



Dailey's
Little
Black Book
of
Resources



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Business Vision

It really helps to have a strong business vision. What I like to do in order to cultivate that creatively, is give myself the resources needed to learn about business, business mindset, and to connect to my own vision. Here are some of my past favorites:

Carrie Green: She wrote a great book called “She Means Business.” It’s like hearing your best friend tell the story of her business experience during a sleepover. She has a fun membership group called the *Female Entrepreneur Association*. It has web-based training modules to give you basics around your business. <https://femaleentrepreneurassociation.com>

Leonie Dawson: Leonie is best known for her colorful and creative workbooks for life and business. They are a fun way to brainstorm your vision for the new year, and they have built in space to track your process on a practical and creative level throughout the year. <https://leoniedawson.com/shop/>

Franklin Covey Planners: Some years I need rigorous planning and a solid review of what’s happening. I have always loved Franklin Covey’s book “7 Habits of Highly Effective People,” and his planners reflect the workbook process of really addressing time management, boundaries, and priorities. <https://www.franklincovey.com>

Ali Brown: Some years ago, Ali grew an empire by helping women in business. Now her niche is women-run multi-million dollar businesses, but she still has a podcast and occasional events for entrepreneurs in the \$250,000 range, and she is a constantly changing thought leader who has shaped the digital industry. <https://www.alibrown.com>

Domain Registration & Websites

Domain Registration can happen through any number of companies. Most website builders have a process included, so you’re often getting



domain registration in addition to a website. Here are some website builders I've enjoyed in the past.

Wordpress: Wordpress is considered to be an industry standard for website development, but it takes someone really into the tech side, or someone willing to have regular help to maintain a wordpress site due to a number of essential plugins and need for consistently attending to security updates which aren't hard, but are time consuming and can sometimes bug the entire site. <https://wordpress.org> or <https://wordpress.com/create-website/> for the fully hosted version.

Squarespace: Squarespace is great for the individual that wants to build their own site and has time and energy to figure out the details. It is also an industry standard. <https://www.squarespace.com>

Wix: Wix started out as a small player but due to regular development with an active team and a cult following of wix lovers, it has become the choice of many small business owners who need an easy way to build their site, with all-in-one perks (like email and customer relations marketing). The blessing and challenge of the site is that you can begin free, but some essential items require upgrades, which ultimately makes the site as expensive as any true all-in-one offering. Cult followers of wix love that it includes everything, and that customer service will walk you through whatever you need. <https://www.wix.com>

Weebly: This is the beginning point for many people wishing to build a website who aren't yet clear about what they'll truly need. It is inexpensive and easy to begin. <https://www.weebly.com>

Kajabi: In the last decade we've see the rise of more companies that not only host a website, but also offer extensive tools in marketing, customer relations, email list building, funnel building, social media, digital products, and payment gateway choices. Kajabi is one these, so the monthly is much higher than a regular website, but with the understanding that you wouldn't have to go elsewhere. Another similar program is **Kartra**. Many people also use **Clickfunnels** to do the same, though its primary focus is on funneling clients into a sale. Here is Kajabi. <http://www.kajabi.com>



Bluehost: Sometimes these websites will charge a premium when it comes time to do register your domain (the name of your website). Because of that, many web developers will choose other hosts like Bluehost or **Godaddy**(who now also happens to offer a build-your-own-website option), who charge less if you purchase your domain through them. However, if you go outside of your website developer's gateway in order to purchase a domain on your own, you will need to connect that domain. Most people will not do this, but there are occasionally reasons you may prefer to. <http://www.bluehost.com>

Landing Pages

Some people prefer not to have entire websites, and simply build their business by having a really shiny landing page that they send people to from blogs, other websites, Facebook ads, google ads, and more. The purpose of a landing page is to make a sale, so there are no other pages. The customer is led through a process on the page, with a payment gateway at the bottom. This is a relatively new way of conducting business in the healing industry, and relies on strong sales copy and positioning. Some people find it spammy, but it is also highly effective due to the psychology employed. This is different from the website approach, which *may* have a landing page, but also functions to establish credibility, longevity, presence, and authority over the long term. For more on landing page and funnel process as opposed to website development, check out two industry standards for more information:

Clickfunnels: Russell Brunson developed this process. <https://www.clickfunnels.com>

Leadpages: Very popular for the easy in which it creates funnels. <https://www.leadpages.net>

Legal Resources

If you are doing anything in business, it's important to have your legal paperwork in line. The legal writing of a lawyer is actually theirs, so you can't just copy and paste what a lawyer has written on other websites. That is a form of theft. If you need legal writing done, you can either do it



yourself, hire a lawyer who specializes, or hire a company that offers boiler plate templates for sale, and then have that adjusted as needed with a lawyer.

Rocket Lawyer: Over time this company has developed into a monthly membership, allowing you to access all kinds of forms, as well as lawyers on call who can answer your questions about anything law-related. <https://www.rocketlawyer.com/>

DocuSign: If you need legal paperwork signed online due to offering online programs, use companies that ensure that the documents are legally binding. <https://www.docuSign.com/>

Hellosign: <https://www.hellosign.com/>

Scheduling Program

How do you schedule people so that they can have sessions with you? The world has numerous options. I looked up options a few months ago and was shocked to find a list of over 30 different online businesses offering this very thing. Ultimately, you'll have to use what you are most comfortable with. At the same time, many all-in-one websites are now offering their own booking platforms and payment gateways, so you might not need these things. I have found that whenever I have put automatic scheduling capabilities on my website, sales have doubled. Food for thought.

Acuity: Is used and loved by so many healers, and it is also connected to Squarespace. <https://acuityscheduling.com/>

Google Calendar: Part of Gsuite, the Google calendar is an inexpensive (though not aesthetically exciting) option for scheduling sessions. A few professionals I know place the calendar on their site, allowing people to choose available times. All of this can be scheduled on your back end, with education. <https://www.calendar.com/google-calendar-guide/>

Schedulicity: This scheduling platform allows you to sell different packages, workshops, and classes. You can even have multiple people, schedule hours, forward schedule time off, block out special schedules,



and take payments, reservations, and cancellations. Some professionals use their link through Schedulicity in place of a website, as it does have a landing page that you can customize to promote your business. It also has its own email marketing options for basic business needs. <https://www.schedulicity.com/>

Vagaro: Originally used by hairstylists, Vagaro, like Schedulicity, offers not only a payment gateway but a full landing experience. Some people choose to use this without creating a website. <https://www.vagaro.com>

Payment Gateways

Most websites today have payment gateways attached. This allows you to share you product or offering, and instantly receive money for it. In order to do that, you'll still need to set up an account with a company that connects to your bank. Most people today are using one of the companies listed below, or all of them. I have heard so many new professionals complain about the fees of using a provider, but this is the cost of business, unless or until you want to change it.

I have run my businesses with and without credit offerings. I tend to make more sales by having credit as an option. As a result, I find it worth it. I have had accounts with all of the companies below.

Paypal: Having Paypal allows you to create a button or a link, or ask for payment anywhere, whether that's on a blog or a website. They also have credit options for developing your business that are innovative and visionary. Your customers can use their paypal account to pay you if they don't know you or trust your site, or they can use a credit card. You can also slide cards and take cards over the phone. <https://www.paypal.com>

Square: Square continues to grow in its payment capabilities and is the alternate choice for many people who don't like Paypal. <https://www.squareup.com>

Stripe: Stripe is more commonly used when there is a card present that needs to be swiped. Because of ease of use, more and more brick and mortar locations are using Stripe. <https://www.stripe.com>



Thrivecart: Thrivecart is a popular choice if you are primarily working with digital offerings and have more complex needs. <https://thrivecart.com/>

E-List Development & Marketing

If you are reaching out to a handful of people on a regular basis, get a email marketing platform. It's important! I remember Leonie Dawson once telling a story in a class about how she started her business and was just using her regular email to send out messages to everyone. One day, her email server cut her off and shut down her account, believing she was spamming. You don't want that to happen!

Additionally, having an email marketing company allows you to grow seamlessly. You can sign people up from all sorts of locations, and most of these companies have tons of free resources for teaching you how to grow your list. There is a cost, but it's worth it in the long run. Plus, you can discover when the best time is to send your messages so that they are actually read.

Constant Contact: The starting place for many small businesses, nonprofits, and individuals, Constant Contact encourages growth and has tons of support. You can schedule emails in advance and send out sequences of emails, which essentially means you could offer a prescheduled email-based class. <https://www.constantcontact.com>

Mailchimp: Another industry standard for healers, Mailchimp got there by providing excellent service and being inexpensive to start. The Mailchimp team is constant growing their integrations and relationships with other companies. <https://www.mailchimp.com>

Active Campaign: A mid-tier industry standard, Active Campaign is perfect if you want to personalize your reach but have too many relationships to do it one-on-one. Like other larger e-marketing platforms that specialize in tracking customers, making in-email payment gateways, offering timers, deals, and customized responses based on what customers have read, Active Campaign specializes in worldclass email



marketing, but is significantly less in cost than others in its tier, including **Aweber** (<https://www.aweber.com>), Infusionsoft (<https://www.keap.com>) , and **Ontraport** (<https://www.ontraport.com>) . Here is **Active Campaign**: <https://www.activecampaign.com>

Social Media Scheduling

I like to preschedule basic reminders about classes and events on social media, so that I'm not constantly online writing reminder, and yet these messages come out in a timely way. For prescheduling on social media, here are a few resources I've tried in the past.

Buffer: Long standing and still loved by many. <https://www.buffer.com>

Hootsuite: They also offer a training for social media marketing. <http://www.hootsuite.com>

Edgar: Allows you to recycle posts when you're not inspired. <https://www.meetedgar.com>

Team Organization

As you grow, you may need to communicate with assistants, contractors, friends, and others to help your business become successful.

Gsuite: Gsuite by Google is my number #1 recommendation for small businesses because it is such an industry standard, that even if you choose not to use it for your business, you will still encounter others who use it so you'll need to put time aside to learn the basics. The full google suite, though not always intuitive to use, shows no signs of going away. It allows you to write and edit documents with others, real-time, send pre-scheduled personal emails, store shared data including music and video, share calendars, and more. <https://gsuite.google.com/>

Basecamp: Another popular prospect for back-end team organization, like **Trello** (<https://trello.com/>) and Asana, basecamp specializes in project management. <https://basecamp.com/>



Asana: When it comes to team organization, it's really about what is most intuitive for you. Most healers I know with larger businesses use the platform because they love how it looks and works, not because it has everything they need. I didn't like Asana until I took a free 2 hour training on it, and then I loved it because I knew how to work with it. I believe the same would be true of any of these programs. Asana allows you to create shared calendars, work flows, to mark how high of a priority something is, and when it is due. You can see at a glance with built in charts, what is overdue, who it was assigned to (even if just yourself), and you can have real time commentary around items that need to happen. It is often used by professions who have a small team, to create and store on-boarding processes for new employees, and operations manuals. And that's just the free version. Did I mention I love Asana? <https://www.asana.com>

Images, Stock Photo, and Editing Resources

Picmonkey: A fast and easy resource. <https://www.picmonkey.com/>

Canva: Been around a long time but still an industry standard. Most people use the free version, which is accessible on your computer and phone. It takes a little training to learn but it's worth it to fully explore their offerings. <https://www.canva.com/>

Snapseed: Snapseed is an app that allows you to easily and edit and clean up images for free, and with better quality than your phone's built-in resources.

Unsplash: Unsplash is a royalty-free resource for stock images you can use in your business. Many fully established businesses still turn to Unsplash. <https://unsplash.com/>

Pixabay: A royalty-free resource for stock photography. <https://pixabay.com/>

Fotolia(now Adobe Stock): Sometimes you need an image and you have a specific idea in mind. Fotolia is one of many stock photography resources for paid stock photos with a huge library of images searchable



with any keyword you can imagine. They charge by image size, which means that if you need something small, it will likely only be a dollar or two. <https://us.fotolia.com/>

Audio Jungle: wanna create that amazing online meditation? Audio jungle has royalty free music for your background. <https://www.audiojungle.net>

Video Chat, Sessions & Webinars

There are so many providers out there for video chats, doing sessions online, and hosting webinars, that I see it as a sign of the direction our society is going. Ultimately, I use what feels intuitive for me to use and what I believe will be easy for others to understand. Most of these companies are upgrading constantly! Zoom (the new darling, the Skype of the next generation) for example has a huge conference every year just to train, teach, and unveil upgrades to their multi-level platform.

Facetime & Facebook Live: Facetime is a great app if you need to see someone quickly and easily, but they have to have iPhone and there is currently no recording capability. Facebook Live allows you to record your session, save and download, and also post. You can also bring people on-line, to talk with you. If you create a secret group, you can use this method for classes, one-on-one sessions, and more.

Google hangouts: Fairly intuitive to use, it's loved by people who love Google, but others have found it less accessible to set up.

Zoom: Zoom exists in both desktop and app form, and the person logging on doesn't need anything but a phone number or a link from you. Easy peasy. They have a free version, and multiple paid tiers depending on your needs. <https://www.zoom.us>

GoToWebinar: A popular go-to (haha) for webinar creation. Although honestly, more and more people are using Zoom, or using free new startups. <https://www.gotomeeting.com>



Youtube: Youtube now allows you to go live, and to stream live into Facebook groups and other fun places. Another great choice for beginning and established businesses alike who want a video web presence.

Business Cards & Print Advertising Resources

Your business doesn't exist online, it exists in a real world, along with your customers. Some people don't like going online or working online, and there is power in flyers, business cards, face-to-face interaction, and appearing in print magazines or newspapers. In this realm, creating local relationships with local printers, graphic designers, and with local newspapers has always worked for me. That said, here are some more general resources I have tried and enjoyed.

Vistaprint: All print media, with a simple account creation allowing you to work on ideas slowly and save them. <https://www.vistaprint.com>

Moo: Creative, artistic cards and business materials. <http://www.moo.com>

Fiverr: Fiverr offers contractors of all sorts for small one-off jobs. If you're not a natural copy-writer this is a great resource for finding someone to help you craft a press release or online statement. <https://www.fiverr.com>

HARO: Help A Reporter Out is a great resource for getting into magazines. <https://www.helpareporter.com/>