

## Module 5

### Lesson 4: Must Know Technology Hacks

Hey guys, welcome back to module 5, lesson 4. This is the last lesson in the business takeoff masterclass. So here we go. And in this lesson, I want to talk to you about the technology that you can be using to increase your productivity within your business. Within this lesson basically I'm going to show a lot of different apps and programs that you can use as of today to get things moving a lot quicker and a lot better for you. We've broken them down into 3 areas as well. So there's operational apps or programs, there's marketing apps or programs, and some financial apps and programs as well. So we've broken them down to those 3 sections so they're really easy to follow and I must say before we get into it, please please please take some time to actually have a look into these programs for yourself and actually implement some of them. We give so many of our client's information on the apps and tricks and programs and tech hacks that they can be using and so many people go, 'yeah, yeah, yeah I will do it' and they put it on their to-do list and it never actually gets done. Well by actually incorporating some of these technology yourself, you will find you'll become more productive and working will be a lot easier for you. Let's start off with some operational apps and programs that you can use.

#### Trello

Let's have a look at Trello first. So Trello is a planning-based software where you can put all of your list and to-do list, and you can build jobs and build projects into this. This is a really good kind of to-do list software. I use it on a daily basis and the great thing about this is that you can share this platform with others as well. So you can actually get job and lists and tasks out to your managers and you can see them in real-time doing their job lists. It's a really great software - it's called Trello.

#### Google Docs

Another bit of software that we use is Google Docs. So this runs at the back of your Google email account. Google docs is kind of like Microsoft Word where it's got all of your Word, your Excel, your Presentations but it's pretty much in a Google format. Great thing about using Google docs format or the Google docs programs is that it's totally shareable. So we use it within our office ourselves. I created a Google doc and I can just share it to someone else's email and I can actually login, look at it and see it in real-time. I can add comments to it, they can change it and then re-share it to me. So it's a really interactive way of being able to do a lot of different function. Things like spreadsheets or metric-tracking sheets, using word functions like your standard Microsoft Word or standard Google doc template. There's also Google forms which you have been using, and google spreadsheet which is kind of like a presentation based software program. So really, really easy get into google docs, you'll only need a Gmail account anyway for working with us so get that sorted and have a look at the docs that are available.

#### Klipfolio

Klipfolio is another one that we use. It's a dashboard based software programs. Well what do I mean by that? It means that I can collect data and analytics from all different programs - from Google, a lot of social media sites and that. And put it into the one place so Klipfolio is one big dashboard that you can open up and customise and have all of your data all in one place. It's really, really handy. That's Klipfolio.

#### Skype

The next program is Skype so this is an essential video and voice sharing program. You've probably all heard of Skype. You've probably all got it on your phones. We use Skype on a daily basis. We've got clients all over Australia and we can Skype them in real-time, it's a fantastic tool - nice and easy to use. It's got a great chat function on there as well. So if you're working in different locations. It's pretty much like text messaging but just using a chat window on your computer. Really easy to use - I really, really recommend Skype and will be Skyping as well at some point in the future.

#### Keynote

Another program that I like to use, now this is a Mac-based program but it's Keynote. So it's Keynote we build our

presentations that you'll be seeing at our roadshows. They're all built on Keynote. It's a really easy program to use but it's great because it's kind of like Microsoft Powerpoint, has a few extra functions in there and then you can actually share that presentation with others who also got Keynote. So it's a great presentation tool - Keynote's the one.

### **Lucidchart**

I've spoken about this one before, it's called Lucidchart. Great sales process and flowchart building software program. You can build your sales process and flowchart. It's basically a drag and drop technology, it's really easy to use. I really recommend it if you want to build flowchart, sales process or flowcharts for different aspects of your business. That's Lucidchart.

### **Dropbox**

Another one is Dropbox. Dropbox is a great file-sharing and storage software, program or download. You've probably heard of Dropbox and we use it a lot. It's a great way of communicating our clients and uploading files to it that they can download and have a look. Dropbox makes it so easy because there's no worry about having to upload files that you're emailing. Just upload straight to Dropbox, share the file and anyone can access it from there.

### **Formsite**

The last one that I want to speak about is Formsite. Now we use Formsite for a lot of forms for our business. Formsite is a great software program because you can actually build forms and send them via a link. What happens is people fill out the form and then that information is emailed back to you. It's kind of like a cloud-based or online-based form creating software. It's really, really easy to use and it's really simple to fill out and process back. So formsite, really simple for filling out basic forms, you can also share them and also keeps results tracker as well. So you can login to Formsite and see how all your forms are being filled out and the results that are coming from those. So also a really good piece of operational software.

So now I want to speak to you about some of the marketing apps and programs that we use.

### **Mailchimp**

Let's start off with Mailchimp. Mailchimp is a CRM or a customer relationship management software program that we have spoken about in the previous lesson. Most of our clients use Mailchimp as their CRM tool. Now the reason I want us to talk about this one specifically is because I think it's a really, really good CRM program. It's easy to use and if you haven't got a database - please, please, please, please, please use Mailchimp to get one started. It's nice and easy to use. It creates email campaigns and you can automate those as well. There's some great other little functions and tools that you can actually pay for but Mailchimp is free so it's a fantastic email marketing software that you can use as of today.

### **YouTube**

YouTube is another big one for us. We use YouTube quite a lot. We also use video-sharing platforms like Vimeo and Wistia, but YouTube's fantastic because you can share your video, your messaging and your content to the world really easily. I use YouTube on a daily basis. It's so easy to use from an uploading perspective. I actually record the video, drop it on to my laptop and then upload to YouTube straight away. You can share there's a multitude of other settings that you can use but don't be afraid of using YouTube. Once you've setup your Gmail account, they're pretty much linked together so it's nice and easy to use. Youtube is great for marketing your business using video.

There's a multitude of different social media marketing channels that you can use these days and I'm not going to go through them one by one. The probably most important one is your Facebook, your Instagram, your Twitter and your LinkedIn. Those are the top 4 really. There's a multitude of others and I'm not going to go through them but by utilising these, they're more than just social sharing platforms. You can actually use these platforms to drive your business as well. So it's all about communicating, connecting with your clients as much as you possibly can. Facebook particularly is really good. It's a really good lead generation tool and you can speak to one of our

business growth experts about that if you wish.

Another marketing program that I want to speak to you about is Burst SMS. Now this is an SMS marketing platform. So it's basically, think of it like, you build an SMS campaigns into your computer using the Burst SMS software and you'll be able to automate and send these out to different mobile numbers. Now let's talk about how SMS is the new black. Well, I think it is. SMS marketing is so easy, it's right on your pocket. You get an SMS and it's so reactive so Burst SMS is a great little marketing program. You should check it out if you want to work on SMS marketing.

So let's look at some financial marketing programs now as well.

Let's go to the Accounting side of things. We're looking at Reckon, Zero and MYOB. These are probably the most commonly used pieces of accounting software and if you haven't got accounting programs set up and running, I urge you to do that. These are really easy to use and the great thing about them is that they integrate with so many other applications. So get your accounting data software program up and running or speak to your accountant about the best one to work between you and him.

Ezycollect is another one which is an accounts receivable software programs that integrates with things like Zero and MYOB. It makes it easy to chase up those bills and to send out different reminders. Ezycollect is nice and easy to use, if you have any technical difficulties as well these programs have got a great support network. So Ezycollect - accounts receivables program is really good to use.

Expensify is another financials software program which is really, really cool. It actually helps to document all of your expenses over the course of weeks and months and years. It's got a great plugin tool which plugs into your accounting software where you can actually take photos of your receipts and they're linked to the actual transactions that are coming up in your bank statement. Expensify makes looking after your expenses really, really easy and I use a smart tracking technology from your phone. So you don't even really need to keep those receipts, you just need to take photos of them on your phone which links it back to the Expensify software itself. Expensify, check it out.

So that wraps up our lesson on marketing technology with our apps and software programs that you can use to increase your productivity with your business. Hopefully, you've got some valuable information out of that. Now if you ever need to reach out to us again, please feel free at [ask@nickpsaila.com](mailto:ask@nickpsaila.com) or head us up on our Facebook page.

Finally I would like to say a huge congratulations for finishing the last module in our business masterclass so well done. You've gotten through all the modules. You've gotten through all the lessons. Well done and please stay tuned. We've got a really short message coming up for you right now.