

Hello My Friend,

Gabriel Aguiñaga here.

A few days ago a virus attacked my computer and I was forced to do a *system restore*; in other words, I had to wipe my hard drive clean in order to get rid of the virus.

Now, I backed up my most important stuff and I seem to be back to normal... so that's good!

But here's something I realized: **Most of the stuff in my PC was useless.**

Once I got my computer up and running, I was like...

"Okay, What Tools Do I Need To Run My Business?"

So I went out and searched for those tools so I could re-install them. ☺

Below you will find a list of tools that I use to run my online business and that I am sure most marketers use as well.

Maybe you have most of them, maybe you have none... whichever the case, I hope that this list helps you out.

Remember, these are tools I simply can't live without.

Notice that I had to pay for some of these tools; so if you are on a tight budget - you can always try eBay or search for low-cost alternatives.

## The first two software programs I installed were [yahoo messenger](#) & [msn messenger](#).

I love instant messaging software for a couple of reasons, but mainly because it allows me to network with other likeminded individuals. Most of the people I talk to on yahoo & msn are marketers.

I get to chat with them a few times per week, and naturally, our friendship becomes stronger.

If I am working on a new product (which I am, btw ☺) , I can run it by them instantly. I can get instant feedback; I can even get instant JVs sealed.

Another reason I like instant messaging software is because it allows me to stay in touch with my programmers. Talking to my programmers about software issues is much easier through *messengers* than having to go back & forth with emails.

### Winzip

I am always downloading *zipped (compressed)* files on the Internet. If you are going to be in Internet marketing for the long run, you might as well download it.

[Wizip](#) is one of the most popular file compressing tools on the net and we marketers use it heavily. I use it a lot to do both, zip & unzip files.

You can get [Wizip](#) for free. Just download the “evaluation version” – which never expires and the features it provides is all you’ll need.

### Macromedia DreamWeaver

I use [DreamWeaver](#) to create my websites. It makes creating mini-sites a breeze... I just love it. The downside is that it costs about \$400 bucks.

You can probably find a bargain at eBay though.

If you really cannot afford it, then head on over to: <http://nvu.com/>

This is a pretty well rounded html editor and it is at a price everyone can afford: **FREE**.

## SmartFTP

Software I use to upload my WebPages to my server. A website is no good if you just keep it on your computer... you have to publish it to the web! You can get smartFTP for free [here](#).

## Adobe Acrobat Professional

I use [Adobe Pro](#) to convert my Microsoft word files into PDF format. Yep, this document you are reading now. ☺

It is too expensive though (about \$450)

Here's a free alternative: <http://pdf995.com>

The only catch is that you'll see some ads every time you convert a document. It is nothing annoying and you can take off the ads for only \$30.

**Tip:** always distribute your special reports or eBooks in PDF format. Not only do they look more professional than .EXE, but they also work on both, Windows & Macs.

## NoteTab

[NoteTab](#) is a text editor similar to the *notepad* that is preinstalled on all PCs. I like notetab better, however, because I use it to format my emails. It has this cool little feature where you can wrap your lines to any character count you specify.

If you are not formatting your emails to 55-60 characters per line, then I suggest you start ASAP. A lot of your subscribers could be getting horribly looking emails if you don't format them.

## TypeItIn

[TypeItIn](#) is a very handy tool because it "types in" things for me at one click of a button. For example, it can be useful for replying to emails that require the same answer.

With TypeItIn, you can insert the "reply text" into the software, then click a button and it will type out everything for you. I use it a lot and it saves me so much time.

## Camtasia

I use [Camtasia](#) to record screen activity.

I love Camtasia because I hate writing. Making a video to teach “how-to” stuff is much easier than writing, and besides, a lot of people prefer to watch a video to learn something than to read a 100-page ebook.

What do you prefer?

## RoboForm

Last but certainly not least, [RoboForm](#).

I am a member of WAY TOO MANY membership sites and this software stores & remembers all my usernames & passwords!

I don't ever have to type my username & password to log into any site because RoboForm does it for me.

You can get a free trial [here](#).

## Final Thoughts...

Gosh was my PC filled with junk!

I recommend that you are more selective when it comes to downloading software on the Internet. Always make sure you trust the site where the download is originating.

Anyhow, the virus invasion (which, led to a system restore) made me realize that I only **truly** need the 10 tools above to run my business.

I hope you found this short report useful and that I have at least introduced you to **1** new tool that will help you run your online business more effectively.

That's all for now.

Take Care & God Bless!

To Your Success & Happiness  
Gabriel Aguiñaga