

- SPECIAL REPORT -



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About the author...



John Tan

John Tan got started in the internet marketing world at the age of 26 by starting his own graphics service business. John created several products and services to help others build their online businesses quickly and easily, therefore he started [SBOAcademy.com](http://www.SBOAcademy.com)

John is well-known for his sincerity in helping beginner marketers to kick start their own online business. His clear teaching style allows people to understand marketing strategies and concepts easily.

John is also the owner and sole creator of some of the hottest sites in Internet marketing.

- <http://www.SBOAcademy.com> - This is John's main site. At this site you can see his newly launched products, tips and video tutorials on internet marketing.
- <http://www.SBOResaleTreasures.com> – Newly launched resale rights and PLR products being offered each and every week. Make money by being one of the few to promote high quality and the latest resale rights products online!
- <http://www.SBOGraphicsDesign.com> – No graphics design knowledge, no photoshop knowledge, no worries! A site that provides a custom graphics service for internet marketers.
- <http://www.SBOPLRDomination.com> – Free videos tutorials that teaches you how to profits from Private Label Rights.
- <http://www.7DollarKillerTemplates.com> – Three minisite templates offered at a crazy low price that allows beginner marketers who are on a tight budget to get high quality graphics!

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25 Free Useful Software Resources

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In this special issue of the SBOAcademy Newsletter, I am going to list down XX free softwares that are useful for your online business. Some of them are even than the paid one so you want to keep this report for your reference.

1. Roboform – It is a tool that helps you to remember your login information online. As there are so many site that we have join that need login therefore it is great tool to keep in your arsenal.

2. OpenOffice – This is an alternative to Microsoft Office. The best part I like about OpenOffice is that it allow us to convert word doc to pdf file in an instant. This feature is really very useful in our business.

3. PHPBB- If you want to create forum on your own. PHPBB is a great forum software that works at well as the paid one. If you want to change the look of your forum, you can download some nice style [here](#).

4. MYFreeWebsiteBuilder– As an internet marketer, HTML editor is a must for us to edit our webpage. For myself I have been using dreamweaver and find that it is very useful but if you are tight in budget you may want to get Free Website Builder that work well too.

5. Google Analytics– It is important to track and test your site to make your site convert better. Google have come out with a free tracking and testing tool that is very powerful. In my opinion it is better than the paid one.

6. Google Optimizer – This tool work hand in hand with Google Analytics. Google Optimizer is actually a split-testing tool. If you want to split test your squeeze page and salesletter, this is a great free tool to use.

The amazing part is not only that it is free; it can test multiple variables for your site all at the same time. Note: You do need to have an adwords account in order to access it.

7. Gimp – If you want to do some graphics editing, then you can use GIMP. It is not as good as photoshop but for basic editing, it is quite good.

8. Wordpress– There are many blogging platforms but nothing beat wordpress. It has tons plugins that can enhance the functionality of the blog. Note : You can only use the plugins if you host the blog yourself.

- 9. [Audacity](#)** – It is a software that allow you to edit audio file that you have created. You can record your own voice with this tool too.
- 10. [AVG Anti-Virus](#)** – There are lot of virus and spywares out on the internet therefore it is important to protect your PC with Antivirus software. Now you can do that for free with AVG antivirus software.
- 11. [Survey Monkey](#)** – To know what your subscribers want by doing survey then you want to this free survey service that allow you to collect up to 100 response.
- 12. [Tubemogul](#)** – A web-based service that allow you to mass distribute to various video sharing site. There are other services that charge \$97 per month for this kind of service therefore you want to make full use of it.
- 13. [Jrox](#)** – A high quality affiliate management software. It allows you to use it for free to recruit up to 50 affiliates therefore it is a good affiliate management to start with.
- 14. [Gmail](#)**– A free web based email account by google that I personally prefer. It allows you to chat with your contact who are using gmail account when you login to your account..
- 15. [SEOBook keyword tool](#)**- This the keyword tool I use to research when I am writing article for SEO purposes.
- 16. [Skype](#)** – A communication software that allow you to call oversea with a very small fees. In addition to that, you can record interview through skype if you want to..
- 17. [Pamela-System](#)** – Want to record your skype call or want to record your interview call using skype then Pamela is a add-on service to skype that you want to give it a try.
- 18. [OS Ticket](#)** – Being tied down everyday just by answering your customer email? Then you want to use this customer support ticket script to better manage your customer support.
- 19. [SocialMatic](#)**– Bookmarketing to social site is another great way to drive more traffic to your site but it can be very time consuming to submit one by one at a time. Socialmatics is a great tool to allow you to submit to multiple bookmarketing site all at the same time.

20. [Smart Ftp](#) – To transfer file to your server by clicking and dragging, then FTP software is the tool you need to transfer easily without logging to your cpanel.

21. [Your Tell A Friend](#) – Tell a friend script is a great strategy to drive more traffic to your site. At this moment of writing, you can use this great service for free.

22. [Google Reader](#) – Organise all the rss subscription into one place so that you can stay inform with all the update of the latest news.

23. [Camtasia Studio](#) – It is a software that allow you to create screen capture videos. It has been a useful tool for my online business. You can now download 30 days trial version and create as many videos as you want.

24. [Article Submitter](#) – If you have to submit article one at a time to different article directories, it will take you lot of time. With article submitter, you can now automate your article submission process.

25. [Directory Submitter](#) – Just like article submission, you want to automate your website submission process to different website directories. Now with directory submitter, you can do so now.

I hope the above list of software tools will be a help in your business and **I would love to hear your feedback, comments or suggestions about this report...**

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John Tan



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