Internet! Best of all, you can record the meetings to share it with others by sharing it on CD, a web site or other media such as social networking sites or youtube.com

[ ] Use the Internet to meet online with customers 24/7!

Room Number \_\_\_\_\_ User name: \_\_\_\_\_ Password \_\_\_\_\_

Cost per month \$ \_\_\_\_\_ # of seats in your conference room # \_\_\_\_\_

Voice Options Y [ ] N [ ] \_\_\_\_\_ Application Sharing Y [ ] N [ ] Desktop Viewing Y [ ] N [ ]

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Page 88



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## (23) EXPANDING YOUR MARKETS:

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### **[ ] *Open new markets with the Government***

[ ] Explore your options of selling your products and services to the government.  
Review tips from the government on [how to get Government Contracts](#).

### **[ ] *Open new markets by exporting to other countries***

[ ] Expand your market by exporting your products over seas!  
Here are a few tips from the government on how do this!  
[ ] Review the [SBA Web Site for exporters](#).

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Page 89



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## **(24) PLAN FOR YOUR EXIT STRATEGY:**

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For most businesses, the goal of building the business is to generate sales, income and profits for a lifetime. For other business owners however, the goal is to start a business and sell it for profit. In either case, you must plan an exit strategy for leaving your business, from turning it over to your employees, family or a new owner.

### **[ ] *Sell your business.***

[ ] Explore your options of selling your business.

Outline what you are selling in the business, such as the tangible assets of the business, customer list and trade secrets, etc.

### **[ ] *Pass on your business to your family or employees.***

[ ] Explore your options of passing on your business to your loved ones or your employees.

How to determine the value of your business:

Visit [http://www.score.org/article\\_business\\_valuation.html](http://www.score.org/article_business_valuation.html) to learn three (3) ways to determine the sale price of your business when you are ready to sell it.



This is the end of this book.



A final note from John Davin: The Key to success: **Learn from others, especially if they offer their knowledge at no cost!**

If you've followed the steps in this book, you should have a good start on being more organized and profitable in your business.

Now, are you ready to start on the next step, of automating your business and your marketing with the Internet?

Luckily for us, we live in an age of the most powerful and advance tool ever invented to assist us in this endeavor, the computer and the Internet. In fact, I believe that the Internet will be the most powerful and useful device ever invented. With that in mind, I will show you how to use your computer and the Internet as your new mobile, global, powerful office.

That's why I offer (for a limited time) the 5+ free books on How To Build An Online Business, Web Site, Blog, e-mail Responder, PDF and more. All of these tools can help you automate your business for higher sales and profits and less hours required at work.

#### Free Marketing Books:



Honestly, there's no secret to automating and simplifying your business. In my humble opinion, the key is to learn from people who are already successful doing what you want to do - using their computer for just about every task they do in business to simplify and automate. You just have to take the time to set up the tools, and follow up by using the tools.

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Page 91



This is stuff you can do, I assure you. I have been training and consulting with people just like you for 20+years, so I know. You can duplicate the success of other people, both personally and professionally, regardless of whether your "Office" is at corporate headquarters or your kitchen table or the beach.

You just must decide to take the time and the steps to do it, keeping in mind that the decisions that you make today will have a great effect on where you are and how well you are doing one, five and ten years from now. It is a tremendous waste to spend money and time on building your business and your marketing tools if you are not willing to do it right. While you may not eliminate all risks of failure in your business, you will be much more likely to survive for the long run! So do it right!

You will not be alone. You will have John Davin and my 20 years of experience of consulting with business owners like you. If you have the desire to succeed, I will work closely with you. We will turn your initial investment of time into a better understanding of technology and business, along the way, business success. The road map is already there. You will just have to follow the map.

Finally, be sure to download updates of this document regularly. Just visit <http://www.webtoolsguy.com> and get the updates of my series of 5 books to keep learning more about using technology and the Internet as your new office!

If you need assistance, contact me by clicking on the support tab at <http://www.WebToolsGuy.com>

My best business ideas to you,

*John E. Davin*

John Davin

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Page 92







## **A SPECIAL “THANK YOU” FROM JOHN DAVIN!**



*Thank you for supporting my goals!*

Did you know that using many of the tools listed in this book helps me earn income? Well, it does, and I want to thank you!

My best business ideas to you,  
John Davin - Business and Organization Coach

PS: Learn more about how you can [support my goals here](#) so I can continue to add more business solutions and more ways to help you in your goals!



### **CLOSING TIP:**

**Check back for new business tools and reviews regularly!**

Please remember we keep adding to this document daily, so visit often and download the latest, greatest version!

1. Visit this web site: <http://www.webtoolsguy.com/checklist.pdf>
2. Download the document and open it in Adobe Acrobat Reader.
3. Download your booklet of coupons at <http://www.webtoolsguy.com/coupons.pdf>

Bye for now.

Thank you again!

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Page 95



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\*All offers and pricing are subject to change.

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#### Resources:

<http://www.webtoolsguy.com>

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