BE HEARD

RESOURCE CHEAT SHEET

If you want to be heard online, then the key is to have a great message that you really believe in and to promote it in a way that puts your audience first. Provide a service, help them to realize their dreams and you'll have an army of loyal fans to help you get your message across!

But even with the best brand in the world, you might find that it pays to get a little extra help – and the best way to do this is by using a few tools and resources that can act as a 'force multiplier' and help your message to spread further, faster.

Read on and let's take a look at some of the best tools and resources to help you be heard!

Tools for Reaching More People

Autoresponders

Autoresponders are pieces of software that help you to collect emails and then allow you to send email blasts to everyone on that list. Not only does this make sending the messages easier but it also provides you with numerous tools to help you manage your contacts and collect data.

Three of the best you can use are:

1. Aweber (www.aweber.com)
2. MailChimp (www.mailchimp.com)
3. GetResponse (www.getresponse.com)

Setting Up Your Website

For setting up your website, you'll need hosting. A good option for that is Bluehost (www.bluehost.com).

You'll then want to download WordPress, which is by far the most powerful, versatile and comprehensive blogging platform/CMS/website builder. Get it from your Bluehost cPanel or the website (www.wordpress.com).

Now go to the Plugins library on WordPress and look for/install the following additions for your site:

- Round social media buttons – An attractive way to display your social accounts on your website
- Shareaholic – A useful tool to allow others to share your content with their social connections
- Facebook comments – Allows people to comment on your site using their Facebook account and potentially to share their comments on your Facebook page
- Twidget – A widget that adds a Twitter feed to your account
- Minimalist Instagram Widget – A widget that shows your Instagram images on your social media pages
- YouTube Channel – Show your latest YouTube videos/random videos/one specific video in your sidebar

Tools for Posting Regularly

IFTTT (www.ifttt.com) – Post content between different social media accounts and set up all kinds of smart interactions between social accounts, apps etc.

Hootsuite (www.hootsuite.com) – Manage multiple different social accounts in one place. Schedule posts and view the performance of your campaigns.

LikeAlyzer (www.likealyzer.com) – More advanced monitoring your social media campaign's performance. See which posts are being liked, by who and when!

Followerwonk (www.moz.com/followerwonk/) – Learn more about your followers on Twitter etc.

Fiverr (www.fiverr.com) – Find people to help you create logos, brands, designs and more!

SumoMe (www.sumome.com) – SumoMe provides a number of different, useful tools for increasing your web traffic. Among the most helpful is its pop-over tool that can be used to make sure your visitors find your email opt-in form.

Buffer (www.buffer.com) – Buffer is another great tool for scheduling posts specifically. You can again write a large selection of posts here and then watch as they're posted on a regular basis – meaning your accounts will never look 'dead'.

Information and Tips

While you've learned an awful lot about social media, blogging and building a brand from our book, there's still an awful lot *more* you can learn too.

And the best way to do that is by continuing your reading. Here are some more sites to check out for additional information, guides, tips and advice. This includes both websites that post regularly content and specific blog posts that contain valuable information:

Smart Passive Income (www.smartpassiveincome.com) – This is the site of Pat Flynn and it's a great site about building a website and earning passive income from it. He has some great ideas about marketing and how to stand out!

Shawn Barry Creative (www.shawnbarry-creative.com) – This is the site of Shawn Barry, a designer and entrepreneur. This contains a ton of great tips on smart design, leading the eye and creative eye-catching logos.

Moz Blog (www.moz.com) – One of the best known and most useful websites on the net regarding SEO and all forms of internet marketing.

Kissmetrics Blog (http://blog.kissmentrics.com) – This is another great resource for everything relating to working online. Kissmetrics is just as reliable and useful as MOZ and a great place to check regularly.

Copy Blogger (www.copyblogger.com) – Copyblogger is a great resource all about how to blog well.

Best times to post (https://www.quicksprout.com/2016/02/05/how-to-win-on-facebook-8-lessons-learned-from-analyzing-1-billion-posts) – This is a great post that shares tons of information regarding the best time to post on Facebook, based on a large sample of data. Remember though that individual differences and time zones must be factored in.

How to gather 100,000 Emails (http://fourhourworkweek.com/2014/07/21/harrys-prelaunchr-email/) – This is a post from FourHourWorkweek that details how to acquire lots of new subscribers for a mailing list.

A Beginners' Guide to Content Marketing (https://blog.kissmetrics.com/guide-to-content-marketing/) – At its heart, everything we've talked about can be thought of as content marketing. This guide explains what that means and what you need to know to get even more from it.

SEO: The Beginners' Guide (https://moz.com/beginners-guide-to-seo) – MOZ's beginner guides are some of the best. This particular guide to SEO will show you how to help your site show up at the top of search engines, potentially leading to MUCH more traffic.

Guide to Facebook Advertising (https://adespresso.com/academy/guides/facebook-ads-beginner/) – We mentioned Facebook ads in the ebook but didn't go into detail. If you should want to get a full education, then check out this guide to Facebook Advertising from Adespresso.

Guide to Email Marketing (https://blog.kissmetrics.com/beginners-guide-email-marketing/) – Finally, one more guide from Kissmetrics. This time we're looking at email marketing. If you have your list thanks to the article from Tim, this will help you know what to do with it and how to grow it further!

And there you have it: all the basics you need to get set up, lots of tools to help you grow further faster and several resources for further reading that can help you to get to the very top of your industry or niche.