

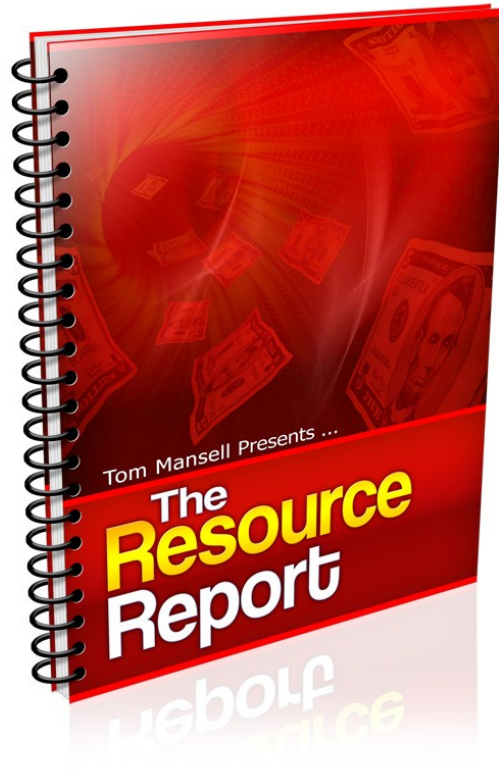
**This Report Brought To You By:**

**Srinivasan Gopal**

**Internet Business Profit**

**Visit Us At: [www.internetbusinessprofit.info](http://www.internetbusinessprofit.info)**

## The Tom Mansell Resource Report



**Version 1.0**

**[Check HERE For Updates!](#)**



**Welcome to the tools that help RUN my business!**

[www.tom-mansell.com](http://www.tom-mansell.com)

Congratulations on getting your hands on my report. I am going to show you the exact; programs, scripts and services I use to run my business today.

To receive more FREE gifts, please sign up to my unique, FREE membership area. **Limited places are available, so get in quick!**

[www.tom-mansell.com/subscriberbonuses](http://www.tom-mansell.com/subscriberbonuses)



### **Copyright Notice**

This report may not be copied or reproduced unless specific permission has been personally given to you by the author Tom Mansell. Any unauthorized use, sharing, distributing, reproducing is strictly prohibited.

Resell rights are granted with this report. You can resell this report or simply give it away for free.

### **Liability Disclaimer**

By reading this document you assume all risks associated with using the advice given below. Attempts have been made to verify the information given however we are not held responsible for any loss, contradictory information, or errors in this report.

You implement the information given at your own risk.

**© Copyright 2008 Tom-Mansell.com. All Rights Reserved.**



## Contents

Domain Names -----	05
Web Hosting -----	05
FTP Software -----	05
Auto Responder & Lead Capture -----	06
Affiliate Programs -----	07
Affiliate Software -----	07
Membership Software-----	08
Website Creation -----	09
Graphic Designers -----	09
Article Submission -----	10
Creating Your Own Products -----	10
PDF Printers -----	11
PDF Branders -----	11
Other Products You Need To Check Out-----	12
Final Note -----	14



**Right, let's get down to business...**

This report will show you all the tools I use to run my business. For each tool I post, if there is an alternative cheaper/free option I will tell you about it.

### **Domain Names**

All of my domain names are registered with [DynoNames](#) - I have used different domain name registrants over the last couple of years and I always find myself coming back to [DynoNames](#), great service, cheap domains.

**Domain Names = [DynoNames](#)**

### **Web Hosting**

There is only one company I would ever consider using for web hosting and that is [Host Gator](#). Packages starting at just \$4.95 a month, I really can not see why any would use another service.

Fantastic live support and fantastic prices, they even offer a money back guarantee!

**Web Hosting = [Host Gator](#)**

### **FTP Software**

In order to get your websites online, you will need to upload them from your computer to your server. To do this easily and hassle free then I recommend you use FTP (File Transfer Protocol) Software. The best free software that I use is called [FileZilla](#). It is completely user friendly and stores all your site's details, so with 2 clicks of your mouse, you can have your website successfully uploaded to the web!

**FTP Software = [FileZilla](#)**

## **Auto Responder & Lead Capture**

[Aweber](#) is currently the market leader in auto responder services. I use [Aweber](#) to manage my leads and I can safely say that they do a fantastic job at it. There is a fantastic, user-friendly control panel and I firmly believe that all the tools I will ever need to maintain successful lists are offered by [Aweber](#).

There is however one stumbling block for many newbies and that is the price. If you have the money available then use [Aweber](#). If you are on a tight budget then use...

### **[GetResponse](#)**

[GetResponse](#) is an easy to use email marketing software that delivers all your campaigns, offers and newsletters. With prices starting at just \$17.95 a month, in my opinion [GetResponse](#) offers a better pricing strategy than [Aweber](#).

In my honest opinion, there really is not a lot of difference between [Aweber](#) and [GetResponse](#), many top internet marketers use the services of both. It really boils down to how you are going to use your mailing list and what tools you need to accomplish your goals.

**Auto Responder & Lead Capture = [Aweber](#) (Expensive Option)  
[GetResponse](#) (Cheaper Option)**

**My Online Money Making Blog – [Tom-Mansell.com](#)**

**Our MiniSite Design Team – [SnappyMiniSites.com](#)**

**Your One Stop Info Product Package – [Niches-To-Riches.net](#)**

**Create Your Own Profitable Report Like This –  
[ResourceReportProfits.com](#)**



## Affiliate Programs

[Clickbank](#) are the internet's leading retailer in Digital products and I can highly recommend them to you, as will many internet marketers. [Clickbank](#) offer a huge marketplace full of hot, converting products that you can easily promote to earn some extra cash. You can sign up to [Clickbank](#) completely free and it will cost you nothing to start promoting the products in the marketplace.

You can also become a publisher on [Clickbank](#). To maximise your product's sales you will need to have hungry affiliates promoting it. Placing your product on the [Clickbank](#) marketplace will offer you that privilege, and trust me, it's worth it!

A couple of downsides to [Clickbank](#) are that they do charge quite high fees, however, this really is a minor hiccup as you will have tons of affiliates promoting your product. Also, [Clickbank](#) really is not for you if you are planning on producing a physical product (one that would require shipping.) I would only ever use [Clickbank](#) for promoting my digital products.

For a \$49.95 one time activation fee you can place your product on the [Clickbank](#) marketplace. A highly recommended service!

An alternative option is that of [PayDotCom](#). [PayDotCom](#) is another of Mike Filsaime's fantastic services. Its been a very useful service to me and I have used it for a number of my products in the past. It is unbelievably cheap as well. A flat one time payment of \$29 for lifetime membership, you get to add as many products to the marketplace as you wish for nearly half the price as it costs to put one product on Clickbank!

**Affiliate Program = [Clickbank](#) (Expensive Option)  
[PayDotCom](#) (Cheaper Option)**

## Affiliate Software

I can safely say that most of the internet marketers I correspond with use [Post Affiliate Pro](#). If you want to successfully run your own affiliate area for your products then the software is definitely what you are looking for. Branded one of the most powerful affiliate scripts available on today's market, they even offer free installation upon purchase of the script.

There are simply too many features to list, I seriously recommend checking them out.

**Affiliate Software = [Post Affiliate Pro](#)**



## Membership Software

I think you already know what I am going to recommend to you here. [Butterfly Marketing](#). I have used [Butterfly Marketing](#) now for well over 18 months and I can safely say that it has been one my of best ever purchases online! It is fantastic software, it really has pretty much every base covered and it has allowed me to pull in a fantastic opt in list, along with pulling in cash from every angle.

You have probably heard nearly everyone praise this software, and rightly so, it really is genius. I would not sacrifice it for anything.

It is however expensive, but worth it. If however you are on a tight budget (I know I was when I started out,) then I can recommend ...

### [Amember](#)

[Amember](#) is a great membership script that runs on your server. It is easy to set up and handles many different payment systems such as 2Checkout, PayPal and Clickbank (to name a few.) Included, is a powerful admin control panel giving you ultimate control over your membership site.

[Amember](#) is considerably cheaper than Butterfly Marketing which is why I have listed it as the cheaper alternative with regards to membership software.

**Membership Software = [Butterfly Marketing](#) (Expensive Option)  
[Amember](#) (Cheaper Option)**



## Website Creation

There are a number of different website builders out there such as [Microsoft Frontpage](#) and [Adobe Dreamweaver \(Click here for FREE 30 day trial.\)](#) However, these programs are often too complex for many internet marketers. So what's the answer? Well, many full time internet marketers outsource website creation, they have the money to be able to do so, but for those who do not then there is only one solution that I am going to recommend to you ...

### [XSitePro](#)

I really do not need to list all of the reasons why you need to purchase [XSitePro](#), just take a look at all of the raving reviews it has received on it's website. Literally thousands have wrote in singing the software's praises and they have ever reason to. Since its launch in 2004, [XSitePro](#) has become the ultimate tool of choice by tens of thousands of website developers.

**Website Creation = [Macromedia Dreamweaver](#) (For those that know a little about HTML – Also Expensive Option)**  
**[XSitePro](#) (For newbie website developers – Also cheaper option)**

## Graphic Designers

In order for website sales pages to convert. You need great sales copy and even better sales page graphics. As soon as someone lands on your sales page, you want them to be blown away because if they are not impressed by what they see then they are going to click off your sales page before you can say "order".

Now, there is one graphic design company that never fail to impress me with what they can create. [Snappy Minisites](#). I have used them for all my sites and products. The best bit about [Snappy Minisites](#) though is their prices. I can't find better quality work for cheaper. I will not recommend any other company to you, as I know [Snappy Minisites](#) will deliver exactly what you wanted if not more!

**Graphic Designers = [Snappy Minisites](#)**



## Article Submission

In order to generate a good, solid stream of traffic to your website you need articles. Create your own articles and submit them to article directories to gain masses of traffic and create yourself hundreds of backlinks so you can earn ultimate search engine domination. Let's say you have an article that you want to submit to article directories, you would have to firstly find these article sites (10+ hours of work) and then manually sign up to these article directories (100+ hours of work.) That was the process until I stumbled across this fantastic website called [Article Marketer](#).

I submitted one article to [Article Marketer](#) and within 3 weeks it had been submitted to over 800 article websites, 800! That meant over 800 backlinks to my website, I rocketed up the search engine rankings, not to mention the obscene amount of traffic that I had coming to my site.

One other website that I swear by is [Ezine Articles](#). It's a great free service that allows you to submit your articles to their directory. Thousands of people use [Ezine Articles](#) and it is a great website that will get you exposure.

**Article Submission = [Article Marketer](#) (Expensive Option)  
[Ezine Articles](#) (FREE Option)**

Note: I personally recommend you use both of these services to gain maximum exposure.

## Creating Your Own Products

If you want to create your own products then you will most likely want to create some sort of report / eBook. The usual method of doing this is creating an Adobe PDF document that your customers can download and read at their own convenience. To create your own PDF documents you will need a PDF creator.

I personally use [Open Office](#), which has a great PDF creator built into it. It is just like Microsoft Word and the great thing is it's completely FREE!

**Creating Your Own Products = [Open Office](#)**



## **PDF Printers**

Following on from the previous page. If you do not have Open Office and you are using a similar word processing program, there are a number of PDF printers that you can download for free and use.

Before using Open Office I used to use Microsoft Word to create my products. Because Word did not have a PDF printer built in I had to download one. I used [Primo PDF](#). It is completely free and easy to use. When in Word, you just go to print as normal and instead of selecting your actual printer you select [Primo PDF](#) and then [Primo PDF](#) will turn your word document in a pdf file.

**PDF Printers = [Primo PDF](#)**

## **PDF Branders**

Viral marketing has said to be the greatest invention since sliced bread and I can see. Viral marketing is fantastic and fairly simple too!

Whenever I create my eBooks I make them brandable. People who buy my eBooks can brand them with their own affiliate links and distribute them. It's a win win situation. I get paid a percentage and the person who has branded my eBook and distributed it gets a percentage to whenever someone clicks on one of my links in the report and purchases a product!

If you have any kind of product out there then I suggest you make it brandable, you will notice a great difference in sales in the long run.

I use [Viral PDF](#) to make my reports brandable, it works great and is simple to use.

**PDF Brander = [Viral PDF](#)**

## Other Products You NEED To Check Out

**Seo Elite** – This fantastic tool is the grand daddy of all SEO software. Get a top 5 Google ranking in under 30 days, what other software promises you such reward? It has paid for it self many times over.

**Keyword Elite** – Created by the same author that created SEO Elite. This brilliant software will quadruple your AdSense earnings and it allows you to find extremely profitable, high paying AdSense keywords.

---

### **Niches-To-Riches**

Get your very own info product business in under 5 minutes! This fantastic package will take you from \$0 to \$5,000 a month.

---

**Digital Media Master Class** – Want to create your very own high ticket physical products? Yes, who wouldn't!? You need to join Ray Johnson's unbelievable member's area. Ray has quite literally packed this brand new site with videos and solid advice on how to create your very own physical home study courses.

**Your Own eBook Business** – This is the first internet marketing related product I ever brought online. What a purchase it proved to be! I don't know where I would be today without the help and guidance John Thornhill gave me in the fight to start my very own successful home based business. This product will always remain close to my heart, it was it all started!

**Post Launch Profits Secrets** – This fantastic audio call between Alex Jeffreys and Michael Cheney is quite frankly pure GOLD! Best of all the audio call is completely FREE. Alex and Michael completely break down and discuss in simply terms just how you can make EASY money online. A fantastic audio that I certainly learnt a lot from!



**PLR Monthly** – Finally a great membership site that brings you HOT PLR material that you can turn into your very own profit pulling products within minutes. You get great tutorials showing you how you can profit hugely from the PLR material given to you and fantastic support. A great archive of fresh PLR content!

**Mozilla Firefox** – For years this web browser has been the rival to Internet Explorer. Firefox has hundreds of great add-ons that can really help you in your internet marketing. Such as the page Alexa page ranking of every web page you visit in the bottom right hand corner. I personally prefer Firefox to IE, I believe it is safer and loads pages quicker.

## Final Note

I would just like to personally thank you for reading my resource report. It will be of great use to you, the tools I have listed here are the exact tools I use to run my business. I would quite frankly be lost without them.

So now, get as many of these tools as you can. I have not recommended them for no reason, they are here purely on the basis that I have tried and tested them and found them to be extremely useful.

Once again, thank you for taking the time to read this report.

Warm Regards,

*Tom Mansell*

Tom Mansell - [www.Tom-Mansell.com](http://www.Tom-Mansell.com)

**My Online Money Making Blog – [Tom-Mansell.com](http://Tom-Mansell.com)**

**Our MiniSite Design Team – [SnappyMiniSites.com](http://SnappyMiniSites.com)**

**Your One Stop Info Product Package – [Niches-To-Riches.net](http://Niches-To-Riches.net)**

**Create Your Own Profitable Report Like This –  
[ResourceReportProfits.com](http://ResourceReportProfits.com)**

If you need any help please feel free to contact me

**[The Tom-Mansell.com Support Desk](#)**