Tools

SOCIAL SELLING

Discover How to Sell on Social Platforms Directly

NAMS

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A PERSONAL INVITATION!

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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!

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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...

NAMS
Novice to Advanced Marketing System
Team | Tools | Training

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Tools & Resource Directory

Tools & Resources Specific to Social Selling

Social Tools

Hashtag tracking

Hashtags Org

https://nams.ws/hashtags

Seek Metrics

https://nams.ws/seekmetrics

All Hashtags

https://nams.ws/alllhashtags

Social Media Tools and Software

Copy Social Media Icons

https://nams.ws/EmojiCopy

Linktr.ee

https://nams.ws/linktree

Upside Down Text

https://nams.ws/upsidedown

Agora Pulse Social Media Monitoring

https://nams.ws/AgoraPulse

InfoGraphics with PiktoChart

https://nams.ws/piktochart

Research and Blog Information

Social Commerce Trends:

>>https://nams.ws/sm2022

A new report from Accenture predicts social commerce will grow three times as fast as traditional ecommerce, more than doubling from $492 billion worldwide in 2021 to $1.2 trillion in 2025.

Social Commerce Examples:

>> https://nams.ws/SocialExamples

Social commerce examples from popular brands are an outline on how to find the correct method to convert social media networks into a sales platform.

However, knowing social commerce is not enough. You need to gain proper knowledge of how to apply it to your own business. To get you out from this trouble we have accumulated some of the best social commerce examples for different platforms starting from Facebook to Instagram and Pinterest.

How to Launch a Social Commerce Strategy:

>> https://nams.ws/SoComStrat

Your customers are browsing social media every day. More than 2 billion people are connected to family, friends, and communities across Facebook's shopping

surfaces — that is, Instagram, Facebook, Messenger, and WhatsApp. As many as 70% of shopping enthusiasts turn to Instagram for product discovery.

Double your Sales:

>> https://nams.ws/SoComDouble

As consumers spend more time engaging with social media, businesses are using social media platforms to drive up their sales. This year alone, social commerce sales are expected to increase by 35.8%, making this an area your e-commerce business needs to be focusing on.

Social Media Today

https://NAMS.ws/SMToday

Social Media Today is an online community and resource for professionals in marketing, social business, communication, customer experience, content marketing and digital strategy, or any other discipline where a thorough understanding of social media is mission-critical.

Top 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:

TEAM | TOOLS | TRAINING

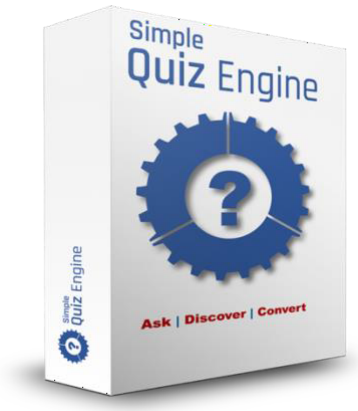
If you want to be a part of a like-minded community full of people who get things done the MyNAMS Insiders Club is the place for you. This group focuses on 12 essential topics every business owner must master to be successful.

Every member gets access to information that helps them progress from beginner to intermediate to advanced business owners.

The goal is to help our members get to the money fast.

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.

More coming soon.

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 with focus and organization.

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.

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.

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.

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.

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.

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 content.

Tools We Recommend, But Don't Provide

Purchase Your Domain

A huge mistake many new business owners 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.

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.

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.

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

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.

Canva

Canva is hard to beat as a graphic solution. With 1000s of templates, you can have any design created really quickly.

And with such an affordable price, it's tough to beat.

Graphics Solution - Click Designs

Click De

Social Media Manager – PostoPlan

There are a gazillion social media managers out there and you'll have to find the ones (notice – that was plural) that work for you. Scheduling software like Hootsuite or Buffer with monthly fees can get expensive fast. That's why we recommend our current favorite scheduler. It does nearly everything you want it to do and is incredibly reasonably priced.

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.

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.

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.

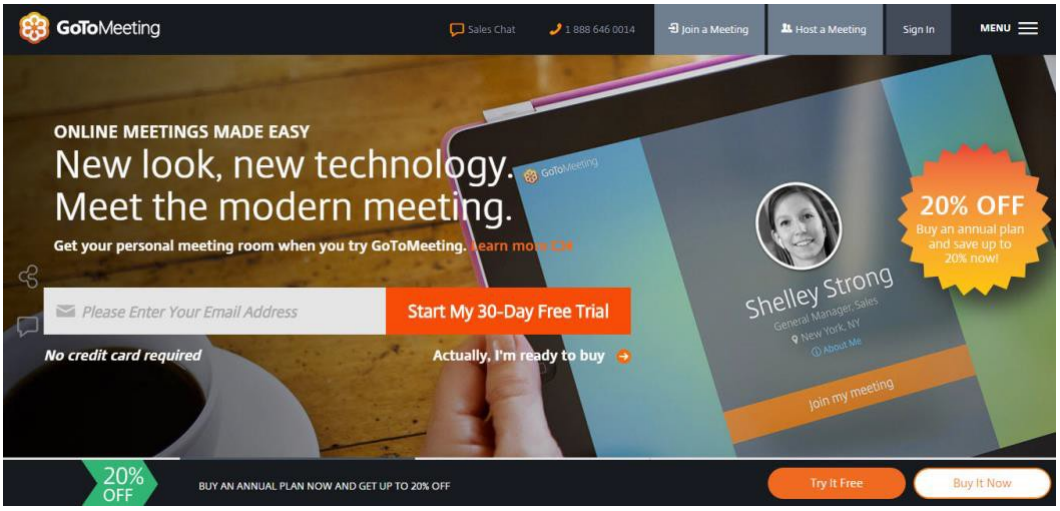
Resources EVERY Business Owner Should Consider

Lining up resources is another small but important part of running a successful business. Resources for your participants, as well as resources for you, 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
- the ability to record your webinars
-

Plans start at $39.00 annually.

HelpScout

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

It’s a user-based system driven by pipeline email. So, you can your customers can communicate quickly and easily. Plus, it’s loaded with a ton of automation options.

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

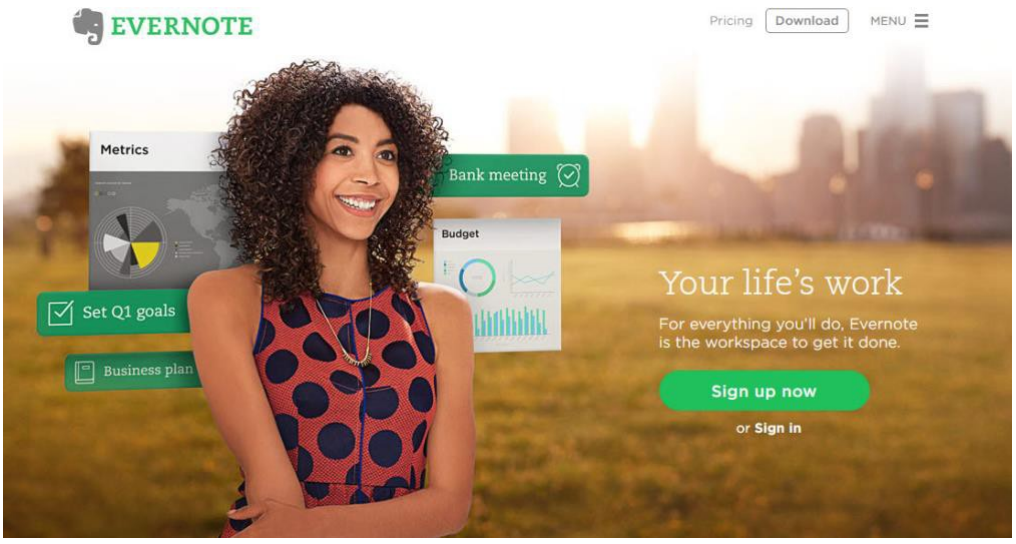
Remember to check out and use your basic Facebook Group admin tools.

(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.

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.

ChallengesApp

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

Upload your own backgrounds or choose from the 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".

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 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
- Through your web hosting cPanel

But it should all begin and end with Google Analytics.

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