



List Builders Society Tools and Resources Investment Overview

When you're considering enrolling in List Builders Society (LBS), you might wonder, "What tools and resources will I need to purchase to implement the strategies inside of the course?" This is a smart question to ask!

Below you will find the breakdown of the tools and resources we recommend in order for you to successfully build and grow a thriving and engaged email list.

When recommending tools and resources to our students, we believe that less is more and the key to success is to keep things simple and streamlined (and affordable!).

The goal is to not give you a bunch of options to research, but instead to offer the best of the best recommendations to get the job done.

Here's one more perk: We've provided MANY "how-to" training videos inside of List Builders Society to show you how to set up the different features inside of Kajabi and ConvertKit, as well as some of the other tools we mention below. **Our goal is to hold your hand each step of the way.** So if the technology has you a bit concerned, don't worry. We have your back!

Website Platform, Hosting & Domain Name

WordPress.org - Free

A free popular website platform to post your weekly content and make available for anyone searching online. This is Team Porterfield #1 website platform recommendation.

WordPress.org Theme - Free and commercial themes (website design templates) available. (The average cost for a commercial theme is \$59.)

BlueHost.com - Starting at \$3.95/month

A popular website hosting platform. If using BlueHost to host your WordPress website, it is very simple to set up your WP site. BlueHost service also includes website domain name registration (1st year free).

GoDaddy.com - Approx. \$10-\$15/year

Another popular option to purchase and register your website domain name.



Email Service Provider (+ your freebie opt-in and thank you page templates)

You will need a system to deliver your freebies, weekly emails, and new subscriber emails. Following are my three top recommendations. All three have built-in freebie opt-in pages and thank you pages as well, which you will need to grow your email list.

Kajabi

Kajabi is my #1 recommendation for an email service provider if you also have, or plan to have, a digital course in your business. It's nice to have your email software and course platform all in the same place.

Special Offer and Done-For-You Templates

When you enroll in List Builders Society you will get access to an exclusive offer with Kajabi: 30 days free.

I'm a proud Kajabi partner (I use them myself!) and Team Porterfield has the BEST deal you will find from Kajabi. Details here: amyporterfield.com/kajabi

If you are a member of Kajabi (and a student of mine), you will also have access to three custom-designed freebie opt-in page and three thank you/confirmation page templates. This will take the guess-work and the leg-work out of figuring that part of the list building equation out.

ConvertKit

ConvertKit is an excellent choice for all your email marketing needs, especially if you are NOT using Kajabi as your all-in-one email and course platform.

MailChimp

MailChimp is an excellent choice for your email marketing needs if you're a newbie, although you may need to upgrade to ConvertKit or Kajabi for advanced email marketing functionality as your business grows.



Freebie (Lead Magnet) Design Tools (Optional)

Canva - Free

Canva is a free online design resource that has several templates to choose from to create your PDF freebies, social media and website images.

99designs - Optional (cost varies, but relatively inexpensive)

Get custom freebie or other graphic designs from one of the many freelance designers at 99designs. [Click here to access a \\$99 upgrade.](#)

Stock Photos (Optional)

Use stock images to create the design elements for your PDF freebies, website, and social media posts.

Social Curator - Paid monthly membership (our fav!)

Pexels.com - Free

Pixabay.com - Free

Unsplash.com - Free

Document Creation and Organization Tools (Optional)

Google Docs & Google Sheets - Free

This is a free online (cloud-based) word processor and spreadsheet service (similar to Microsoft Word and Excel) that lets you create, edit, and collaborate with other people inside the document at the same time.

Dropbox - Free (for basic account)

This is a cloud-based storage service where you can store all your PDFs, images, video and audio files as a safe and easily accessible option.



Podcasting & Video Equipment (Optional)

The costs associated will depend on the platform you choose to deliver your content to your audience and how fancy you want to get. You can always start with your smartphone or computer and a decent microphone and you're off to the races.

[Click here for my podcasting equipment recommendations.](#)

So there you have it! Simple, streamlined and cost-effective. Starting and growing a healthy and engaged email list does not need to break the bank and that is why we believe that the fewer tools and resources you use, the better! If you have any additional questions, don't hesitate to email us at support@amyporterfield.com.