

12

**Cheap (or Free!)
TECH TOOLS
That Will Make Your
Business (and Life)
Easier and
More Profitable**



I take pride in the fact that as I've spent countless hours working on my businesses over the years, I've developed a fool-proof system to stay super efficient and über productive!

I'm excited to share with you the tools I use on a daily basis that allow me to stay focused, crank out content, get things done and continue to grow my businesses.

And here's the best part: they're all either free or super cheap! :)

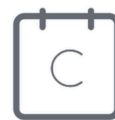
Workflowy: This is my absolute favorite! It's a list-building tool that helps me stay organized and know exactly what to do all of the time. It's a super simple design — it looks like a piece of paper with bullets and you can just keep making lists and lists, and it has great functionality in keeping everything organized. It's my lifesaver for reducing mental clutter! Their tagline is "Organize your brain" and that's exactly how it feels. Before I found this, I'd have hodgepodge lists all over the place — on post-its, on the Notes app in my phone, in word documents, in text messages I sent to myself. I felt scattered because all of my notes and to-dos were literally scattered! (Maybe you can relate.)! Now, I put everything — ideas, thoughts, tasks — all in one place. And I can categorized based on which bucket new items fall into (work, personal). It's pretty simple but it has done wonders for my work flow, and keeping me organized. If you're interested, [check out their videos here](#).



WorkFlowy
Organize your brain.



Calendly: This is the scheduling system my team and I use. You know how annoying it is to try to schedule an appointment with someone via email? The back and forth of trying to coordinate schedules is a time drain that entrepreneurs like you and I can't afford. That's where Calendly comes in. Your team and your clients can book appointments with on their own through Calendly, and it's synced up to your calendar! You can create different types of appointments — each with different time lengths, questions you want answered ahead of time, and meeting place (phone, in person, or video call, etc.). For example, I have a different type of appointment booking set up for podcast recordings, client appointments, and [Business Booming Sessions](#). And because it's synced to any of your personal calendars, you don't make the mistake of double-booking yourself. This is a must-have tool if you're a solo-preneur or if you're running a team.



calendly

Zoom: Zoom is great for calls with or without videos, and webinars, too. I use it for our team meetings, and you can use it for meeting 1:1 with clients, too. While there are many different platforms for hosting webinars, I prefer Zoom because it allows me to be on video AND have slides if I want to. It's a great tool that helps you out in 3 big areas of your business — team meetings, client meetings, and webinars. Zoom packs a powerful punch!



.....

Grum: It took me a while to find an app where I could schedule Instagram posts, and I rejoiced the day I discovered Grum! Before I began scheduling posts, I noticed that when I hadn't posted for a while, I'd get this nagging feeling, tugging at me all day long. It's hard to focus feeling that way! With Grum, I schedule a few posts each week, and I'm set! Then, anything I feel the urge to post on the spot is like a bonus.



.....

Headspace: It took me some time to get into meditation, and while it's still a challenge for me, the guided meditations through Headspace make it easier. Thanks to this app, meditation has made a huge difference in my productivity levels and my business because I now start and end the day with my mind right. There are many meditation apps and programs (I've tried a lot of them!), and this one is the one I keep going back to. I use it every single day, at least twice a day. I use it first thing when I wake up, and at night to wind down and get ready for a good night's sleep. There are tons of different types of meditation you can try through the app, and different lengths—from 1-minute meditations to 30 minutes. So you can try different things and find what works for you! This is the very first app I ever used when I started trying meditation, and it's changed my life.



.....

Gmail: I used to use Apple mail, but switched to Gmail when a friend told me about some of the incredible features Gmail offers to help you stay more productive. In Gmail you can set up different filters that will send emails to specific folders and it's super easy to create different folders and organize your emails. I created an Action folder, where anything that will take me longer than 2 minutes to respond to is moved there. This makes it easy for me to spend 15-20 minutes in my inbox and get through everything. Then I block out time on my schedule later to get through the Action folder emails.

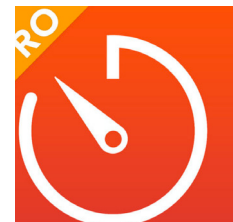




In a
BUSINESS BOOMING SESSION
with Cassie you'll gain CLARITY,
CONFIDENCE, and ACTIONABLE STEPS
toward GROWING YOUR BIZ!

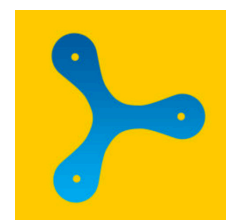
CLICK HERE to book
your Business Booming
Session now!

Be Focused PRO: This is a timer app I use to help me stay focused for specific chunks of time. It tracks how many focused sessions I've done, which allows me to see how productive I've been throughout the day. You could totally use a basic timer, but I like how I can see the time in the corner of my computer — it feels like a game where I'm trying to get as much done as I can in a specific time frame. No time for social media or distractions when you're trying to beat the clock!



.....

Braintoss: You know when you have an idea that comes to you as you're laying in bed, at the dinner table or having a conversation with a friend in a coffee shop? I used to scramble for sticky notes, text myself, or worst case scenario, try to remember and forget. Braintoss connects to your inbox and allows you to quickly type a note, voice a message or snap a pic, and it automatically sends it straight to your inbox, so that you don't forget it. And later I just add it to [Workflowy](#). :)



.....

Focus@Will: This is enjoyable background music that uses binaural beats designed to keep you focused. The science of it is explained on their website, but even if it were just the placebo effect, I'd keep using it because it really works for me to stay on task for long periods of time by helping me concentrate. I just pop in my headphones, turn on Focus@Will, and I become a productivity machine!



.....

Boomerang: This is a plug-in for Gmail that allows you to send emails later, schedule them to return to your inbox at a later time, and "pause" incoming emails. The first feature is handy because I try to abide by the rule-of-thumb "Never read an email more than once" because it conserves brain power! But I also don't love responding immediately and getting into the tennis-match back-and-forth that can happen when you immediately respond to an email. So, I read the email, respond and then tell it to "send later" at whatever time I'd like. I also use Boomerang to "boomerang" a message back to my inbox if someone doesn't reply. I used to make notes on my to-do list to check in if people haven't responded to certain emails, and this avoids that entire list and keeps me on track! Boomerang also adds a pause button to your inbox so that emails won't hit your inbox during a certain time, which can help prevent you from getting distracted and stay focused.



Mailchimp: While I no longer use this (due to the huge surges in price once you have a big list), it was the best tool for starting to build my e-mail list. For the first five or six years of my business this is the platform I used to send out my weekly newsletter. It's easy-to-use, FREE (until you hit a certain list size) and super user friendly.



F.lux: There are all sorts of apps to block out blue light to promote restful sleep. If you didn't know, all of our devices with screens (phones, computers, tablets, tvs) emit blue light. Blue light has a negative effect on your sleep, and not sleeping has a negative effect on your productiveness (right!?) I use F.lux on my computers to filter out the blue light emitted by the screen as the day goes on. The iPhone has a built in "Night Shift" option (look in your settings), so I use that on my phone and F.flux on my computers. With these apps, I do still wear nerdy blue light blocking goggles when I'm walking around in the evening to help me wind down and prep for sleeping. :)



And there you have my **12 TECH TOOLS** that I **SWEAR** by!

I hope they help you have smoother operations in your business and help you be as productive as they've helped me!

Now, here's a quick tip...

These kinds of tech tools and being super productive work **WONDERS...** but there's a caveat. **You still have to make sure that you're focused on the RIGHT things in your business.**

For too long, I kept working **HARDER** but because I wasn't focusing on the things that would grow my business. It didn't matter how much I worked— I was stuck! **The biggest growth in my business happened when I stopped working harder and started working smarter.** It took me years to figure out the KPIs (key performance indicators) that would level-up my business... And I don't want it to take that long for you!

I want to help you formulate a plan to ensure you're on the right track to taking your business (and life!) to the next level.

CLICK HERE to book your
Business Booming Session now!

CASSIE.net

