



BUILD A PROFITABLE

ONLINE BUSINESS

WORKING FROM HOME

**5: The 4 Essential
Online Business Tools**

There are 30+ tools I use in my online business
and in future sessions we'll cover some of these.



But in this session we'll just look at the **4 essential tools** that you need to get up and running in your online business.



There are 2 fundamentals to online business...

Your Web Pages

+

Your Email List



Web Pages

- Email Optin Pages
- Sales Pages
- About, Testimonials, Contact
- Blog Posts
- ...anything you want to put up online!



What You Need:

- Domain Name (yourwebsite.com)
 - NameCheap (my preference)
 - GoDaddy, Reg123, Google Domains
- Hosting
 - SiteGround (my preference)
 - Hostgator, LiquidWeb, Bluehost
- Page Builder
 - Thrive Architect (my preference)
 - Clickfunnels, Elementor, OptimizePress

BRANDING PAGES

Vs.

CONVERSION PAGES



Email List

- Communicate with your subscribers
- Send free content to engage them
- Promote your products and services
- Promote affiliate offers

What You Need:

- Email Marketing Service
 - ActiveCampaign (my preference)
 - Aweber, MailChimp, InfusionSoft, Drip, ConvertKit, InfusionSoft



Summary

4 Essential Tools

1. Domain Name
2. Hosting
3. Page Builder
4. Email Marketing Service

Conversion pages are
far more important
than branding pages



What are the 2 types
of conversion pages
that you can have in
your business?



Top Tips For Tools

1. Only buy tools when you're ready to use them
2. Don't succumb to "death-by-research"
3. Investment of time and money is required for any business



The Marshmallow Experiment

In 1972 a psychologist called Walter Mischel conducted an experiment with a group of small children.

Each child was offered one marshmallow now or two marshmallows in 15 minutes time.

Mischel then kept in touch with the children as they grew and eventually entered adulthood.

The ones that chose to wait for two marshmallows ended up with better life outcomes in terms of BMI, education, SAT scores and even stability in personal relationships.



The Marshmallow Experiment

Other studies have shown that self-control (a.k.a willpower) is a skill that can be actively acquired by adults and that it leads to more success and happiness.

A simple way to do this is by regularly practising acts of micro self-denial or delayed gratification:

- Have one biscuit when you really want two
- Go to bed 15 minutes earlier despite the pull of Netflix
- Have an apple instead of a bar of chocolate

