

A man in a dark suit is seen from the back, looking out a window with horizontal blinds. The scene is dimly lit, with light coming from the window. The man's silhouette is prominent against the window.

*How to Save Time,  
**Work Faster and Build**  
**a Digital Empire** Around  
a Busy Work Schedule*

**INTERNET MARKETING**  
for Business People

# Limited Special Offer:

## Internet Marketing for Business People Video Course



## **Tools, Further Reading and More Resources for Fast, Efficient Internet Marketing**

Now you've read the book, you should be ready to start implementing an effective internet marketing strategy in just a short amount of time each day. To help you further, here are some great tools and extra reading materials...

### **Tools**

IFTTT

[www.ifttt.com](http://www.ifttt.com)

This is an excellent tool that allows you to create interactions between multiple different social media platforms. You can set 'triggers' and then responses, so that – for example – posting Twitter would also post to Facebook. These can get much more complex than that though and ultimately automate much of your marketing effort.

Hoot

Suite

[www.hootsuite.com](http://www.hootsuite.com)

Hoot Suite is another great tool for automating some of your internet marketing activity. This one is all about scheduling posts so that you can write a bunch of content in one go and then let it provide a steady stream of updates.

Fiverr

[www.fiverr.com](http://www.fiverr.com)

Fiverr is a place where you can get a range of different services and jobs for just \$5. This is ideal for outsourcing work and for getting people to craft you slogans, to do research or to perform a range of other jobs.

UpWork

[www.upwork.com](http://www.upwork.com)

UpWork.com is like Fiverr but on a much broader scale. This is a place for hiring freelancers for a range of tasks and you can even outsource much of your SEO this way or content creation.

Warrior

Forum

[www.warriorforum.com](http://www.warriorforum.com)

This is a place where internet marketers meet. It's an ideal spot for finding people that you can work with but it's also very good for finding more freelancers that can help you with your work.

Asana

[www.asana.com](http://www.asana.com)

Asana is a project management tool. This is very useful for keeping your personal projects organized but also for collaborating with others remotely.

The

Email

Game

[www.Emailga.me](http://www.Emailga.me)

Spend too much time answering emails? Then how about trying this tool that turns answering emails into a game and encourages you to work through them more quickly as a result.

### **Further Reading**

The Four Hour Workweek

The Four Hour Workweek by Tim Ferriss is the book that started the 'lifestyle design' movement. It is filled with tips to help you run a business in less time and even shows you how to set up a very small internet marketing business called a 'muse' that will generate income for you while you rest!

The Personal MBA

As we're interested in brevity right now, this is a book that aims to teach readers how to run a business using all the information they would normally learn on an MBA – but from reading a single book.

The Smart Passive Income Blog  
[www.smartpassiveincome.com](http://www.smartpassiveincome.com)

There are plenty of blogs out there about running businesses online and internet marketing, but Smart Passive Income Blog by Pat Flynn stands out as offering something that is particularly practical and realistic for a modern audience. It's very down to Earth and makes the whole subject very approachable and fun rather than daunting and time consuming. Highly recommended!