

My Rolodex

This directory contains lots of links — please let me know if you find that any of the links no longer work, so that I can update/replace them. Thank you!

Courses

Here are a few individuals whose courses I've taken (I've taken many courses, but these are the ones that I thought were particularly good):

Sandra Martini www.sandramartini.com

I love Sandra's work. She is down-to-earth, accessible and explains business concepts in a way that I can understand. Her work is a refreshing antidote to all the 'get rich quick and build your business in a week' attitudes out there. I have taken her 'Maximizing Conversions' webinar.

Leonie Dawson www.leoniedawson.com

Leonie offers courses on business among other things.

Dave Navarro www.thelaunchcoach.com

I took all of Dave's workshops.

Site Build it www.buildit.sitesell.com

Site Build It is an all-in-one web software that allows you to create a website and also educates you on how to build it. I used the programme primarily for the educative aspect (and not to build my website, as I find WordPress.org to be more suitable for that.) The online business principles I learned through Site Build It were tremendously helpful in allowing me to build a website that receives many visitors and supports me financially.

Marie Forleo www.marieforleo.com

Marie runs a popular online business course called 'B-School'. I have not taken the course myself but I've heard it recommended and spoken of highly by many colleagues and students.

Useful Blogs

www.heartofbusiness.com — This is a wonderful website that teaches you how to make a profit while making a difference. He offers some good free resources on his site. I have not taken any of his courses but have heard they are excellent.

www.escapefromcubiclenation.com —This is Pamela Slim’s blog. She is another down-to-earth voice among the business blogs.

www.copyblogger.com —This site contains many useful tips for blogging.

www.problogger.com —Another blog that is good for blogging tips.

Domain Name Registrars

www.godaddy.com

www.namecheap.com

www.name.com

Hosting

www.inmotionhosting.com

www.hostgator.com

www.bluehost.com

www.wpengiine.com

www.liquidweb.com

WordPress Themes

www.headwaythemes.com —This is a ‘drag and drop’ theme —great for non-techy people.

www.woothemes.com

www.elegantthemes.com —I used one of their themes to create my site.

Tech Support/Setting up a Website

www.solarswift.com

www.phenomenoodle.com

Shopping Carts/Payment Processors

www.paypal.com

www.e-junkie.com —I use this service to deliver my sessions. If you have ever booked a session with me, you will have automatically received an email from E-junkie, with a link in it to download a file. When you click on the link, it takes you to a page where you can download a PDF. The PDF document, uploaded by me, then thanks the client for their order and asks the client to send me the information I need in order to arrange their session (such as date of birth, name, time zone, appointment preferences, etc.).

In other words, the client receives the instructions to set up their session automatically, sends through their appointment preferences and personal information, and then I respond. This means that I don't have to email the client immediately after they book —E-junkie does that all for me.

If you just use E-junkie for sessions, it costs about \$7/month, which is excellent value for money. I highly recommend E-junkie.com both for sending out PDF files to clients when they book sessions, and also for delivering information products.

www.1shoppingcart.com —This is a payment processor which requires you to set up a merchant account. This is more complicated than just taking payment through Paypal, but 1shoppingcart might work out to be less expensive than PayPal if you book many sessions every week.

Services for Sending E-mail Marketing Newsletters and Broadcasts to Subscribers

www.infusionsoft.com —This is the service which I personally use.

www.aweber.com —This is the service which I have used before.

Other services which are similar:

www.constantcontact.com

www.mailchimp.com —This is a free service as long as you do not have more than 2,000 subscribers.

Useful WordPress Plug-ins

A WordPress plug-in is something that improves the functionality of your WordPress website (if you choose to set a website up via WordPress.org).

When you set up a WordPress website, you will get the same set-up as everyone else. If you want to make your website look different from everyone else's sites, you will firstly need to alter the design and look by choosing a 'theme'. (My recommendations for WordPress themes are listed above.)

If you wish to change the functionality of your website, and need it to be able to do certain things that the average WordPress website does not offer, you can install plug-ins. For example, when I first got my WordPress website, I noticed that it did not allow me to list all my articles on one page. It only allowed me to list them in an archive, according to the month they were written. I felt that this was not user-friendly and wanted a list of articles, classified according to the topic, so I had to find and install a plug-in which allowed me to do this (it is recommended below — the 'articles plug-in'.) You will see the results on my articles page: <http://www.annasayce.com/articles>

Your WordPress website, when it is created, has limited functionality. It will let you do certain things, but other things you may not be able to do. This is what plug-ins are for – they let you do the things you want, and pretty much anything you can conceive of in your mind, there will be a WordPress plug-in available to help you to do it. And if there is not one, you can always commission someone clever to create it for you! (I recommend Taryn at Phenomenoodle for this.)

Note: Some of the plug-ins listed below are free, while others are not. I have highlighted the ones that are NOT free with an asterisk beside them.

Akismet* (Spammer-Blocker): www.akismet.com

Akismet blocks spammers from posting on your blog (if you have one).

All-in-One SEO Pack: www.semperfiwebdesign.com

This is a good product to install if you write articles and wish to attract traffic from search engines such as Google.

Articles Plug-In: www.alexking.org/projects/wordpress

This allows you to list your articles all on one page.

Google XML Sitemap Generator:

www.arnebrachhold.de/projects/wordpress-plugins/google-xml-sitemaps-generator

This is good to install for attracting traffic from search engines.

Google Analytics for WordPress: <http://yoast.com/wordpress/google-analytics/>

This is an excellent tool for tracking the number of visitors to your site.

Subscribe-to-Comments Plug-In: www.txfx.net/wordpress-plugins/subscribe-to-comments

This allows readers to leave a comment and then be emailed when someone replies, leading to repeat visits and more reader engagement.

Twitter Tools: www.crowdfavorite.com/wordpress/plugins/twitter-tools

This automatically posts a link to your Twitter account when you publish something new.

VaultPress* (Security and Backup): www.vaultpress.com

This is a WordPress security and backup system which stops your site from being hacked.

Software for Recording Readings

In a one hour session, there can be a lot of information for a client to take in, so it is not a bad idea to record your sessions, especially the Akashic Record readings. Most people like to listen to their recording again.

Personally, I choose to call all my clients for their sessions, although depending on your location, you may wish to have clients call you instead. I tend to make calls via Skype, as Skype allows you to call anyone in the world, anywhere.

Some clients wish to use Skype with me and some ask me to call their landline. Skype-to-Skype is free, and Skype to a landline costs a small amount. Personally, I spend about \$20/month on client calls. You can find out more about buying credit here: <http://www.skype.com/en/>

Please note, this is not the same as having a Skype number (where clients can call you and you pick up via Skype). The link for that is here:

www.skype.com/intl/en-us/features/allfeatures/online-number

I prefer to use Skype for calls because I can easily record calls via Skype through a brilliant piece of software called Callburner (www.callburner.com). Callburner is free if you only use it for Skype-to-Skype calls, and it costs \$50 as a one-off fee if you use it for recording calls to landline phones.

Callburner is very simple to use and automatically records everything for you when a Skype call begins. Another good, free Skype recorder is Messenger Plus! For Skype:

<http://www.msgplus.net/Features/Messenger-Plus-For-Skype>

If, on a particular day, the call quality via Skype is not very good, I prefer to call the client from my landline phone using a calling card, suggesting that they make notes instead. Alternatively, you can still record your session onto a MP3 dictaphone or a smartphone audio app and send them the sound file afterwards in the usual way.

Once you have recorded your call, you can then send it out to the client's email address via a secure free service such as HighTail (<http://www.hightail.com/>), which accepts larger files.

Articles

Advice On Pricing: www.leoniedawson.com/abundant-goddess-sacred-pricing

When you Feel Discouraged in Business:

www.entrepreneurs-journey.com/891/how-to-remain-productive-when-you-feel-like-giving-up

Business Promotion Ideas:

www.daniellelaporte.com/business-wealth-articles/49-promo-ideas-simple-grand-the-tried-n-true

Creating a Professional Facebook Page:

www.career-evolution.net/how-to-promote-your-business-on-facebook.php

More Useful Websites

Free Disclaimers for your Website: www.freenetlaw.com

Free Software for Creating Audio and Podcasts: www.audacity.sourceforge.net

A Freelancer Site: www.elance.com

This is useful if you need to create something on a shoestring.

Images: www.istockphoto.com, www.shutterstock.com, www.123rf.com

This is a website where you can buy photos to prettify your online blog posts or articles.

Pop-Up Creation: www.popupally.com

This is a website which allows you to create a pop-up on your site for people to sign up to your mailing list.

Search Engine Keywords: www.tools.seobook.com/keyword-tools/seobook/index.php

This is a tool for search engine keyword research which allows you to find out what people are typing into Google so that you can tailor your articles accordingly.

External Support: If you should ever come into contact with a suicidal client, this is a helpful link:

www.suicidepreventionlifeline.org