NAMS

Novice to Advanced Marketing System

SIZZLING SOCIAL NETWORKING

TOOLS AND INFOGRAPHIC

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1 **Magnetize**
Every business person must have the ability to persist until they prosper by training the right mindset...

2 **Monetize**
Making money is urgent and important for ALL businesses. It's the key to financing your growth...

3 **Methodize**
After mastering sales and marketing, creating your own products correctly adds zeroes to your business...

Click here to start today!

NAMS.ws/14trial

WHAT DO INSIDERS GET?

Weekly MASTERMIND Call - What's working

30-Day Challenges - 12 months essential topics

Insiders Facebook Group - active peer community

PLR Articles - articles, report and ecourse each month

Audio & Graphics Gallery

Micro Workshops - nearly 2 dozen training sessions

Tutorial Library - Tech tool & process tutorials

Custom Tutorials - 18 essential tools tutorials

Custom Marketing Suite Software including site builder, video management, tracking, quiz engine

And much more...

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RESOURCE DIRECTORY

Lining up resources is another small but important part of running a successful Challenge. Resources for your participants—and resources for you, to help make the experience better for them.

The right resources can help you write more interesting posts, make things easy for users—and help you easily track what works (and what doesn't)—as well as saving you time. But before investing in any resource, **first determine your core needs**.

Here are twenty-one resources that Challenge creators and membership site admins swear by:

GoToMeeting

If you like to run webinars for your participants, GoToMeeting is a popular choice of webinar software.

Benefits include screen sharing from iPad or computer; participants choose their preferred audio source; personal meeting room with custom URL; and—most important—the ability to record your webinars.

Plans start at $39.00 annually.

Calliflower.com

Schedule a group call from "computer, tablet or phone"—either in real time or for a future date—and you can use Skype or a toll-free dial-in number. If you set your group call for a future date, Calliflower automatically sends out invitations and reminders. Includes .MP3 recordings and it is less expensive than GoToWebinar. (Calliflower plans start at $9.99 per month).

Wild Apricot

One of the most inexpensive, complete membership site CMS systems, and one of the most highly praised and functional. (It even won a Capterra award, beating out big name rivals.)

It offers the ability to create landing pages, accept payments, free online support with "incredibly quick help" and an all-access free trial. Wild Apricot practically begs you to organize, present and track an event so you can see for yourself how easy to manage and versatile its membership site system can be.

Prices start at $40.00 per month (allows 5 admins; 250 contacts).

Mojo Helpdesk

A "super simple help desk" that allows you a knowledge-base tool, multiple ticket forms, built-in reports, central dashboard and the ability to automate tasks.

There's a "Mini Me" version, but the $7.00-per-month Professional version will probably suit you better (especially since it includes time-tracking).

Zendesk

Super-reliable Helpdesk customer support software that is a current industry standard. Starts at $29.00 per month for communities ($25.00 if you pre-pay annually.)

Facebook Group Admin Tools

Remember to check out and use your basic Facebook Group admin tools.

(Includes instructions on creating Group events, integrating your Facebook Group with Dropbox and more.)

Dropbox

Speaking of Dropbox, we don't think there's anyone who doesn't know what this free cloud storage system is—but in case you don't, here's the link.

Evernote

Evernote is another staple of coaches everywhere, allowing you to keep yourself organized, make notes, and write everything down (from short lists to whole essays).

You can also "clip web articles, capture handwritten notes, and snap photos to keep the physical and digital details of your projects with you at all times."

Evernote also allows you to sync everything between your phone and the computer.

There is a basic free plan, but paid plans (with more features) start at $28.99 per month.

Goodreads Quotes

Sharing quotes is another great way to spice up your Facebook Groups post. You can use them to inspire, encourage—and even poke a little fun at yourself.

Brainyquote.com

Another good source of quotes. (You can search with keywords such as "goals" or "challenges" and find highly suitable quotes.)

Woobox

This is the place to go if you want social sharing and promotion apps of all shapes and sizes. You can choose from:

- ✓ Polls
- ✓ Photo contests
- ✓ Coupons
- ✓ Tabs for Twitter, Instagram, Pinterest, Facebook and YouTube
- ✓ Group deals
- ✓ Rewards
- ✓ Leaderboards

And many more choices.

The HTML Fangate and Tab apps are free; as is the "Pick a Winner" app: Beyond that, pricing starts at $29.00 per month.

Youzign

Youzign is an easy, online graphics-creation service that allows you to make your own custom Facebook Page covers, infographics, posters, YouTube channel art, Twitter covers, ads and more. Links directly to public domain photos at Pixabay.com—and also provides a basic selection of its own images for your use.

Prices vary but it is relatively inexpensive so far. Sign up for a free trial and create an infographic for your group.

Canva

Popular alternative to Youzign (though both are good)! Some people love Canva's "pay as you go" credits system; some hate it—but you can easily create designs for free by simply making sure you don't select a paid graphic to insert (use a free one—there are lots.)

Also comes in iPad app format.

QRStuff.com

Create your own QR code for your Challenge members or for promotion. Put it on your website to take the curious to your sign-up page. Put it in closed, drip-fed pages to take members to rewards or surprise downloads. Point it towards your Event. You don't need to know how to write code: You can create yours in seconds—and customize it for the destination of your choice.

Have some fun with your custom QR code!

Infinite Monkeys

Give your Challenge members something REALLY unique. If you're feeling adventurous, **create an app** through the incredibly user-friendly Infinite Monkeys platform. (Choose from a selection of existing basic apps to customize—or create your own from scratch.)

Upload your own backgrounds or choose from Infinite Monkeys gallery. Encourage your members to chat in your apps Live Chat rooms and use the "Facebook style" community walls. Create your own vanity URL and promote your app through a free included custom QR Code and "Hundreds of Dollars of marketing bonuses for our publishers".

Plans start for as little as $1.00 per month (but do remember if you upload your app to platforms like iTunes, you will have to pay that platform a developer's fee).

WishList Member™

Providing high-value resources on your website for Challenge members, as well as closed content? If your content management system is WordPress, manage these actions easily with the WishList Member™ plugin.

You can use WishList Member™ to automate functions like moving members of your free Challenge to a "Silver" or "Gold" level paid version; drip-feed content on chosen dates or by pre-set criteria;

upgrade members, view their stats, move them to different levels or create a central download location.

Integrates with shopping carts too. ($197.00 for a single-site license.)

Digital Access Pass

Another well-established membership site platform plugin that has received rave reviews. Offers easy-to-use shortcodes, advanced content dripping system, sneak-peak teaser content and a two-tier affiliate system.

Known for its ease of use. (Starts at $167 for a one-site license—and allows you to pay via PayPal, as well as credit card.)

Carbonite

Security is uber-important when you are running any sort of membership site (which a Challenge qualifies as being). And you don't want to lose all your resources, pages, graphics, and so forth if (God forbid) your computer suffers a fatal disaster.

Back your whole computer up to the cloud with Carbonite. It will give you peace of mind and (unlike with a WordPress plugin) you can restore files to your computer in minutes with one click.

Business "Pro" plans start at $269.99 per year.

RoboForm

Safeguard all your passwords (and save yourself hours by never having to look up or go through the "lost password" rigmarole again) by creating an ultra-secure Master Password with Roboform. (TIP: Write your master password in your Company Manual).

And it's free.

LastPass

A central password management alternative to RoboForm. We're talking apples and oranges here: Both are free. Both allow you to create a central password to manage all your other passwords. The main difference is in how your brain works: Some people prefer RoboForm; others swear by LastPass.

(Upgrade to a paid business level, if you want perks like super-fast help and reinstallation done for you.)

Google Analytics

Finally, remember to install Google Analytics on your Challenge website (and integrate it with any Facebook ads you run).

There are many ways of tracking stats; through the plugins and services you use, through native social media insights and through your web hosting cPanel. But it should all begin and end with Google Analytics.

Top 10 Tools We Love!

Everyday people ask me about recommendations for tools and programs. These aren't the only ones, but they are the tools I can't live without!

Tools Insiders Get Automatically from Us

First, if you don't know about the MyNAMS Insiders Club members, check it out here. You'll be amazed at the savings in tools you get.

Check out what a new Insider said after only 24 hours in our membership:

1 - TEAM | TOOLS | TRAINING

If you want to be a part of a like-minded community full of people who get things done the MyNAMS Insiders Club is the place for you. This group focuses on 12 essential topics every business owner must master to be successful.

2 – Camp Clarity

If you don't have a Vision, you don't have a destination. Without a destination, you're as far as you're going to get. Make the decision to

design a vision for your business and your life, and then commit to follow through wih focus and organization.

3 – 12 Steps to Building a Better Business

We have sold this course for $999 but decided to include it in the Insiders Club because it naturally followed Camp Clarity. This course walks you through the process of building or improving a business by focusing on the right messaging and getting that message to the right market.

4 – Weekly Mastermind Call

Our members LOVE this. And the Gurus in the world charging $25k for coaching and mastermind calls hate it because we offer so much value during this call. (And they don't like to work as hard as we do…)

We have people from all over the world tuning in each week to ask questions, participate in our training, and hang together in a like-minded community for an hour. (Thursdays at Noon ET.)

5 – 30-Day Challenges Monthly

There are so many things that an online entrepreneur must learn to be successful. It can be incredibly overwhelming, but in our singleness of purpose approach, we focus on one essential topic each month and dig deep into that. It includes List Building, Traffic Generation, Content Creations, Business Operations, Publishing, Social Media Marketing, Outsourcing and others.

6 – Beaver Builder

We love WordPress but really struggled with finding the right page builder to design beautiful pages. Some were too simple. Some were too complex. Some created pages that created memory issues.

But when we found Beaver Builder, we fell in love.

It's simple, well-designed, low-memory impact and easy to use. And it is extendable with pre-made templates (See below).

So, we grabbed this and secured rights to give this to all our members who used WordPress. Yep, unlimited Beaver Builder – a $300 value – comes with the Insiders Club.

But if you want to get your own Beaver Builder and no club, ok. I don't understand, but okay. Here's the link to that.

And since we got Beaver Builder for everyone, we decided to get a bunch of excellent premade templates and modules for our members too.

With more than 100 templates and 60 plus modules, you have a fantastic page up fast.

This is a $250 annual value too.

7 – Tutorials

We provide video tutorials on everything from setting up an Internet Marketing Funnel to working with cPanel or WHM on your server. With more than 1000 hours of tutorials, you select what you need when you need it.

8 – Content

Creating good content is often a place where members get stuck, so each month we provide 30-40 high-quality private label rights articles with a report and ebook on different niche topics.

Great way to start multiple streams of income.

9 – Audio and Graphics Galleries

With more than 100 royalty free audio files and dozens of button and marketing graphics members can spice up any piece of documentation for fast sales without having to buy more content.

10 – Custom Software

We're WordPress users. And we love tools that automate our processes. So, now we're WordPress tool builders too. And we've got half a dozen great tools that we give our members as well including:

- **Simple Video Management System (SVMS)** – Player and video management tool.
- **Simple Auto Webinar System (SAS)** – Auto webinar management system.
- **Simple Click Tracker (SCT)** – link tracking and redirection tool.
- **Simple Countdown Creator (SCC)** – timers and redirects to add scarcity to your pages.
- **Simple Quiz Engine (SQE)** – a quiz tool for integrating and segmenting your lists by asking people questions

And more coming soon.

Tools We Recommend, But Don't Provide

1 - Purchasing Your Domain - Simple Niche Domains

A huge mistake most newbies make is buying your domain from the same company you host through. It sets you up for security and accessibility issues. If your host goes down for an extended time, there's nothing you can do if you have the domain registered at the same location. By having hosting and domain registration (and with an off-site backup), you can get up and running on a new host in minutes.

Simple Niche Domains is our reseller for GoDaddy domain registration. It's super easy and well-respected.

2 - Website Hosting - Liquid Web and A2

We recommend two hosts. And we use both.

Liquid Web: I love them. Their support is accessible any time and they work with you to resolve any issues. Unfortunately, they are for the big guys who have large websites since they sold off their shared hosting business. Service is OUTSTANDING. Check them out here.

A2: Simple, easy and inexpensive. This is really good for the person who just needs a small account or reseller account to host multiple domains on. If you're new to online business or have a low-traffic site with less than 100 pages, I suggest these guys. Think you'll love them. Check them out here.

3 - Email Hosting -Aweber or GetResponse

GetResponse or Aweber

These Autoresponder services haven't been trending as much as other newer ones lately, and that's a shame, since GetResponse has been around since 1999. It costs less than the industry standard Autoresponder, Aweber.com ($15.00 per month compared to Aweber's $19.00 per month). Here's a quick comparison:

GetResponse	Aweber
$15.00 per month up to 1,000 subscribers $145 for 10,001-25,000 subscribers	$19.00 per month up to 500 subscribers $149 for 10,001-25,000 subscribers
500 templates	600 templates
"Smart scheduling"	Schedule emails
A/B split testing	A/B split testing
1 G. image hosting	100 MB. image hosting
List segmentation for broadcasts and follow-up email series	List segmentation for broadcasts only
Import email list if permission has been granted	Import email list but requires op-tin from subscribers
Mobile app	No mobile app
Survey creation	No survey creation
Allows emoticons in title	No emoticons

Both offer Google Analytics integration and tracking, and single or double opt-in.

PRICING: GetResponse = $19 / Aweber = $19

Check it out here: GetResponse and Aweber

4 - CRM/Shopping Cart Solution – Infusionsoft

If you're looking at for an all in one solution, Infusionsoft is great. The more I use it the more I love it. Infusionsoft is the #1 reason my revenue continues to grow and grow. If you're interested in learning more about it, check out this training Darin Adams from Infusionsoft did for us.

Because we're a trusted advisor with Infusionsoft, we get special deals and a direct line to Infusionsoft training for our customers. Can't beat that.

5 - Done for You Content - CoachGlue

I hate re-inventing the wheel. But I love creating checklists, templates, worksheets and content to give away to our members.

CoachGlue offers great content for Coaches and Online Business people to use with their clients. I love having a place to start. Staring at blank page is no fun and CoachGlue solves that.

Do you have plenty of PLR (Done for You Content) content but not plenty of time to brand it as yours? We do too and that is why we love Melanie and her Team at UseYourPLR.com! You can thank me later ☺

6 - Content Creation Tool - Content Creation Wizard

I can't rave about this tool enough! Not only does it help you build your content, but it absolutely forces you to ask the questions your customers are asking. By answering a series of questions, you can create blog posts, sales pages, reports, emails, tips and tools series and tons of other content.

I actually create more than 30-days of tweets and blog posts from one document!

7 - Graphics Solution - eCover Authority

I'm a Photoshop guy, but eCover Authority is an awesome tool for creating professional graphics FAST! I love to design graphics, but I'm no graphic designer. And really, it doesn't matter. Even my simple little designs are made beautiful with eCover Authority. When I need to create quick simple graphics like book covers, report covers, video and iPad images and 3D graphics.

Even when I create a cover flat in Photoshop, I take it to eCover Authority to complete the easy covers. This tool has paid for itself over and over.

I use this tool every day.

8 – Social Media Manager – PostBlazer

Scheduling software like Hootsuite or Buffer with monthly fees can get expensive fast. That's why we recommend our current favorite scheduler. It's a one-time fee. And does nearly everything you want it to do.

9 – StockPhotos – Deposit Photos

Photographs, graphics and videos are an absolute necessity to getting your content read and shared on Facebook as well as on your own blog and in your reports. We ALWAYS go to Depositphotos first.

Listen, I was a photographer for 30 years. I have 20-30,000 images of my own on my hard drive. It's easier for me to go to Depositphotos first for very little money and grab what I need.

10 – Legal Compliance – FTC Guardian

One of the worst things that can happen to any business – online or offline – is to get attacked by the FTC for non-compliance. And it's completely unnecessary. With Attorney Chip Cooper's FTCGuardian software product you can create legal compliance documents quickly. And much more. And the best part is that you can start with a free basic software package that does most of what you need. Check it out.

11 – GDPR Compliance – Simple GDPR

In 2018, privacy got real in the European Union and everyone who does business in the EU came under their privacy laws. Simple GDPR helps you get compliant in minutes and control who will be required to agree to the privacy requirements and save yourself thousands in fines. This is a must-have plugin for WordPress sites.

12 - VideoMakerFX

Fantastically versatile and easy-to-use video creation software. Allows you to create almost any type of video. Allows you to add effects and choose video styles so you can make promo videos, review videos, video sales letters, book trailers, animated videos and more. 20 royalty-free music tracks, "huge" graphics and backgrounds library, 240+ animated slide scenes, and more.

You can literally make videos in minutes, without having to draw resources from all over the place, and using a system like this can actually improve subscriber and visitor engagement.

Best of all? You pay a one-time-only price, and it's yours. No subscriptions.

PRICING: $47.00 one-time fee.

Check it out here.

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