

# Content Resources and Recommendations Cheat Sheet

Your one-stop shop for the marketing tools of the trade.

Dear Success-Minded Solo Professional,

To help you on the road to driving any of these twelve content vehicles like a stock car racing champion, we've provided this value-packed cheat sheet.

If you see it here, we've either tried it ourselves and heartily endorse it, or we know someone personally who does. None of that "We heard from Billy's cousin Jasper that ol' Cletus fixed the car of a guy who said that article service was good" stuff.

## Articles

- ★ The submission service we love: [www.SubmitYourArticle.com](http://www.SubmitYourArticle.com)
- ★ The ghostwriting service that comes highly recommended: [www.JustArticles.com](http://www.JustArticles.com)
- ★ One of the premier article directories to get into: [www.EzineArticles.com](http://www.EzineArticles.com)
- ★ Michele Pariza-Wacek, for high-quality, marketing-driven articles designed to get results: [www.MichelePW.com](http://www.MichelePW.com)

## Autoresponders and E-courses

- ★ To set up and deliver them: [www.aweber.com](http://www.aweber.com)
- ★ Offering the same functionality as Aweber, PLUS a whole shopping cart system, affiliate management tools, and digital product delivery: [www.AhaCart.com](http://www.AhaCart.com)
- ★ From Lisa Wilder: "How to Create an Irresistible and Highly Effective Opt-in," a great example of an e-course on creating opt-in offerings (like e-courses!) - sign up for it at [www.thewilderzone.com](http://www.thewilderzone.com)

## Blogging

- ★ WordPress blogging platform: [www.WordPress.org](http://www.WordPress.org)
- ★ Movable Type and TypePad blogging platforms: [www.sixapart.com](http://www.sixapart.com)
- ★ Blogger, Google's free blog service: [www.blogger.com](http://www.blogger.com)
- ★ The fabulous ladies of "Build a Better Blog": [www.buildabetterblog.com](http://www.buildabetterblog.com)
- ★ Andy Wibbels, author of Blogwild! A Guide for Small Business Blogging, and "The Original Blogging Evangelist": [www.andywibbels.com](http://www.andywibbels.com)

## Ezines and Newsletters

- ★ A great place to start with template email newsletters: [www.ConstantContact.com](http://www.ConstantContact.com)
- ★ Offering the same functionality as Constant Contact, PLUS a whole shopping cart system, affiliate management tools, and digital product delivery: [www.AhaCart.com](http://www.AhaCart.com)
- ★ Charlie Page and the Directory of Ezines: [www.DirectoryofEzines.com](http://www.DirectoryofEzines.com)
- ★ Alexandria Brown, aka "The Ezine Queen": [www.EzineQueen.com](http://www.EzineQueen.com)

## Information Products

- ★ James Roche's Special Report on Info Products: [www.InfoProductGuy.com](http://www.InfoProductGuy.com)
- ★ Audio Acrobat, for recording your information product: [www.AhaAudio.com](http://www.AhaAudio.com)
- ★ Ghostwriting services: [www.elance.com](http://www.elance.com)

## Interviews

- ★ Annie Jennings, who provides top-notch media training: [www.AnnieJenningsPR.com](http://www.AnnieJenningsPR.com)
- ★ Steve Harrison, whose "Radio-TV Interview Report (RTIR)" offers powerful advice for getting interviewed for radio and television: [www.rtir.com](http://www.rtir.com)
- ★ Dan Janal, who runs an "Expert Resource Network" for listing yourself as an expert for reporters to interview: [www.PRLeads.com](http://www.PRLeads.com)

## Meat 'n Potatoes (biz cards, stationery, brochures)

- ★ Free and low-cost printing (including templates): [www.VistaPrint.com](http://www.VistaPrint.com)
- ★ Another such service: [www.iPrint.com](http://www.iPrint.com)
- ★ Full stationery packages on the cheap, that's worked for us when our budget was tighter than our vision: [www.LogoDesignCreation.com](http://www.LogoDesignCreation.com)
- ★ Kevin Skarritt, for the highest-quality creative design, and truly stand-out marketing collateral: [www.AcornCreative.com](http://www.AcornCreative.com)

## Press Releases

- ★ The free press release service: [www.PR.com](http://www.PR.com)
- ★ A formerly free, now for a nominal fee, which has been reasonably good to us over the years: [www.PRWeb.com](http://www.PRWeb.com) (the basic service site), and its more fully-featured (and pricier) related site, [www.EMediaWire.com](http://www.EMediaWire.com)
- ★ Marcia Yudkin, who offers press release writing services and a “Press Release Makeover” product: <http://www.yudkin.com/marketing.htm>
- ★ The industry elite, which services big-time, deep-pocketed businesses: [www.BusinessWire.com](http://www.BusinessWire.com)
- ★ Michele Pariza-Wacek, who leads a team of writers specifically trained to write killer press releases: [www.MichelePW.com](http://www.MichelePW.com)

## Public Speaking

- ★ James Malinchak, “America’s Hottest Young Speaker” – sign up for speaking tips at his website, [www.Malinchak.com](http://www.Malinchak.com), or get his free report and find out about his speakers' boot camp at [www.collegespeakingsuccess.com](http://www.collegespeakingsuccess.com)
- ★ John Childers, he of the “World’s Most Expensive Speaker Training” (Adam Urbanski says he’s worth every penny, and his teleseminars are pretty great, too): [www.JohnChilders.com](http://www.JohnChilders.com)
- ★ Toastmasters, where you can get your feet wet for a song – and if you’re serious, you can go pretty darn far: [www.Toastmasters.org](http://www.Toastmasters.org)

## Teleclasses

- ★ 5-Figure Teleseminars, from our friend Rob Schultz: [www.5figureteleseminars.com](http://www.5figureteleseminars.com)
- ★ A fabulous teleclass directory, and the folks who run it also provide training for people who want to offer teleclasses: [www.teleclass.com](http://www.teleclass.com)
- ★ One of many services providing bridge lines for teleclasses – we’ve used this one and been happy with it: [www.FreeAudioConferencing.com](http://www.FreeAudioConferencing.com)

## Websites

- ★ Hosting and domains: [www.1and1.com](http://www.1and1.com), [www.GoDaddy.com](http://www.GoDaddy.com)
- ★ Another low-cost website solution: [www.LogoDesignCreation.com](http://www.LogoDesignCreation.com)
- ★ For the serious-minded professional who knows you get exactly what you pay for, this option is worth every penny of your investment ... and then some: [www.AcornCreative.com](http://www.AcornCreative.com)
- ★ Also see the "Blogging" listings above, if you'd rather go that route for your whole website.

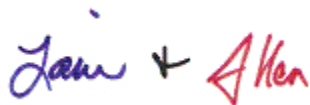
## Workshops

- ★ Adam Urbanski's "Attract Clients Like Crazy" Boot Camp – possibly the best hands-on workshop experience out there (and is a great example of how to conduct a multi-day workshop yourself): [www.AttractClientsLikeCrazy.com](http://www.AttractClientsLikeCrazy.com)
- ★ Karyn Greenstreet, who provides small business coaching and consulting for the self employed, offers workshops and teleclasses on a regular basis, including "Designing Effective Workshops and Teleclasses": [www.passionforbusiness.com](http://www.passionforbusiness.com)
- ★ Alexandria "The Ezine Queen" Brown hosts multi-day workshops throughout the year for coaches, consultants, authors, speakers, and other solo professionals: [www.EzineQueen.com](http://www.EzineQueen.com)

We strongly believe in the quality of the products and services offered by all the professionals and businesses we've recommended above. Though we can't guarantee you'll have the same results as we've had over the years, we certainly hope your experience matches ours.

If you have an experience with any of them that's not all we've promised it to be, please let us know. We value your opinion, and we want to make sure we do right by you (and other solo professionals and small biz dynamos) in making these recommendations.

To your content creation success!

Handwritten signature of Lani & Allen in blue and red ink.

Lani & Allen Voivod  
aka "The Content Lovers"  
Epiphanies, Inc.

P.S. For the latest and greatest in content creation, idea generation, viral marketing, renegade branding strategies, and small biz nudity, check out The "A-Ha!" Blog at [www.A-HaBlog.com](http://www.A-HaBlog.com). (A fine addition to your RSS feeds, too!)