

The \$3288.70 Ebook



**"Where To Get FREE
Software To Run Your
Web Business"**

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Introduction

When you first start out on the internet there are some essential tasks you have to perform. Many of these tasks require certain types of software. And software usually costs money... which you can ill afford this early in your fledgling enterprise.

So, that's how come this ebook was born – to find software to do the necessary tasks but that doesn't cost anything. Or costs very little but performs as well if not better than more popular paid-for software.

Every program and service in this book I've personally used myself as I grew my business. In fact, most of it I still use today – a testament to the superiority of this software.

Hopefully, you won't be clouded by judging the software poorly because it is given away freely or doesn't cost as much as its rivals. Everything included here oozes quality.

But not all the programs and services listed in this report are free. Sometimes it's not possible to find a quality solution for the task at hand. In those cases I use the best software/service to do the task, but one that gives the most bang for the buck, and gives quality results.

If it's in this book then it is definitely a quality software or service that will be an investment and asset to your fledgling business.

So, why did I call this the \$3288.70 ebook?

It's simple really. I looked at the prices of paid-for solutions that rival the features of the software/services in this book. I added up what they would cost if I bought them instead of using the ones listed here...

Voila! The \$3288.70 ebook was born.

Sound

Recording

At some point you're going to be involved with audio files. For instance, you may do interviews with experts in your niche to sell as downloads or on CDs. Or you might want to put audio testimonials from your customers on your site.

Whatever you need them for, you're going to have to record / edit / play / convert these files with some kind of audio software. Here's my recommendations...

Audacity

A fantastic audio editor/recorder that can do most of the processes that high priced software does. It's a free download and will do everything you need for recording.

Audacity is free because it's been released to the public as Freeware under the GNU General Public License. What this means is that the General Public License is intended to guarantee your freedom to share and change free software - to make sure the software is free for all its users.

Here's the address of the download page on the website:

<http://audacity.sourceforge.net/download/windows>

On that page you want to download the files called:

1. audacity-win-1.2.6.exe
2. audacity-manual-1.2.zip
3. libmp3lame-win-3.97.zip

The numbers at the end of the file names may have changed since this book was written, but you should still recognize the file names.

- 1) is the self-installing Audacity program.
- 2) is the manual
- 3) is a mp3 encoder. You'll only need this if you intend to convert your audio files to the mp3 format, which will save you a lot of disk storage space at the expense of losing some audio data when compressing the files. Mp3 is the typical format of many sound files found on websites because of its small size.

With Audacity, not only can you make recordings to play on your computer, you can also use the software to edit and enhance your audio files.

Although this program is free, it's capable of many more things than some paid-for software. It has tons of functions you can use to make and edit your recordings. And it's constantly being improved, so who knows what wonderful function will be added to it in the future.

Playing

Windows Media Player is okay, but after a while I got fed up with some of its cranky behaviors. So I looked around for a better replacement and found...

Winamp

Winamp has stood the test of time as one of the best audio players around.

Winamp comes in three versions. Lite and Full are freeware, but Pro sells for \$19.95. The 'Full' version is the one to get. It offers an extensive feature set, including music ripping and CD burning at limited speeds (6x for ripping and 2x for burning). But later if you decide to pay for it, the Pro version features unlimited speed, music ripping, CD burning, and MP3 encoding.

Get WinAmp from <http://www.winamp.com/player>

Video

Video Players

As I said earlier, I got fed up with Windows Media Player. Among its drawbacks, I didn't find it fast enough. I wanted click, click, play... without the wait. So I found...

VLC

VLC media player is a highly portable multimedia player for various audio and video formats (MPEG-1, MPEG-2, MPEG-4, DivX, mp3, ogg, ...) as well as DVDs, VCDs, and various streaming protocols.

It's also able to transcode multimedia files and save them into many different formats.

Get VLC from <http://www.videolan.org/vlc/>

Screen Recorders

A screen recorder works like a VCR – it records all activity on your computer screen along with your voice narration if you wish. These are great for creating training products that demonstrate a piece of software in action. Or as a traffic generator from video sites like YouTube.

The best screen recorder is Camtasia, but it costs hundreds of bucks. An earlier version of Camtasia was released into the public domain and is called...

Camstudio

CamStudio records all screen and audio activity from your computer screen to create AVI video files. And using its built-in SWF Producer it can turn those AVIs into lean, mean, bandwidth-friendly Streaming Flash videos (SWFs)

Here are just a few ways you can use this software:

- You can use it to create demonstration videos for any software program
- You can create video tutorials
- You can use it to create video-based information products that you can sell

You can get Camstudio from <http://camstudio.org/>

Convertors

Free Riva FLV Encoder 2.0

With Riva you can transcode your video files from the following formats: AVI, MPEG, Quicktime, WMV to the advanced Flash Video (FLV) format.

After selecting a source-file you select one of the presets or use your custom settings to transcode it into Flash Video. To view the result you use the built-in player.

Also, from version 1.2, you can export images from a video as JPEGs.

Get the Free Riva FLV Encoder 2.0 from –
<http://www.rivavx.com/index.php?downloads&L=3>

Super

SUPER's primary purpose is to transcode video and audio from one format to another, but it can also be used as a simple media player to play audio and video files. Another useful thing it does is save streaming links from the internet for conversion later. It sounds complicated, but don't worry, its graphical interface makes it simple to use.

Since Super can convert Flash Video to almost any other format, it's often used for converting videos captured from video sites like YouTube, Google Video and MySpace to another format more easily viewed by other media players.

Super can also do direct conversion between different container formats, where the content video and/or audio streams are poured directly from one container to another, without altering the content at all.

You can select many different specifications in the output file, such as changing the bitrate of audio and/or video, adjusting the video framerate, pick how many audio channels there are to be (mono, stereo, or surround), select another resolution, sampling rate or aspect ratio, or leaving out either video or audio and only transcode the other.

SUPER supports a wide variety of File formats, which it's able to play as well as transcode to and from:

Get Super from <http://www.erightsoft.com/S6Kg1.html> (the link is at the bottom of the page).

Writing

Text And Word Processors

OpenOffice

OpenOffice is a collection of applications that work together closely to provide the features expected from a modern office suite. Many of the components are designed to mirror those available in Microsoft Office. The components include:

Writer

A word processor similar in look and feel to Microsoft Word and offering a comparable range of functions and tools. It also includes the ability to export Portable Document Format (PDF) files with no additional software. Additionally, it can also function as a WYSIWYG (What You See Is What You Get) editor for creating and editing web pages.

Calc

A spreadsheet similar to Microsoft Excel with a roughly equivalent range of features. Calc is also capable of writing spreadsheets directly as a PDF file.

Impress

A presentation program similar to Microsoft PowerPoint. It can export presentations to Adobe Flash (SWF) files allowing them to be played on any computer with the Flash player installed. It also includes the ability to create PDF files, and the ability to read Microsoft PowerPoint's .ppt format.

Base

A database program similar to Microsoft Access. Base allows the creation and manipulation of databases, and the building of forms and reports to provide easy access to data for end-users. As with Access, Base may be used as a front-end to a number of different database systems, including Access databases (JET), ODBC data sources and MySQL/PostgreSQL.

Draw

A vector graphics editor comparable in features to CorelDRAW. It features versatile "connectors" between shapes, which are available in a range of line styles and facilitate building drawings such as flowcharts. It has similar features to Desktop publishing software such as Microsoft Publisher.

Math

A tool for creating and editing mathematical formulae, similar to Microsoft Equation Editor. Formulae can be embedded inside other OpenOffice documents, such as those created by Writer. It supports multiple fonts and can export to PDF.

Get OpenOffice from <http://download.openoffice.org/2.3.0/index.html>

NoteTab Light

NoteTab Light is a powerful free Notepad replacement and a capable HTML editor. This little program makes text editing a breeze. You can quickly move around a stack of large files with its tabbed interface. Format your text to your heart's content. Write with the font of your choice, fixed-width or proportional. Use the text statistics function to find out the keyword frequency of a document.

Get NoteTab Lite from <http://www.notetab.com/>

PDF Creators

You need to be able to convert documents into PDF format. PDF has become the standard format to deliver ebooks and reports... you're looking at one right now.

PDF995 Suite

Three products make up the pdf995 suite - Pdf995, PdfEdit995, and Signature995. Of course, all are free.

Pdf995 Once installed, you create PDF files by simply selecting the "print" command from any application, creating documents which can be viewed on any computer with a PDF viewer. The viewer is freely available, and usually comes pre-installed on new computers.

PdfEdit995 is a PDF editor that does functions such as: combining documents into a single PDF; automatic link insertion; hierarchical bookmark insertion; PDF conversion to formatted HTML or DOC (text only).

Signature995 does the security and encryption stuff to protect your documents and add digital signatures.

Get the PDF995 Suite from <http://www.pdf995.com/download.html>

HTMLDOC

If you are familiar with making web pages in html format then this may be useful to you. HTMLDOC will convert html formatted pages into a PDF document.

You can get it here <http://www.htmldoc.org/>

Article Writing

Writing articles and submitting them to online article sites is one of the fastest ways to get your website indexed by the search engines and so promote your site. You also need articles to put on your site and to include in your ezine.

But a lot of people have trouble writing, especially if they don't have much interest in the article topic. However, there's now an easy-peasy way to write articles with this software...

Instant Article Wizard

You simply plug in the keyword of your article, click a button, and a few minutes later all your research is done for you. Then you simply select the sentences you want for your article.

It doesn't get easier than this!

Unfortunately, it's not free. But it's well worth the small cost to be able to generate articles at will on any topic.

See Instant Article Wizard in action in an online video here

<http://www.instantarticlewizard.com/>

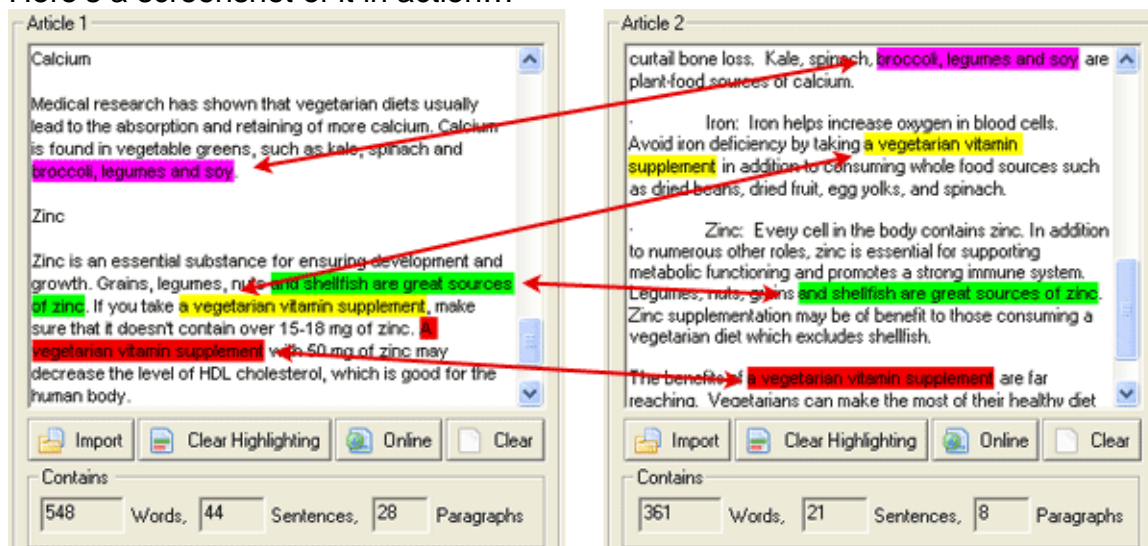
Dupe Free Pro

This little program checks any content you have to see if all or even part of it is duplicated somewhere on the web.

Now you may ask why do you need that?

There are a number of reasons. Search engines penalize sites that have content that's duplicated on another site. So maybe you have some articles ghostwritten for you and you want to make sure they're unique. Or, you have some private label rights (PLR) articles that you're rewriting and you want to check that your changes are unique. You can also check that no one has stolen any of your web pages.

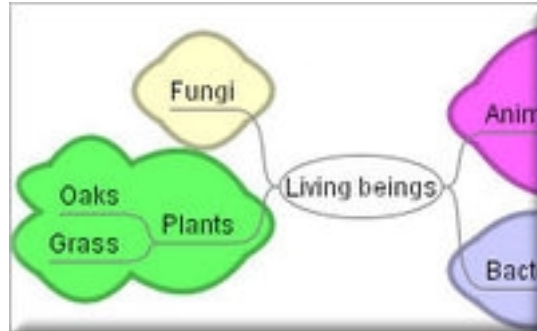
Here's a screenshot of it in action...



I've found this little program so useful that I would now say it's indispensable. You can get your copy from <http://www.dupezfreepro.com/>

Mind Maps

A mind map is an image-centered diagram used to represent words, ideas, tasks or other items linked to and arranged around a central keyword or idea. It's used to generate, visualize and structure ideas, and as an aid in study, organization, problem solving, decision making, and writing.



Mind maps have many applications in educational, and business situations, including note-taking, brainstorming, summarizing, and general clarifying of thoughts. For example, you can brainstorm points and keywords for a new ebook or website.

Freemind

Freemind is one of the most useful programs I have. I honestly don't know how I got by before I started mind mapping.

This program may seem a little strange when you first start using it. But stick with it for a few sessions and the benefits will become obvious.

Get your copy here <http://freemind.sourceforge.net/wiki/index.php/Download>

Graphics

Photo Editing

You just can't have a good looking website without creating or editing graphics. Here's the best ones I've ever used...

IrfanView

IrfanView is a freeware image viewer for Windows that can view, crop, resize, and rotate images. It can also convert image files and play video/audio formats. It's fast, easy to use, and can handle a huge variety of graphic file formats.

IrfanView is available here <http://www.irfanview.com/>

Gimp

This one is great for creating graphics and logos, resizing and cropping photos, altering colors, combining multiple images, removing unwanted image features, and converting between different image formats. Gimp can also be used to create basic animated images in GIF format.

It's often used as a free software replacement for Adobe Photoshop, the most widely used bitmap editor in the printing and graphics industries; however, it is not designed to be a Photoshop clone, but it can read and write most Photoshop native PSD format files.

Gimp has read/write support for many popular image formats such as bitmap, JPEG, PNG, GIF and TIFF, along with the file formats of several competing applications such as Autodesk flic animations, Paintshop Pro images and Adobe Photoshop Documents.

Get Gimp here <http://www.gimp.org/downloads/>

GimpShop

This one ups the stakes. Not only does it replicate the feel of Adobe PhotoShop, it also has a similar menu structure. All the terminology is the same as Adobe's, and many Photoshop tutorials can be followed in GimpShop unchanged.

Go get it here <http://www.gimpshop.com/>

Screen Grab Pro

At some point you will need this. Screen Grab Pro captures a snapshot of your computer screen or a user defined portion of the screen. It's a useful utility if you're making a 'How To...' product to show a picture of what is on your screen.

Get it here

<http://www.softpedia.com/get/Multimedia/Graphic/Graphic-Capture/Screen-Grab-Pro.shtml>

Website Stuff

Web Page Editors

You don't need to know html to build a website if you use either of these two programs...

NVU

Nvu is a WYSIWYG (what you see is what you get) HTML editor. It's an open source equivalent to software like Microsoft FrontPage and Macromedia Dreamweaver. It's dead easy to use, even for novice users, and doesn't require any knowledge of HTML or CSS to use.

Get Nvu here <http://nvudev.com/download.php>

Website Page Builder

With this you can build your web pages by simply filling in a few fields in the software. And no, you don't need to know anything about html. It comes with a selection of templates and also helps you with search engine optimization.

Get it here <http://www.easy-web-page-creator.com/>

FTP

An FTP program is what you use to upload your site from your computer to your web host. Here's two easy to use ones...

Core FTP Lite

This is a great little program that I use almost everyday. It has an easy to use drag and drop interface and it stores all your connection details for you such as passwords, user name, etc.

It's available on this page <http://www.coreftp.com/download.html>

Filezilla

FileZilla is a fast and reliable cross-platform FTP program with lots of useful features and an intuitive interface. This is my second choice!

Go here <http://filezilla-project.org/>

Hosting

Hostgator

You'll need somewhere to host your website, and in my opinion Hostgator is one of the best. They are incredibly cheap, especially for all they offer (huge web space, unlimited domains so you can put all your sites on your web space, and masses of other stuff). Online support is always available, very helpful, kind and above all quick! You often receive an answer a couple of minutes after you've submitted your question. I've never had any problems with them and I currently have seven websites on one account.

I definitely recommend them to anyone who wants an excellent service and lots of features for a more than acceptable price.

Go here
<http://www.hostgator.com/>

Site Build It (SBI)

Site Build It is a web host that's unique. For one price you get everything; site-idea-brainstorming-and-building-and-hosting-and-marketing, step-by-step system of software tools... and more.

You can see all the details here <http://www.sitesell.com>

But wait, there's more...

These are the same people who created the BIBLE of selling online – “Make Your Site SELL” (MYSS). Praised universally, it has sold well over 100,000 copies.

But now they give MYSS! 2002 away FREE!

MYSS! 2002 is jammed with battlefield-proven, deeply tested strategies for making your site SELL! No shoulds or coulds by authors who've never sold a thing on the Web. MYSS! 2002 works!

Pick up your free copy from here <http://myss.sitesell.com>

Autoresponders (automatic email)

This is what a good autoresponder can do:

Visitors to your web site request information from you via email, or more typically by a form on your site - it automatically delivers the information to them within seconds.

The name and e-mail address of each subscriber is automatically added to your list.

Personalized follow up emails are automatically sent to each of your subscribers at regular, predetermined (by you) intervals. Contacting subscribers on a regular basis builds trust and rapport between you and your subscribers.

You absolutely need a reliable autoresponder service. This is one area where **free or cheap services will not do**. Trust me on this. If you use a free or cheap service, then at some point in the near future you'll need to change autoresponders – and you'll lose most, if not all of your list in the re-confirm process required by law.

In addition, the free and cheap services have terrible delivery rates. How would you feel knowing that 60% of your carefully built list is just not getting your messages – it happens all the time.

However, the services listed below have great relationships with all the major Internet Service Providers (ISPs) which ensures that your email gets delivered.

These two services are the best in the business. Personally, I use Aweber because in my opinion they have a slight edge over GetResponse.

Aweber

<http://www.aweber.com>

GetResponse

<http://www.getresponse.com/>

Look, **I've warned you** to not use a free autoresponder if you're serious about making yourself a business on the net. But some people just won't accept good

advise. So, against my better judgment, here is a free service. Yes, they will put ads in your messages. Yes, you do not have any control on what ads will be used (could be for your competitor, or worse!...)

SendFree

Find them here <http://www.sendfree.com/>

Payment Processors

You'll need some way to accept payments by credit card on your site. And sooner or later you will want to let affiliates sell your stuff for a cut of the profits (having affiliates is a proven way for you to make lots more profit with no additional effort from you).

Well, there are two big guns in town that you should consider for your payments. Yes, you need both because some customers are fussy about the card processor you use on your site. Both attract large numbers of affiliates and both run an affiliate program for you without any intervention from you. And both are easy to use.

ClickBank

You can only use ClickBank for digital products (i.e. products your customers download) or recurring billing for memberships.

There is a \$49.95 one time activation charge - with no monthly charges. The typical fee per product sold is only \$1 + 7.5% of the total purchase price, but when a customer is referred by an affiliate the fee costs you only a fraction of this amount.

When you pay a 33% commission to affiliates, the fee costs you \$0.67 + 5.0%.

When you pay a 66% commission to affiliates, the fee costs you \$0.34 + 2.5%.

ClickBank has a built-in affiliate program that includes the largest number of affiliates - over 100,000 active affiliates.

See the details here http://www.clickbank.com/sell_products.html

PayPal With PayDotCom.com

PayPal can be used for digital products and physical products.

PayPal does not charge monthly or setup fees. Fees are applied only when you accept a payment - if you don't receive money, you don't pay a penny.

Monthly Sales	Price Per Transaction
\$0.00 USD-\$3,000.00 USD	2.9% + \$0.30 USD
\$3,000.01 USD-\$10,000.00 USD	2.5% + \$0.30 USD
\$10,000.01 USD-\$100,000.00 USD	2.2% + \$0.30 USD
> \$100,000.00 USD	1.9% + \$0.30 USD

You can get a PayPal account here <https://www.paypal.com>

If you want to use affiliates to sell your products you also have to open an account at PayDotCom.com (it's worth it)...

PayDotCom

PayDotCom Vendor/Affiliate Accounts are free. You are allowed one free Vendor account to sell your product. If you want to add multiple product lines, you pay just a one time \$29 lifetime activation fee and get unlimited product lines to add for life.

Advantages of PayDotCom are:

- Purchases pay instantly to your PayPal account.
- Sell physical products and Digital Goods
- Collect Subscriptions for your service or membership sites
- Get Paid Instantly
- No Pre Approval
- Stats Tracking
- Promotional tools for your affiliates
- Create a new product line in 60 seconds.

Sign up to PayDotCom here <http://paydotcom.net>

Your Own Product To Sell

You haven't got a web business until you have a product to sell. And creating one is so easy when you have this resource. Go to this page to see what I'm talking about – you won't regret it!

<http://www.HelpAndAdvise.com/iir>

Anti-Virus

Virus Protection

Forget Norton and McAfee, the software below is more efficient and doesn't slow down your computer by putting a drain on its system resources.

AVG Anti-Virus Free Edition

AVG Free is the most popular free solution available. It provides a high level of detection capability that millions of users around the world trust to protect their computers.

It's easy to use, automatically updates itself, and gives you real-time protection as files are opened and programs are run.

Get your free copy of AVG here

<http://free.grisoft.com/doc/downloads-products>

Spyware And Trojan Protection

SpyBot Search & Destroy

Spybot - Search & Destroy detects and removes spyware, a relatively new kind of threat not yet covered by common anti-virus applications. Spyware silently tracks your surfing behavior to create a marketing profile of you that is transmitted without your knowledge to the compilers and sold to advertising companies.

If you see new toolbars in your Internet Explorer that you haven't intentionally installed, if your browser crashes inexplicably, or if your home page has been "hijacked" (or changed without your knowledge), your computer is most probably infected with spyware. Even if you don't see the symptoms, your computer may be infected, because more and more stealth spyware is emerging. Spybot-S&D is

free, so there's no harm giving it a try to see if anything has invaded your computer.

Get it here <http://www.safer-networking.org/en/download/index.html>

Windows Defender

Windows Defender is a free program from Microsoft that helps protect your computer against pop-ups, slow performance, and security threats caused by spyware and other unwanted software. It gives you real-time protection, a monitoring system that recommends actions against spyware when it's detected and minimizes interruptions.

The software uses automatic definition updates provided by Microsoft so you always have the most up-to-date protection against new threats.

Get it here

<http://www.microsoft.com/athome/security/spyware/software/default.mspx>
(it's the big orange button near the top of the page)

Internet

Web Browsers

Firefox

Forget Internet Explorer and get Firefox. There are far too many features to list in this document, so pop over to their site and get the complete details. It really is worth it.

Here's the site <http://www.mozilla.com/en-US/firefox/>

Email Readers

Thunderbird

From the same organization that gave us Firefox, you can get this wonderful email program.

Did you know that Microsoft products such as Outlook and Outlook Express, are heavily targeted by hackers and spammers. Well, nearly all those threats disappear when you switch to Thunderbird. And you can easily import all your Outlook email with a few button presses.

Once again I recommend you go to the site and read about all the things Thunderbird can do to make your life easier.

Here's the details <http://www.mozilla.com/en-US/thunderbird/>

Miscellaneous Stuff

Copyscape

There are many unscrupulous people on the Net who think nothing of stealing content from your website. But this service can help you find the thieves...

The free Copyscape service makes it easy to find copies of your content on the Web. You simply type in the address of your web page, and Copyscape does the rest. Copyscape finds any sites that have copied your content without permission, as well as those that have quoted you.

To use Copyscape go here <http://www.copyscape.com/>

7-Zip

The files you or your website visitors download is usually compressed so as to make the file size smaller. You will need to uncompress it after the download. 7-Zip is a terrific free utility that compresses and decompresses.

Get it here <http://www.7-zip.org/>

A Web Page To Check Daily

Now here's a website that's worthy of being the homepage in your browser. Everyday they give away full, registered, legal software programs.

Obviously you're not going to find a giveaway suitable for you every day. However, I find that hardly a week goes by that I don't find some piece of software worth downloading. And occasionally they have a real gem of a program.

Go to <http://www.giveawayoftheday.com/>

...and finally

If you plan to make any money from your website then you really, really need this. [Click Here Now!](#)

...and of course it's FREE.