

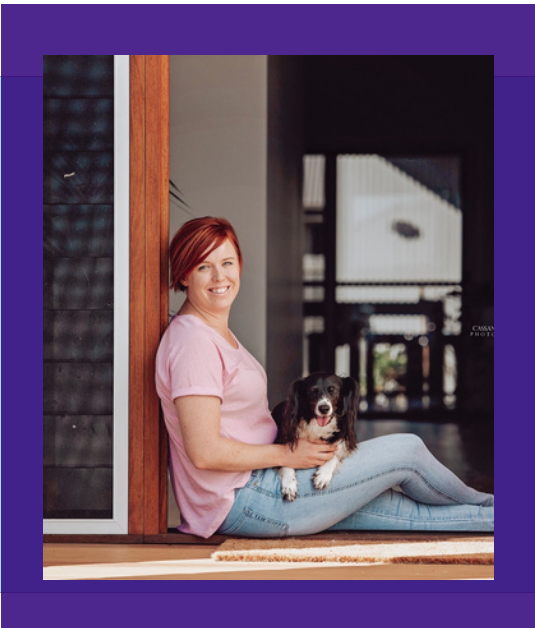
*The*  
PROFITABLE  
DOG TRAINER  
WITH TENILLE WILLIAMS 



THE BEST ONLINE TOOLS  
TO GROW YOUR DOG  
TRAINING BUSINESS

# Welcome!

This is a guide about the tools that I personally use and love to grow my online business. Some of the links are affiliate links, meaning I may receive a small commission if you buy a paid product, at no additional cost. This helps support my ability to provide free resources and is a great option to contribute if you can't currently purchase one of my products. Your support is appreciated!



## ABOUT ME

I'm Tenille and I'm here to help you to grow your dog training business. As trainers, we are teachers. I will help you reach more people, help them more effectively and earn a higher income, all while creating your ideal lifestyle. Here is my ultimate list of online resources that can help you grow and manage your business more effectively. !

**TL;DR for this guide: If you want to cut to the chase, skip the read and just take my word for it head to the end of this document for a list of my top recommendations without the descriptions.**

Use Systeme.IO for your all-in-one course and sales funnel platform, including email marketing. Literally, everything you need in one place, easy to use, nice looking, excellent value pricing. [Get your free account here.](#)

Tenille x

# MY FAVOURITE ONLINE BUSINESS TOOLS THAT HAVE HELPED ME GROW MY INCOME AND MAKE ONLINE BUSINESS EASIER

## Online Course Platforms

I have used multiple course platforms with active courses and students and tested a few others to see what they were about.

When it comes to choosing a course platform (and this also applies to the other software mentioned in this guide) there are hundreds, if not thousands of options available. This is great but also can lead to overthinking and indecisiveness. Ask me how I know.

If you are weighing up your options with a few different platforms, try to limit how many you compare to the top 3-4 options. Otherwise, your research stage will never end.

Here are the questions and points to take into consideration when choosing a course platform for you and your specific needs:

1. What features do I NEED the platform to have for now and the foreseeable future? (it usually doesn't have to be as fancy as you might want it to be.)
2. What is my budget? My tip: save money where you can, but don't try to stitch together multiple pieces of tech to try and build a course for free when it may only make things more complicated for you. Do take into account your monthly budget for all required tools to run your course
3. Simplicity and ease of use - there is no reason to be working with complicated tech or coding anymore. Those days are gone! Choose a platform with an easy-to-use editor that makes sense for your own work style

With all of this in mind, I will tell you what I recommend and why:

I use and recommend [Systeme.IO](https://systeme.io) which is an all-in-one platform for online business. I switched to it recently and it has made my online business life simpler and easier.

As far as online courses are concerned, Systeme.IO allows you to build and sell a whole course on their free plan. You can upload video lessons directly or embed from a video hosting platform eg Youtube or Vimeo. You can add lesson notes, PDF file attachments, allow comments and host a community forum attached to the courses you choose.

As an all-in-one platform, Systeme.io also allows you to build beautiful landing pages and sales funnels AND create an email list and set up your email marketing campaigns, including email automation.

Their paid plans are excellent value - switching from multiple paid platforms to Systeme.IO has saved me at least \$300 USD per month in operating costs for my online business and that is on their top-tier plan. Speaking of which, if you choose their top plan, they will migrate all of your existing online assets over to your account for free. This was a lifesaver for me when I moved over

**[Click here for free Systeme.IO account or 30% OFF a paid plan.](#)**

## What did I use before Systeme?

Previous to the switch, I used Membervault to host all of my courses and freebies. I still like Membervault and as a specialised course platform, it does have some features that Systeme does not have.

Switching away from Membervault did mean compromising on a couple of features I was already using. I also love their community and brand values. However, I was disappointed for my students when they did away with their 'forever free' plan and drastically increased their prices. It didn't affect me because I had snagged a lifetime account early on. But price is a factor for my students so I was disappointed on their behalf and it made it hard to keep recommending this as my go-to course platform.

Membervault is also a bit harder to get looking pretty with the visual aspect of pages. They put functionality above looks, but looks are important to some people, including course students.

The advantage Membervault does have over Systeme.io is excellent user engagement tracking. I would still recommend Membervault as a good course platform option. The main reason I personally have moved away from it is because I want simplicity with an all-in-one platform, and this does mean sacrificing some specialised features.

[Check it out here](#)

## What else have I tried?

Lots. There are a few other platforms that are good - but now that I have found Systeme.IO, I feel incredibly happy with using and recommending it, and do not want you to be overwhelmed with options as it can really hold you up.

One thing I would advise against is stitching together a lot of pieces of tech as you will have more parts that can break. For example, when I first started offering online courses I was determined to avoid monthly costs and so I set up my courses on my Wordpress website using membership plugins.

I then had to use more plugins to connect courses to my email platform. I had constant issues with people not being able to log in, broken links, and trouble with connecting payment processors.

By the time I paid in time and money to have all the issues fixed on an ongoing basis, it was costing me a lot more than if I had just paid for a platform that is made for the job. Plus it cost me even more in stress! Learn from my mistakes and lessen your tech headaches.

It's okay to choose what is easy!

## Websites & Blogs

You can actually put your whole website and blog onto [Systeme.io](https://systeme.io) too if you would prefer. Two of my three sites are now fully on Systeme including my regular web pages (separate to funnel pages). One of my site currently remains on Wordpress, one of the most used website building platforms out there.

Another good website-building option is Squarespace but if you're building using a site builder other than Wordpress, I'd just go for Systeme again.

## Domain Name Registrar

This is where you register your domain name - the web address of your site. You will need to do this no matter what you use to build your website.

While the domain name is the URL address, you will then host your website on a rented space on the internet and this is called hosting. You will only need a separate hosting provider if you are using an independent website builder such as WordPress.

If you are using an all-in-one site-building platform like Systeme.io, you can skip the hosting provider, saving another cost. All you need to do is purchase your domain name from Namecheap or another registrar, then point the name servers in the settings to Systeme, which is all step by step in the settings.

Registering your domain name is the first step in starting a site and making sure the domain name for your business is available. My favourite domain name registrar is Namecheap and they have great deals.

[Visit Namecheap](#)

## Hosting

Hosting is yet another area to save money on if you use Systeme.io as you won't need a separate hosting service in that case. I have previously used Siteground to host my websites. I've tried a few hosts and Siteground has had great chat support and no issues for me.

[Here's the link](#)

## Website Builder

I either use Wordpress or [Systeme.io](#). You're probably seeing a theme here. A good all-in-one system is so priceless.

When you start to use email opt-ins and sales funnels, a funnel builder can be a compliment to your website. But again, you can also just do everything in one place with a platform such as Systeme.

If you do use a separate website builder, Wordpress is a free option and can be installed through most host providers. Make sure you're using the [wordpress.org](#) version which is what will be installed in your hosting, not wordpress.com which is more of a blog builder and much more restrictive.

## Website Theme - (Only applies to Wordpress)

Once you install Wordpress, you need to choose theme. I use the Divi Theme by Elegant Themes - it's one of the most popular themes around. It has a drag and drop front end builder so that you can see what you're editing as you edit it. It is a paid theme but a lifetime licence - [grab it here](#)

## Funnel Builders

Systeme.IO - again, I have switched all my funnels over to Systeme.io and it is the platform I have the most confidence in recommending to my students out of everything I have tried. [Get your free account here.](#)

If you're thinking what the heck is a funnel and do I need one? A funnel is basically a collection of web pages that flow in a sequence to guide your potential customers along a journey from first impression to purchase.

Every business needs a customer journey. Your customers already have a journey but if you haven't planned it out, it might be a bumpy ride with people falling out of the vehicle along the way. We don't want that.

## Other funnel & landing page builders I have used

I have used Leadpages and Clickfunnels for several years. In my opinion, Systeme is way better than either of them, easier to use and better value for money. But if you'd like to check either of them out, you can see [Clickfunnels here](#) and [Leadpages here](#).

## Email Automation

For many years I used ActiveCampaign which is a full-featured email marketing and automation software. In fact, it has more features than I ever used. Only recently did I stop using ActiveCampaign - again because I have amalgamated everything to Systeme.io which includes email marketing.

As a stand-alone specialist email marketing platform, Active Campaign has more features, but I did not need them - they were really for larger companies with larger marketing teams and more complex tech. So when they had a large price jump recently, I was happy that I was already in the process of switching to Systeme.

Other email marketing platforms that I have heard good things about include ConvertKit, MailChimp, and MailerLite, which I hear is a good option for beginners. I have not personally used these though, except for a small test of MailChimp.

And now, you know it, I use Systeme.io which has sufficient email marketing capabilities such as segmenting lists by tags, sending automated email campaigns and one-off newsletters, and setting up email workflows. Most importantly, I have found their deliverability to be great and in fact, improved over ActiveCampaign.

## Alternative Checkout Cart

If you're using Systeme.io or a similar platform that includes carts, then you don't need an additional checkout. But if you need an excellent stand-alone shopping cart software, or one with extra features, you can't go past Thrive Cart. [Check it out here](#)

## Productivity

Trello - I use Trello to assign tasks and keep track of workflow, even if just for me! Extra handy to assign tasks to team members. And it's free! [Get Trello](#)

## Images

Canva - OMG Like my favourite tool on the entire internet. The free plan is great and you can do so much cool design work like social media banners, facebook ad images, flyers, cards, ebook covers, invites, EVERYTHING. The paid plan also includes background remover tool and all your premium stock images. All of my visuals are made using Canva.

[GO TO CANVA](#)

## Pixabay

Free stock photo site. Lots of options! [Go to Pixabay](#)

## Deposit Photos

If you want to up the quality of stock photos with paid stock photos that are reasonably priced, my favourite is [Deposit Photos](#)

# BOOKING SYSTEMS

## Acuity Scheduling

This is what I use as my booking system for both in-person and online appointments. You can also accept payments, payment plans, and subscriptions and book group classes and events using Acuity. The automatic appointment reminders are invaluable.

[GO TO ACUITY](#)

## Calendly

You can book online appointments using Calendly as well as in person services. Connects to your calendar and Zoom.

[GO TO CALENDLY](#)

## Zoom

Everyone knows Zoom now! It's my favourite and most reliable video conferencing and webinar software. I've tried a few programs for webinars and a tech crash is the last thing you want. It happens, but you can reduce your risk with a reliable platform. For both one on one, group calls and webinars, Zoom is my favourite choice.

[GET ZOOM](#)

## Online Document Signing: SignNow

When looking for an online contract signing service, I wanted one where I could use one link to send out to anyone. They can sign and create a unique signed copy. Enter, SignNow. I can upload my contracts, create one-off contracts and create reusable templates with signing links. And it meets the requirements for legally binding signatures.

[CHECK IT OUT HERE](#)

## SOCIAL MEDIA SCHEDULING

### Metricool

I love this scheduler and the analytics that come with it. Schedule all your social media posts in one go and up to 50 posts per month for free. Then check your analytics dashboard for valuable stats. [Sign up to Metricool free here.](#)

### Later

Another great social media scheduling app I've used for scheduling to multiple platforms at once. [Check out Later here](#)

## PRODUCTIVITY HACKING

### The Effic Planner

A long-time favourite planner of mine for daily, weekly, monthly, quarterly and yearly planning and goal setting. Check it out here.

### The Productivity Planner

I also like this planner, which is a little more simple, uses less paper, and uses the Pomodoro technique to get more done strategically. [Check it out here](#)

## ROYALTY FREE MUSIC

Don't risk copyright strikes and content bans. Here are some sites you can download Royalty free music with commercial usage licences:

- [Youtube Audio Library](#) (this one is free)
- [Epidemic Sound](#) - my top pick of the paid options
- [Audio Blocks](#)
- [Artlist.io](#)

# VIDEO EDITING

## CapCut

CapCut is a great mobile video editing app with a full-featured free version. For a free video editing app, it's my top pick. I always used iMovie before CapCut came out, now I always use CapCut on mobile. I still use iMovie when on desktop. Search CapCut on the AppStore or Google Play.

## Camtasia

Camtasia is a great video editing option for desktop, especially if you like iMovie but don't have a mac, as it is quite similar. [Check out Camtasia here](#)

# FINDING DEALS

## AppSumo

Sends out regular deals for online services with great savings. I have bought several of their offers such as their famous DepositPhoto offer that comes out once a year or so and saves big on stock images. [Check out AppSumo](#)

## Honey

Honey is a Google Chrome extension that collects shopping points and applies discounts at checkouts. A neat free extension to have that can save you money and earn cashback rewards as you do your online shopping! I seriously love this app!

[Get Honey](#)

## SPEAKING OF DEALS, WHAT DOES IT COST TO RUN AN ONLINE COURSE BUSINESS?

With all these various tools, costs can add up fast, but they don't have to. Keep an eye on your regular expenses and review them every 6 months or so to check whether you're paying for subscriptions you no longer need.

Here's an estimate of monthly costs for a typical online business selling a course:

Monthly costs in USD:

Domain name: \$2

Hosting: \$30

Course platform: \$97

Landing page/funnel builder: \$97

Email marketing platform: \$97+

TOTAL: \$362+ per month, rises with email list size

With [Systeme.io](#), you can cut out all of the above except for domain name registration and pay from \$0-\$97 per month max. The free plan allows you all features and 2000 email contacts, then you can upgrade when your business grows and pays for itself.

## SETTING UP YOUR FIRST FUNNEL

When I reviewed and updated this document, I didn't intend for it to be such a big endorsement for Systeme.io. It's just that it truly has replaced so many tools for me, and simplified my online business so much. I'm excited to have found a platform that not only helps me, but can help you.

To make it even easier for you to get started, I've been working on some templates that you can pop straight into your Systeme.io account and follow the prompts to create your first online funnels.

### CREATE AN OPT IN FUNNEL - \$29 USD template

An opt-in funnel consists of a landing page, opt-in form, and confirmation page where you offer a free resource to your audience in exchange for their subscription to your email list. Your email list is your most valuable asset when it comes to keeping in touch with your online community.

This [template](#) will tell you exactly what to say and where to say it to promote your free gift to your audience. Just replace the text and images to suit your branding. You'll also receive an instructional PDF guide to show you how to set it all up and connect it to your email list.



# WANNA LEARN MORE?



Private coaching sessions are available by application. If you'd like personalised help with your business you can apply for a free introductory call below

[APPLY FOR A FREE STRATEGY CALL](#)

# QUICK RESOURCE LIST

## ONLINE COURSE PLATFORMS

- [Systeme.io](#) - all in one courses, funnels, landing pages, email marketing
- [Membervault](#) - online course platform

## WEBSITES & BLOGS

- [Wordpress](#)
- [Divi theme](#) - drag and drop website builder Wordpress theme
- Domain names - [Namecheap](#)
- Hosting - [Siteground](#)

## FUNNELS & LANDING PAGES

- [Systeme.io](#) - all in one funnels, landing pages, email marketing & courses
- [Leadpages](#)
- [Clickfunnels](#)

## PRODUCTIVITY

- [Effic Planner](#)
- [Productivity Planner](#)

## THE TL;DR

### ROYALTY FREE IMAGES & GRAPHICS CREATOR

- [Canva](#)
- [Pixabay](#)
- [Deposit Photos](#)

### BOOKING SYSTEMS & DOCUMENT SIGNING

- [Calendly](#)
- [Acuity Scheduling](#)
- [SignNow](#)

### SOCIAL MEDIA SCHEDULING

- [Metricool](#)
- [Later](#)

### ROYALTY FREE MUSIC

- [Youtube Audio Library](#)
- [Endemic Sound](#)
- [AudioBlocks](#)
- [Artlist.io](#)

## THE TL;DR

### VIDEO EDITING

- [Capcut](#)
- [Camtasia](#)

### DEAL FINDING

- [Appsumo](#)
- [Honey](#)

### OPT IN FUNNEL TEMPLATES

Fill in the blanks and follow the instructions to create a high converting opt-in landing page and confirmation page with this opt in funnel template I created - [buy now](#)