

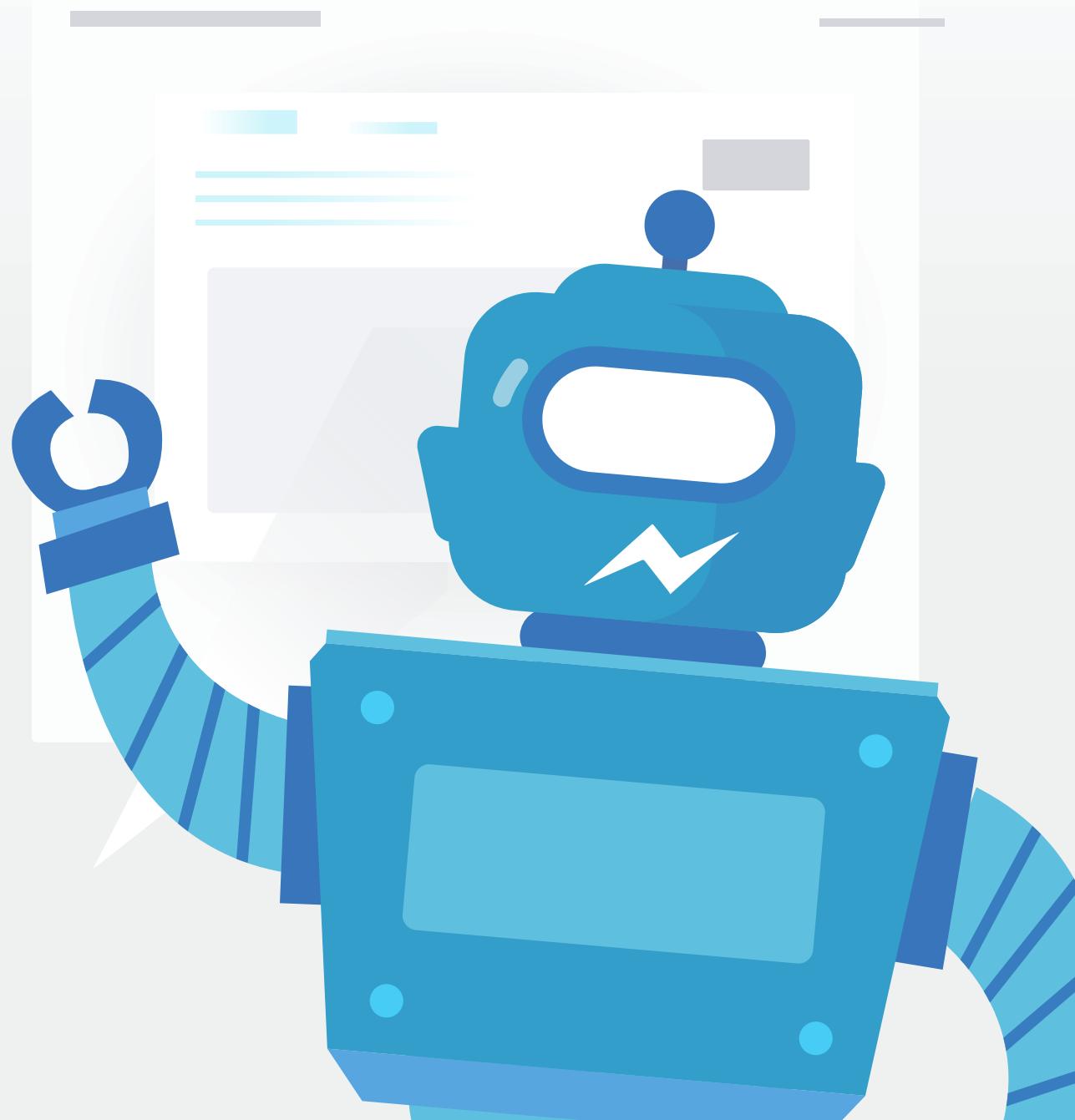


All the Resources You Need to Build a Chat Bot Business

Welcome!

If you're reading this, you're probably an entrepreneur who's looking to use chat bots to grow your business or learn how to build chat bots as a service for clients.

You're in the right place.



Who we are?

We teach how to create profitable chat bot businesses to hundreds of paid student and 100,000+ people who read our content through our blog, YouTube channel, and our Facebook community.

Our team started Bot Academy shortly after Andrew invested in Assist, the first major bot company on the market in April 2015. Since then, our students have built chat bots for NYT bestselling authors, entrepreneurs generating over 8-figures in revenue, and big brands with over 1 million Facebook likes. We have also acquired Bots for Business, another chat bot company, to make our team and content even stronger.



**Andrew
& Tam**

What is this resource list?

We have curated the best resources that bot creators need to build chat bots, find clients, demo their skills, and close sales.

This resource list was originally private to our 350+ paying members of Bot Academy but we convinced the team to make it public so you can build amazing chat bots.

We do not make any money/commission off any of these companies. We simply love using them and find their products to be super useful. Explore and enjoy. :)



Chat bot platforms



ManyChat

Best for easy
marketing automation.

Chatfuel

Best for creating more
“app-like” experiences
in chat

Questa

Best for marketing automation
that triggers chat messages based
on what people do on your site.



OCTANE AI

Best for Shopify
stores

Flowchart/ bot planning



draw.io

Intuitive flow chart
that's pretty flexible.
Zen and simple.



BOTMOCK

Botmock has everything
you need to create amazing
chatbot prototypes and it
comes with the power of
drag-drop editor.



mindmeister

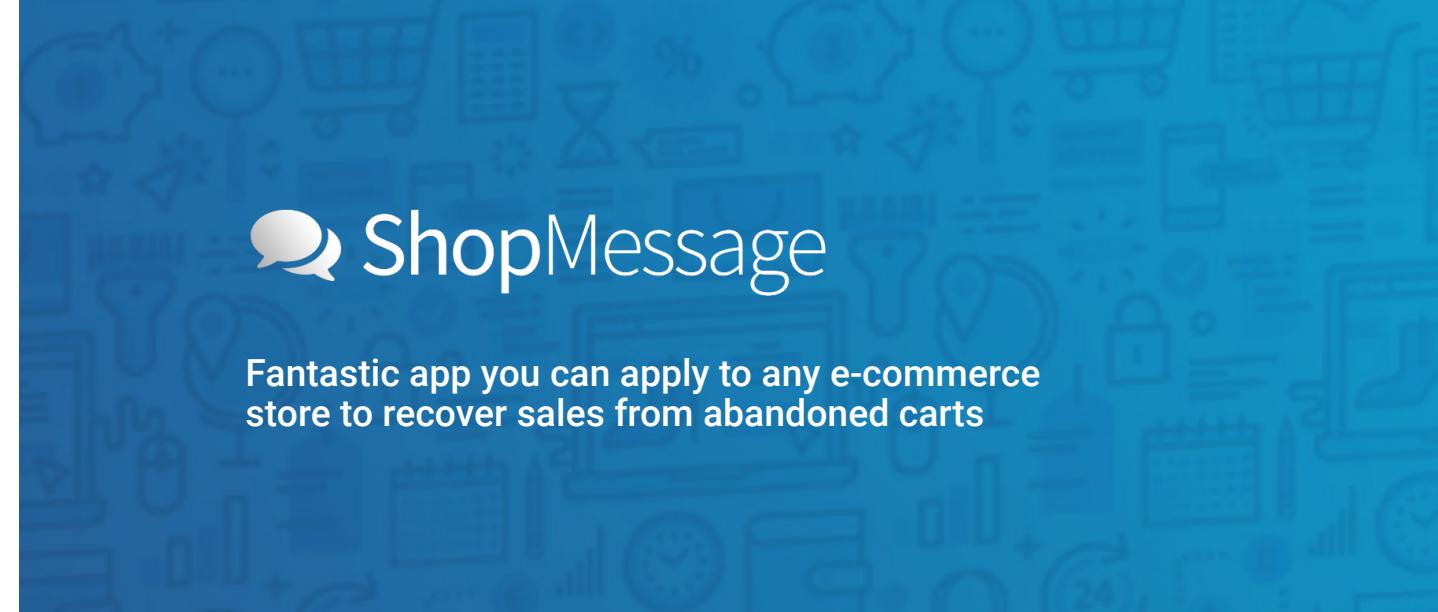
Free software that gives you
most of the functionality
you will probably need.
Colorful, fun, with emojis
and symbols



Mindomo™

Free software that lets you map
out your flows visually. Built for
teachers and students but can be
the perfect tool for you to map
out your vision before building.

E-commerce



 **ShopMessage**

Fantastic app you can apply to any e-commerce store to recover sales from abandoned carts

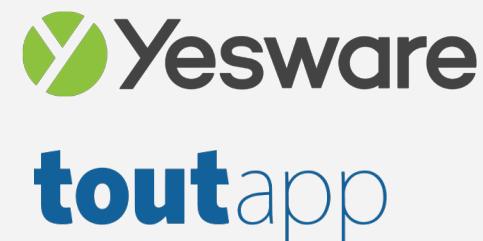
How to find anyone's email

You will use this to reach out to potential clients to demo your bot services

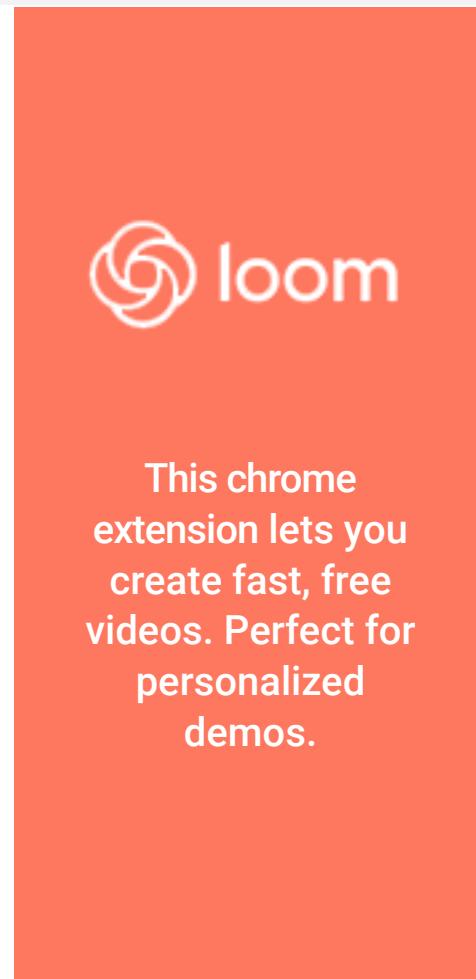


Email Tracking

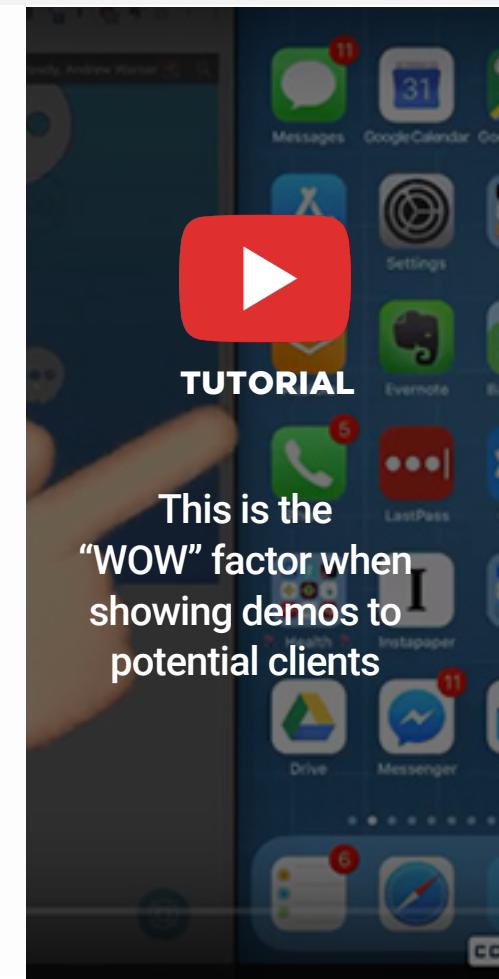
After you find your potential clients, track to see if they have opened your email or clicked on your demo link.



Screensharing



Take quick screenshots and annotate them with arrows, text, and more.



CRM/Sales Tracker



FREE, very comprehensive, fairly intuitive - and it tracks opens and history on emails when sent from within Hubspot...
(did I mention FREE)



Reliable sales CRM to create a system for landing clients.

Why Facebook Messenger?

-  Used by a billion people [Fortune](#) & [TechCrunch](#)
-  Bigger than social [Snapchat](#) & [Instagram](#)
-  Gets higher open rates. 80% - [Mailchimp](#)



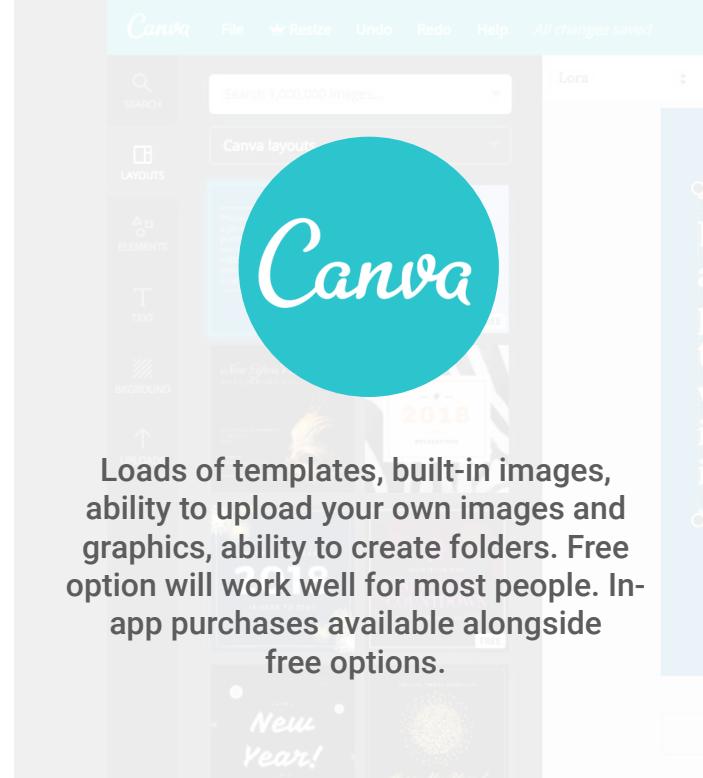
Photos/ Graphics

Free and beautiful stock photos to use inside your chat bot!

- [Unsplash](#)
- [Startup Stock Photos](#)
- [New Old Stock](#)
- [Wikimedia Commons](#)
- [Super Famous](#)
- [Little Visuals](#)
- [Death to the Stock Photo](#)
- [Pexels](#)
- [Pixabay](#)
- [Compressor.io](#)
- [Shopify Burst](#)



Social/blog graphics editors and tools



Canva

File Resize Undo Redo Help All changes saved

SEARCH

LORA

LAYOUTS

ELEMENTS

TEXT

BACKGROUND

Search 1,000,000 images...

Canva layout

Canva

Loads of templates, built-in images, ability to upload your own images and graphics, ability to create folders. Free option will work well for most people. In-app purchases available alongside free options.

New Year!

PIC•COLLAGE

A mobile app (iOS, Android, Windows, and Amazon) that lets you create fast collages from your camera roll or saved photos

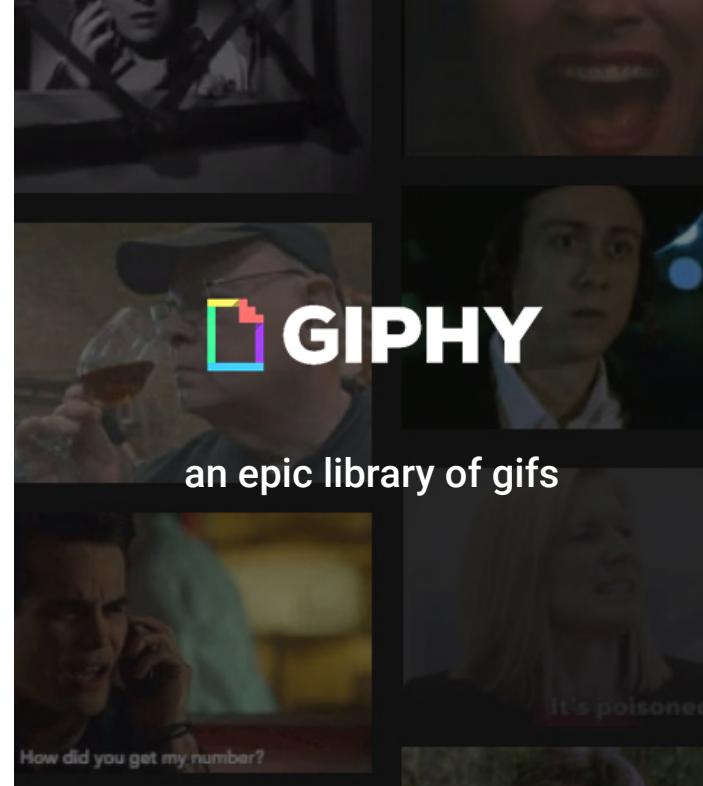


A free downloadable image editor. Think Photoshop without the pricey monthly bill. Just like with Photoshop, there is a bit of a learning curve, but if you want to do more than apply a filter or resize a photo, this may be the editor you're looking for.



A free image editor, much closer to Photoshop than Paint.net. Available for all platforms i.e. Mac, Windows, Linux

Gifs



gifs

gif anything in
seconds

EZGIF.COM
ANIMATED GIFS MADE EASY

the ultimate gif editor. convert
video to gif, resize gifs, crop
gifs, and much more.

 **BOT ACADEMY**



Gifox

Create instructional
gifs (MAC)

Emojis



How to use emoji
on your Mac

Bitmoji

How to make a
personal emoji



Use Messenger Marketing To Grow Your Business!

Created with love from the Bot Academy team. If you're looking to build profitable chat bots for your business or potential clients, click the button below.

START HERE >