



Celene Harrelson's


*Must Have  
Resource Guide*

---

**TO HELP YOU GET  
MORE LEADS, SALES  
AND SPONSOR  
MORE PEOPLE**

---

*CeleneHarrelson.com*



Hey there!

Thanks for downloading my Must Have Resource Guide to help you get more leads, make more sales and sponsor more people!

I'm happy to share with you all the tools I use to grow my business. I've tried many more than this, but these are the ones I use and recommend most highly.

I've been in business on the internet, and a home business coach as well as having my own network marketing business for more than 10 years now and have tried out hundreds of tools to make this online gig easier, more productive and profitable. I've narrowed it down to just a few absolute must haves. Some are free, some are not.

You will not be able grow your business effectively or with any speed using only free tools. You'll have to invest a little into a few tools that make online business happen. Without them, it just won't. I don't suggest you spend hundreds of dollars a month until you are well established and making a decent income, but you will have to throw a little money at your business (not too much) to be successful.

Be sure to follow me on [Facebook](#) and I'd love for you to [JOIN](#) my free Facebook coaching group where you'll get tons of training and help to grow your business.

Remember, I'm here for you. If you need guidance or help in any way, just shoot me a message on Facebook or comment on my blog and I will personally answer you.

Talk to you soon,





## Elite Marketing Pro

<http://thehappypreneur.com/emp>


Elite Marketing Pro is an incredible system that does many things. First, the training in this program is amazing! It's all you'll ever need to learn how to build a profitable online business. It's truly an A-Z learning and business system. Everyone should join EMP. Not only is all the knowledge and skills you need to build a big business in there, they provide an awesome lead generation system (already set up and ready for you to use), PLUS... they give you these same training courses within this system for you to sell and make 40-100% commissions! This system gives you our own blog, all of the lead pages, sales pages, shopping cart, and support is all there for you, ready to go. Yep, it's the best all-in-one online business tool out there as well as a big income producer! Just imagine being able generate more than enough laser targeted leads that come to you, already interested in what you offer. Plus, have something else to offer to those who say no to your products or opportunity! Elite Marketing Pro is a fantastic way to pad your bank account. There are many people who use EMP as their primary source of income.

<http://thehappypreneur.com/amf>

Here's a FREE 10 Day Recruiting Bootcamp that will give you a little taste of what you'll learn in EMP

**IF YOU DON'T GO WITH ELITE MARKETING PRO, THEN YOU WILL NEED MANY OF THE RESOURCES BELOW. IF YOU DO GO WITH EMP, YOU MAY NOT NEED MANY OF THEM AS THEY ARE ALREADY INCLUDED IN EMP SYSTEM. EMP IS REALLY COST EFFECTIVE.**





[GoDaddy.com](http://GoDaddy.com) – purchase domains here. I suggest you buy your name (like celeneharrelson.com) now even if you are not ready to use it yet.

### [Host Gator Hosting](#)

<http://thehappypreneur.com/hosting>

You can get very reasonable hosting for your blog here. I've used them for about 8 years and have never had any problems. You can get hosting for about \$5-\$10 a month. Think of your blog as your home on the internet and your hosting as the property, lot or real estate your blog sits on. This is must!

### [WordPress.org](#)

This is a free platform that your blog should be built on. It's really easy to use even if you have absolutely no experience. No tech skills or coding needed. Host Gator has a very easy install. You won't have to download this or do anything in any way prior to getting ready for set up. Host Gator will have a one click WordPress install in your cPanel (your back office on HostGator)


Note: I DO NOT suggest you use WordPress.com. It's clunky and has very limited features. You will not be happy with it's limited capabilities. In other words, you won't be able to make your blog do everything you want it to do.

Facebook Messenger – This is a must have on your phone. It's a great way to keep in contact with prospects, customers and downline from Facebook. It's free in your app store!

### [StudioPress WordPress Blog All-In-One](#)

<http://thehappypreneur.com/studiopress>





I love the idea of having your WordPress blog with Genesis functionality and hosting all in one place. That's what this does. If I didn't already have all of those things in place I'd be going this route. For under \$30 a month you get it all. This is one of my top picks! If you're just beginning, this is what you should probably go with. You won't have to buy hosting, there are a ton of awesome themes to choose from, amazing customer support system and the immense benefit the Genesis framework all wrapped up in one package with a neat little bow!

### [Genesis by StudioPress](http://thehappypreneur.com/studiopress)

<http://thehappypreneur.com/studiopress>


My blog is built with WordPress on the Genesis Framework. This simply means Genesis is installed on my WordPress Blog, just like you would install a theme. Genesis gives my blog super powers! This gives me a whole lot more functionality and ability to do so much more very easily. It's very easy to install on your existing blog. I can't live without Genesis. Period. It's why my blog is so purdy! It comes with tons of gorgeous theme options too. The StudioPress All-in-One already has this built in for you. Because both Genesis and the all-in-one option is on the same landing page, first click the link above that takes you to StudioPress, then click the button that says **Launch Your Site Today** for the all-in-one service.

### [Plugin Mill](http://thehappypreneur.com/plugins)

<http://thehappypreneur.com/plugins>

A plugin is a little app that lets you do cool things on your blog. I'm addicted. Plug Mill is an amazing source for the very best WordPress plugins on the planet! My good pal Lynette Chandler is the brains behind this awesome resource. She





finds out what WordPress users need to make happen on their blogs and then develops a plug in that will do just that. These are my favorite plugins for ease of use, safety, reliability and customer support.

### [Evernote](#)

<http://thehappypreneur.com/evernote>

This is one tool I can't live without either! Evernote makes my life so much easier. I use it multiple times a day all day. I can set up notebooks, notes, add links, images, web pages, or whatever I need to keep organized and find later. This syncs to your phone, laptop, desktop computer and tablet. No matter which device I am on, my info is all there in one place! I never lose ideas for training or blog posts and the information I need is always at my fingertips. It's all there in one organized place. So helpful in talking to clients and prospects. I have all my scripts, product info, pricing, etc in one place, no matter where I am. It makes blogging so much easier too! I can save social media post ideas and articles, training etc. that I find on the web for future use too! It's free for up to two devices, and a paid version if you want it on more than two.

### [Dropbox](#)

Free shareable file storage. I love Dropbox! This is a great place to store documents, audio, video, and your giveaways.





## [Canva](#)

<http://canva.com>

Canva is an amazingly easy graphics creator. I posted about how my 9 year old grandson learned it in minutes [here](#). There's a video to show you how in the post too. I use this every day in my business. You should never use an image that isn't branded with your logo, website, or whatever you use to for your brand. You will need to create graphics for your social media, giveaways, headers, blog posts, etc. There is a free version and a paid version. I started out on the free one, but soon realized I use it often enough that it is worth the paid version. The difference between the two is the free version you can save the branded colors, fonts, etc. that you use every day. You won't have to go searching for them. Also you can save and download graphics that have transparent backgrounds. You can't with the free. I think there are more free templates, images and graphics to work with as well. It's \$12.95 a month and well worth it!

## [PicMonkey](#)

[PicMonkey.com](http://PicMonkey.com)

This is a photo editor and graphics site. There is a free version with very basic features and a paid version that starts at about \$4.00 a month. You can't do a lot of graphics on the free one, but this one is an actual photo editor and Canva isn't, so there is a place for both in your tool box.







## [Zoom.us](https://zoom.us)

<http://bit.ly/2kSduB8>

Zoom is my favorite webinar/video presentation tool. I do live online presentations, meetings, training with clients and my team. I also use it to record videos that I upload to YouTube, share on Facebook or create training courses. It's great for screen sharing and screen recording. There is a free and a paid version. I eventually outgrew the free version. The free version limits your sessions to 30 minutes. I needed longer than that, but you may not right away. It's very reasonable. The paid version starts at \$14.95 a month. My network marketing company has a deal with them for a discounted rate. Maybe yours does too?

## [Meeting Burner](http://celene.enterthemeeting.com)

<http://celene.enterthemeeting.com/join>

I have the paid Pro version. There's a free version that you can use for live meetings with up to 10 people with no recording. I really love Meeting Burner for webinars. You can create a webinar registration page and collect leads for your email list. This service sends out webinar reminder emails and has great customer service. You can store your webinar replay on their server and give a link out to access it or you can download the recording to your computer or upload to it YouTube. It's a great starter webinar service and it runs about \$60-\$100 less than the others. I've done entire paid training courses using Meeting Burner!







## AWeber

<http://thehappypreneur.com/aweber>

This is the most popular and easy to use automated email marketing system. This tool is a must! I've used AWeber for years. This is the most popular, reasonably priced email system. Collect and manage all of your lead's email addresses with AWeber. There's never a problem getting AWeber to work with other tools like your blog, landing pages, opt in pages and sales pages. It integrates with everything! This is the email system I suggest you use. It's easy to understand drag and drop and the customer support is top notch. If you get stuck, they are right there to help you out!

## LeadPages

<https://my.leadpages.net/wl/free-trial-celene-harrelson/>

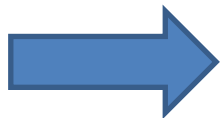
Now we are getting to the lead funnel creators! Leadpages is probably what led you to this free resource guide. This is what I use to create gorgeous landing pages, opt in forms, webinar registration pages, sales pages and thank you pages. This is one of my main lead generators. With the simple drag and drop of your mouse, you can build powerful lead generators that draw targeted qualified leads to you. Someone signs up for one of your value driven giveaways, then they go into your lead funnel and into your automatic email system (AWeber), where you are now able to market to them over and over again. It's very cool. I wake up every day to new leads in my inbox – people who have come to me, ones I didn't have to chase down. It's pretty flippin awesome!



[ClickFunnels](#)

<http://thehappypreneur.com/funnels>

This is another lead funnel creator. I really like ClickFunnels. It is the MacDaddy Cadillac of lead/sales funnel creators. All the big boys and girls use this one! It has more capabilities and is a little fancier than LeadPages. It's also a little pricier, but well worth the investment. It really all comes down to budget. It's worth your time to take a look at the video on their landing page. This will show you everything. Plus it's a fun video! 😊




## **OK, LETS GET DOWN TO BRASS TACKS!**

If you are just starting out you might be thinking, OK Celene's resources are awesome, but I just don't have that kind of a budget yet. I get it. We all have to start at the beginning and some have a more humble beginning than others. Or maybe you are a little freaked out about the time and learning curve and the technology of setting up a blog. Again, I get it. That was me 10 years ago.

With that being said, here are the absolute basics you must use to get your lead funnel going and some quality people to talk to. Again, ones that come to you and are interested in what you have to offer. Let's break it down to the bare bones...

**1<sup>st</sup>** - You can start out with a Facebook page if you have a following of any kind and put the blog on hold (but not for too long or you'll regret it later). It's not what I recommend, but if you are gonna get stuck and not move forward because you are overwhelmed by the whole blog thing, then start with Facebook. Don't





stay there long, because if you would get your account shut down for any reason, you'd have nothing. I had that happen to me once. I had a very active page with a couple of thousand people that without warning just wasn't allowed to use anymore. I never figured out why and never got an explanation. Boom, just shut down. I'm still reeling from that one! So please don't be totally dependent on Facebook to be your home on the internet.

**2<sup>nd</sup>** – [AWeber](#). You MUST have a way to automate email marketing, which is by far the most important aspect of a lead funnel and growing your business online! Your email list is your most important asset.

**3<sup>rd</sup>** – [Elite Marketing Pro](#). This will provide the training you need to know how to do all this stuff as well as already have all of your lead pages and giveaways set up for you. Your entire lead/sales funnel is already done for you within EMP. You could even get by without Aweber for a while (I don't really suggest it, but you could). **\*\*\*This is where I would start if I had no idea how to do any of this stuff.** There is even a lead page builder within EMP so you wouldn't need Leadpages or ClickFunnels.

**\*\*\*If you don't go with EMP then you will need...**

[Leadpages](#). You can create landing pages and giveaways without a blog, but not without a lead funnel builder. This is the most economical option.

Start using the free versions of Canva, Evernote, Zoom and Messenger, then upgrade when it makes sense for you.

I hope this resource guide has been helpful. Please contact me if you need help with anything. Be sure to join my free [Home Business Helper](#) group if you haven't already. I wish you every success!

