

LISA'S

FAVORITE THINGS

2015



ALL
OF MY FAVORITE
BUSINESS AND
LIFE TOOLS FROM
THE YEAR

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Welcome!

If you're here, it's because you're part of my community, my tribe and I am so grateful for you.

Every year I get hundreds of emails from you asking me what systems I like to use, what my favorite products are and more.

This year I've decided to instill a new holiday tradition. My "Lisa's Favorite Things" e-book containing all of my favorite things from the year prior.

In here you will find my favorite programs, the very business tools that I and my team use to keep things running smoothly, my favorite personal care products and more.

All of my favorite resources, in one place, just for you!

I hope you'll enjoy some of these things as much as I enjoy them!

ps: Some of the links in this book are affiliate links, which means I might get compensated if you purchase something with those links. But I do not recommend anything I do not use myself or that I do not believe in and I would not recommend these products if I wasn't loving them and using them myself.

How to Use This Guide

I've made it super easy for you to access the services, products and programs I talk about in this guide.

Wherever you see anything bolded and underlined, that means that is a clickable link that will take you directly to learn more about/purchase that item.

I've also provided a Table of Contents so that you can easily go back to a specific section by clicking on each section in the TOC.

My Favorite Business Tools

Email Tools

If you have an established business with a large list, or a business that serves several thousand people:

I personally use **Ontraport** (formerly known as Office AutoPilot).

This is a great tool if you have a large list and your business is serving a lot of people. I did a lot of research on some of the other email systems at this price point and found Ontraport to have an excellent customer service team and less glitches than the others. But as with any email service, go with the one that fits your business' needs the most. Everyone is different!

If you're just starting out or have a smaller list, and don't require anything complicated:

I highly recommend **Mailchimp**. It's easy to use and easy to figure out in comparison to many of the other systems at the same level. And I personally used Mailchimp for years up until 2 years ago (when my business became too large for Mailchimp and needed a more robust email system).

My Favorite Business Tools

Landing Page Tools:

These days a landing page can cost you anywhere between \$400-\$2500. That can be a steep price to pay for a one page website.

If you've ever wanted to put up a quick landing page for your free webinar, teleclass or offering. Or wanted to have one of those cool video training series pages but don't want to pay a graphic designer or web coder hundreds or thousands, then my favorite tool, that I personally use ALL the time..

is **LeadPages**.

What I love about LeadPages is that it has ready-made, done-for-you templates that you can customize and just publish in a few minutes.

The best part is that you can sort all the templates by conversion rate. This means all the templates are ranked in terms of highest converting format—which means you can pick a template of a website that has performed very well and converted potential customers into actual customers and use it as your own landing page!

You can skip paying a consultant thousands to help you optimize your landing page and just pick templates that have been tested by some of today's top online marketers.

They also have excellent customer service and the templates are relatively easy to figure out how to use on your own. Can you tell how much I love LeadPages? It's one of my favorite tools!

My Favorite Business Tools

If you just want to put up a page announcing an event:

This is not a landing page tool, technically, but you can use it if you're holding any type of event (online or in person) that you want people to sign up for.

EventBrite is a tool I used a lot in the beginning of my business. It's free and you can quickly put up a page announcing your event and promote that link.

It is not as customizable as LeadPages and you can't make your pages look as "pretty" but it will do in a pinch and if you are wanting a quick, free page for your event, it works well.

My Favorite Business Tools

Put up a free website:

I don't use these anymore, because I have a team that can build pages for me now—but in the beginning of my business, when money was tight, I used the below tools all the time to build pages (that was before I knew about **LeadPages**).

Check out:

Wix and **Yola**

for free website building tools.

They are relatively easy to use, you can drag and drop things onto the page (which for a non-coder like me, was heaven-sent) and they are both free if you have a small budget (or no budget, like I did when I first started out).

My Favorite Business Tools

Survey Tools:

Surveys sent out to your community can be a great tool to get in touch with what your tribe wants and to get valuable feedback for your business directly from your customers.

If you've ever wanted to have an application form for someone to work with you, you can also use surveys to create your application.

Finally, you can create a short survey to send out to clients after they complete a program with you and use their answers (with their permission of course) to put together a short testimonial.

My favorite two tools (I use both of them) for creating surveys are:

Wufoo and SurveyMonkey

You can't go wrong with either.

Wufoo is a little more for creatives, based on its usability.

SurveyMonkey is more "corporate".

But I use both quite a lot. Both are paid services, but they are worth it to collect and organize information from your customers.

My Favorite Business Tools

If you want to take payments:

After you talk to the person who needs your services, you need to get paid!

And that means you will need a payment gateway (that will process all your payments, set up recurring payments and notify you when a customer's card declines).

Since I opened my business I have used **Direct Pay**.

I absolutely love them and I'll tell you why.

A few months ago a friend of mine asked me what payment system I use. I told him Direct Pay because they collect less fees and offer the best rates. My friend wasn't convinced, so he began to do some research. After researching virtually every payment system out there, he found that Direct Pay would take the least amount fee-wise out of his customers' payments.

They also have excellent customer service and are very reliable.

I can't recommend them highly enough.

My Favorite Business Tools

If you want to take payments:

Paypal is always a good option as well.

They also have great customer service, but their percentages are a little higher in terms of what they collect out of your client payments.

I do love that Paypal has a new feature called “Working Capital Loan” which allows you to borrow money from them and pay it back to them every time a client pays you with Paypal.

My Favorite Business Tools

Legal Protection for your business:

One of the most overlooked, yet most important aspects of your business is making sure that it is well protected.

So many beginning business owners come to me after a client refuses to pay them according to what they agreed upon, or after someone on their team or a former client takes their information and uses it/claims it as their own. If they had had the proper legal systems in place, they could have avoided it all together.

I buy all of my legal documents from Genavieve Shingle's website and I absolutely love her program **Damsel In Defense**.

In this course she puts thousands of dollars worth of legal advice and gets you all set up to be fully protected. Lawyers are very pricey and I love that this program makes full legal set up for your biz, affordable.

I recommend this course to all of my clients and there really is nothing out there like it. Plus, I love the sparkle and fun factor that Gena brings to legal information (which can be boring and hard to understand).

My Favorite Business Tools

Teleconferencing/Teleseminar/Webinar systems:

So you've invited everyone to come to your teleclass or webinar and now you need to know where to host the darn thing!

There are quite a few teleconferencing systems out there, many of them free.

The one I currently use (and love) is **Instant Teleseminar**.

It's a paid service, but still relatively inexpensive and what you get for just paying a few dollars extra is incredible and way surpassed the free options I used to use.

Instant Teleseminar also allows you to upload slides to teach webinars. Most webinar systems are pricey, so I love this feature of Instant Teleseminar because it saves a lot of money!

Out of the free options, **FreeConferencing.com** is my favorite option.

My Favorite Business Tools

Hosting audio:

Sometimes you record an audio and need to host it somewhere where people can click on a link and download it.

I've used **Audio Acrobat** for years since I opened my business and I still do. I host many of my audios there and love its ease of use.

Another good option is **SoundCloud**.

It's more of a social media site combined with audio, which I like because you can get live feedback from people who love your audio and want to communicate with you.

My Favorite Business Tools

For sending contracts out to new clients:

One of the most annoying things about getting clients or colleagues to sign contracts (or you having to sign a contract) is that they have to print it out, sign it, scan it back in then email it to you.

Or sign it and send it snail mail.

Well, not anymore with **EchoSign!**

EchoSign allows you to send a contract out electronically, have the receiver sign it with one click of a mouse and that's it!

I use it for all my program agreements and for all legal documents that need to be signed. It's fabulous— with one click your document is signed and filed!

My Favorite Business Tools

Non-Intrusive PopUp Windows for your website:

When my friend Nathalie Lussier told me about a new popup that she had designed that was classy and non-intrusive, I had to take a look. Well, I loved it.

Using popups on your site can be an excellent way to build your list when people visit your website. But most popups are really annoying and turn people off.

Nathalie built an amazing popup that allows you to increase your list, while keeping people happy.

I highly recommend it and I've experienced it myself!

[Click here](#) to get Nathalie's classy, non-intrusive popup.

My Favorite Business Tools

Virtual Assistant services

One of the things many of the visionaries and entrepreneurs I work with struggle with the most is trying to stay in their zone of genius (as Gay Hendricks calls it), instead of getting caught up in all of the little administrative and technological details of their business.

Very often, we're afraid to hire help because we think we can't "afford it" but actually we waste more money trying to get things done that we aren't good at, than if we hired an expert at it, who could get it done in half the time.

Unfortunately, good virtual assistants can be hard to find and we often feel overwhelmed not knowing where to look.

Enter one of my favorite companies... **Zirtual**.

I have used Zirtual myself to hire assistants for administrative tasks as well as for customer service. They have a variety of plans based on your support needs and are affordable.

I have recommended Zirtual to all my clients and they absolutely love them—most have converted over to using Zirtual and tell me it has saved them so much time and is so worth it.

[Click here to learn more and sign up for Zirtual.](#)

My Favorite Online Thought Leaders

James Altucher

I absolutely love everything James writes. His book “Choose Yourself” is a book I’ve given to all of my Mastermind participants for the past 2 years. His posts on his Facebook page are amazing and his blog and podcasts are also great. Definitely check him out if you haven’t already. Great storyteller & authentic thought leader.

Bryan Reeves

Bryan Reeves writes some of the most beautiful articles on relationships between men and women, on the internet.

He’s an incredible, heart-centered, expansive writer who is doing great work to heal rifts in relationships. I love reading his articles and getting new perspectives on relating. I always leave after reading his pieces heart-full and inspired. Highly recommend!

The Passionate Wife

I don’t remember how I discovered this blog, but I absolutely love it. It’s a thoroughly educational blog on all things sex & relationship. What I love about the focus of this blog is that it’s all about keeping the flame alive in your long term relationships. I have sent this blog over to many people who have told me it has revived their marriages and long term partnerships. Plus, every once in a while she features a sexy story from a reader, and they are a super steamy and fun read!

Zaiden Shannon (Instagram)

Writing under the Instagram handle, “treehouseohm”, I love keeping up with Zaiden’s daily life lessons, beautiful yoga pictures and funny stories about her kids. You are guaranteed to get a refreshing, authentic perspective on all things spiritually grounded. You definitely want to follow her.

JP Sears

If you want to laugh and laugh and laugh AND want a really grounded perspective on modern spirituality, check out this guy’s Facebook page. His videos are incredible and will open your eyes while providing humor.

Beautiful Programs

These programs were value packed, had powerful game-changing info in them and in some cases made me salivate with their beauty.

Marybeth Bonfiglio's "Arcanum"



I signed up for this program, which is an introductory look at the Tarot's Major Arcanum and I was absolutely blown away with the beauty of what Marybeth Bonfiglio has created.

Every week, as we moved through each tarot card, I was moved incredibly in my own life and inspired in my work in a whole new way. Her writing about each archetype the tarot represents is exquisite and magical.

I highly recommend you get on her list so that you can take advantage of this course the next time she releases it.

Beautiful Programs

Fearless Selling™



Yes, I know this is my own program. But I'm exceedingly proud of it. This program teaches you how to authentically sell your services and products, in a way that doesn't feel sleazy or "market-y", but instead feels like a fun chat with a friend. It also helps you overcome your fears of selling your products and services and feel comfortable asking for money for the incredible work you do.

The testimonials for this program have been amazing...

With people who purchased this program making anywhere between two to six times their investment back within weeks of implementing it. And finally getting clients after not being able to. I'm proud of it and it is one of my favorite programs of the year. One of my clients who purchased told me "Lisa, this program is worth \$1000, I can't believe you only sell it for \$297". You can purchase Fearless Selling by clicking here.

My Favorite Personal Products

The DragonTree Spa's Transcend Lotion



I usually get dressed quickly in the morning, always forgetting to put lotion on. But the minute my friend Briana Borten (owner of the very successful DragonTree Spa) gifted me a trial version of this lotion, I fell in love.

This lotion smells so amazing and truly takes me to another place. I now never forget to put lotion on every day and it has become part of a beautiful morning ritual to extend lots of love and self care to my body.

My Favorite Personal Products

Solar Recovery “Save Your Skin” Hydrating Mist



If you've ever gotten sunburned, you know how painful it can be. Since I moved to Panama, I've been exposed to a lot of sun. Sometimes I've gotten sunburned. This stuff is like magic.

A few sprays of this and not only does all the pain of the sunburn go away, but your skin recovers and doesn't peel. I love this stuff and have been using it for years!

My Favorite Personal Products

Acure Sensitive Facial Cleanser



Ever since I discovered this facial cleanser, it is the only thing I use! I love it so much that I order it in bulk to bring back to Panama with me, when I'm in the US.

Le Labo Santal Perfume

This entire company has beautiful scents that are natural and not overbearing. I purchased the grounding, earthy Santal perfume earlier this year and have gotten tons of compliments on it (men love it!). Sometimes I spray it around my house to just breathe in the scent of Palo Santo all over my house.

(Palo Santo is a sacred tree, whose bits of branches and trunk are burned for purification ceremonies. It's scent is clarifying and grounding Love this stuff.)



My Favorite Personal Products

Sage Goddess Etsy Store



Wandering into this Etsy store is like entering priestess heaven for me. Athena's (Sage Goddess) store is packed with beautiful healing potions, crystals, intention candles and more.

I've spent a lot of money in this store and have given many gifts to clients and colleagues from this store.

This is handmade goodness at its finest.

My Favorite Personal Products

Soda Stream

I love soda water.

My favorite way to get my water is to put the juice of a lime in with some soda water and a ton of ice. It keeps me refreshed all day while I work at my laptop.

But I was spending a lot of money on soda water at the store and felt bad wasting all that plastic and glass.

I got this machine as a gift and I use it every day, without fail.

If my house caught on fire, I'd make sure to grab this machine on the way out!



My Favorite Books

The Name of the Wind & The Wise Man's Fear

These books are the best books I've read in years. They are part of the Patrick Rothfuss series about a young sorcerer named Kvothe and they are like reading fine literature in the guise of fantasy.

I felt like I was reading the Tao, Lord of the Rings and James Joyce at the same time, combined into one book.

I could not put them down and am on the edge of my seat for the third one. If you want to read a beautiful story, with incredible characters and have your heart and mind stolen away—but these books!

Dying To Be Me

I give this book to all my clients. It's a true story and it will change the way you look at your entire life. Anita Moorjani is the author and she tells the tale of her passing and then coming back to life. In the in between time, she learned beautiful lessons from spiritual beings about our purpose as human beings and our purpose in life.

If you've ever felt afraid to pursue your passion or purpose, this book will move you and get you into action, never questioning yourself again.

That's all for this year!

I hope you have enjoyed this ebook!

Have a wonderful 2015!