

Matthew Kimberley's

Little Black Book

of Useful Names, Addresses & Tools

Which Will Be Of Service To You In The Smooth
Operation & Profitable Enjoyment Of Your
Business

www.matthewkimberley.com

GET A GRIP.

GET MORE CLIENTS.

GET MY BRILLIANT MINI-GUIDE:

[5 THINGS YOU NEED TO DO EVERY MORNING TO](#)

[GET MORE CLIENTS IN 60 DAYS](#)

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DIY Marketing and Sales Education

The only sales and marketing books you'll ever need to read, ever. Ever.

- ✓ [The 22 Immutable Laws of Marketing](#) by Al Ries and Jack Trout
- ✓ [Advanced Selling Strategies](#) by Brian Tracy
- ✓ [Book Yourself Solid](#) by Michael Port
- ✓ [The Dip](#) by Seth Godin
- ✓ [Influence](#) by Robert Cialdini
- ✓ [The Millionaire Fastlane](#) by MJ Demarco
- ✓ [The Personal MBA](#) by Josh Kaufman
- ✓ [The Sales Bible](#) by Jeffrey Gitomer
- ✓ [Scientific Advertising](#) by Claude Hopkins
- ✓ [SPIN Selling](#) by Neil Rackham
- ✓ [You Can't Teach A Kid To Ride A Bike At A Seminar](#) by David Sandler

Courses to boost your marketing bottom line:

Copywriting

- ✓ [Gary Halbert's Self-Study Advice](#)
- ✓ [Neville Medhora's Copywriting Course](#)

Social Media

- ✓ [LinkedInfluence](#) from Lewis Howes and Sean Malarkey
- ✓ [Social Media Power Tips](#) from Mari Smith

- ✓ [Your Backstage Pass To Twitter](#) by Laura Roeder

Podcasts for a weekly business education

- ✓ [The Advanced Selling Podcast](#)
- ✓ [Blogcast FM](#)
- ✓ [Mixergy](#)
- ✓ [The Rise To The Top](#)

Service Providers

Because you shouldn't be doing everything yourself ...

Web Designers

- ✓ [Amanda Aitken](#) → feminine
- ✓ [Holly Chantal](#) → great for coaches
- ✓ [Marc Quinn](#) → specialty: marketing

Website putter-togetherers

- ✓ [Johnny B Truant](#) (more basic website-getting-up services)

Virtual Assistants

- ✓ [J Van Sickle Company](#) →

Transcription

- ✓ [Cabbage Tree Solutions](#)

I don't think there's ANYTHING
Jaimie and her team CANT do.

Logo Design

- ✓ [99Designs](#)
- ✓ [Logo Nerds](#)

Technical Stuff - Websites

Web Hosting

- ✓ [Hostgator](#) — use the code:
MattKIsANiceGuy
for 25% off.
- ✓ [Amazon S3](#)
- ✓ [MaxCDN](#)

Domain Registration

- ✓ [Namecheap](#) You're welcome

CMS

- ✓ [Wordpress](#)

Analytics

- ✓ [Clicky](#)

Split Testing

- ✓ [Visual Website Optimizer](#)

Wordpress Themes

- ✓ [Thesis](#)
- ✓ [Headway](#)
- ✓ [Genesis](#)
- ✓ [Optimize Press](#)

SEO Tools

- ✓ [Market Samurai](#) (research)
- ✓ [Scribe SEO](#) (writing for search engines)

Membership Sites

- ✓ [Wishlist Member](#)

Technical Stuff - Back Office

All-In-One Solution

- ✓ [Infusionsoft](#)**

Email Marketing

- ✓ [Aweber](#)

Appointment scheduling

- ✓ [Timetrade](#)

CRM

- ✓ [Highrise](#)

Webinars

- ✓ [InstantTeleseminar](#)

Invoicing

- ✓ [Freshbooks](#)

Screen Sharing

- ✓ [Join.me](#)

Project Management

- ✓ [Basecamp](#)
- ✓ [Remember The Milk](#)
- ✓ [Workflow](#)

Backup

- ✓ [Dropbox](#)
- ✓ [Sugarsync](#)
- ✓ [Mozy](#)

** [Infusionsoft](#) simplified pretty much EVERYTHING for me in my business.

It's not essential, but if you're currently juggling different shopping carts, mailing lists and contact management systems, it's WELL worth checking out.

Technical Stuff - Audiovisual

Camera

- ✓ [Flip Mino HD](#)
- ✓ [Kodak Zi8](#)

Microphone

- ✓ [AudioTechnica AT2020](#)

Video Editing

- ✓ [Sony Vegas Movie Studio HD Platinum](#)
- ✓ [Handbrake](#)

Audio Editing

- ✓ [Audacity](#)

Screengrabs

- ✓ [Camtasia Studio](#)
- ✓ [Jing](#)

Video Hosting and Player

- ✓ [Easy Video Player](#)

Call Recording

- ✓ [Skype](#)
- ✓ [Pamela](#)

NOTA BENE

Tools are designed to SET YOU FREE.

You need to make systems your bitch.

Put systems in place, stop worrying about getting things done, because the tools and the systems are getting things done for you.

If you find that you're UP TO YOUR NECK in information and are having trouble SETTING UP your business to have it run like you want, or need somebody to guide you and hold your hand and ~~feed you cake and beer~~ take executive decisions on your behalf, then you should [GET IN TOUCH WITH ME](#).

I can help.

I've got your back.

YOU ROCK.

Matt

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