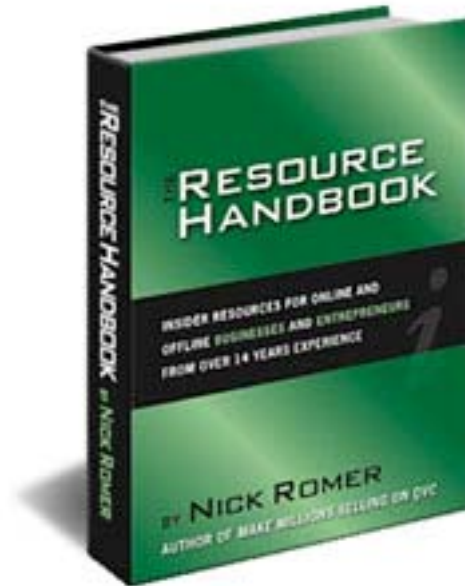


The Resource Handbook

Insider Resources for Online and Offline Businesses
and Entrepreneurs from Over 14 Years Experience



Version 1.20

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Published by MillionsOnTV.com

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Dear Business Owner, Inventor, Entrepreneur, Marketer,

I have used most of the services and companies listed within for many of my fourteen years in business and I have compiled this list in order to help you find sources that, in some cases, took me years to find.

In this resource handbook I have also included some resources that I have not used but have been recommended to me by trusted sources. If you have a negative experience with anyone, or company, listed in this resource report, please let us know. We don't want to refer anyone if they aren't producing stellar results.

Understanding that many people viewing the handbook may have never created a Web site, or might be new to marketing and business, I have taken the liberty of explaining some of the services and their purpose, while others are listed with basic contact information or links to their online destination where more information can be obtained.

While some of the service resources listed within are free, most are not. I have come to find that you do indeed get what you pay for and that if you want to grow or launch your business you'll need time and some financial resources to create strategic advantages over your competition. You'll notice also, that some of the links go direct to the source while others incorporate a redirect link. By using the redirect, we control the destination should it ever be changed by the company, and also, should the resource no longer be included in future versions of this handbook for whatever reason. (Please note, that in order for the live, blue links to work you must have this document open and be connected to the internet at the same time.)

Lastly, when I first started expanding my offline business to the online world I did not know where to begin. Even today, the landscape is changing rapidly, so knowing a trusted resource here and there has been invaluable to me. I hope the resources listed here are also of value to you as you strive to achieve your dreams.

A handwritten signature in black ink, appearing to be the initials 'JR' or similar, written in a cursive style.

www.SuccessOnTV.com
www.MillionsOnTV.com

Autoresponders

An autoresponder is a service or program that sends a series of emails to your clients/customers, via an automated system. By setting up a series of emails, you can put a large part of your business on auto-pilot.

Autoresponders are great sales tools if done properly. They can help sell your product or service with informative information, while keeping your business in front of your customers/clients for several days—even weeks.

Research shows conversions dramatically increase once you are in front of your customers over five times. It doesn't need to be fancy or expensive. It serves to build trust and the idea is to write a series of emails, send them out every three to five days—even once a month, and provide helpful information to your customers. They can be used for:

- ~Product Reports: Five to seven articles on same theme.
- ~Product Reviews: Five to seven articles on same theme.
- ~Bonus Gifts: "Order \$X amount of products from our site and get our free email course about...."
- ~Mini-course based on your company's area of expertise.

[Aweber](#) – if you just want an autoresponder, this is my top choice. I've used them for years and they're very reliable.

[One Stop Shopping Cart](#) – if you need a little more than just an autoresponder, this company provides a marketing savvy shopping cart that allows you to upsell, cross-market, and more – all in one system.

Books - [Make Millions Selling on QVC: Insider Secrets to Launch Your Product and Transform Your Business \(and Life\) Forever](#) – by Nick Romer

Boxes, Shipping Boxes, Shipping Supplies, Packaging Materials

(see Packaging)

CD Duplication

(see DVD Duplication)

Credit Card Processing

[Paypal Processing](#) – 1 in 3 buyers uses paypal. The rest use credit and debit cards and since paypal accepts credit cards as well, there isn't a better solution available for online credit card processing They have a low cost, quick setup, high security, no startup fee, no monthly fee, and lower transaction fees than other merchant accounts.

Domain Registration

Name Cheap – www.namecheap.com

GoDaddy – www.godaddy.com

DVD Duplication

[Corporate Disk Company](#) - offers a state-of-the-art manufacturing facility providing full service media replication & duplication for CD's, DVD's, and books. Plus warehousing and fulfillment.

Groups and Organizations

American Marketing Association - www.ama.org - One of the largest professional associations for marketers.

Ask The Inventors - www.asktheinventors.com - Experienced advice for new inventors.

Electronic Retailing Association (formerly the National Infomercial Marketing Association) - www.retailing.org - A trade association for companies that use direct response to sell goods and services to the public on television, online and on radio

Federal Trade Commission - www.ftc.gov

Google Patent Search - www.google.com/patents

Intellectual Property Law Server - www.intelproplaw.com - Provides information about intellectual property law including patent, trademark and copyright

International Licensing Industry Merchandisers' Association - www.licensing.org

MarketingSherpa - www.marketingsherpa.com - A research firm specializing in tracking what works in all aspects of marketing (and what does not.) They're not an agency, consultancy, or other vendor seeking business. Their goal is to give marketers of the world the stats, inspiration, and instructions to improve their results.

Minnesota Inventor's Congress - www.inventhelper.org - Non-profit organization dedicated to the advancement of inventors

National Inventor Fraud Center - www.inventorfraud.com - Started with the goal of providing information to consumers about invention promotion companies and how people can market their ideas.

Small Business Administration - www.sba.gov

United States Copyright Office - www.copyright.gov

United States Patent and Trademark Office - www.uspto.gov

United States Patent and Trademark Office Resource Center for Inventors - www.uspto.gov/web/offices/com/iip/index.htm

Home Shopping Channels

QVC - <http://www.qvc.com>
1200 Wilson Dr., West Chester, PA 19380
(484) 701-1000, (800) 345-1515

The Home Shopping Network (HSN) - <http://www.hsn.com>
1 HSN Drive
St. Petersburg, FL 33729
(727) 872-1000, (800) 284-3100

Keyword Tools

[Google's Free Adwords Tool](#)

[Free Word Tracker Keyword Tool](#) – the best part about this keyword service is: 1. There is a free version – it doesn't have all the features of the paid service, but you can use it to get started and to get ideas. 2. There is a free trial of the paid version – which has all the features.

Manufacturing

Directory of Manufacturers

Thomas Register and Thomas Regional Directory of Manufacturers www.thomasnet.com - ThomasNet.com is the best resource available for finding suppliers and manufacturers.

Alibaba International (www.alibaba.com) - is a leading online B2B marketplace for global buyers and importers looking to find and trade with suppliers from China and other manufacturing countries. As of June 30, 2007, it had more than 3.6 million registered users in over 200 countries and regions.

Marketing Tools

[Perry's Definitive Guide to Google Adwords](#) – pay per click is one of the fastest ways to sell your product and/or test your idea. But before you plunge into spending hard earned money on a pay per click campaign, I highly recommend you buy this book first. A few thoughts:

1. Perry Marshall's book saved me thousands of dollars in mistakes.
2. The ebook has the most up to date information. If you go to Amazon or your book store for the physical book, you'll miss A LOT!
3. Google is the starting point for PPC. What you learn from this book applies to Microsoft's and Yahoo's PPC programs from a strategical point of view. Perry professes, testing and tweaking on Google until you know what works, then launch PPC campaigns on the other engines. This, versus,

launching campaigns on all three before you know which offers and what wording work the best. – just for starters, but there is so much more. Get the book, now.

4. If you want the free 5 day course which also has a lot of useful information, click here: [Free 5 Day Adwords course](#)

Mind Map Software

[Mindjet Mind Manager Software](#) – this is by far the best mind mapping software I have tried. When I use it for brainstorming, note taking, or project management, it helps capture the natural processes of my thinking, thus making things easier to see, recall, and expand upon when needed. Another reason I love this software is because it integrates flawlessly and in so many ways with Microsoft programs. For example, if you want to create a task in Outlook you can do it from within Mindjet. If you want to attach a Word document to a specific spot in your mind map, it's a one click process. This is also true for hyperlinks, Excel spreadsheets, and much more. On a typical day, I will open a mind map for a specific project I'm working on and see anything I need to see. I can look at specific things I need to do, I can brainstorm further, or see exactly where my project stands even if I haven't thought of it in a few weeks. It simply allows me to capture my creativity and things that need to be organized in the simplest way I've found to date. Check out the online videos, download the free trial today and see for yourself.

[Gyronix Results Manager](#) – this software works seamlessly with Mindjet. It creates a customizable dashboard from all your mind maps so you can see, with great ease, what needs your immediate attention from all the projects you are working on. It's simply awesome for staying on top of due dates and pending issues.

The recommended companion to this tool is something called Gyro Q. Basically, what it does is it works like a post-it note but it is digital. When you have an idea, hit ctrl Q and up pops the action item bar. Add your thought/note or whatever and it puts it in a mind map for you arranging your notes by date, dramatically increasing your productivity. [Click to see the demo.](#)

Packaging

Boxes, Shipping Boxes, Shipping Supplies, Packaging Materials

Uline - www.uline.com

Freund Container - www.freundcontainer.com

Crystal Clear Bags

Impact Images - www.clearbags.com

Protect your precious artwork with crystal clear plastic bags. Acid Free, Easy to use, Re-sealable, Cost Effective, Fast Turn-around. Over 300 stocked sizes.

Description: West Coast: 800.233.2630

East Coast: 800.328.1847

Massillon Container – Phone: (330) 879-5653, Cleveland, OH. Although I recommend using a box company that is physically close to your shipping/manufacturing facility when doing custom boxes because of shipping costs, I have used this company even when shipping a distance because I have found their competitive pricing to offset the shipping costs on many occasions.

[Packaging Graphics](#) – (401) 725-7700 - excellent pricing on gang-run printing. I use this company for printed blister cards, folding cartons, insert cards, stretch pack cards, skin sheets, and thermoformed blisters, clamshells and insert trays. Ask for Darrell Carlsen for superior service.

Patent Search

This is a well kept secret. When most people think of getting a patent search for their great idea, they immediately think of calling a patent attorney to conduct the search. Most patent attorneys charge around \$1,500 for this service. What most people don't know, however, is that the patent attorney will call a specialist to do the work. The specialist's fee, in most cases, is about \$250. Wow, the patent attorney is making over \$1,000 at your expense.

My solution: I have a specialist that I have used for the past 14 years, and have referred many people to, that charges only \$250 per search. The fee includes a legal patentability opinion and a free Trademark Search. My specialist enjoys a superior reputation for being prompt,

thorough and completely ethical. They are members of Patent and Trademark Society, National, Intellectual Property Researchers Association and United Inventors Association.

I have included a link below to a form that they provide. The form is pre-signed by them to insure the confidentiality and non-disclosure of your idea. How it works: Print out the form, follow the directions on the form, mail it in with a check for \$250. Click on this link to get the patent search form: [Patent Search](#)

You'll see wording like this in the form:

.....is in the business of researching a great number of different product concepts, and its integrity depends on maintaining the confidentiality of each of the product concepts presented to it.hereby agrees that the idea, invention, or product you are disclosing and which you believe to be your own original creation shall not be used, sold, assigned, or disclosed to any other person, organization, or corporation without your permission, and further, that none of the employees, agents, officers, directors of shall utilize the same in any manner unless specifically agreed to in writing by both parties.

Click on this link to get the patent search form: [Patent Search](#)

PDF Creation Tools

I create documents in Microsoft Word. If you want a pdf, then all you have to do is print the document in Word as a pdf.

If you don't have Microsoft Office, here is a free Open Source version: [Open Office](#) – a free suite of software tools that are very similar to the word processing, spreadsheet, and database tools that can be found within Microsoft Office (works on Macs too). They have a free pdf converter that works smoothly and does not have advertising pop-ups.

Productivity

[Open Office](#) – This is a free suite of software tools that are very similar to the word processing, spreadsheet, and database tools that can be found within Microsoft Office (works on Macs too).

Screen Capture Software: [Snagit](#) – the best around for Window's Machines. I use it every day.

On my Mac I use this screen capture software: [Skitch](#)

Product Development

(see Trend Tools)

Publicity

Use these sites to get the word out about you, your product, your business.

[PR Web](#)

[PressBox](#)

Screen Recording Software

[Camtasia](#) – easily record your screen to create compelling training, demo, and presentation videos ... without ever leaving your desk.

[CamStudio](#) – free screen capture video software, thanks to open source

[Snag-it](#) - lets you capture, edit, and share exactly what you see on your screen – fast.

On my Mac I use this: [Skitch](#)

SEO Tools

[Free Search Optimization Tools](#) - 1. Search Analytics Tools - establish your marketing goals and establish a baseline for where you are at right now. 2. Keyword Research Tools - discover the keywords your customers are searching for right now. 3. Competitive Research Tools - see what keywords your competitors are targeting. 4. PPC Tools - buy important keywords and track the results to understand how well they convert, which helps you focus you organic SEO strategy. 5. Link Analysis Tools - start building your link profile and track your progress compared to competing websites. 6. Search Engine Ranking Checkers - determine how effective your marketing is by watching your search engine rankings improve. And many more.

[Search Engine Optimization Book](#) – this is the top selling book online for learning about search engine optimization. It's not free but the value contained within is more than worth the price and as the landscape of SEO changes so does the book with lifetime free updates.

Shopping Carts

[One Stop Shopping Cart](#) – if you need a little more than just an autoresponder, this company provides a marketing savvy shopping cart that allows you to upsell, cross-market, and more – all in one system.

Social Bookmarking

[Bookmarking Software](#) - When I started online in 1993 it was easy to rank high in the search engines. Today, the landscape has entirely changed. Skip over link exchanging and enter social bookmarking. The reason social bookmarking works is because it's word of mouth advertising. When someone finds something they like they tell their friends and they tell their friends.

Below is a list of social bookmarking sites. If you created an account in any of these sites, then bookmarked cool sites as you surfed the internet, you would leave a trail of recommended sites for others that might be searching the internet for the same thing. It's similar to asking your friends if they've seen any good movies lately.

From a business standpoint, if your internet site is the recipient of this type of social bookmarking, then you will benefit by increased traffic to your site.

How can you help yourself in this amazingly powerful way of generating traffic to your site? By using software like this: [Bookmarking Software](#)

Social Bookmarking Sites:

<http://del.icio.us/> Page Rank: 8/10

<http://www.furl.net/> Page Rank: 7/10

<http://www.simpy.com/> Page Rank: 7/10

<http://www.backflip.com/> Page Rank: 6/10

<http://www.blinklist.com/> Page Rank: 6/10

<http://bluedot.us/> Page Rank: 6/10

<http://de.lirio.us/bookmarks/> Page Rank: 6/10

<http://www.diigo.com/user/> Page Rank: 6/10
<http://www.shadows.com/> Page Rank: 6/10
<http://www.markaboo.com/> Page Rank: 5/10
<http://ma.gnolia.com/> Page Rank: 7/10
<http://linkagogo.com/> Page Rank: 7/10
<http://netvouz.com/> Page Rank: 7/10
<http://www.mister-wong.de/> Page Rank: 6/10
<http://www.spurl.net/> Page Rank: 7/10
<http://www.rawsugar.com/> PageRank: 6/10
<http://www.stumbleupon.com/> PageRank: 7/10
<http://www.digg.com/> PageRank: 8/10
<http://www.blogmarks.net/> PageRank: 7/10
<http://myweb2.search.yahoo.com/> PageRank: 7/10
<http://www.netvouz.com/> PageRank: 7/10
<http://www.taggly.com/> PageRank: 5/10
<http://www.lookmarks.com/> PageRank: 5/10
<http://socialbookmarking.org/> PageRank: 5/10

Survey Software

[Free Survey Service](#) - Save hours of time in product development by knowing 1) if there is a demand for your product and 2) knowing what your customers want. You can do this by creating a survey and one of the best free tools for doing this is Survey Monkey. For more sophisticated surveys and information gathering upgrade to the paid service.

Tell a Friend Software

[Tell a Friend Pro](#) - I mentioned this indispensable list building software in my book, *Make Millions Selling on QVC*. This software is incredible and we use it daily in a number of campaigns for building viral marketing campaigns.

As I write this we've added 8,800 names in the last four weeks to just one promotional campaign, over \$10,000 in revenue, at an advertising cost of around \$2,000. That's \$8,000 in profit. See if you can top that return on Wall Street! And I credit it to: [Tell a Friend Pro](#)

Trade Shows

Just about every industry has at least one major trade show every year. Below is a partial list of conventions and trade shows along with the sponsoring organizations. The list is far from complete as there are entire publications dedicated to maintaining this valuable information.

Many libraries have access to resources containing lists of current trade shows and conventions, such as the Directory of Conventions, published by Successful Meetings Magazine, New York, NY.

Consumer Electronics Show - <http://www.cesweb.org>

Craft & Hobby Association - <http://www.hobby.org>

George Little Management (GLM) - <http://www.glmshows.com> - is involved in the production of nearly 40 trade shows in some 15 cities across the United States and Canada.

Alberta Gift Show
Boston Gift Show®
Cadeaux™, The Luxury Gift Collection at JCK
California Gift Show®
EX·TRACTS®
Global Home Textiles™
The Gourmet Housewares Show™
HSMAI's Affordable Meetings® Mid-America
HSMAI's Affordable Meetings® National
HSMAI's Affordable Meetings® West
International Contemporary Furniture Fair® (ICFF®)
International Hotel/Motel & Restaurant Show®
Mid Atlantic Cash & Carry Show
Montreal Gift Show
National Stationery Show®
New York Gift Cash & Carry® Show...Gifts to Go
New York Home Textiles Show®
New York International Gift Fair®
Orlando Gift Show®
Portland Gift & Accessories Show
San Francisco International Gift Fair®
The Seattle Gift Show®
SOURCES® LA
The Supply Side®

SURTEX®
Toronto International Gift Fair™
Tourist, Resort & Imprinted Products Show
Vancouver Gift Show

International Home & Housewares Show -
<http://www.housewares.org/ihshow>

School, Home, & Office Products Association -
<http://shopa.org>

Trade Show Week -
<http://www.directory.tradeshowweek.com/directory/index.asp> -
A directory of trade shows sortable by industry category,
country, province, state, cities, months, keywords, and more.

Variety Merchandise Show -
<http://www.varietymerchandiseshow.com>

Trend Tools

[Trend Watching](#)

[Google Trend Tool](#)

Website Software and Development

[Build a Yahoo Store Tutorial](#) – Yahoo offers an easy web commerce application that includes site building software. As most large companies, they have overlooked a lot. This tutorial, though not free, has over 4 hours and 15 minutes of Video Instruction plus a 200 page manual that can help you find products, create an ecommerce store, and market your products online.

[Site Builder](#) – Sometimes creating a business on the web seems like one big, unbeatable mystery. This is one of the only, all-in-one, site-brainstorming-and-building-and-hosting-and-marketing, step-by-step system of software tools that delivers thriving, profitable business, perfect for beginners and established businesses alike. I have used it for a number of Web sites. It's easy and it works.

Website Hosting

This is by far the best web hosting company I have dealt with in 15 years online. Their service is 24/7 and extremely competent.
[Liquid Web Hosting](#)