

Steve Shapiro's Favorite Tech Stuff – Version 3

WEB

1. **FREE!** WordPress blogging or Wordpress.org for free software download
2. **BEST VALUE** Aweber.com for autoresponder, newsletters, webforms and more (\$20/month and very powerful)
3. **BEST VALUE** 1and1.com for hosting – relatively cheap and reliable. Inexpensive domain registration. Free newsletter and website builder software, plus much more

VIDEO AND AUDIO

4. **FREE!** Windows Media Encoder – converts various video formats to WMV format. Free from Microsoft.com
5. **FREE!** RIVA FLV Encoder – Free software that converts video (except WMV) to FLV (flash)
6. **FREE!** Web Audio Plus – converts MP3 and WAV files to flash audio with buttons for website. Free from CNET.com.
7. **FREE!** Flowplayer – Free software for playing flash videos on your website
8. **FREE!** Audacity – Free audio editing software
9. **FREE!** Windows Movie Maker – Free (and simple) video editing
10. **BEST VALUE** Total Recorder - Records streaming audio, microphone input, line-in input, as well as CDs and DVDs. Extremely useful! (highcriteria.com)
11. **BEST VALUE** Yasa Video Converter – Converts videos to any format. Useful if converting unprotected DVDs (VOB) to editable video.
12. **BEST VALUE** DBPowerAMP Music Converter – useful for converting from one audio format to another (e.g., from WAV to MP3) -- \$14 from DBpoweramp.com
13. Dazzle analog to digital video converter – allows easy transfer of VHS to computer for editing or DVD creation
14. Xilisoft DVD ripper – converts copyright protected DVDs to MPEG files – xilisoft.com (\$35)
15. Radio Shack Phone Recorder Controller (Model: 17-855) allows you to record phone conversations on your computer or on any recording device. \$27

BUSINESS GROWTH

16. **BEST VALUE** PRLeds.com – inexpensive PR opportunities from journalists who want to interview experts
17. **BEST VALUE** PRWeb – cheap and free press release posting which landed hundreds of newspapers hits
18. The National Publicity Summit – Landed the Oprah article here (nationalpublicitysummit.com)
19. Google AdWords and Yahoo Search Marketing – pay per click web advertising

DESKTOP PRODUCTIVITY

20. **FREE!** SharpReader – Free RSS software for aggregating feeds from blogs and news (sharpreader.net)
21. **FREE!** Skype – speak to friends around the world for free
22. **FREE!** Download Accelerator Plus – useful for quickly downloading lots of files from websites – free from speedbit.com
23. **FREE!** LookOut email search engine for Outlook (free from <http://tinyurl.com/46shl>).
24. **FREE!** Google Desktop – Free desktop searching engine
25. **FREE!** Trillian – Instant Messenger integrator that is free
26. **FREE!** pdf995.com for free software to convert any document into a pdf file
27. Datadepositbox.com – remote back-up of data. Recently saved me when my hard drive crashed
28. instantpublisher.com for easy book publishing directly from Word documents


Steve Shapiro's Favorite Tech Stuff – Version 3

MOBILE

29. BlackBerry Pearl (8100) from T-Mobile (just got it and LOVE it)

USEFUL WEBSITES

30. istockphoto.com for inexpensive images

31.  speakeasy.net/speedtest for testing your download speeds