

Resources to help your business succeed online

Version 2 - November 2021 (updated from June 2015 original)

You can check your website for mobile responsiveness using Google's Mobile-Friendly Test here: <https://www.google.co.uk/webmasters/tools/mobile-friendly/>

1. Psychotactics

Originally from India and living in Auckland, New Zealand for the last 20 years or so, Sean D'Souza offers lots of free resources (and some paid ones) at

www.psychotactics.com (Why customers buy (and why they don't))

His podcast – “The Three Month Vacation” - has been running for about 6 years now. Each episode is about 10 - 30 minutes long. It's not a get-rich-quick scheme; it's about techniques which will help you enjoy your work and enjoy your vacations.

<http://www.psychotactics.com/podcast/>

2. Big Brand System *(now redirects to pamelawilson.com)*

Pamela Wilson, now based in Nashville, Tennessee, was originally a designer but she has great copywriting skills too.

www.bigbrandsystem.com (Your business may be small but your brand can be BIG)

Her Brown Bag Webinars cover lots of DIY website techniques, including design:

<http://www.bigbrandsystem.com/free-brown-bag-webinars/>

She had a spell working for Copyblogger Media (see below), with a podcast on the Rainmaker.FM network, called “Hit Publish”

<http://rainmaker.fm/series/publish/>

Each episode is bite-sized.

The podcast no longer runs but archive versions are available and still worth listening to. It was taken over latterly by [Amy Harrison](#) and her excellent [“Write with Influence”](#) podcast has continued in the same vein.

3. Copyblogger

Started around 2006 as a one-man blog by former attorney, Brian Clark, Copyblogger is now a huge enterprise with several companies under the umbrella of Copyblogger Media. They are based in Colorado but have regular contributors from all over the world.

Their Copywriting 101 course on elements of internet marketing is an excellent grounding in the principles of online marketing.

<https://copyblogger.com/copywriting-101/>

4. The Sales Lion

Marcus Sheridan is the man who saved his business through content marketing.

His story is here:

http://www.nytimes.com/2013/02/28/business/smallbusiness/increasing-sales-by-answering-customers-questions.html?_r=0

He now runs The Sales Lion and promotes content marketing to the world.

<http://www.thesaleslion.com/> (*now redirects to marcussheridan.com*).

5. Enchanting Marketing

Henneke Duistermaat is from the Netherlands but living in England. She has been a regular contributor to the Copyblogger blog and describes herself as “an irreverent copywriter and marketer”. Her practical advice and quirky cartoons add a lot of personality to the site. She has many reasonably-priced courses on topics such as: headline writing; copywriting; and blogging. A very knowledgeable and caring teacher.

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