

Recommended Resources for Running Your Online Business

Free and Paid Resources and Tools We're Using Today



Brought to you by:

[Business Content PLR](#)

Courtesy of:

[Best Quality PLR](#)

Best Quality PLR Resources

Having created well over 100 PLR products (and counting) there are many resources, programs or websites that we repeatedly use.

Whether you are creating your own products (If you aren't, [why not?](#)) or repackaging PLR then you could probably use many of these things that we kind of take for granted at BQP.

This guide is full of links to stuff that we use all the time. The links below will include software and websites that we frequent when building our products and membership site. Some of the resources will be free (yay!) while others will be paid. All of our paid recommendations are for things that we use and feel totally comfortable recommending.

Note: Some of the links in the paid section will be our affiliate link. Might not be politically correct to say - but we are actually fond of money. If you are morally opposed to that - simply google the paid product and bypass our affiliate link.

Note2.0: Fair is fair - we included our affiliate links so please feel free to distribute this very guide with all of our links replaced with your affiliate links. You have full rights to this guide, as long as you keep this page and the following page intact. You can share this guide or sell it. You can even pass on the MRR and PLR rights - as long as your customers also keep this page and the next as is.

GUIDE PROVIDED COURTESY OF BEST QUALITY PLR

PLR doesn't always have the best reputation. We understand.

We have been internet marketers for a combined ten years - we have been burned by crappy PLR before. Quite frankly - it pissed us off. We decided there was a serious need for high quality PLR products that people will actually use!

We took what we didn't like from all of our past PLR purchases and decided to address them head on by providing PLR that...

- . Is written by us or our hand picked North American team.
- . Includes full packaging and sales tools.
- . Comes with professionally designed artwork.
- . Is packaged as an entire product - not a pile of text file articles.
- . Has real people that stand behind their work. We don't hide in anonymity - you have a problem and we will address it with professionalism.
- . Covers a wide variety of current topics.
- . Includes helpful training on how to implement PLR - no more sitting in a folder on your hard drive!

To be perfectly honest - there is no better way for us to possibly quantify how different our PLR is than show you. If you are sick of crappy PLR - check out the best quality by following the link below...

BEST QUALITY PLR

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Free Resources

This section is full of links to free “resources”. These are places you can find free content to use in your products.

- **NOTE:** Some of the “free” licenses you come across don’t allow redistribution - be careful with these images if you plan on using them in PLR products.

IMAGES

When creating products, I find that I often need images.

It makes sense that if you are making things like eBooks, presentations and, eCovers ,etc.. that you will need images.

There are a lot of things to consider when you are looking for images. You can’t just use any image you find off of Google. Images on the web are covered by copyrights and licenses.

Here are some tips...

- You can’t just use any image you find in Google image search. That can get you in trouble!
- Be careful of “licenses”. If you find a site offering “free” pictures - make sure you read the website’s terms and conditions and understand exactly how you can use the image.
- Even on websites that say their images are “free” may have different licenses per picture. It is up to you to make sure you know the license before using.

- You might think you are safe by buying stock images - but make sure you understand those licenses as well. You might be prohibited to redistribute (a problem for plr) for example.
- Public domain images that include people can be tricky. Even if an image is “public domain” there can potentially be “model release” issues.
- Attribute when required...and even when asked. Sometimes a picture will require attribution (credit to where/who you got it from) in these cases you have to, in order to use it. Often other times, people will ask for attribution but not require it. I like to attribute for two reasons; First is good will. People who provide great work for free will be more likely to do that if they receive attribution. Secondly, if you are in the digital content business - and all internet marketer’s are in some way - you should respect and in fact encourage respect for licenses.

Websites For Images

<http://pixabay.com/> - This site kind of inspired the creation of this guide. One of the best public domain image collections I have come across, I just had to share it. Great hi-def photos.

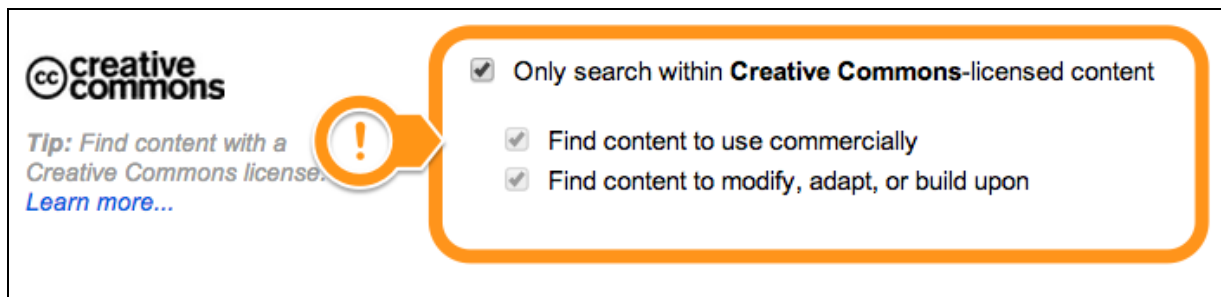
http://commons.wikimedia.org/wiki/Main_page - Not the most exciting site, but Wikipedia has a huge library of public domain photos. I find the interface annoying to use, but there is a lot to choose from.

<http://www.publicdomainpictures.net/> - Another large collection of public domain photos. The site isn’t as easy to use as Pixabay but the volume alone is impressive.

<http://www.imageafter.com/> - This site bills itself as “The Raw Base for Creativity”. Simple terms of use as well - you can do anything you want with the images except use them to create a site/resource that directly competes with them.

<http://blog.hubspot.com/free-business-stock-photos-list> & <http://blog.hubspot.com/75-free-stock-photos-im-ht> - These two links require you to opt-in, but they include over 230 photos, taken by hub-spot staff themselves and have very liberal rights.

<http://www.flickr.com/search/advanced/?> - Flickr is another great tool, if you use it properly. The link here directs you straight to the advanced search. At the bottom of the advanced search you will see some settings:



This will allow you to search for images that are released under Creative Commons and available for commercial use. You will still need to check each image’s license since “Creative Commons” has different license requirements. Many will just require simple attribution though.

CLIPART

Clipart is another resource that I found myself constantly searching for. The above sites may include some clipart - I know Pixabay does - but there are a couple great free resources that focus on public domain clipart exclusively.

Quick side note - I was always looking for clip art that I could use in our PLR products. It wasn't exactly easy to find quality. I once bought a 5000 piece clipart library. The download link didn't work. The creator never responded to me or my emails. My Paypal dispute was denied because I couldn't prove he didn't deliver. Fun times. To rub a little salt in the wounds, after I found the below sites, I can tell he had simply just downloaded the clipart from them and sold them as a package.

Websites For Clipart

<http://www.clker.com/> - This is the first site I found in my quest for clipart. A huge amount of clipart to choose from. The quality varies though. There are some completely unusable pieces of clipart on this site, but you can certainly find some good quality pieces.

<http://openclipart.org/> - The above site lead me to the site below. A lot of the best clipart from CLKER was actually tagged OCAL (open clipart library). The Open Clipart Library isn't as massive as CLKER but the quality is more carefully curated.

Fonts

Fonts can really make the difference when it comes to web and graphic design. Using a high impact font can draw the eye, and typography is an art in of itself.

Finding great fonts does not need to be expensive. Some people don't know this but fonts will often have similar licenses as images. Here are some great free font resources though:

Websites For Fonts

<http://www.dafont.com/> - This is the site I use the most often. If you have used a BQP product recently, you may have noticed a file that shares any fonts I have used. This site is usually where I get them. Pro tip: When searching for fonts, click on “more options” link and choose Public Domain or Free. Images below help explain...

The image shows two screenshots of the Dafont.com search interface. The top screenshot shows the search results for 'Fancy > Cartoon' with a 'More Options Button' highlighted by a green checkmark icon. The bottom screenshot shows the same search results, but with the 'Only as' section expanded, showing options like 'Public domain / GPL / OFL' and 'Free' selected, which are circled in orange.

Fancy > Cartoon
1 2 3 4 5 6 7 8 9 10 ... 118 ▶

More Options Button

Preview: Type your text here
Number per page: 10 fonts show variants
Size: Medium
Only fonts with: accents Euro
Sort by: Popularity Submit More options

Fancy > Cartoon
1 2 3 4 5 6 7 8 9 10 ... 118 ▶

Preview: Type your text here
Number per page: 10 fonts show variants
Size: Medium
Only fonts with: accents Euro
Sort by: Popularity Submit

Only as: ☒ Public domain / GPL / OFL ☒ Free ☐ Free for personal use ☐ Donationware ☐ Shareware ☐ Demo ☐ Unknown

The licence is just an indication. Please look at the readme-files in the zips or check the indicated author's website for details, and contact him if in doubt.

NOTE: Some fonts on the above site may be “free for commercial use” but prohibit redistribution. So don’t just throw the font file into your products - simply link your customers to the font.

<http://www.fontsquirrel.com/> - Font squirrel is a very well curated collection of “free for commercial” fonts. It is created by designers for designers. Make sure you read the license included with each font - they all have their own restrictions.

<http://www.1001fonts.com/free-fonts-for-commercial-use.html> - Here is another popular site. This link takes you right to the Free for Commercial Use category.

NOTE: Be careful when downloading these “free” fonts. Often, either the download page or the zip file of the font will include the license. Check the license because while it may be free, it can carry it’s own unique restrictions.

VECTORS

Vector images are great. They differ from normal clipart and images because you can increase the size without decreasing the quality. For example, if you take a normal piece of clipart and try to make it bigger - it will become blurry. The bigger you make it, the blurrier it gets. Vectors are different though, you can make them bigger and keep the perfect quality.

Tips: Vectors often come in AI or EPS files. AI files are best opened in Adobe Illustrator and EPS files can be opened by a wide variety of programs. For example, you can import an EPS right into a Microsoft Word or Open Office document. Keep in mind, outside of changing size you won't be able to edit the EPS in those programs.

Websites For Vectors

<http://all-silhouettes.com/tou/> - This site is jam packed with nothing but silhouettes of people, objects and even abstract things like grunge styles and flourishes. The link above goes directly to the site's terms of use. Each product does have its own license though.

<http://www.vecteezy.com/> - There are many more styles to choose from at this site. Each download page has a very clear explanation of the license.

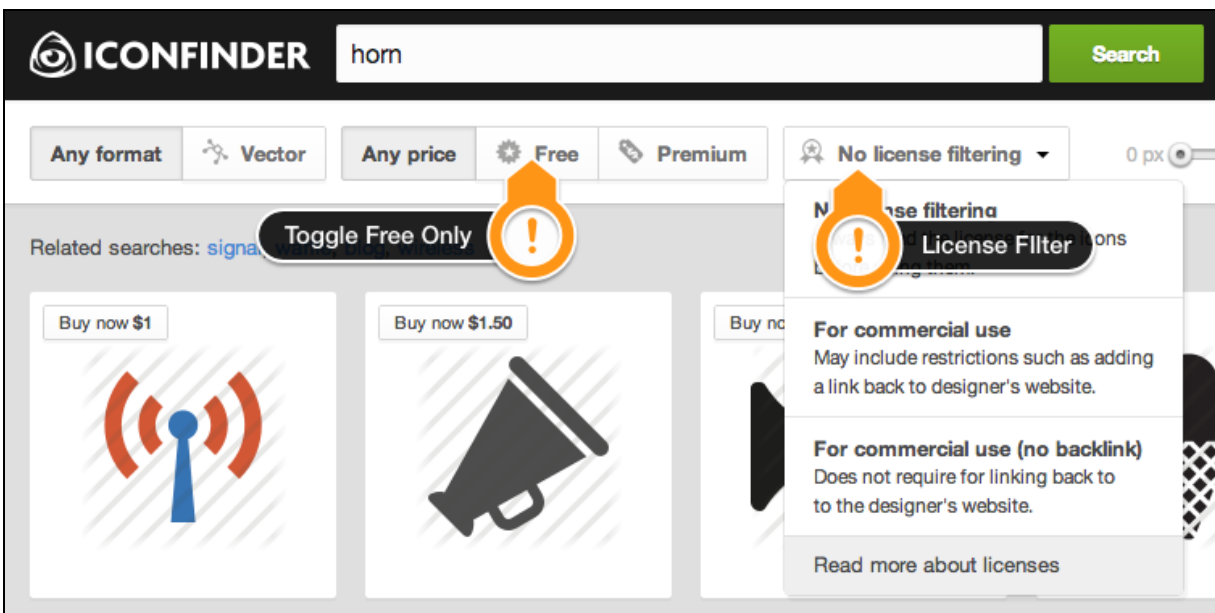
<http://vectorish.com/> - A vector community where graphic designers can submit work. Many vectors are provided free for commercial use. It will be stated clearly on the download page of each item.

ICONS

Icons are super handy, small, usually square images that are used for a million different things. You might never think of icons...until you need one. Perfect example - the “features” area on the [Best Quality PLR Homepage](#). I needed the little images that highlight each feature and the perfect solution were icons!

Websites For Icons

<https://www.iconfinder.com> - This site has just went through an overhaul so it took me a couple seconds to figure out how to find the free resources. The key is to simply search for something and then on the search results page you will be able to filter by license. See the image below:



<http://openiconlibrary.sourceforge.net/> - This open source icon library isn't the most intuitive/beautiful interface, but there are a lot of quality icons available.

<http://webtreats.mysitemyway.com/category/icons/> - WebTreats is a great resource in general and here is a link to their icon category. Check out their terms of use at the top of the page. It is very liberal and allows you to use these icons in a number of ways.

TEXTURES/BACKGROUNDS

These types of images are useful if you do any kind of design. The most obvious use for these type of images are repeating backgrounds on websites. Even if you aren't a web designer and just rely on WordPress for your websites - most themes have an option to easily upload an image to use as your background. A clean professional repeating background can really help your website stand out. You can also use these textures as backgrounds for ecovers, infographics, coupons, banners, and headers, etc...

Websites For Icons

<http://webtreats.mysitemyway.com/category/textures/> - Webtreats again, but this time their textures category. A ton of great choices here - all high quality.

<http://subtlepatterns.com/> - An amazing resource for very high quality - modern backgrounds. These choices live up to their names - the backgrounds are all subtle with an amazing array of different texture choices. These patterns can instantly make a website look more modern.

<http://bgrepeat.com/> - A very simply laid out free backgrounds website. It provides small repeatable graphics that are perfect for website backgrounds. Very liberal licensing.

<http://lostandtaken.com/> - A great site from a very talented designer. These are some really high quality, unique textures. The rights couldn't be simpler - do what you want but don't redistribute as is.

PAID RESOURCES

This section is full of tools that we use almost every day in our business. These are the things that we feel are important enough to invest hard earned money in. Some of the links will include our affiliate link, but we will indicate where. Some of the tools below don't have an affiliate program, but are so great we wanted to pass them along anyway.

[BoxShotKing](#)

BoxShot King is an online platform for creating professional-looking 3D eCovers in minutes. It has a wide variety of built-in templates that include eCovers, iPhones, tablets, credit cards, CDs and more. There are very well-documented tutorials and it's very easy to use for non-technical people.

[OptimizePress](#)

OptimizePress is a wonderful WordPress theme that allows you to easily build stunning sales and squeeze pages with few technical skills.

We use OptimizePress for most of our sales letters. The theme provides you with a drag and drop page builder and "Live Editor" that make throwing together a great looking sales page go fast. I would say it saves us hours every week. There are tons of graphics and icons to pick from as well as ready-made templates that are proven to be high-converting.

[DLG](#)

Download Guard is a software program that allows you to secure downloads, create membership sites, includes a shopping cart, and has great reporting tools. You can also easily integrate it with various affiliate programs.

[Basecamp](#)

Basecamp is relatively new to us. We have used it for a couple of months now. To be short and to the point - it is a game changer. It allows us to plan out all of our online projects collaboratively with our team. Anyone who does any work for us is added to the system and we can delegate, communicate and share files through the Basecamp web page.

We constantly have access to all of our project info as long as we have web access. Basecamp also syncs with most computer calendar systems. Super helpful.

[Aweber](#)

Aweber is one of the internet's most popular email marketing services. If you are serious about creating a mailing list and fostering a positive relationship with it, then you will need a service like this.

This was actually one of the first investments we ever made. If you have read an email from us then it was very likely sent using Aweber. We value our mailing list, treat our leads with respect and Aweber is the tool that allows it.

[Dropbox](#)

Dropbox is one of the many new Cloud storage services available online. In layman's terms - Dropbox allows you to store and share files over the web. The service is free (you can pay for more storage) and is a great way to backup any important files.

We use it primarily to share files amongst our team. We also make sure any vital business docs are stored there as well as back ups of important information.

Skype

You probably already know, but Skype is a communication tool that allows you to instant message, phone and video call other Skype users.

We use this every single day. We use it for team calls, support questions, affiliate recruitment, joint venture deals, personal calls, etc... If you don't already have it - go and grab it. Makes online communication simple and free!

Screen Flow

If you have seen our videos (sales or product) then you have probably seen ScreenFlow in action. It is a top notch screen recorder that makes it very simple to capture your computer actions. The most obvious use for this, is to capture tutorials. Whatever you do on your computer ScreenFlow will capture.

We use this on most of our sales videos. Any video you see with a demonstration plus Justin's head in the corner narrating...used ScreenFlow.

Handbrake

Handbrake is an open-source, multi platform video transcoder. Basically it will allow you to convert videos into a wide variety of formats.

Every sales video we make is usually transcoded through Handbrake, many

of our product videos are as well. The number one use for this tool is to make our video files smaller so they load and play faster.

Putler

Putler is another relatively new tool in our arsenal. It is an app for Paypal that lets you download, analyze and act on your transactions. It is basically a much better reporting system than is built into Paypal.

If you use Paypal for business then you know their reporting...sucks. No other way to phrase it. This tool saves us hours each week. It helps us organize tax info, while it also showed us some insights into how we spend/earn. It saves us time and money - we like that.

Easy Video Suite

Easy Video Suite is a powerful video marketing tool. This software will let you record, convert, publish and track video very easily.

We use it for our sales letter videos. EVP makes it easy for us to create video pages, split test videos and we appreciate the drag and drop interface that makes everything super simple.

FileZilla

FileZilla is one of many FTP programs out there. We chose this one to talk about because it is free, cross platform and does everything you need it to.

We use it all the time to upload files to our websites.

[Hostgator](#)

Hostgator is one of the most popular web hosts out there. If you want a website you need hosting and Hostgator is a solid place to start. While highly active sites will probably need an expensive dedicated server, people starting out can get away with a shared hosting package from Hostgator. The hosting is reliable and very cheap - pennies a day in fact.

A couple additions from Sharyn Sheldon ([Business Content PLR](#)):

[Snagit](#)

I use this neat little software program to grab screen captures, add callouts and effects, do some minor image editing, resize images, and even do short screencast videos. You can share things directly to YouTube, Screencast and elsewhere. There are some other features too that I haven't explored.

[Camtasia](#)

Camtasia is my video recording and editing software of choice. I've gone through some training at [Learn Camtasia](#), which was excellent and made a huge difference. But Techsmith, who makes Camtasia, has a lot of tutorials. The interface itself is fairly intuitive and there are some nice extras in their library.