

James Schramko here and I'm talking about some tools that I use in my business and I just want to share some of the highlights.

One tool that we use a lot and it's one of only two tools that I've been using almost the entire time for my SEO work is a tool called [Submit Your Article](#). And what I like about it is it's an online based tool. So you can login to it no matter what platform you're using. It has the ability for you to create pen names if you want it to be in different markets under different names.

It has a built in article leverage system which is a fancy way of saying you get to rewrite the article so you can human spin if you like. You can rewrite the article in several different ways so that you can get more advantage when you submit your article. It looks different each time it gets submitted.

It has a good quality distribution network of multiple IPs and all different owners

It goes just beyond putting your site on 1 place like Ezine Articles. You can actually tick different boxes for article networks and we actually don't even use Ezine Articles anymore because we find it's better to use other ones in there. But you can tick different boxes and play around with the settings.

Obviously if you have team members then they can login online. It's not based on the one PC or Mac so that's fantastic. But here's what's really good about it. We do an awful amount of research and development, and consistently Submit Your Article is having a very high index rate which means when we publish content via Submit Your Article, it stays online and the link continues to reward our efforts. So that is why it's still one of the very few distribution sources that we still use of all the ones we've tried.

It's really well priced and it's on a recurring subscription

I don't mind paying recurring subscriptions and here's why. It means that you're investing in it, continually they can upgrade, update, refine and maintain. Whenever you find a one-time tool, quite often you'll find that it's not supported or it goes out of business. Which is probably what's happened to many of the ones I've used over the last six or so years is they used to work but then they go unsupported. So an online subscription based model is actually fine because you get what you pay for in most cases.

You can also check the stats. You can see how many times they got republished and that's a great way to monitor if you have any custom reporting requirement or if you just want to measure the effectiveness of the work you're doing.

When we ran our last 12 website tests, this tool was in the top 2 so I recommend Submit Your Article, I still use it currently and I can see that we're going to continue using this unless anything dramatic change.

Alright, I want to talk video for a sec.

You've noticed I'm putting out a lot more videos. I think videos create high connection and it allows your audience to get to know you better and if you're not too scared of going on camera, then it a good thing to be doing in your marketing.

What about taking your camera and your microphone and using it with your local businesses? Just last week I got a video from a real estate agent who I dealt with years ago. In fact I bought my first property from him, and he sent me his first video newsletter update and it was him being filmed in his office. And it was good, I watched it, it was short, and it was useful. I think there's a huge market to go out there and to make videos with clients and to charge for these services.



How To Properly Hold Your iPhone

If you're interested in that, a product that I recently reviewed is called [LocalVideoGuru](#) and it teaches you the pre-production, production and post-production stuff. It talks about all the tips and techniques and angle and how to interview people, the stuff you should use, how to get great testimonials.

I thought it was really worth the money that I spent. I think I actually paid for it myself, watched the whole thing and it's a good product. I got a few tips from that and I think a lot of people aren't thinking about this and right now if you do serve customers and you want to get that video online and sell websites and promote them, then this is a great product.

In a similar vein, I bumped into another product called [iPhone Video Hero](#) and it is all about the same sort of stuff but just using the iPhone. And we all have an iPhone. I picked up some great techniques, how to hold it, a lot of people hold the iPhone like this but you should be holding it like this. So I learnt how to hold an iPhone.



I also learned about what things you can plug in to the iPhone to get better sound, better lighting, how to use apps to make the images better. Now I'm going to be travelling a little bit later this year and I'm probably going to leave the nice Canon at home and I'm going to take the iPhone on the road so you'll be seeing some of these techniques come through.

It's one of the few courses that I've got access to and then watched the entire course in one sitting because I was glued to it. Jules who put together the course is a bonafide expert with all these production things and he creates very engaging modules.

It's full of great stuff, the membership's terrific, it's a lot of fun, it's a fun course. So if you have an iPhone and you want to do the video stuff, get [iPhone Video Hero](#). It's great value.

I hope you enjoyed these reviews.