

# Get Results Publishing

## Technical Toolbox

### Online Business Tools & Resources

These are the exact same tools and resources that we use to build and market our websites and the WordPress sites that I build for my clients. If we don't use a certain tool or resource and it is on this list, you can be sure that they are being used by our mentors — or we wouldn't recommend them. In other words, everything on this page has been thoroughly used, tried, tested, investigated to the best of our ability. Some links lead to free products and services. Some links are affiliate links that allow us to keep bringing you great content, year after year. I SINCERELY THANK YOU for clicking on those links to buy the best products I have found anywhere!

#### **Content Management System (CMS) for self-hosted websites and blogs.**

[WordPress.org](#) — WordPress is web software you can use to create a beautiful website or blog. Probably the best FREE thing on the internet.

#### **WordPress Themes**

[Socrates Theme](#) – Most of my niche websites are built using this theme. Easy to use and support is fantastic. The theme has been around since 2010 and over 200,000 websites use this theme. Works well with page builders.

[Thrive Theme Builder](#) - Easily build your marketing focused WordPress website with 100% front-end visual theme building magic. No coding needed

[Divi Themes](#) – You can build very intricate websites without a lot of bloat with Divi. I tend to lean toward more simplicity nowadays, so I don't use Divi much at all anymore. They do have a huge following, excellent support and some cool templates.

#### **Wordpress Plugins**

[Akismet](#) – Control Blog spam

[Pretty Links](#) – Affiliate Link Cloaking

[Click Whale](#) – Affiliate Link Cloaking (My Personal Favorite)

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[Easy Updates Manager](#) – A choice for anyone wanting to take control of their website updates.

[Easy HTTPS \(SSL\) Redirection](#) - automatically setup a redirection to the https version of an URL when anyone tries to access the non-https version.

[Duplicate Post](#) - Allows users to clone posts of any type, or copy them to new drafts for further editing

[Wordfence Security](#) - Includes an endpoint firewall, malware scanner, robust login security features, live traffic views, and more.

[Broken Link Checker](#) - automated broken link checking

## Web Hosting Company

[Shock Hosting](#) – Fast and Reliable Hosting. I have used them for more than 10 years now. Host unlimited domains for \$6.99/month. Great Reseller Plans as well.

[SiteGround](#) – Highly recommended by my business partner. Very good support and priced very well

## Domain Names

[GoDaddy](#) – I manage most of my domains here

[Namecheap](#) – I use this registrar as well, mostly to take advantage of the specials they run

## Autoresponder / Email Marketing

[Get Response](#) – This is the autoresponder that I use and recommend. Simple to use, for beginners and pros, and works great for affiliate marketing.

## Landing Pages / Funnel Builder

[Optimize Press](#) – I have tried most of the funnel builders / landing page generators in the marketplace. OP is a great value. Currently there is an offer for \$299/yr which covers 20 websites. Don't pay for a monthly product until you give this a try. My main website is built entirely using OP3.

[Thrive Architect](#) – Another real good page builder and I am impressed with the entire Thrive ecosystem.

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## Graphics Creation

[Snappa](#) – I use this site for designing all my website and social media graphics and images. Very simple and easy to use.

[Canva](#) – I just really started using it more for more complex projects such as lead magnets and templates. I have been using the free version so far.

## Payment Processing

[PayPal](https://www.paypal.com) - <https://www.paypal.com>

[Stripe](https://stripe.com) - <https://stripe.com>

## Stock Images & Graphics

[99Designs](https://99designs.com) – <https://99designs.com>

[Pexels.com](https://www.pexels.com) – <https://www.pexels.com>

[Unsplash](https://unsplash.com) – <https://unsplash.com>

[Pixabay](https://pixabay.com) – <https://pixabay.com>

[Coolors](https://colors.co) – <https://colors.co>

[IconFinder](https://www.iconfinder.com) – <https://www.iconfinder.com>

## Planning & Mapping

[MindMeister](https://www.mindmeister.com) – <https://www.mindmeister.com>

[LucidChart](https://www.lucidchart.com) – <https://www.lucidchart.com>

## Shopping Carts & Affiliate Management

[ThriveCart](https://thrivecart.com) – <https://thrivecart.com> (Excellent Checkout System and Great for Online Courses)

[Clickfunnels](https://www.clickfunnels.com) - <https://www.clickfunnels.com>

[SamCart](https://www.samcart.com) – <https://www.samcart.com>

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## Communication & Support

[Gmail](https://www.google.com/gmail) – <https://www.google.com/gmail>

[Skype](https://www.skype.com) – <https://www.skype.com>

[Zoom](http://zoom.us) – <http://zoom.us>

[GravityForms](https://www.gravityforms.com) – <https://www.gravityforms.com>

[Screencast](https://screencast.com) – <https://screencast.com>

## Video Hosting

[YouTube](https://www.youtube.com) – <https://www.youtube.com>

[Vimeo](https://vimeo.com) – <https://vimeo.com>

[Wistia](https://wistia.com) – <https://wistia.com>

## Recording Screencast Video

[Loom](https://www.loom.com/screen-recorder) – <https://www.loom.com/screen-recorder>

[Camtasia \(PC\)](https://www.techsmith.com/store/camtasia) – <https://www.techsmith.com/store/camtasia>

[Screenflow \(Mac\)](http://www.telestream.net/screenflow/overview.htm) – <http://www.telestream.net/screenflow/overview.htm>

[Snagit](https://www.techsmith.com/screen-capture.html) – <https://www.techsmith.com/screen-capture.html>

## Content Protection / Membership

[Learn](#) (Built Into ThriveCart) – This is my current content delivery system and membership site. Very easy to use from a product creator standpoint and from the customer standpoint as well.

[Wishlist Member](#) – If you are using Wordpress for membership site this is the plugin you want to use.

[Thinkific](#) – Excellent course platform, I used it up until I switched to using ThriveCart Learn. Switched due to overall costs and having my own payment processing.

## Bookkeeping

[Xero](https://www.xero.com) - <https://www.xero.com>

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If you are just starting out and you want to get your feet wet before you jump in, you may want to check out [Systeme.io](#) It is a simple, affordable, and intuitive online business building tool for anyone who is looking to grow their online business. It has all the tools you need to get started and it has a no cost option as well. You can check out my full review [here](#).