

Resources

For the Presentation

Revolutionize Business & Life

*Kick Start Growth, Automate Sales &
Live the Life You've Always Imagined*



Patrick
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Presentation Resources

I hope you enjoyed the presentation and that it provided you with helpful information to start down the path of creating success through online and cross-channel marketing so you can truly revolutionize your business and life. This short guide provides the links, software and resources mentioned in the presentation.

I trust it will serve you well on your journey. Of course, if there is anything I can do to assist you, please let me know!

Go forth to light love and serve the world and live the life you've always imagined!



A handwritten signature in black ink, reading "Patrick O'Connell". The signature is written in a cursive, flowing style.

Patrick

[Define the Right Target](#)

For Keyword Research:

Go to the [Google Keyword Tool](#). You can click on the link or enter “Google Keyword Tool” in a search engine and it will bring up this result.

If you would like to do in-depth market research and analyze the keyword terms, [Market Samurai](#) is the best software we use for this. You can access the software [here](#).

[Easy Video Creation](#)

For Slideshow-style videos:

A very simple and super fast way to create videos is using an online platform, such as [Animoto](#).

For Screen Capture:

If you are just looking to create simple, short videos that are less than 5 minutes long, you can use a free tool, such as [Jing](#). It allows you to select the part of the screen that you want to capture and then you record it, save and share.

If you're looking for professional solutions on a larger scale and/or longer videos, there are other options:

On a PC you can use [Camtasia](#). You can sign up for a 30-day free trial. Or, you could use a free open-source software, called [CamStudio](#). It lacks some of the features of Camtasia, but still works quite well.

On a Mac, use [ScreenFlow](#). It's a great tool that allows you to do screen capture and can also be a video editing solution as you can combine live video with screen capture.

[Equipment for Affordable “Live Shot” videos](#)

An affordable HD camera is the [Kodak PlayTouch Video Camera](#). I like these because they are the most affordable cameras I've found that produce a quality video and have an external microphone input. An external microphone input is important because it allows you to plug in a microphone to have professional sounding videos.

If you are using a video camera with an external microphone input, like the Zi8, you can get a microphone such as the [Audio-Technica ATR-3350 Lavalier Omnidirectional Condenser Microphone](#) for about \$30.

For a tripod, you could use one you already have, or try this one that works well: [Manfrotto 055XPROB Pro Tripod](#).

Setting up Your Online Sales System

For your website, we recommend WordPress.org. Note: This is WordPress.org, which is an open-source platform used by businesses on their own hosting account. We do not recommend WordPress.com, which is a free service hosted by WordPress and is used by bloggers. For professional themes to make your site look great, we suggest [WooThemes](#). For website hosting, we suggest [InMotionHosting](#).

To get started setting-up your video channel, [Create a YouTube Account](#).

When you are ready to set-up your business page on Facebook, once you are logged into Facebook, go to [this link to Create a Page](#).

Once your Page has 25 “Likes,” you will want to get your own username, often called a “vanity name.” Go to [Facebook Username](#) to set-up the name for your page.

The most popular sites where you should to be submitting your content are Facebook, Twitter, StumbleUpon, Pinterest, Google+ and Digg. The full list of social sites, article and video directories and social bookmarking sites for content submission can be found in the appendix at the end of this resources guide.

Google+ Local

When doing your citations, start with [SuperPages.com](#) to make sure you are using the mailing address that is registered with the postal service. Then add your sire to [ExpressUpdateUSA.com](#) since many other directories pull from this online database. Of course continue with the rest of the major local directories and add them to your video descriptions as well.

The 7 Steps to Revolutionize Your Business

There are a number of different marketing technology tools that allow you to follow the 7 steps to capture leads, follow-up and convert sales automatically. There is only one system that integrates all of these 7 steps. That system is [Instant Customer](#). It’s the system we use and the system that was used in all of the case studies in 7 steps in the presentation.

The purpose of this presentation was to educate you on strategies and tools to help you and your business. You are welcome to sign up for Instant Customer on your own and use the system on your own.

Or, if you prefer to skip the learning curve and have someone take care of the technology for you, simply contact us at RevStream Marketing and we can take care of this for you.

If you would like to sign up on your own, you can get a trail of Instant Customer [here](#). (Remember, if you want us to take care of it for you, then you do not need to sign up on your own).

Outsourcing

With everything we covered in the presentation, we realize it can seem overwhelming, but there are people all over the world that would love to do the work for you.

Of course, at RevStream Marketing, we have a team of international talent if you would like us to assist you. You can also reach out and hire people on your own. Here are a few sites that we recommend for outsourcing.

You can outsource the work to individual contractors on websites such as [Elance](#) or [oDesk](#) who can either work by the job or by the hour. Often, you can find outstanding designers for as low as \$3 per hour from countries such as The Philippines. If you are going this route, be sure to check their online portfolio and feedback from other users. Or, you can use the crowdsourcing concept to have multiple designers compete for your business by submitting initial designs, using websites such as 99designs.

Also, [Fiverr.com](#) can be a great resource where people are willing to do a variety of items for just \$5.

QR Codes

QR codes are an important part of lead capture as well. These are the “quick response” codes that you see printed on ads, business cards or at trade shows and are used on presentation screens. When a user scans the code with their smart phone, they are taken to that website. We suggest that website be a lead capture website.

QR codes are included within Instant Customer and we prefer to use dynamic QR codes using [Delivr](#). Dynamic QR codes allow you to change the URL over time. This allows you to print the code and keep using the same code, but simply change where the code takes users.

Next Steps

Hopefully, this provided you with helpful information to get you on your way to revolutionizing your business.

The Appendix that follows includes the full list of sites where you can share your content.

If you have any others questions, please let us know!

Also, at RevStream Marketing, we love working with organizations. As our tagline says, “You Revolutionize Lives. We Revolutionize Your Business.” If you’d prefer to concentrate on what you do best, and let us take care of the marketing technology for you, we stand ready to assist you.

The Business Growth Strategists at RevStream Marketing utilize cutting-edge marketing technology and world-class training to 1) create automated lead capture and sales conversion systems, and 2) coach and train you and your team on how to best use and implement the systems. This ensures you capture more leads and close more sales in less time so you can make an even greater difference in the lives of others.

Again, I wish you all the best in the journey. Please keep me posted and let me know if there is anything I can do to assist you!



Patrick

At this point in a publication, it may typically say:
THE END

In this case, this is not an end.

This is just the beginning.

Your journey must be lived, so...

**Go forth to light, love and serve the world,
and live the life you have always imagined!**

Appendix

This includes the list of places where you can submit content (these are in addition to the main sites listed above).

Or you can use a submission software, like we do, such as [Traffic Geysers](#) to submit to these sites. You can get a trail of Traffic Geysers [here](#).

Where to submit site content

A. Your own blog or the articles section of your website

B. Web 2.0 Popular Sites and Blogs

1. EzineArticles.com
2. Squidoo.com
3. Scribd.com
4. HubPages.com
5. WordPress.com
6. Blogger.com
7. Blog.com
8. Weebly.com

C. Social Bookmarking sites

1. Del.icio.us
2. Digg.com
3. Flokd.com
4. Google Bookmarks
5. Mixx.com
6. Propeller.com
7. Reddit.com
8. Slashdot.org
9. SocialZoom.com
10. StumbleUpon.com
11. Technorati.com

D. Article Sites

1. Abcarticledirectory.com
2. Acmearticles.com
3. Article-buzz.com
4. Articlearmies.com
5. ArticleBiz.com

6. Articlecity.com
7. Articleclick.com
8. Articlecube.com
9. Articledepot.co.uk
10. Articlegarden.com
11. ArticlePros.com
12. Articler.com
13. Articlerich.com
14. ArticlesBase.com
15. Articlesnatch.com
16. Articlestars.com
17. Articlewarehouse.com
18. ArticleWheel.com
19. Blogwidow.com
20. Goarticles.com
21. Homebiztools.com
22. Look-4it.com
23. Marketingarticlelibrary.com
24. Premierdirectory.org
25. reprintarticles.com
26. Searcharticles.net
27. Site-reference.com
28. Theegarage.com
29. Travelarticlelibrary.com
30. Ultimatearticledirectory.com
31. Upublish.info
32. Wisdomextract.com
33. Workoninternet.com

E. Video Sites

1. 5min.com
2. Bestonvideo.com
3. Blip.tv
4. Brightcove.com
5. BoFunk.com
6. DailyMotion.com
7. eCorpTv.com
8. Esnips.com
9. Howcast.com
10. iFoodTV.com
11. iviewtube.com
12. Kewego.com
13. LiveVideo.com

14. MegaVideo.com
15. Metacafe.com
16. Motionbox.com
17. Myspace Videos
18. Photobucket.com
19. Revver.com
20. Sclipo.com
21. Sevenload.com
22. Spike.com
23. Stickam.com
24. StreetFire.com
25. Tangle.com
26. Ugoto.com
27. Veoh.com
28. Viddler.com
29. Video.yahoo.com
30. VideoJug.com
31. vidilife.com
32. Vimeo.com
33. YouTube.com
34. zoopy.com

F. Podcast Sites

1. Odeo.com
2. Plazoo.com
3. Podcast.com
4. PodcastAlley.com
5. Podcastblaster.com
6. PodcastExchange.org
7. Podcasting Station
8. Podcastlikethat.com
9. Yahoo Podcasts

G. Other Status sites

1. Gawkk.com
2. Jaiku.com
3. Sokule.com