

**Module 2: Pre-Publication Marketing Musts**  
**Week 2: Platform Building - Your Essential Checklist**  
**RESOURCE LIST**

**WEB HOSTING FOR BLOGS**

Most good web hosts will offer WordPress as an application with their hosting package. Do some research to find out who includes this in their hosting. You will need to ask for a Linux platform to use WordPress. Here are some who are suitable for most blogsites:

[www.GoDaddy.com](http://www.GoDaddy.com)  
[www.TechCoachSites.com](http://www.TechCoachSites.com)  
[www.CheapDomainNamesToday.com](http://www.CheapDomainNamesToday.com)  
[www.Hostgator.com](http://www.Hostgator.com)  
[www.BlueHost.com](http://www.BlueHost.com)  
[www.Dreamhost.com](http://www.Dreamhost.com)

My good friend [Charly Leetham](#) (an amazing Web 2.0 technician) reminds you to be sure you ask your hosts if they are running PHP 5, or offer an option to use it.

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**CORE SOCIAL NETWORKS**

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Twitter

<http://twitter.com>

Facebook

<http://facebook.com>

LinkedIn

<http://linkedin.com>

Plaxo

<http://www.plaxo.com>

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**NICHE SOCIAL NETWORKS (ON NING)**

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**Ning Main site**

<http://www.ning.com>

Start your OWN social or business networking site.

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**AUTHORS/BOOKS on NING**

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Book Marketing Network

\*\*\* 5000+ members

<http://bookmarket.ning.com/>

Book Place

\*\*\* 2000+ members

<http://morganmandelbooks.ning.com/>

OM Times (for mind-body-spirit writers)

1000+ members

<http://om-times.ning.com/>

Author and Book Event Center

900+ members

<http://bookeventcenter.ning.com/>

Premier Writers

400+ members

<http://premierewriters.ning.com/>

Book Masons

400+ members

<http://reviewabook.ning.com/>

Pump Up Your Book Promotion

200+ members

<http://pumpupyourbookpromotion.ning.com/>

International Books Cafe

200+ members

<http://nolan-ruizbooks.ning.com/>

Write Now!

70+ members

<http://ritenow.ning.com/>

Conditional Publications

50+ members (for authors with neurological conditions)

<http://conditionalpublications.ning.com/>

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## **MIND BODY SPIRIT (including health and wellness) on NING**

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Powerful Intentions Law of Attraction Community

\*\*\*\*19,000+ members

<http://powerfulintent.ning.com/>

Healing International (also mind-body-spirit)

\*\*\* 9000+ members

<http://healinginternational.ning.com/>

Spirit Rescuers

\*\*\* 2500+ members

<http://spiritrescue.ning.com/>

Healing Directory and Network

1700+ members

<http://healingforgrowth.ning.com/>

Osiris Iris

1500+ members

<http://osirisisis.ning.com/>

OM Times (for mind-body-spirit writers)

1000+ members

<http://om-times.ning.com/>

Sailing into Love and Wealth

180+ members

<http://sailing-into-love-health-wealth.ning.com/>

Circle of Life

90+ members

<http://circleoflifetv.ning.com/>

Human Potential  
20+ members  
<http://thehumanpotential.ning.com/>

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## **MEDIA and SPEAKERS on NING**

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Speaker Site  
\*\*\* 4000+ members  
<http://speakersite.ning.com/>

BlogTalkRadio  
280+ members  
<http://blogtalk.ning.com/>

Spirit Quest Radio (**PROMOS ARE NOT ALLOWED**)  
260+ members  
<http://spiritquestradio.ning.com/>

New Voice Movement  
60+ members  
<http://newvoicemovement.ning.com/>

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## **SUPPLEMENTARY SOFTWARE**

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Tweetdeck  
<http://tweetdeck.com>

### **INTEGRATION**

Feedburner  
<http://feedburner.com>

NOTE: you will need to have a Google account/profile to set up Feedburner

Social Oomph  
<http://socialoomph.com>

HootSuite  
<http://hootsuite.com>

Linking FB pages link to Twitter  
<http://www.facebook.com/twitter/>

FB Selective Twitter (use on personal updates, put #fb at end of Tweets):  
<http://apps.facebook.com/selectivetwitter/>

Ping.fm to link all networks  
<http://ping.fm>

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## **LEADS GENERATION**

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Twollow  
<http://twollow.com>

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## **EMAIL DELIVERY AND AUTO RESPONDERS**

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Get Response

<http://getresponse.com>

AWeber

<http://aweber.com>

Constant Contact

<http://constantcontact.com>