

# OUR BEST HACKS AND ONLINE RESOURCES

## With Our Help, You Can Do Anything!

Dedicated teams & project management, with expert functional specialists assigned to execute campaigns in each core area of sales & marketing. This means you can focus on your business while we do the rest.



**HC Development**

HC Development, Inc.  
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# GRAPHIC DESIGN WORK

LOGOS, ARTWORK, T-SHIRT DESIGN, PRODUCT PACKAGING DESIGN, ETC

## CrowdSpring.com (\$300 min order)

I like this one the best for their privacy features & NDA with artists. Crowd Sourcing, where multiple graphic designers from around the world, submit finished work, to compete to win your bid. For example, I bid \$500 for a logo design and I had over 100 graphic designers submit finished work. It then allowed me to send out my top 10 picks to friends to vote on the best one and leave comments, which helped me greatly in making my final decision.

## 99designs.com

probably the most popular crowd sourcing site currently

## DesignCrowd.com

A new site that also looks good.

## Fiverr.c

Just about anything you can dream of for \$5 per gig.





# MARKETING

## SOCIAL MEDIA

This is a great webinar put on by Guy Kawasaki and HubSpot about posting to multiple sites and what to post and how to find that content.

<http://fast.wistia.net/embed/iframe/4s29gv96gh?popover=true>

## SCOOP.IT

Scoop.it allows you to collect and post curated content to your account or integrate your feed to your WordPress blog. You can create any subject to re-post relevant news for your target audience.

## DLVR.IT

Allows you to simultaneously to all of my social sites

## ALTERNATIVELY TO WHAT KAWASAKI SUGGESTS, I USE:

Scoop.it & dlvr.it for posting curated content and news, simultaneously, to all of my social sites.

## FEEDLY.COM

Feedly is a great news aggregator and RSS feed that allows you to collect news by topics and keywords.

## HUBSPOT.COM

A great site for aggregating all of your social feeds to read them all in one place.

# AUTOMATION SOFTWARE

AUTOMATION SOFTWARE

## NEEDLS.COM

Run THOUSANDS of variations of your Facebook ads simultaneously.  
Finds the best converting ad.

## ACTIVECAMPAIGN

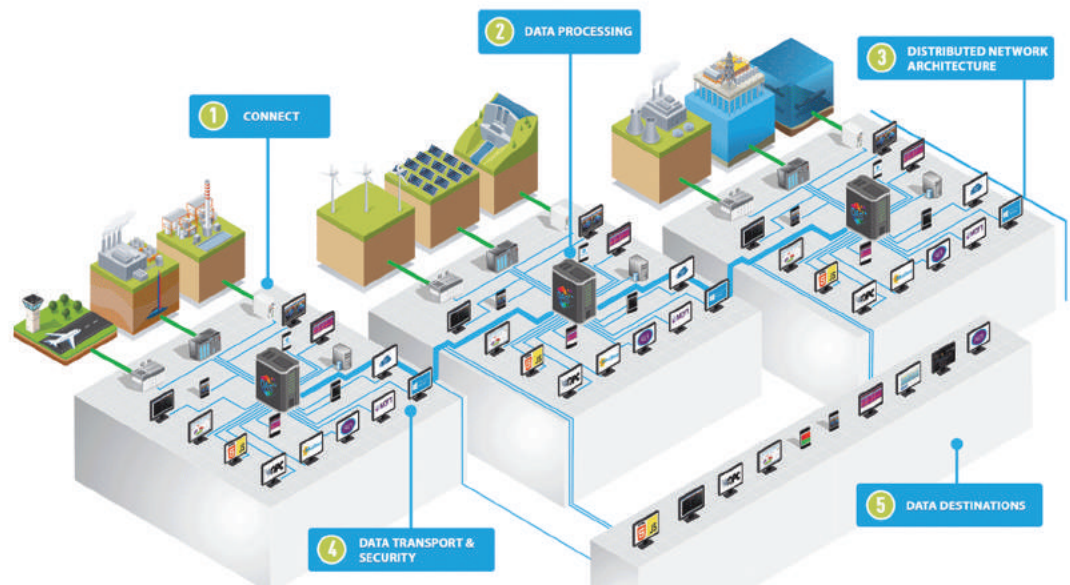
\$49/mo for similar features to InfusionSoft.  
Great value for a low price.

## AUTOVATION.IO

100% Done-For-You Email Automation Software  
Enterprise grade software with a team of experts to build all your automation  
and nurture sequences  
This service is AMAZING!

## HC DEVELOPMENT PROPRIETARY MARKETING AUTOMATION

Schedule a free consult to find out if we can build the best platform for  
your company  
[intro.hcdco.com](http://intro.hcdco.com)



# CALENDAR SCHEDULING SOFTWARE

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### TOP CALENDAR SOFTWARE PICKS (I'VE USED EACH AND MY FAVORITES ARE IN THIS ORDER)

[vCita.com](http://vCita.com)

[Hubspot CRM Sales Pro – Meetings](#)

[Microsoft Bookings](#)

[Calendly.com](http://Calendly.com)

[x.ai](http://x.ai)

Stop the run-around of asking when people can meet.

Simply send them a link that checks your available time and books the appointment. Automatic reminders before meeting sent to all parties.

HUGE time saver

## BUSINESS CARDS & PROMOTIONAL FLYERS:

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### GOTPRINT

[gotprint.net](http://gotprint.net)

### BUSINESS CARDS

100 high-quality, 2-sided Business Cards in full color for ONLY \$10

### FLYERS

10,000 high-quality glossy 8.5"x11" flyers for our trade show for ONLY \$448 (min order is 250)

### QR CODE VCARD GENERATOR

<http://goqr.me/#t=vcard>



## VIDEO PRODUCTION (CGI ANIMATION & OTHER):

### PARADOX STUDIOS

Oz Rao

[oz@theparadoxstudio.com](mailto:oz@theparadoxstudio.com)

[www.theparadoxstudio.com](http://www.theparadoxstudio.com)

My main video editor. \$500 for a 5 minute, very high-end video product.

Oz is amazing.

### EXPLAINDIO

[www.explaindio.com](http://www.explaindio.com)

DIY software to help you create explainer style animation videos to visually express your business or product.

### HYPNOVID

[hypnovid.com](http://hypnovid.com)

Completely done for you, HypnoVid charges \$199 for 1 minute "Explainer" white-board style video. It is \$99 extra for them to write your script and \$99 more for them to provide the Voice Over work. Total price of \$499 for a one-minute video is really fantastic. You would pay about \$10k-20k to anyone else.

### WOOSHII

[wooshii.com](http://wooshii.com)

Great source to find a developer to put together a nice informational video for your company.

### ENVATO STUDIO

<https://studio.envato.com/>

Great source to find a freelance video developer, After Effects editing pro, etc.

### POND5

[pond5.com](http://pond5.com)

Stunning Stock Video Footage

### PROMO

[promo.com](http://promo.com)

Stunning Stock

### ANIMATED SLIDE SHOWS

<https://slide.ly/>

<https://animoto.com/>

### PLAYABLE

[playable.video](http://playable.video)

Stunning Stock

# SCREEN CAPTURE SOFTWARE

## CAMTASIA – \$200 ONE-TIME FEE PER MAJOR VERSION

[techsmith.com](http://techsmith.com)

Excellent screen recording software.

## JING (FREE)

<https://www.techsmith.com/jing-tool.html>

Amazing free tool to create screen snaps with comments and also fantastic for screen recording short instructions to send to someone. It even includes a free cloud repository and link to send the clips.

HIGHLY recommended.

# PROMOTIONAL ITEMS MANUFACTURING

## ALIBABA

[alibaba.com](http://alibaba.com)

This is an global supply-sourcing site where you can find suppliers for just about anything. T-shirts, Shopping Bags, Baseball Hats, Souvenirs-Wearables-&-Gifts 'SWAG', etc





# OUTSOURCING PROFESSIONALS

## FIVERR

[www.fiverr.com](http://www.fiverr.com)

Just about anything you can imagine, done for \$5. Of course there are many upsell options, but you can have logos done, landing pages and web design created, voice over work, animated video logos, etc.

The list of what can be done here, by fantastic creative talent is really unbelievable.

## UPWORK.COM (PREVIOUSLY ELANCE.COM)

This site has professionals from many different fields who you can subcontract their work on a project basis. I even found a really experienced Trademark attorney who lives in Chicago, on Elance.com

## FREELANCER

[freelancer.com](http://freelancer.com)

Similar to UpWork.

## ODESK

[oDesk.com](http://oDesk.com)

Another UpWork-type option

## TASKBULLET

[taskbullet.com](http://taskbullet.com)

Virtual Assistant Full Service Team

## 123EMPLOYEE

[123employee.com](http://123employee.com)

Virtual Assistant Full Service Team

## VA STAFFER

[vastaffer.com](http://vastaffer.com)

Virtual Assistant Full Service Team



# VIRTUAL CLOUD SPACE (TEAM DOCUMENT SHARING AND COLLABORATION):

## GOOGLE DRIVE (I USE THIS ONE)

This service is really good for hard drive back-up and syncing with your PC. You can access your files from your mobile phone or any other computer. \$9/mo for 1 TB of data storage.

## ONEDRIVE – BY MICROSOFT (FREE STORAGE SPACE INCLUDED)

<https://onedrive.live.com/>

## YAHOO GROUPS

## ICLOUD.COM FOR MAC USERS



# ACCOUNTING & BOOKKEEPING

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## Q-SUFFICIT \$150/MONTH

[www.qsufficit.com](http://www.qsufficit.com)

Employ a team of overseas CPAs to manage your books and prepare your tax returns.

# TRADEMARK ATTORNEY

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## INTUIT LAW –

Trademark work for \$150 to research and file trademark (+\$300 for government fee)

Curt Handley

888-932-5291

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





# BOOKS

"Guerilla Marketing" by Jay Conrad Levinson (a MUST read)

[https://play.google.com/store/books/details/Jay\\_Conrad\\_Levinson\\_Guerrilla\\_Marketing\\_4th\\_editio?id=UqXLxndm2oUC](https://play.google.com/store/books/details/Jay_Conrad_Levinson_Guerrilla_Marketing_4th_editio?id=UqXLxndm2oUC)

"The Lean Start-up" by Eric Ries (a MUST read)

[https://play.google.com/store/books/details/Eric\\_Ries\\_The\\_Lean\\_Startup?id=tvfyz-4JILwC](https://play.google.com/store/books/details/Eric_Ries_The_Lean_Startup?id=tvfyz-4JILwC)

"Getting in the Game" by Matt Crowley

<http://www.amazon.com/Getting-Game-Guiding-Startup-Investors/dp/0615570518>

"Start with Why" by Simon Sinek

<https://www.amazon.com/Start-Why-Leaders-Inspire-Everyone>

