

The Smart Marketers Resource Handbook

**Smart Marketers Resource for Starting
and Operating your online Business**

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Introduction

When I started my online internet marketing business, I had to pay for a lot of tools and resource. it is now possible to start a business online using nothing but free resources available on the net.

This list has been compiled for those starting their new business and also for the experienced internet marketer. This is not an exhaustive list on marketing freebies to be found on the internet but tried and tested resources.

Take your time and look through this list. It will prove to be a valuable resource. It could end up saving you hundreds, even thousands of dollars that could be spent on other part of your business.

Arthur Donald

<http://www.internetmarketerdirectory.com>

Antivirus softwares

This list below gives a list of good quality antivirus software

Microsoft Windows Defender (Spyware Protection Beta)

This is microsofts new free program that is effective and really works well on removing viruses and protecting your PC.

<http://www.microsoft.com/athome/security/spyware/software/default.aspx>

AVG Anti Virus Free

This anti virus software not only scans you computer but also filters your incoming and outgoing email.

<http://free.grisoft.com>

Spybot Search and Destroy

This free antivirus software normally picks up stuff and software don't see.

<http://www.safer-networking.org/en/download/index.html>

Adaware AntiVirus

A free anti virus software that's also very thorough.

<http://www.lavasoftusa.com/software/adaware/>

Word and Text Processor

Abisource

A free word processor similar to microsoft work. It can be used for a wide variety of so many things.

<http://www.abisource.com/>

Open Office-free office suite.

This office suite has so many function available that would have probably cost you a lot of money if you had tried the get the same quality elsewhere. This software contains a word processor, which can even be used to produce ebooks.

You can make powerful presentations, animate objects in 3D design. This free software offers you so much more.

<http://www.openoffice.org/>

Jarte.

I haven't tried this processor yet but I have heard some good reviews about it. It contains many application many of paid word processors use.

<http://www.jarte.com/>

PDF Converters

Neevia Online PDF Converter

it will Convert files up to 1MB to PDF files online free. Convert as many files as you like.

<http://convert.neevia.com/>

Happy Freebies

Converts word files (doc) and PostScript files to pdf files online.

<http://www.happyfreebies.com/pdf/index.jsp>

Graphic Tools

MorgueFile.com

This arts and pictures are in the public domain which you can acquire and download free and use for your website, ebooks,files,reports, advertising and any other purpose.

<http://www.morguefile.com/>

Clip Art And Graphics Free

This site here is highly recommended.

<http://www.barrysclipart.com>

Free Website Buttons

Another Free Website button tool.

<http://www.aaa-buttons.com/>

Payment Processor

Paypal

I also recommend paypal to anyone. I have been using paypal for many years both for buying and selling. Many online merchants are now using paypal. If you have ever bought anything online, you will notice that most of these merchants have a link to paypal.

Paypal is also ebays sellers favorite. You get your money instantly when someone purchases from you without waiting a weeks or month to receive

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your money. You can also apply for their debit card program and you will be able to withdraw your money at anytime and anywhere.

Paypal charges a small fee for transacting business with them.

<http://www.paypal.com>

Clickbank

This is another good payment processors but only sells digital products. You also have the ability to list more than one product. There is a setup up fee of \$49.00 and a \$1 + 7.5% per transaction.

If you are interested in been an affiliate, clickbank offers many variety of ebooks that you can promote with good commision.

<http://www.clickbank.com>

Paydotcom

This is another good payment processor on the rise. It is almost equivilent to clickbank. You can sell both digital and physical products and your payment can be gotten instantly just like paypal. There is not fees to set up your product on paydotcom.

Affiliates will not be able to promote your product until you have had a sale.

<http://www.paydotcom.com>

Stormpay

Another Payment processor. This is not widely used like the rest above.

<http://www.stormpay.com>

Mal's e-commerce

The free service on this site gives your clients a variety of paying options.
<http://www.mals-e.com/matrix.php>

Copy Writing Resources

Clayton Makepeace

Here you will get a free online newsletter from one of the world's highest earning copywriters. This here is a great resource.

<http://www.makepeacetotalpackage.com/html/mtp.html>

Dan Kennedy Audio Turn Your Business Into An Instant Cash Flow Machine

This is a Free audio teleseminar from Dan Kennedy

<http://www.davedee.com/teleseminar/recording.htm>

Michel Fortin

Michel Fortin Copywriters Board

<http://www.successdoctor.com>

<http://www.copywritersboard.com/>

Gary Halbert Newsletter...

Gary Halbert's hard copy newsletters would have cost you a ton of money to acquire but you can get all these completely free online. It contains the copywriting secrets from the world's best copywriter.

<http://www.thegaryhalbertletter.com/>

Craig Garber

11 Simple ways you can use to Electrify Your Sales Copy – Free Ebook from the "King of Copy".

http://www.KingOfCopy.com/ebook_download.htm

Gary Benevencia

Here's some great tips from the legendary copywriter.

<http://bencivengabullets.com/archive.asp>

Clayton Makepeace

This Free online newsletter comes from one of the world's highest earning copywriters.

<http://www.makepeacetotalpackage.com/html/mtp.html>

How To Find A Hungry Market Online

58 minute audio and full report on how to find a market of cashed-up buyers online by Australian copywriters Andrew Cavanagh and Jesse Forrest.

<http://www.copywriting1.com>

Keyword Tools Resources

Overture Search Term Suggestion Tool

This is one of my favorite tools. You can use this to check keywords that have been searched for on the internet.

www.inventory.overture.com

Google Adwords Keyword Tool

You will be able to get related keywords that are searched for frequently on Google. This is a great search engine optimization tool.

<https://adwords.google.com/select/KeywordSandbox>

Wordtracker Free Database Trial

Wordtracker helps you test key words for popularity and compares that popularity to the number of websites competing for that keyword. You will be able to target your marketing on powerful neglected keywords with very little competition.

<http://wordtracker.com/trial/>

Search Guild Keyword Difficulty Checker

<http://searchguild.com/cgi-bin/difficulty.pl>

Free Resale Rights

You can get resale rights to some high quality products. Here are the list below.

Free Resale Rights

<http://resellrightsgiveaway.com/homepage.php>

Master Resale Rights to Software and Ebooks

<http://www.myfreegiveaway.com/>

More Resale Rights and More

Another good site.

<http://www.intensivegiveaway.com/thank-you.php>

Resources of Books You can Reproduce and Sell for Free

Project Gutenberg Public Domain Directory

This site lists over 20,000 books and over 500 audiobooks in the public domain that you can download, edit and sell. This site contains a lot of useful products you can use. You may also use them as incentives to get subscribers

<http://www.gutenberg.org/>

Online Books Library

Another good site with public domain material. I have used, researched and sold some ebooks from the site. I highly recommend it.

<http://onlinebooks.library.upenn.edu/lists.html>

Wikki Books

Another good resource of products you can edit and sell.

http://en.wikibooks.org/wiki/Main_Page

Free Web Hosting

Jumpline

You will get 3 months worth of free webhosting with the hosting site. This site offers a whole lot more option compared to other hosting account who give away free lifetime hosting. If you decide to convert to paid hosting, the fees are very low and affordable. Highly recommended.

<http://www.jumpline.com/>

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