

INFLUENCERS

ENTREPRENEURSHIP + INNOVATION

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48

TOOLS EVERY ENTREPRENEUR
MUST KNOW ABOUT

Must Read...

The Disruption of MULTICASTING

Technologies and shortcuts that are changing
how entrepreneurs see the future.



PLUS

HOW TO
AVOID "THE
HYPE-CYCLE"



BUILDING YOURSELF AND YOUR ENTERPRISE

As entrepreneurs one of the reasons we get into online or content marketing is because of the leverage potential.

It allows you to work and relax. In some days you can work for two hours and relax and other days you can work for 12 to 14 hours non-stop. Though it can be tiring but it is fun also.

As an entrepreneur you have to be super passionate about your business otherwise you're not going to get through with it. You have to really enjoy what you are doing otherwise you will struggle.

One of the things I have discovered is that a lot of people are not passionate. They like the idea of working for themselves, they like the idea of doing what they do on their own, they like the idea of starting a business but at the end of the day to really be hyper successful you have to really be a grinder, and pusher, and someone who can always find the smartest way to get through the hard times.

Building your business from scratch is all about the hustle. You just have to hustle it up until you get to the position where you have set yourself up for success.

"Passion is momentary; love is enduring."

John Wooden

"You have to really enjoy what you are doing otherwise you will struggle."



If you are not willing to put in a lot of hard work and brain work, no one else will do it for you. You can outsource a lot of responsibilities but you can't outsource hard-work, you can't outsource the brain work and other basic operations. It doesn't work that way. You may outsource other responsibilities but at the end of the day, you have to put in the hours to write blogs, speak to people on the phone, open and close up deals on the phone etc.

You have to be involved in a lot of things like setting up sales, going back and forth with developers, graphic designers; these are all parts of the business. These are things that you must get involved in especially at the beginning of your business. As you grow, you can outgrow these processes and delegate or outsource them but there is no way you can start out a business and expect everything to run smoothly without your involvement from the very beginning especially if you want to make a lot of money.

A point I will like you to note is that if you have money, use it wisely by investing it. Don't spend it. A millionaire once told me to use my money to save my time by investing it. Time is a limited resource and if you have money, you can use the money to buy back your time and use that time to grow your wealth.

Wherever you are in your business, whether you are spending time to get money or spending money to get time, you just have to strategize knowing your present position. If your business is at the beginning stage, you will use your time to get money; at the middle stage of the business you can systemize your business to bring back your time and reinvest the time into the business. Every single thing requires hard work. It may be your business or relationship. But whatever you invest your time in, focus on is what will grow and do really well.

"There are no secrets to success. It is the result of preparation, hard work, and learning from failure."

Colin Powell

48 TOOLS EVERY ENTREPRENEUR MUST KNOW

Every entrepreneur has a list their best resources and tools out there. Well here we give up all the secrets. Some you will know, but many you won't.

by James Smiley



1

PAYPAL

Great for quickly taking payment on digital or physical items on the fly.

2

PAYLOADZ

Offers a complete Digital Goods eCommerce service for anyone to sell downloadable goods online in just a few minutes.

3

EJUNKY

E-junkie helps turn your passion project into an online business with our easy to use ecommerce tools, supporting both digital downloads and tangible goods. We provide a lightweight, embeddable shopping cart that can go anywhere, including your website, blog and social media.

4

INTERNETMILLIONAIREDOMAINS.COM

Similar to GoDaddy but at a fraction of the costs.

5

CREATESPACE

CreateSpace provides free tools to help you self-publish and distribute your books, DVDs, CDs, and video downloads on-demand on Amazon.com and other distribution networks.

6

CANVA

Design presentations, social media graphics, ads, banners, eBook covers, and more with thousands of beautiful layouts. Much of this is FREE too.

7

SMALLPDF.COM

FREE site. Compress PDFs, Merge 2 PDF files into one, Split 1 PDF into 2, and create just about any file format into PDF.

8

PICMONKEY.COM

PicMonkey is a free photo editor that works in your browser — nothing to download or install. Fix your photos and add beautiful filters and text. Touch up facial features or create outstanding graphics. Ridiculously easy, staggeringly gorgeous.

48 TOOLS... CONTINUED

9

FLATUICOLORS.COM

Originally designed for use with Designmodo.com, many use this to pick colors and get the color codes quickly and without guessing. HEX, RGB, RGBA

10

EXPLAINEVERYTHING

Explain Everything is a unique interactive screencasting whiteboard app being used by over 2M users. Create employee vids, customer vids, video ads, etc and on the fly.

11

PAYHIP

An e-commerce platform that enables anyone to sell ebooks or digital products directly to their fans and followers without any high tech software or setup.

12

SKYPE

Make video and audio calls, exchange chat messages all from your computer, mobile device. Share files, host calls, dial in and out to real phones, etc.

13

GOOGLE+HANGOUTS

Communication platform developed by Google which includes instant messaging, video chat, SMS and VOIP features. With the "on Air" version, host live calls, live broadcasts, etc. with unlimited number of attendees.
Similar to Skype but more powerful and only works through Google+.

14

RINGCENTRAL

Cloud-based VOIP business phones system with auto responders, find me/follow me, efax, 800#, local number presence, etc. Everything in a big company phone system for the small business owner.

15

8 X 8

Essentially this software is the same as Ring Central with different pricing. Good for call centers, reliability, etc.

16

ECAMM

They make PhoneView, Call Recorder for Skype, Printopia and iGlasses for Mac. Most commonly used to easily record Skype sessions on a MAC for webinars, trainings, etc.



LEARN IN OR BUY IN

There was a time when we paid universities to teach us cutting edge info, now we pay coaches.



LEARN IN OR BUY IN

Investing wisely in yourself can get you to your goals faster than anything else. It is something I have found always has the highest return on investment and also the smallest amount of risk. If you do not invest in yourself or your own personal knowledge base, you will likely never achieve your dreams and goals. Learning when and how to invest in myself is one of my biggest and best kept secrets of all-time.

You see, at a really young age one of the world's top young internet marketers told me "there are only two types of learners, those that learn their way in and those that buy their way in". This made instant sense to me. He wasn't talking about being sleezy, he was talking about being smart and if you have the resources, buy your way into memberships, mentorships, or exclusive classes and learn only from the best as quickly as you can.

Essentially he was telling me to learn from the most skilled person my wallet could afford and the more I invested in that the more and faster of a return I would get.

This is almost like the modern day, "techy" way for going through academia. Most of the world's brightest tech minds have realized that no one in a university is going to be able to teach them about cutting edge business tactics and techniques. By the time information gets into the universities, its years old, which in technology and business, that means the information has essentially been reduced to a history lesson.

Learning your way in takes a lot longer while buying your way in costs more. When I was young, I grew up fairly poor and I didn't have much money but I learned to do my best and barter my way into meetings with some of the brightest minds I knew, and it paid off tremendously.



DID YOU KNOW?

Graduation rates are low, tuition is high. Where are the dropouts going?

They are following the likes of Gates, Jobs, & Zuckerberg as they realize colleges are struggling to map relevant knowhow with higher education.

"One of the best ways to learn something is to learn directly from someone who is already very good at it..."

This is an important distinction to understand. The people that buy their way in instantly have access to the people at the top and end up learning the fastest which in today's marketplace can mean the difference between a best-selling book and a book you love but no one knows anything about it. Not everyone wants a best-seller, I understand that, but most people do want to help people and help change the world.

Where I'm getting at is this...in order to help the most people, most of the time you need influence and you need to be able to scale and leverage influence.

Learning your way up takes a lot of time and you have to do it on your own most of the time.

If you don't have the money to buy your way in, you will have to learn your way in or work hard enough until you can buy your way in just like I did most of my life.

Some people think it's a waste of money to invest in yourself like this but I have learned that it's one of the most important things you can do to quickly build up your skills and knowledge. And such investments will always repay you residually, regardless of where you go or what you do.

Take some time right now to think about what you lack or what is holding you back in life and in business. One of the best ways to learn something is to learn directly from someone who is already very good at it even if you have to pay for that partnership, conference, seminar, etc.

I encourage you all to find something that you are lacking in or find something that you really want to improve on, and go after it.

TOP TIPS FOR INSPIRATION

DO SOMETHING DIFFERENT

Read a book, listen to music, go on a walk...do something to get your blood moving. Don't just sit there and think "maybe I'll get motivated by sitting here". You won't.

VIDEOS, PODCASTS, QUOTES

Believe it or not, when I need to get inspired I go to YouTube or listen to a podcaster who is motivational. I have a list of sources on my phone that I can go to anytime that I need to take 5 mins and get inspired.

One of my favorites is to go to the Bible but for you that might mean reading something on wisdom or Googling a famous quote from one of your heroes.



48 TOOLS... CONTINUED

17

PAMELA

Free, reliable and easy to use Skype audio and video recording software.

18

DOCUSIGN

Electronic Signature and Digital Transaction Management service for contract and signed document needed.

19

RIGHTSIGNATURE

Another simple way to get documents electronically signed. Close more deals in less time and avoid the fax hassles.

20

VOXER

Free app that combines voice, text, and photo messages. Allows for personal and group messaging.

21

WHATSAPP

A cross-platform mobile messaging app which allows you to exchange messages without having to pay for SMS. Great for workers overseas.

22

BASECAMP

Very popular and low cost project management platform. Keep people on the same page. No matter what their role and everyone works toward a common goal managing tasks, documents, discussions, and calendars.

23

ASANA

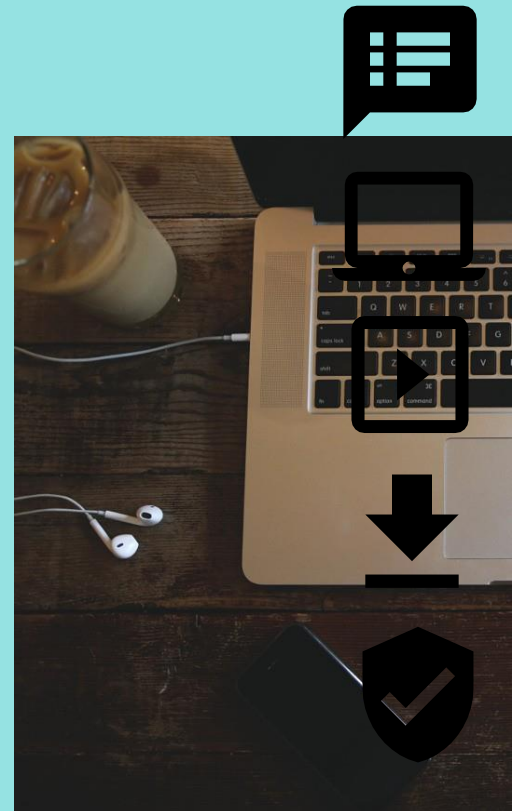
Known as the easiest way for teams to track their work and manage projects. Tasks, projects, conversations, and dashboards. Asana is great for large teams.

24

SQUARESPACE

Hip, new way to create and manage your website and blog with ease. Not the best for detailed customization, but probably the fastest for standing up high quality site in minutes.

Every well-known content creator who doesn't want to customize the site a lot or use many plug-ins.



48 TOOLS... CONTINUED

25

PABLO

All-in-one software solution that can be used to create complete complex web sites.

26

TERMSFEED.COM

Create legal agreements easily and online. No software is required. Download agreements instantly.

*This is not legal advice of any kind.

27

FREEPRIVACYPOLICY.COM

Create FREE Custom Privacy Policy for Your Website, Blog, or Mobile App.

*This is not legal advice of any kind.

28

CLICKBANKS

Online marketplace for digital products. Serves as a connection between content creators and affiliate marketers, who then promote your products to their consumers for a commission that you setup for them in the system.

29

CONTENTIDEAGENERATOR.COM

Topic idea generator that offers suggestions based on the keyword you type in. Amazing for content creators who need ideas for blogs, podcasts, videos, etc. It literally generates pages and pages of suggestions.

30

MAILCHIMP

Emailmarketing and CRMtool(customer resource management). Its a web- ormobile-based service and widelyknown as the starting emailmarketing app foranystart-up; mostlydue to it's low(orsometimes no) costs.

31

INFUSIONSOFT

This is the big daddy of all email marketing and content management systems. It's MailChimp on steroids. The cost is high but its well worth it once your business starts growing. Honestly, once you start growing you're crazy if you don't go with these guys. Their automation and email autoresponder technology is one of a kind.

32

PERISCOPE

The new video streaming platform mobile app that is taking the social media world by storm. Create livecasts from anywhere, anytime.



Launch-ology

Cheat Sheet To How Online Successes Got Their Start

1. NARROW

You must narrow down your idea into a specific niche. You can't serve everyone unless you have millions of \$ and fans. **Starting small is BIG!**

2. PICK

Pick the sales channels you want to offer distribution in. Read our MultiCasting article next for more info but start off by picking channels you enjoy.

3. LIST

If you're going to sell or get famous online, you have to build an email list. There is no way around it. Get this into your head and learn the shortcuts and models.

4. BUILD

Build out your Avatar(s) and products that your Avatar wants. Create plenty of free products they can consume so they can build trust with you before you ask them to pull out their credit card.

5. LEARN

Do not feel like you have to build a complete, end-to-end, product the first time around.

Build something your customer likes that adds value to them but let them tell you how they want it customized and finished.

Even if you're a book writer, let the customers tell you what v2.0 looks like and what videos or guides they want with bundled with the book.

48 TOOLS... CONTINUED

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MEERKAT

Another mobile app that enables users to do live video streaming through their mobile device.

34

YOUNOW

Best way to watch and broadcast interactive live stream videos. Discover talented broadcasters & chat live with people from around the world for free.

35

DACAST

web based video streaming platform that enables individuals or firms to broadcast audiovisual content and allows viewers to watch free or paid programming.

36

DESIGNBOOK

Peer-to-peer marketplace for emerging businesses. The platform is designed for entrepreneurs to plan and strengthen their business, source talent and raise money.

37

SHOPIFY

A secure and very popular shopping cart system that allows you to accept credit card and PayPal payments over an encrypted server.

38

SQUARESPACELOGO

Super easiest way for anyone to create exceptional logos and designs for websites. Super fast and cheap to use.

39

SHAKE

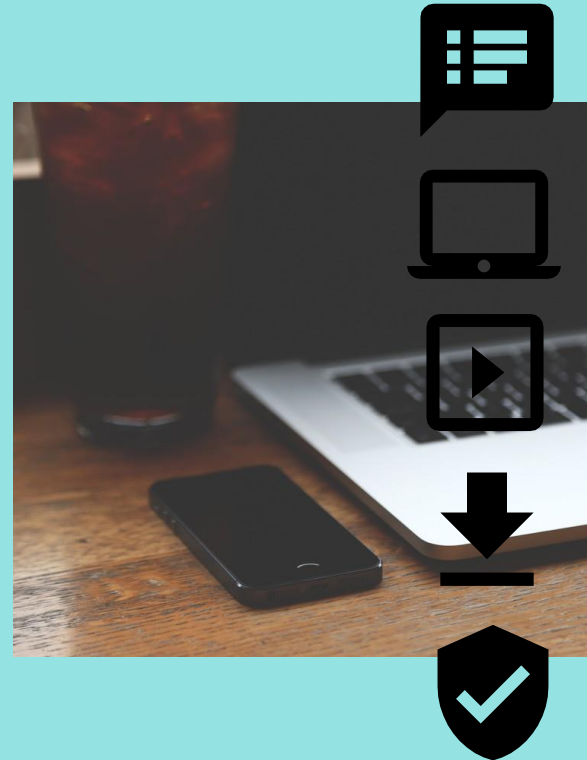
Create Contracts, Legal Documents, NDAs, Releases and more.

40

THE NAME APP

Find an available name for your brilliant idea. Searches all the .com, .net, etc type of directories and also searches to see if the name or idea is represented online or on social media.

Free domains with Bluehost purchasing.



48 TOOLS... CONTINUED

41

STOCK SNAP.IO

The #1 source for beautiful free stock photos. High quality and high resolution images free from all copyright restrictions (CC0) - no attribution required.

42

TYPEFORM

Create beautiful, next-generation online forms with Typeform, the form & survey builder that makes asking questions easy & human on any device.

43

AWESOME SCREENSHOT

Screen capture and Annotate. Screen capture for all or part of any web page. Add annotations, comments, blur sensitive info, and share with one-click uploads. Great for trainings, webinars, creating support tickets, etc.

44

BRIGHT JOURNEY

Fast growing community of entrepreneurs. Over 1,800 members with portfolio of companies accurately represented. Great for networking and learning competition.

45

GRASSHOPPER

This VOIP phone system allows you to run your business using your cell phone. Includes toll free or local numbers, multiple extensions, voicemails transcribed, no hardware needed.

46

FREEBBBLE

Find 1000s of design for anything marketing related. Many free and some paid designs. Most everything here is pre-built for you.

47

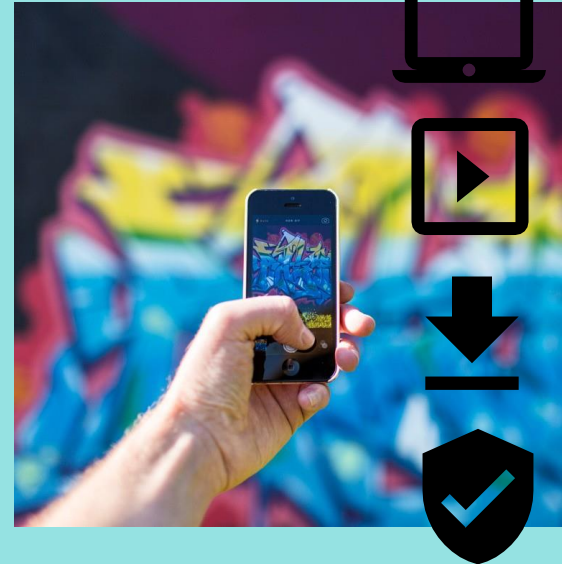
SUMOME

App Store For Tools To Grow Your Online Traffic. Works with any website. List builders, heat maps, and good sharing options.

48

JING

Amazing free app that captures anything you see on your computer screen, as an image or short video, and lets you share it instantly. Great for trainings, webinars, creating support tickets, etc.



MULTI CAST

THE FUTURE JUST KNOCKED AT THE DOOR

PODCAST

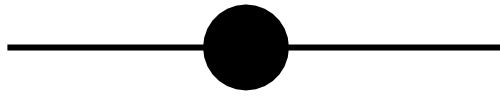
MAKE IT EASY

1. Download a free voice recording app.
 2. Buy a mic off Amazon or at Best Buy for \$75 or less that plugs into the headphone jack.
 3. Record and upload to Dropbox.
 4. Get an Intro/Exit audio file made.
 5. Post-process and upload to web.
-

"MULTITASKERS LISTEN TO PODCASTERS OFTEN"

PODCASTING

VIDEOCAST



MAKE IT EASY

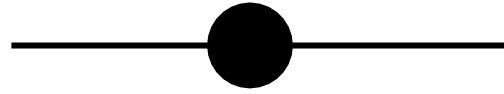
1. Buy a newer phone with a good quality video camera. Any new Apple or Android is fine.
2. Buy a stand, mini tripod, or tripod off Amazon.
3. Setup your background and clothing.
4. Shoot video and upload to YouTube.com, social media, or post to your website.
5. Promo thru social media is easy and quick.



"SPECIALIZE IN SHORT OR LONG VIDEOS AT FIRST"

VIDEOCASTING

LIVECAST



MAKE IT EASY

1. Get a phone with a good video camera.
2. Download a free livecast app.
3. Promote the time, date you'll be livecasting on social media.
4. Come with up a very catchy title to lure others in who see you ad-hoc.
5. Launch livecast and upload to YouTube or social media.

"HOT NEW TREND. CONSISTENCY IS KEY TO GET TRAFFIC"

LIVECASTING

PUBLISHING



MAKE IT EASY

1. Take your idea, find a quiet place, and do two 45 - 90 minute 'word sprints' where you start typing anything and everything related to your idea that comes to mind. Don't worry about structure, just write without stopping and without distraction.
2. Send your notes to an editor along with any other inspirational links, notes, or stories that go along with the idea.
3. Get your copy back (from the editor) and review, edit, resend to the editor until you are satisfied.
4. Work with a designer on your book cover.
5. Send both the cover and final copy to your publisher.

"65% OF BOOKS ARE PAPERBACK OR EBOOK"

SELF-PUBLISHING

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

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