

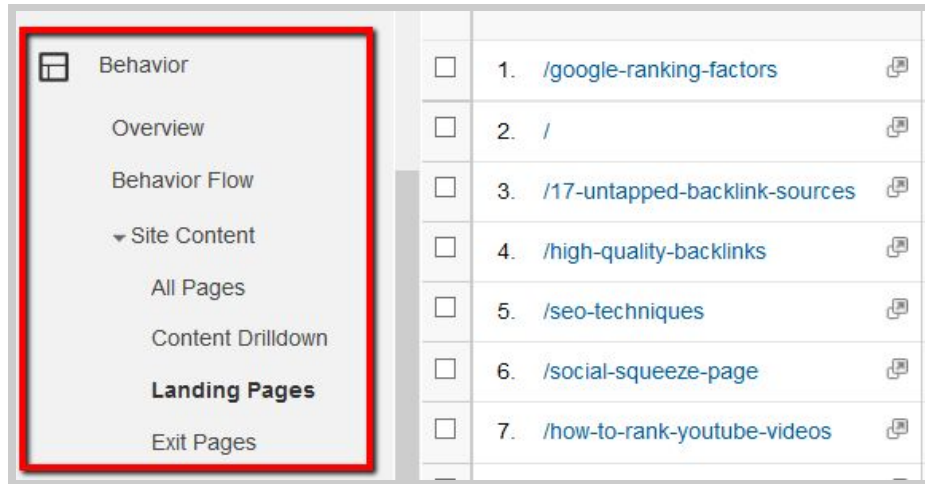


Little Black Book of Content Upgrade Tools

This seems like a great time to remind everyone that comparing your raw footage to my coming attractions trailer is never a good idea. What that strange metaphor is trying to say, is: I started with the free version of MailChimp – and the free version of just about everything else! So don't be thinking you have to go invest in Infusionsoft and a custom website just because I have one.

How do you know when you are ready to upgrade? Here are some clues:

- When your website and/or processes around your business are held together with spit and bailing wire, and you've got 15 different apps or plugins with data spread across all of them...
- When you start running up against the limits of the free versions of whatever it is you're doing, like only getting to schedule 10 updates in Buffer or chat 1:1 in Zoom.
- When you're wasting too much time on systems or processes you've duct taped together – time you could be spending creating revenue.
- When you absolutely hate doing something. Or really suck at it.
- When the tool you're investing in will create more time, money, or leads than it costs. For example, the pro version of HelloBar costs \$4.95 a month. The value of the leads I get from that are worth more to my business than \$5, so it's a good investment.
- **Google Analytics:** You can easily find your most popular pages by going to Behavior → Site Content → Landing Pages in Google Analytics.



- MailChimp (“Growing Business” Account \$10/month if you want to run Automation campaigns)
- www.printfriendly.com - to make PDFs of your blog posts
- Canva for creating images and ebooks
- [TinyMCE Advanced](#) - to easily make the yellow box
- [Gravity Forms](#) (Business License \$99/year so you can get MailChimp and other add-ons)
- [WuFoo](#) (Free version includes 2 free forms with a limited number of fields)
- [LeadPages](#)
- [HelloBar](#)
- [BoomBar](#)
- [PopupAlly](#)
- [Social Locker](#) Social media sharing and content blocking plugin for Wordpress
- [AddEvent](#) to create add-to-calendar buttons for webinar emails
- Vimeo for video hosting
- SoundCloud for audio file hosting
- [Nimbus](#) Chrome (and Firefox) browser add-on for screenshots and even screencasts
- Camtasia for screen recording
- [WebinarAlly](#) by Nathalie Lussier for webinars
- [Zoom](#) webinars
- [Gravity Forms Quiz add-on](#)
- [Gravity Forms Personality Quiz add-on](#)
- [Qzzr](#) for quizzes
- [Play Buzz](#) for quizzes



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Favorite *List Building* Tools

Product	Cost	Landing pages	In-line forms	Click trigger	Top bar	Slide-in	Sidebar/widget	Exit intent	A/B tests	Pros	Cons
Thrive Leads	\$67/one site \$97/multiple sites		X	X	X	X	X	X	X	<ul style="list-style-type: none"> One time fee for WP plug-in, not external tool Supports content upgrades 	
Opt-in Monster	\$9-39/mo		X	X		X	X	X	X	<ul style="list-style-type: none"> Works with almost every e-mail provider Monster Link for content upgrades 	<ul style="list-style-type: none"> Smaller set of templates Form templates aren't editable - requires technical skills to adjust
Lead Pages	\$25-200/mo	X		X	X				X	<ul style="list-style-type: none"> Great for webinar sign-ups Drag & drop, no coding necessary. Lead Magnet for Content upgrades 	<ul style="list-style-type: none"> Focus on landing pages, instead of integrating with existing pages. LeadBoxes forms aren't customizable Most expensive option on this list.
Popup Ally	free for 2 boxes \$99/one site (\$149 webinar bundle)			X			X	X		<ul style="list-style-type: none"> One time fee for WP plug-in, not external tool Supports content upgrades 	<ul style="list-style-type: none"> Limited templates Tech-heavy -- you need to know hex codes and adjust by pixels
SumoMe	free with "crown" logo \$15-100/mo for packages				X	X		X		<ul style="list-style-type: none"> Initial set-up is quick & free Packages include social sharing buttons, heat-map solution, analytics, etc. 	<ul style="list-style-type: none"> Free version has SumoMe branding You can create only one pop-up form, one floating bar, one scroll box, and one welcome mat.