TOOLS THAT WILL SAVE YOU TIME

PREDICTIVE ROI

Project – Schedule Mgmt. Tools

- AppointmentCore: scheduling software that integrate easily with Zoom and Google.

- Lastpass: password management tool

- ScheduleOnce: guest scheduling software that integrates with Google and InfusionSoft for monetization

- Zapier: integrations between different platforms

Audio / Video Tools

- Adobe Audition CC: used for editing multi-track sessions

- Amplify: raises or lowers the gain of the selected audio segment

- Anchor: record audio on the fly via your smartphone

- Deverberate: removes ambient sound in an audio track

- Fab Filter Pro G - Noise Gate: removes remaining noise floor after noise reduction is applied

Audio / Video Tools

- Grammarly: spell check and grammar correction for social media posts

- Libsyn: distribution and syndication of podcast episodes and data analysis

- Match Loudness: raises transient loudness to set LUFS standards for podcasts on iTunes

PREDICTIVE
ROI

Audio / Video Tools

- Noise Reduction: captures virtual image of the frequency response of the noise floor, inverts the phase, then reapplies that noise floor to eliminate background noise like a computer fan in the room

- Premiumbeats.com: finding and purchasing music

- Quicktime: playing audio at roughly 1.5 times speed when writing show notes

Audio / Video Tools

- Rev.com: quality transcription service

- Smart Podcast Player: audio player for websites, customizable, and easy to use

- Speech Volume Leveler: make loud things quieter and quiet things louder and removes overall dynamic range of the recording

Audio / Video Tools

- Speed - Time warp Adobe Audition: listen to podcasts sped up

- Toggle Global Clip Stretching: listen/ review to audio at 3x the speed in Adobe Audition

- Writer's Access: stable of freelance writers

Audio / Video Tools

- Zoom: record podcast interviews in dual channel audio, client meetings, and connecting with team members

- Adobe Premiere Pro: industry standard video editing software, used to create a timeline of the video for post production editing

Social Media Tools

- Bitly: shortens links and tracks clicks

- Canva: create quick social media images if needed ASAP

- Dlvr.it: Will auto share content to your social channels

- Hootsuite: scheduling social media posts in Facebook, LinkedIn, and Twitter

Social Media Tools

- HotJar: monitor and understand page engagement

- Social Oomph: create a randomized library of Tweets that get republished at scheduled intervals

- Tweetdeck: writing tweets and checking for character counts

- Wavve: share audio from you podcast, music, or recordings on social as video

Monetization Tools

- Clickfunnels: create and deploy sales funnels amplifying the cornerstone content, A/B testing, and integrate with a wide variety of tools

- EverWebinar: software for doing prerecorded scheduled webinars

- Infusionsoft: CRM, automation, email, list building

PREDICTIVE
ROI

Monetization Tools

- Joinbytext.com: gather phone numbers as an optin method

- StealthSeminar: webinar hosting that integrates with Infusionsoft

- Sublime Text: used for mass HTML cleanup and provides the ability to edit multiples lines of code at the same time

- Zoom Webinar Extension: allows to broadcast podcast interviews on Facebook as Facebook Live

Web – SEO Tools

- Ahrefs: site audits and understanding backlinks etc. for a particular site

- Answer the Public: used to see the most common questions people ask about particular keywords and get topic ideas

- Google Analytics: site visitor data including AB testing pages to deliver more effective content

- Google Keyword Planner: used for keyword research

Web – SEO Tools

- Google Trends: used to understand what people are searching for and how frequent over a set period of time

- Moz: used for a variety of different SEO tasks including keyword tracking, site monitoring, competitive analysis, and keyword research

- RavenTools: used for site audits and competitive analysis

Web – SEO Tools

- SEMRush: used similarly to Moz, can perform a variety of SEO tasks but mostly for keyword research and tracking

- SpyFu: used to "spy" on competitors' most profitable paid and organic keywords

- Yoast SEO: plug-in for WordPress, a must-have if you plan to do any SEO on your WordPress site

Visual Tools

- Adobe Illustrator: creating logos, infographics, graphics

- Adobe Photoshop: editing social media images and slides for video podcasts

- InDesign: creating special designed documents / eBooks

- PowerPoint: creating standard eBooks