

10 OF THE BEST PRODUCTIVITY TOOLS YOU CAN'T —LIVE WITHOUT—



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13 of the BESI Productivity Tools You Can't Live Without

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“Can’t Live Without” Productivity Tools

The following list of websites, tools and systems will dramatically reduce your frustration, overwhelm and headaches.

There are many variations and competitors for all of these services. I have tried many of them. While different situations may require a variety of tools or systems, these are my favorites...I love them so much, in fact, that some are affiliate links!

Click on the title name at the beginning of each item to preview and get started!

Skype

I gave up my home phone for this voice over IP gem. Not only can I call internationally for free (with another Skype user), but if they don't have skype, the fees are nominal. In addition to excellent voice quality, you can send files, text and share images. I use this every day when working with my freelancers from overseas. For audio and/or video interviews, I prefer [skype](http://www.skype.com) as opposed to a Google hangout. www.skype.com



eCamm

A few years ago, I popped the whopping \$19.99 for this add on to Skype. It sits in the background and records my calls (audio and/or video). When recording, be sure to inform the other party you are recording. It's not simply polite, it may be the law. www.ecamm.com



Scrivener

This is a wonderful app for content creators. You can organize your notes, writing and even visuals for your blog, book and articles. Be sure to use a 2nd monitor or work on a big screen. With multiple windows on Scrivener, you'll need it. www.literatureandlatte.com



Dropbox

There is no system as easy and robust as Dropbox for sharing big files. My email limits sending any file in excess of 35MB. Dropbox is relatively inexpensive (free for the first few gigs) and worth the nominal fee for the space you get and convenience of files sharing. www.dropbox.com



Aweber

There are dozens of autoresponder programs available. I like

the interface of Mailchimp better, but [Aweber](#) has exceptional customer service and is a wonderful value. When you create your autoresponder series, be SURE to read the bonus book “Auto Responder Madness” by Andre Chaperone and review the “Instructions for ARM writer” in the swipe file. If you want a stellar engagement and high conversion, invest the resources to craft 3 separate email sequences (suspects, prospects & customers). www.Aweber.com

[Aweber Pro Tools](#)



In order for one sequence to end and another begin (as described in any closed loop marketing sequence), you can invest thousands into systems like Ontraport or Infusionsoft. Both are great, but, for any marketer who is just starting out, these two systems are quite prices. Using Aweber and Aweber Pro Tools, you'll have enough functionality to to most of the heavy lifting. www.AwProTools.com

[Leadpages](#)



There is no cleaner and more popular system for creating opt-in forms, landing pages and even complete websites like [Leadpages](#). This brainchild has been on a fast-paced growth for a few years and their constant innovation has not affected their customer service, quality or speed. With over 1 billion leads generated, nobody knows leads, and split testing as well as they do. Read their blog. Subscribe. You'll love it. www.Leadpages.net

[Wordpress](#)

Your website should be built on Wordpress. You don't want to HOST your site on Wordpress as that won't help you with your search engine optimization (SEO). However, once you have purchased a domain and host it somewhere, install Wordpress (WP) as your framework for building your website. There are thousands of add-ons, themes and support available. www.Wordpress.org



[Onlywire](#)

Once you have consistently begun to blog, post videos and/or podcast it'll be time to start syndicating your content. Sign up for an account at [onlywire](#) to get started. You'll have to manually register for 30-40 separate accounts where you can re-post your blog. I hired someone on Fiverr to set mine up. It saved me at least an hour or two of tedious work. www.onlywire.com



[Jing](#)



If you want to grab an image, screen shot or simply write some text on a photo, you can't go wrong with Jing, by Techsmith. The software is free and my niece works for the company :) www.techsmith.com

[Authority Spy](#)

You'll want to connect with influencers. How do you find them? Check out this terrific tool called, [AuthoritySpy](#). It's exactly what it sounds like! You can put in any keyword you like, sort by geography and within minutes, view their contact information. Similar programs (like Cision) charge upwards of \$600 per month for a similar service. www.authorityspy.com



[Webinar Ignition](#)

If you want to monetize your [webinars](#), you'll need an interface that can adapt to your audience interaction and allow you to educate and sell. There are a handful of companies who handle this. If you don't need to sell and simply want to educate or interview, get familiar with Google Hangouts. www.webinarignition.com



[Google Hangouts](#)

The interface isn't as slick as an Apple product, but since they own Youtube, you can't go wrong with the ability to record a video interview and have it instantly be recorded and uploaded to your channel. I'm looking forward to the day when entrepreneurs record broadcasts with real cameras, quality audio and some visually interesting elements. An hour of watching someone talk isn't very interesting. www.google.com/+learnmore/hangouts/

