

# The Online Business Technology Toolbox

Essential tools & technology for  
scaling your business

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After 11+ years and millions of dollars in sales, these are the tools I use and recommend for building your online business. You won't need them all in the beginning, but as your business grows, you can refer back to this list and save hours searching around the web.

Before I give you my recommendations though, keep two things in mind.

- ▶ Don't nickel-and-dime with service providers. Pay for the right service and move on so you can spend your energy on growing your business.
- ▶ Reliability is priceless. Cheaper services might save you \$10 per month — until you really need them. Imagine after months of work, you finally score a guest post on Huffington Post, get a ton of traffic to your website, and then your site crashes. Those few bucks just cost you hundreds of subscribers and thousands of dollars in revenue. Pay a little extra and sleep well at night.

## YOUR WEBSITE

**Domain purchasing:** [Hover](#)

**Web hosting:** [WP Engine](#) or [HostGator](#)

**Website builder:** [WordPress](#)

**Website design:** [Studio Press](#) (Specifically, I recommend [Genesis framework](#))

## FOR YOUR PRODUCT

**Payment system:** [Stripe](#)

**Creating your audio/video products:** [Camtasia](#)

**PowerPoint slides (for video products):** [Keynote](#) (Mac) or [PowerPoint](#) (PC)

**Storing audio/video content:** [Wistia](#) (I use this for my product videos or to embed video into my blog posts)

**Membership site:** [WishList](#)

## EMAIL

**Email delivery:** [Infusionsoft](#) & [Maropost](#)

**Email marketing campaigns:** [MailChimp](#)

**A/B split testing:** [Visual Website Optimizer](#) & [KISSmetrics](#)

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## SUPPORT

Live chat: [Zopim](#)

Customer support: [Zendesk](#)

Managing your inbox: [SaneBox](#)

## ADDITIONAL RESOURCES

Webinar hosting: [Ustream](#)

Landing page platform: [LeadPages](#)

Surveying your list: [SurveyMonkey](#)