

Free Tools I recommend

This is a list of tools that I use. They cost me nothing and in one case at least, actually pay me to use them .

No hype, just stuff you can use to get things done without paying an arm and a leg.

If you were to seek out paid versions of all the software and tools available here, your pocket would be considerably lighter – at least \$200 lighter in my estimation.

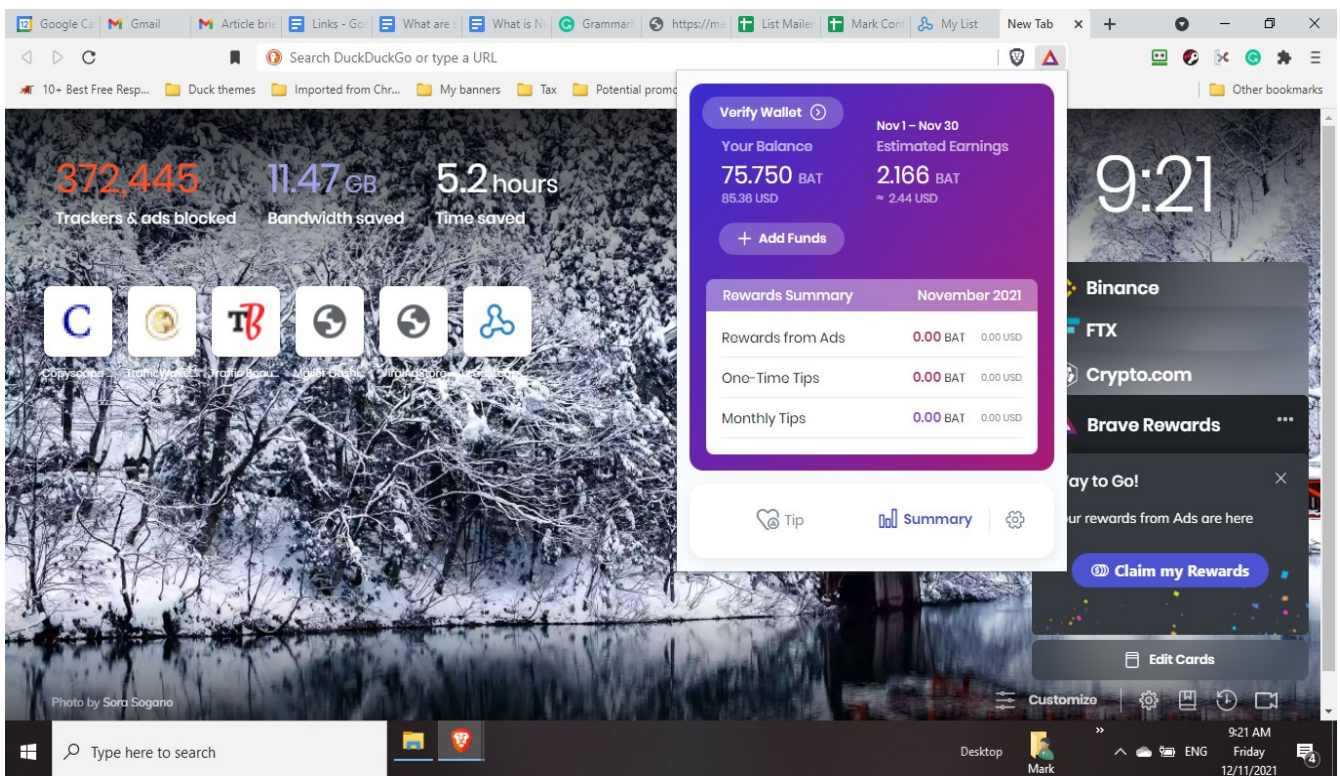
One of the keys to building your business online is to build your own presence through either the written word (blogging), video (YouTube primarily) or through podcasting.

In the interests of full disclosure, I can tell you that most of these links contain my affiliate link. Some of them will pay me for you joining for free. Some may pay me sometime in the future if you ever choose to buy some of their services.

That said, I use all of these tools every week (Most of them daily). I wouldn't recommend any of them to you unless I fully believed in them.

Password storage – [Roboform](#) (a lifesaver for me)

Browser – [Brave](#) – pays me BAT tokens as evidenced here .I think Brave have ceased their affiliate program.



The screenshot shows the Brave browser interface with a rewards summary overlay. The background features a winter landscape with snow-covered trees and a lake. The overlay displays the following information:

- Verify Wallet** (with a refresh icon)
- Your Balance:** 75.750 BAT (85.36 USD)
- Nov 1 – Nov 30 Estimated Earnings:** 2.166 BAT (≈ 2.44 USD)
- + Add Funds** button
- Rewards Summary** for November 2021:

Rewards Category	Amount (BAT)	Amount (USD)
Rewards from Ads	0.00	0.00
One-Time Tips	0.00	0.00
Monthly Tips	0.00	0.00

At the bottom of the overlay, there are buttons for **Tip**, **Summary**, and a settings icon. Below the overlay, the Brave Rewards interface is visible, showing a **Claim my Rewards** button and an **Edit Cards** option. The browser's address bar shows "Search DuckDuckGo or type a URL". The Windows taskbar at the bottom indicates the time is 9:21 AM on Friday, 12/11/2021.

Accounting Software - [GNU cash](#) – every bit as good as some professional software I've used in the past (MYOB)

PhotoShop substitute [Gimp](#) or [Canva](#). I prefer Gimp but seem to be in the minority. It takes some time to load and takes some getting used to. Canva is a little more intuitive.

Autoresponder – supplied by [Leads Leap](#) – free for all – full functionality (i.e. mailing series) available to paid members

Tracking service – [Leads Leap](#) -easier to understand than most

Lead Capture Pages – [Leads Leap](#)– use their templates or design your own

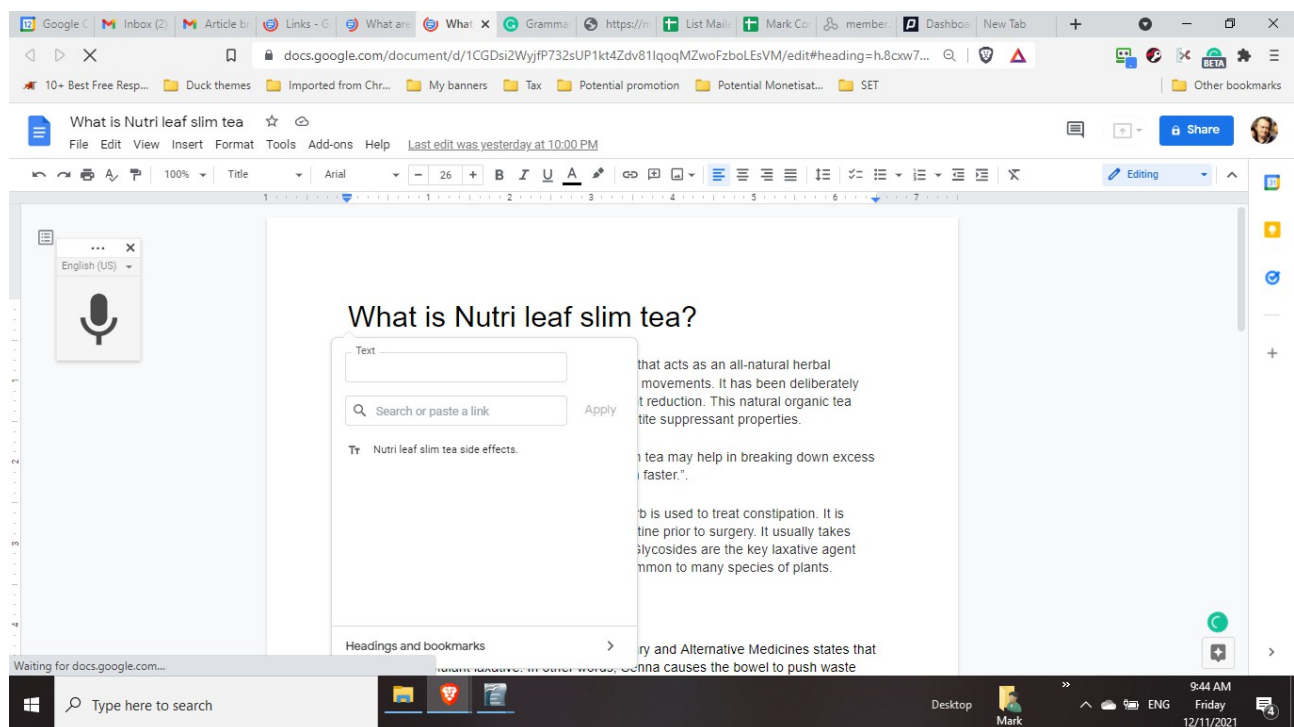
Blogging platform. I use a heap. [Hive](#), (which includes [CTP talk](#)), Medium, Minds all actually pay you something to blog. I prefer Hive for my main blog and CTP talk for my marketing ramblings).

Medium and Minds have fallen by the wayside a bit for me.

Failing that you can always use the free Wordpress platform or blogspot

Google docs & Google sheets to draft written content.

Text to speech – available through Google docs. Voice typing is found under tools – about 90% accurate but a huge time saver.



Text editing – [Grammarly](#) There are apps that can be linked directly to MS Word if you so desire. The free service is great. Sure there is a paid option but unless you plan on submitting o the New York Times, the free one should do just fine.

Pop up generator – [Leads Leap](#)

Video screen recorder – [screencastomatic](#)

Some of these applications deserve video demonstrations which I'll be sharing with you through my email series.

Keep checking back to this page as I'll update it from time to time

Cheers



Mark

