



SPI 241

My Top 10 Most-Used Apps in 2016

November 23, 2016

Pat: This is the Smart Passive Income Podcast with Pat Flynn, session number two hundred and forty one. Let's do this.

Announcer: Welcome to the Smart Passive Income Podcast, where it's all about working hard now, so you can sit back and reap the benefits later. Now, your host, he'd probably pass out if he ever met Micheal J. Fox, Pat Flynn.

Pat: What's up everybody? Pat Flynn here, and welcome to episode two hundred and forty one of the Smart Passive Income Podcast. Thank you for taking time out of your busy day to listen to me and our guest today who's actually in the house, literally in the house, my house, right now, as we record this. None other than my best friend Chris Ducker, from chrisducker.com, and youpreneur.com. What's up, brother? How are you?

Chris: I'm awesome. I'm feeling fantastic. It's very good to be back in the Pat cave.

Pat: The Pat cave, yes.

Chris: The Pat cave.

Pat: You know, you've been a guest on the show before, and I think you have been on the show more than anybody else in the past. I think maybe you have a leg up, because you get access to my house, and you get to come inside the Pat cave, and we just say often, "Hey, why don't we just record a podcast episode together?" Which is exactly what we're going to do right now. We decided, we were actually talking a little bit earlier about some of the cool apps that we've been using, cool tools, and we're like, "Hey, why don't we make that an episode?"

This episode today is going to be each of our top five apps, and tools, and resources that we use to help us in some way, shape, or form in our business. I do want to say, before we get started, you do not need, and probably shouldn't get all of these apps that we're about to let you in on. What's one important thing that

people have to know when it comes to tools and resources?
People can become quite tool heavy to a point where it kind of works against them, right?

Chris: Yeah. I mean, if you've got too many options, you just won't use any of them. My whole deal is that I like to try and get by with as little as I possibly can. Less is definitely more. That reflects in the way that I've run, and build all my businesses, not with just apps and resources, but just across the board. We're very lean and mean. Well, not so mean. We're quite nice.

Pat: Kinda mean.

Chris: We're quite nice, actually, but we're very, very minimalistic. We don't like to have five things to do one job if just one thing will do that one job very, very well. I would say try and look around before you start purchasing different pieces of software, or pieces of gadgetry that you might want to use to run, and operate certain parts of your business. Ultimately, yes. You will not need all the things that we talk about today right now, but you might, slowly but surely, over a period of time, want to introduce them.

Pat: Right. I mean, we use these for a specific reason, and we're going to tell you what those reasons are, what we like about them, and why you should get, or consider getting them. Again, don't just grab them because we have them. Also, I would love everybody to go to the show notes at some point, perhaps after this episode preferably, to share some of the apps that are making big changes for you in your business, too. That way, as a community, we can all kind of collectively put all these tools and resources together, and perhaps find that one or two that will really make the big difference in helping us reach our goals. Why don't we just get started? Actually, since you're the guest of honor today, Chris, why don't we get right into it. What's the first app that you want to share with everybody?

Chris: First thing I want to share is Screenflow. Now, I know you're a fan of this, yourself.

- Pat: Yeah, I mentioned it before, but I think it's worth mentioning again, because it's such an important tool for a lot of the things that we do online to help build authority today.
- Chris: Yeah. Now, I mean, look, you know, you can go real heavy on video editing. You can just do your webinar recordings, you can do all that sort of stuff, but here's the one thing that I use Screenflow for every single month. I use it at least once every single month, and that is to record the go to webinar meeting that we have inside of the youpreneur community every month, which is our live mastermind call. Members from all around the world will be able to tune in, and we go back and forth Q and A, we get members on the call all at the same time, sometimes they're giving each other advice, sometimes I'm just giving answers to their questions, and their ideas, but I record the whole thing. Then, instead of just dumping that file into Dropbox, which would be after an hour, maybe an hour and a half, a big, big file, what I do is actually, I edit it myself. Because I'm a complete techno idiot, it's such a simple ...
- Pat: I've seen it in person. It's kind of ridiculous.
- Chris: Yes, you have seen it on more than one occasion. Because I'm that kind of tech problematic, I go ahead and use Screenflow, because it's so simple. I just edit out the beginning part, where I'm having fun with everyone, and boom, boom, boom, boom, boom, done, export into Dropbox, upload into Wistia, and over and done with. It literally takes me no longer than about ten minutes to cut out the stuff I don't want, and go ahead and hit that export button. It's super easy. Screenflow is a piece of software, and you can grab it over at screenflow.com, I believe.
- Pat: I love Screenflow, because I use it to screen record certain tutorials that I create. A lot of the tutorials that you might see on my site, for example, at postcastingtutorial.com, they were done and editing using Screenflow. Now, some of the video in there was recording using cameras and stuff, but you can import those things really easily. Actually, even if I don't screen record anything on my computer, I still use Screenflow for editing, because if somebody

like Chris can do it, you can do it, too. Sorry, but I just had to throw that out there. We're just getting started, people. We're only in app number one.

Chris: God, we've got like nine more to go. It could get so ugly in so many different ways.

Pat: It probably will, and we'll see what happens. Here's another cool thing you can do with something like Screenflow. If you're a PC user, you can't get Screenflow, because it's for Mac only. However, there's an equivalent called Camtasia Studios, which is essentially the exact same thing. I think it's Camtasia version two right now, or Camtasia Studios will have all the resources at the show notes. We'll mention the link again later. One thing I like to do is, if I'm going to be sharing a process with somebody, for example, a virtual assistant, or somebody who's going to be doing some work for me, and I want to make sure they do it in the way that I want them to do it, instead of just writing all the bullet points down, or the steps, I just simply save time, and make it easy on myself and that person, and just screen record myself doing that task, and sharing that task with them on Dropbox.

Chris: Exactly. You do it one more time, the last time you ever do it, and it turns into a tutorial video. You then go ahead, dump that into Dropbox, and you do that with all the different types of things that you want to offload and delegate. Then, what happens is, over a period of time you're creating this kind of virtual encyclopedia of VA training for your assistants, and the other people that are on your team. The really good thing about doing that, actually, and this is very, very important, is that what happens is, over that period of time you create this list of videos on certain different processes that you want to be able to teach people.

If, at any point in the future, one of your team members decides to move on, or you ask them to move on, one or the other, you've still got that training at hand. You don't have to do it all over again yourself, and you just hand it off to the person that comes in to replace them and say, "Hey, today I want you to look at this, this,

and this, and learn how to do all those things from these videos. It's very smart to just record these things, anyway, because you're probably going to need them at some point in the future.

Pat: Exactly, and it's literally drag and drop easy. I think you can even export directly to Youtube if you wanted to.

Chris: You can. You can.

Pat: You can do that. You sign in to Youtube through Screenflow. It cuts out a lot of the steps, and I use it myself. It's very easy.

Chris: Believe it or not, the latest addition of Screenflow actually allows you to record from an iPhone or a iPad, now, as well. You can actually end up going straight from whatever's on your device's screen, including audio, directly to the Screenflow app. You can go ahead, if you're going to be doing Facebook Lives, or Periscopes, and all that sort of type of stuff as well, and you want to be able to capture all the hearts, and the likes, and all that stuff, you can do all that, too.

Pat: That's cool. You can actually, for example, show somebody how to use a particular app?

Chris: Yep. A walkthrough, of sorts.

Pat: My gosh, that opens up the door for so many things for people to do. Are there one or two apps that are specific to your niche that you could share, and become sort of the expert on? You can use something like Screenflow to capture your movements on the screen, and certain clicks and actions that happen on that screen, and then upload it to Youtube, and there you go.

Chris: Good stuff.

Pat: Great. On the topic of editing stuff, I have another tool that I've been using recently. A lot of you know that I edit podcasts quite often, although I've handed off a little bit of that editing, especially for Ask

Pat, to some of my team, which is great. I've been experimenting in using another tool called Adobe Audition to replace what I was doing before with GarageBand. Now, GarageBand is great, comes free with most devices, I believe, Macbook Pros, and whatnot. There's also, what is it? Audacity, I think?

Chris: Yep.

Pat: Audacity is another free tool that you can use, so don't think you have to get this, but if you're doing any heavy lifting in the podcasting space. For example, you batch process a ton of episodes, and you want to make your process completely streamlined, and you want to be able to make master templates, and files, and all this advanced stuff, I'm using Adobe Audition for that. It's podcast editing kind of taken to that next level. I'm not going to get too deep into some of the ... It's more you just have to look at it and see. There is a little bit of a learning curve, but I found that with my mass production of things like Ask Pat, and when I mass produce Smart Passive Income, for the things that I need to do, it makes it so much easier, so much faster. Actually, there's a lot more options to help make the sound even better than what it would normally be.

Chris: I have not used Audition before, and I continue to use Audacity, actually. What I do is I batch my podcasts, and just like you do in regards to either raw solo content, or interview content, and then what I do is I wait until I'm about to send them all over to my editor at the same time, and I record a whole bunch of intros, which is very, very wise to hold back recording the intros, because you might want to produce one particular CTA, or one particular opt in option. Maybe you've got a live event coming up, you want to promote that, or whatever.

What I do is I just record back to back to back to back to back to back to back all on one file. I just say, "This is the into for episode one hundred and eighty nine," and then I do it. "This is the intro for one ninety," and I do it. My editor just gets one file from me with about six or seven different intros, cuts them all up, and boom,

we're done. The reason why I use Audacity is because it's so brain dead easy. You know what I mean? It's such a simple app to use, whereas Audation ...

Pat: Audation.

Chris: Audation? Audation?

Pat: Audition.

Chris: Audition has, I think, way more bells and whistles than the majority of people probably need.

Pat: Right. I would say that it's comparable to Final Cut Pro or Adobe Premiere for video, but for audio. If you're doing, like I said, heavy lifting with podcasting, and more mass production, maybe you have a network of podcasts that you work with, it's a lot easier to work with once you get to learn how to use the software. I just wanted to throw that out there, because there are some advanced podcast users in the SPI audience, which is really cool. Okay, let's go to app number three, Chris.

Chris: App number three would be Slack, which has ...

Pat: Are you a slacker?

Chris: Yeah, bit of a slacker now.

Pat: I knew it. I knew it.

Chris: Yeah, bit of a slacker. It shows, doesn't it, because I'm so productive, everyone.

Pat: It's kind of ironic, right?

Chris: It is. It's crazy.

Pat: Slack being the name for one of the most productive tools on the web.

- Chris: Absolutely insane. You were the one that introduced me to Slack. We were sitting at the table at the first ever Tropical Think Tank at the speaker's table in the back of the room.
- Pat: In the Philippines.
- Chris: In the Philippines. It was a fantastic event, but I think that one little conversation might have just changed the course of my business above and beyond everything else, because it has all but completely removed e-mail, internally, at least.
- Pat: How has it done that?
- Chris: For the longest time, we were flirting with it a little bit, and then eventually I just turn around and said, "You know what? We're going to go thirty days with no e-mail," internally, my team members.
- Pat: With your team, okay.
- Chris: No e-mail at all.
- Pat: How bad was the e-mail at that point, when you had mentioned?
- Chris: We would average ... I mean, I'm pretty streamlined with e-mail, as you well know, right? I've been harping onto you about getting e-mail under control for the longest time, and you obviously have done a great job at doing that. I've been pretty good with e-mail for a good four, five years, but it was still pretty insane. We were still getting a good, I would say probably an average thirty or forty e-mails internally every day.
- Pat: This is between team members?
- Chris: Yes. That's what I would get from my team, but I'm not in every single e-mail loop, right? I would say it was probably double for some people. You know what? Thirty days, no e-mail, all Slack. If we need to upload any files, or attach anything that Slack can't handle, for whatever reason, then we just upload it to Dropbox, and copy and paste the Dropbox link inside of Slack, but absolutely no e-mail.

Everybody stuck to it, and it's fundamentally changed the course of the way we work with each other. One of the reasons why I love Slack so much is because their mobile app on the iPhone is just so easy and gorgeous.

Yeah, and it's just a gorgeous app experience. I just love using it. If I can do anything to stay out of my inbox, I will do so. Slack has certainly helped us with that. I know that you use it extensively, as well.

Pat: Absolutely. I also shared it with Michael Hyatt, who's now adopted it with his team. He said the exact same thing as you. It completely cut out all the internal e-mails. Here's the struggle with e-mails. E-mail communication within your team, that's going to ... You know, all the e-mails you get from other people, the outside people who want your attention, too, it's going to be all mixed in with that. You want to separate out the team communication to a spot where things are easily accessible, notifications are there, you can create special groups, and private chats, as well, what they call Slack Channels.

Maybe you have three different projects that are happening in your business, but not everybody is on the same team for each of those projects. You can actually separate those things out so that you can see all the conversations about project number one, and everybody who has access to that. You can see all the conversations about project number two. You can see all the conversations about project number three. Man, it makes it so easy. It also integrates directly with things like Google Docs, Slack, Evernote.

Chris: Seamlessly integrating, as well. It's not clunky at all.

Pat: No, no, no. One of my favorite things to do, I have Dropbox set up, which another great app, it's not on either of our lists, I believe. Dropbox is great because you can put files there and share them, right? You get these links very easily that you can share. One thing that I have enabled in Dropbox is when I take a screenshot, it saves it onto Dropbox automatically. It automatically creates a link for that screenshot. I can take a screenshot of anything on my computer, it gets automatically uploaded to Dropbox, gives me a link. Really

easy to share screenshots that way. What's cool is I can paste that link right into Slack, and then that image shows up, because it's connected directly to Dropbox. It's not the link, it's the actual image, there. It makes communication much faster. If we go through any trouble points in our business, that's the tool we use to actually help solve those problems. That's where we explore and brainstorm ideas, too.

Chris: Yeah. You know what? I'm always saying that time is our most valuable commodity. It really is, and Slack is definitely a time saver.

Pat: They also, however, I don't know if you know this, if you guys do this, but in my team, we're kind of nerdy. I know that Giphy has integrated with Slack as well, so you could literally type in something like /Giphy, and then any word you want, like cake, and then it'll randomly pull from the Giphy library. Giphys are animated gifs, and it'll randomly select a cake animated gif.

Chris: That stuff's great from like a team building perspective. I love it.

Pat: Exactly, exactly. That's what I was going to say. However, it's gotten to a point where things get kind of crazy, but we also separate that channel out, too. We have a channel called #Giggles, and that's where we put all those random, kind of fun things. I don't turn on the notifications for #Giggles, because you know, I don't want those notifications. I have the notifications for the specific projects that I'm working on right now, or the ones that I feel like I need to know what's going on. I love that. I love that suggestion.

Another important part with growing your business other than communicating, and being a part of a team, is keeping track of your calendar. I've gone through recently a big struggle with finding the right calendar, because the calendar that I was using, you know, I use Google calendar, but I had an interface that was kind of on top of that called Sunrise. It was another app. I loved it, because it was integrated perfectly with my desktop, it integrated perfectly with my mobile device, and it was just such an easy way to schedule, and also see what was coming next. I loved it. Then, Microsoft bought

Sunrise, and I was like, “Sweet, they’re going to upgrade it. All this cool stuff’s going to happen,” and then they ended up killing it. It was like a countdown. Every week it was like, “Okay, guys, two weeks left to use this. Make sure you find your replacement.”

Chris: They were doing that? That’s like adding insult to injury, isn’t it?

Pat: Yeah. I was looking around for different replacements, and the one that I found that I want to suggest to those of you who are looking for a calendar, if you use Google calendar on it’s own, that’s fine. You can log into your Google calendar on the web, that’s fine. I have a specific app that I found that does pretty much what Sunrise did, and it’s called Fantastical. Fantastical, I think they’re on version two right now. It’s like fantastic and cal, like calendar, Fantastical. It does the exact same thing. It makes it really easy to schedule, and see what’s coming up. They also have a mobile app that makes it really easy, as well. That’s the one that I would suggest for those of you who are looking for another interface beyond Google calendar to really organize your schedule.

I know from you just how important scheduling is, because I schedule everything now. I’m taking advice from people like Cal Newport, the author of Deep Work, who says, “Schedule your distractions.” My calendar is so important, because I schedule everything. Family time, too, because when it’s that time to do that, I do it a hundred percent, whether it’s work, or business, family, distractions. I’m a hundred percent dedicated to my distractions, but only when it’s time. Fantastical two is the app that I wanted to share.

Chris: You’ve been holding out on me, Flynn. I didn’t know about that one. I’m going to go check that out. I’m going to check that out.

Pat: You don’t know everything about me.

Chris: No, I know. You’re absolutely right, thank God. Moving on. The other thing I would say, also, is that the whole kind of, “I schedule everything,” thing is something I’d been harping on about for years. If it doesn’t get scheduled, it doesn’t get done. I must have said that

a gazillion times.

Pat: That's where I got it.

Chris: I tell you, it bloody works. It really does work. Scheduling that twenty minutes for a quick midday stretch or walk, scheduling thirty minutes for social media, scheduling an hour of creative work, whatever that may be, blog post, writing, video shooting, audio, podcast recording. I do all my creative work first thing in the morning, before I do anything else. I think it's important. Schedule, schedule, schedule. The more stronger and stricter I am with my schedule, the more stuff I get done, plain and simple. Who's turn is it now? It's my turn.

Pat: It's your turn.

Chris: Okay, great. I want to switch gears a little bit, here. Instead of sort of production, production, productivity sort of type stuff, audible. Audio books on my phone. I used to be a really, really big reader of books. I would very rarely read an eBook. I like the idea of being able to see, feel, and touch a book, and smell the pages. With an eBook you can't do that, and I don't like the idea of having to get a device with me all the time, and staring at the screen, and all the rest of it.

I started listening to audio books about a year or so ago, and I've consumed more books by listening to them in that year, then I have done by ... I still pick up, and read books, as well, but Audible for me, particularly as I travel quite extensively, as well, it means I don't have to carry those books around with me. It's great. I love it. What I really love about it is you can speed that app up, and you can consume that book at twice the speed, if you want. Believe me, some book narrators are brutally slow when they read books.

Pat: Yeah, yeah, I think for my book, which is on Audible, as well, Will it Fly? I think yours is, too.

Chris: It is. You recorded yours. I didn't record mine. Did I ever tell you the story why I didn't record my own audio book?

- Pat: No, tell us.
- Chris: I'll tell you right now. The reason why I didn't do it was the book came out April. That was also when I had my first speaking gig of that tour at Google in London.
- Pat: 2014.
- Chris: 2014, to help start promoting the book. Long story short, my publishers started e-mailing me literally as I was starting my tour.
- Pat: Literally.
- Chris: Literally.
- Pat: Literally.
- Chris: Literally. It's three ...
- Pat: Just go, go.
- Chris: It's still three syllables.
- Pat: No, they don't want to hear this.
- Chris: Anyway, they started badgering me to record the audio version. I said, "Look, I'm on the road. I haven't got time to get into a studio and do all of this stuff. I'll truly practice what I preach. I'll delegate it." I got some other British voice actor dude to read the book, and I've got to be honest with you, it's been one of my biggest regrets of the last few years, because yeah, he did an okay job. Can you listen to the book and learn? Of course you can. When I listen to it, and I haven't even listened to the whole thing. I've listened to maybe thirty minutes. I'm not exaggerating. Because it's my book, and I wrote it, to hear someone else reading it, it just doesn't feel right. As a podcaster myself, I've had so many people say, "Mate, you should have read that book yourself." I should have, and here I am admitting it publicly to a gazillion of SPI listeners right now.

- Pat: Thank you for being honest with that. I'm very happy that I took the time to go into a studio, even though I have the equipment at home to record.
- Chris: Why did you do that? I don't get that, because your sound is beautiful.
- Pat: Thank you. I have all the great mics, and all that stuff. I could have done it at home. However, there were two specific reasons why I wanted to do it somewhere else. One, I knew that if I had scheduled that time in a studio that I would not have any other things on my mind except just to record that book.
- Chris: That's a good point.
- Pat: I was walking into a physical location, and I had an engineer in the other room who was like, "Okay, you're recording this book." I couldn't hop on Facebook or whatever, all these distractions that are available to me if I'm in my home office. Secondly, the engineer was really important, because he was there to help me make corrections. As I was recording the book, I could hear him sometimes, every once in a while, on the little headphones that I was wearing, "You went too fast, there. Can you try that sentence again?"
- Chris: Really? He was really listening in, and controlling your pace, and the whole thing?
- Pat: Yeah. The whole way. The whole way. It was interesting, because there were so many times where I didn't think I had made a mistake, but then I absolutely did, because I was just in the moment of reading the book. I maybe said two words backwards, or added an S somewhere, and that stuff you don't know until sometimes after you're done with the whole thing. It was very nice to have that engineer there. Going back to what you had said earlier, actually you were like, "Okay, let's move away from productivity," but this is actually a productivity tool, in my opinion, too, because learning from these experts who have gone through years of experience to share their information in books, that's how you can become more effective. The fact that you can listen to these much faster than

you can read. I mean, I read, “Read,” or I listened to Elon Musk’s autobiography in one day. I would have not had the time to read that, and I could listen while I was doing other things. I was actually cleaning my garage while I was listening to audio book.

Chris: Did he read that himself?

Pat: No. Well, it was actually Vance who wrote the biography for Elon Musk. It was actually really interesting to hear it from his point of view. Anyway, the ironic part of that story was I was cleaning the garage out to make room for my Tesla while listening to the Elon Musk biography. I thought that was kind of ...

Chris: Rather meta.

Pat: Yeah, exactly. I love Audible. I think it’s great, and I think more people should be open to, if they’re not already listening. You guys are listening to podcasts right now, so maybe we’re preaching to the choir here, but if you haven’t, you can get started right now, and you get one free credit at audible.com, and you can download Chris’s book, Virtual Freedom, or my book, Will It Fly? for free. Your first book is free, which is really cool. Great call on Audible. I like where you were going with that.

Chris: My whole deal here is that regardless of how successful you are, regardless of whatever you’re doing, and what your focuses are, and how you’re helping people, leaders need to continue to learn in order to continue to lead. They really do. I place a big premium on making sure that I am updating and upgrading myself as much as I can.

Pat: I love that. Do you make it an effort to do X number of books every month, or is it kind of just random?

Chris: It depends. Some months I’m busier than others. Particularly when I’m traveling I tend to consume more, because I’m on airplanes and all that kind of stuff. I would say on an average month, I’ll consume a minimum of one book, but probably an average of two. That’s usually a combination of listening and reading nowadays. What about you?

- Pat: It's about one per month.
- Chris: I'm a little lazier than you. I got more time on my hands. Here we are talking about productivity.
- Pat: I had the book club, and I want to make sure I'm up to date on a lot of the latest books.
- Chris: Let's just bring that up real quick, as well, because I know you've been doing that for a while, and I love the idea of it. When you told me not so long ago that you were about to put your foot down on the gas on that, and start taking it a lot more seriously for your readers and listeners, I was happy. There's a lot of people who try to do this ...
- Pat: A book club?
- Chris: Yes, and they fail horribly. They start with the best of intentions, and then after, I don't know, half a year or whatever, it just flops, just as everybody's starting to get into the groove of reading regularly and all the rest of it. What I love about you is you take it one step further than just saying, "Here's my book recommendation of the month, and my Amazon affiliate link. Click it, read the book, let me have a lemonade on you," kind of thing. You go one step further than that. There's reviews, there's takeaway points, and all that kind of stuff that you do as a part of that. You guys tuning in, if you aren't already on that, and I'm not just saying that because Pat's my buddy, and stuff. If you want on the Pat Flynn book club list, make sure you get yourself on it. Genuinely, it will help you understand what kind of books you should be reading, when you should be reading them, and more importantly why. I like that about that.
- Pat: Yeah, the why's really important to me. Patsbookclub.com is the short link to go there. Again, that's patsbookclub.com. One book a month sent to you for free via e-mail. What's cool after having grown the book club list to, I think, fifteen thousand, now. Fifteen thousand people read the book.
- Chris: That's a lot of people.

- Pat: That's awesome. I feel like I have major responsibility there, too. Other people know there's fifteen thousand, authors know there are fifteen thousand, so it's giving me a lot of early access to books that people don't even have access to yet, because they want to get in front of this crowd. I've been able to get access to books early, before they come out, and I'm able to sort of make deals with the author, and say, "Hey, can you throw in like five, ten free books that I can just hand out to my audience?"
- Chris: Yeah, because what author in the world doesn't want fifteen thousand people to hear about their book from somebody that they trust?
- Pat: Now we're going to get a whole bunch of people who are writing books to let me know they want to get into the book club.
- Chris: Just make sure they're good books, guys. Got to be good books.
- Pat: Exactly. Thanks for talking about that.
- Chris: Yeah, you got it.
- Pat: Speaking of consuming content via audio, I want to talk about a tool that I actually use quite a lot whenever I'm not at home, but I'm working. This tool is called Focus@Will, focusatwill.com. I think I paid two dollars and ninety nine cents a month for unlimited amounts of scientifically proven to help you be more productive music. There's all different categories, classical, acoustical, more electronic type musics. This is music that's gone through a process of, I don't even know how they do it, to be honest. For whatever reason, it just works. I listen to this music when I'm at a café. I don't do well with Starbucks ambiance.
- Chris: You don't use this when you're at home, right?
- Pat: No, no. I use this when I'm at a café somewhere, a Starbucks, for example. I don't use it at home. When I do use it in these places, I feel super productive. I put on one of the songs, and then the playlist keeps going. For whatever reason, I just get focused, and I

hone in on exactly what I need to be doing.

Chris: I think that's what it is. It helps you hone in. It helps you stay focused on that one thing.

Pat: How, though?

Chris: I don't know, man. Messing with your brain. They're messing with our brain, who they are.

Pat: Focusatwill.com, and it really works. I didn't believe it at first. I was like, "Really? I could just put on any music. Why don't I just go on Spotify and use the study channel, or something." For whatever reason, it just seems to do wonders for my brain, and my productivity when I'm in a café, or at a co-working space. I think it's always worth the try. I think there's a free trial available, too. Let me double check that when you get into the next one.

Chris: I believe there is. I believe there is.

Pat: Focusatwill.com ... To boost concentration, you can start listening now, I think, two week free trial, no credit card required. That's awesome. I'm not an affiliate for them. I think it's just a great tool that you could potentially use, and they have the mobile app, which is awesome, too.

Chris: I love it. The next one I've got on my list, and can we take kind of a deep dive? We'll take a deep dive.

Pat: Why are you talking like that?

Chris: I don't know. It's my radio DJ voice.

Pat: It's like your Elvis thing.

Chris: Now it sounds like I'm having some sort of heart attack. I want to take a deep dive here on something that's super red hot right, live video. Let's take a deep dive. My next app is Wirecast.

- Pat: By the people who also created Screenflow.
- Chris: Indeed it is. Wirecast ain't cheap. It's five hundred bucks. Is there a free version with a watermark or something?
- Pat: There is. I'm going to look for it.
- Chris: Okay, good. The full version's five hundred dollars. It might be a little less now, but I paid five hundred dollars for it. This is what I use when I am doing my Facebook live broadcasts. Now, couple of reasons why I love using this piece of kit. First and foremost, it allows me to get rid of that square that everybody else uses. Well, not everyone else, but a lot of people use. That square when they're on Facebook live on their devices, on their phones. You can go full on widescreen. Not only that, but you can go full on widescreen with a high quality webcam. I know you and I use both the same webcam, the Logitech, and it's great. We're talking like real high quality live publication right here.
- It also allows you to use whatever microphone you've got plugged into your computer, as well. A lot of the time, when you're looking, and you're watching people that are on live video, the audio sucks, or maybe the quality of the camera sucks. Okay, if the content is good, you might stick around, but if all these things are that much better, then everyone else is going to love it, and they're going to share it. They're more likely to share it, and talk about it, and all the rest of it.
- Pat: You know what's also cool about this tool is you can do screen captures, which you can not do on the mobile device, unless you point your phone at your computer, which is kinda weird.
- Chris: Correct. What I've done a couple times, where I've had webinars coming up that I want to help promote without doing a ton of Facebook ads and everything, what I'll do is I'll go live on Facebook, produce some content, create some content for people to enjoy and learn from, do some Q and A, and then what I do, flip, flip on my mousy mouse, and I've got a beautiful high quality image that goes from my face live to this high quality image with the URL. It's like a

commercial break, pretty much. I've heard that you can now actually include video clips, including audio, instead of just a blank image. You could actually start putting together full on commercials, like sixty second video commercials.

Pat: Hey, you could use Screenflow to create those, and then plop them into your live broadcast in like twenty seconds.

Chris: Love it, love it, love it. Wirecast is my one when it comes to actually publishing my content live on Facebook live.

Pat: I like that. The one that is free, that is sort of the alternative to Wirecast is called Open Broadcaster Software at obsproject.com. It's free, but it's open source, and that's why it's available like this. It's probably a little bit more clunky, because it's not paid to be supported. There's forums, you can chat with people in the community over there at obsproject.com, but yeah. Livestreaming is huge. Can you tell everybody who's not doing livestreaming right now why one would consider doing that?

Chris: For me, it comes back to my philosophy, that P to P relationship building philosophy, which I know I've discussed on the show before, but for a little bit of a recap for anybody that hasn't listened in on our past episodes together, P to P stands for people to people. I truly do believe that people want to do business with other people, more so today than ever before. When you talk about doing business with that P to P relationship philosophy in mind, you're talking about busting down barriers, man. Building up rapport, gaining trust, they are two of the single most important factors of the overall sales process, and if you don't do it right, the chances are that your sales are going to suffer. For me, live video lends something that every other type of content that you might be able to create online just doesn't.

You can't do the same thing even with podcasts. Podcasting is incredibly personal, it's long form content for the most part, and people are physically inserting you into their ears to listen to you, nine times out of ten. Video, they'll sit there, and they'll watch a video from you, but really, our attention spans are less than usually

five seconds on Youtube and stuff, because of all of the shiny adverts, and all the rest of it. Unless you've got a really, really rabid community of fans that will sit there, and watch every single minute that you put on, you've got to keep Youtube videos relatively short. Then, lastly, blog content, yes, you can get personal by telling stories, and that sort of type of thing, but for me, live video, when you've actually got an audience tuning in live, just cannot be beat for that P to P relationship building set up. It's gold.

Pat: You feel it as a producer. You see the people there, you're interacting with them, they're talking back to you. Even if they're not, you know they're there watching you. It's definitely not like a podcast in that way.

Chris: No, absolutely not. It's that interaction that builds the rapport, which then leads to that trust which is so important.

Pat: Yeah. I think if you have, like what you teach in youpreneur, a brand based on you, and your expertise, you must be doing live video.

Chris: You must be. You must be. I'll be honest. I don't know when this is going to go live, because I'm not sure where you are on your schedule right now, but I am going to be going full steam ahead with live video going into 2017.

Pat: What does that mean exactly?

Chris: I have done a lot of live video before in the past. I have continued to do live video, but it's been very sporadic this year, based on travel schedules, and personal things that have popped up, and all that kind of stuff. When I say full steam ahead, I mean weekly show, graphics, commercials, backdrops, the whole kip and caboodle.

Pat: Same time every week, like everybody knows when it's going to happen?

Chris: Yep.

Pat: Like your own TV show?

- Chris: Literally my own TV show, exactly.
- Pat: That's really cool.
- Chris: It's perfect for an egomaniac like me.
- Pat: You had said earlier that you, besides being an egomaniac, you were technologically challenged. How does Wirecast fit into that?
- Chris: Yes. It's very intuitive. It's very easy to use. I've actually even shown my wife how to use it, who actually, in some regards, is more technical than me. She's picked it up very, very easily, indeed. She's actually going to be my producer of the show.
- Pat: That's awesome.
- Chris: When I'm in front of the camera, and the lights, and I'm sitting in front of my backdrop, she's going to be on the computer flipping between different camera angles, and all that kind of stuff. It's going to be very cool. The chances are the first couple are going to be horrible, but you got to get going with it.
- Pat: Listen to our first podcast episodes. Watch my first Youtube videos. They're going to suck, right? You just got to get through those to get to the good stuff.
- Chris: That's what it is. Live video is where it is at, people. I want to carry on with this little deep dive if we can.
- Pat: Let's go.
- Chris: Can we have a discussion, Mr. Flynn, very quickly? Snapchat versus Instagram stories.
- Pat: We're going into the more story based live/twenty four hour type thing.
- Chris: Here's the thing. When Snapchat got real hot the beginning of 2016..

Pat: Thanks Gary.

Chris: Thanks Gary Vaynerchuk.

Pat: Which was cool. I loved it.

Chris: We all jumped onboard, and we were like, “Okay, this is great, but what do we use it for?” I decided that I was going to use Snapchat predominantly for showing the behind the scenes of my business life, how I was running my business, what meetings I was at, who I was hanging out with, what I was working on, all that kind of stuff. I did use it for that, but then Instagram stories came along, and I did one test with one Snap-story, posted the exact same thing, pretty much at the exact same time, like within the matter of literally a minute, on both platforms, and even though I’d been trying very hard to grow my Snapchat community, with Instagram, it’s just grown very organically, and very simply over a number of years. What happened was I instantly got about five times as many people watching my Instagram stories as I did my Snapchat.

Pat: I did the exact same test. First of all, I was very surprised. They literally called it stories, just like on Snapchat, which was really crazy. I remember Gary’s first Instagram story was like, “Instagram stories? You called that stories?” Something like that.

Chris: I was calling my Instagram stories snaps. I was like, “Have you seen my last snap on Instagram?” I wasn’t putting them on Snapchat. That’s how it got ingrained into our skull, didn’t it?

Pat: I did see almost ten X the numbers. That just made it plain and simple to me that’s where I was going to do these quicker, shorter, more raw stories that, for those of you who haven’t used any of these tools, it’s a collection of photos that you take, and videos that you collect that all live within a twenty four hour time period. People who follow you, or read, or watch your stories, they only see the last twenty four hours of stuff that you put up. After twenty four hours, they disappear. That’s the kind of cool thing. You can really get all the in betweens. That’s what I love about having it specifically on Instagram. Instagram, you get these moments that

people choose, for whatever reason, maybe they doctor them up, or they Photoshop them, but then these in between are kind of the full story, which is really cool. I love that. I'm definitely a bigger fan of Instagram stories.

Chris: Are you still using Snapchat?

Pat: I'm not.

Chris: Me neither.

Pat: You just got to make that decision. If two things are the same, and one is giving you better results than the other, you have to just say, "I'm going to do this one instead."

Chris: Yeah. I remember the first person to really talk to me about Instagram was Lewis Howes when he was at Tropical Think Tank in 2015, and Amy Schmittauer tried to get me to use it, and she was a British ...

Pat: Instagram or Instagram stories?

Chris: No, this is Snapchat. Snapchat, okay. I had Louis harping on at me, I had Amy Schmittauer harping on at me, and then Gary over the Christmas period, he started talking more and more about it. It was actually, at that point, my seventeen year old daughter, that she was able to show me how to use it properly. Lewis has failed, Amy had failed.

Pat: Not intuitive.

Chris: No. My daughter was the one that showed me how to do it around the Christmas table after dinner. I was kind of hooked like anybody else, and what I really love about these short burst type live video experiences that they're gone. Twenty four hours later, they're gone. I like that. It's like if you want to be in it to win it, you've got to be in it. If you want to truly see the behind the scenes, if you want to truly get my ramblings, and all the rest of it, you've got to follow me, and you've got to look every day. That, in itself, is P to P on steroids,

right there.

Pat: All those little touch points matter.

Chris: Yep, huge. Live video, social content, Instagram stories for the win. Can I get a concur?

Pat: Concur.

Chris: All right, done. What do you got next?

Pat: Next, I actually switched mid talk, here. I'm going to delete one from my list, here, and add another one. I wanted to add a tool that was free. Some of these other ones, there's free versions of them.

Chris: Almost all of these are free, or they've got free versions.

Pat: There's one in particular that I see, and I talk to this about people who show me their business or website. It's completely under utilized, and that is Google webmaster tools. This is one of those things that, when you're setting up your website, this is part of the process. It should be something you do when you set up your website, yet most people who I check, I said, "Okay, go to your Google webmaster tools," and they're like, "What is that?" I'm like, "My gosh, this is so much amazing information that you can get about the website that you have."

I'm looking at my stats right now for FoodTruckr, foodtruckr.com, one of my niche sites, and I can literally see clicks for specific search queries, how many impressions each of those search queries have received, click through rates, positions for each of those keywords. I can look at internal links. I can also look at other places that are linking back to my site. It's a much cleaner and easier way to see what's going on in your website than Google Analytics.

Analytics will obviously give you as many numbers as you want, deep down however you divide it or slice it, but this one is very clear. Here's your most linked content. Here's who links the most. Here are the top keywords. This is also the place where you might

have visited some websites, or you searched for different websites. For example, if you go to Google and type Smart Passive Income, in Google, not in your web browser, Google, and you see the first line is Smart Passive Income. The first search is always, which it hopefully should be, but then you see four, five links underneath. Those links that are underneath that are just making that top result even bigger.

Chris: Right, and it's all about you.

Pat: It's all about me, the about page. Actually, let me do that right now. I'm going to go to Google, and then I'm going to type Smart Passive Income. Then, see what pages or links pop up below that. I have the podcast, which shows up. I have my resource page, which is my most profitable page in my website. It's there when people search for Smart Passive Income, even before they land on the page. Affiliate marketing strategies, income reports, my about me page, and it also comes if you are at a certain point, I think, you also get a search bar. Mine has a search bar for within Smart Passive Income in the first search query.

Chris: What gives you the search bar? Is it like page views, or something like that? What's the deal?

Pat: I have no idea. Honestly, that's up to Google, and they change things all the time. I think it's just an authoritative type of thing. When they know that your site is exactly what people are looking for, and they give it to them on the first result, they want to give them as much good information as possible. You can determine what those links are using Google webmaster tools. Sometimes, Google will just try to figure it out on their own, but you can actually say which pages shouldn't be those, or which ones should be, which is really good. I think those are called site links, so under the search appearance section category on the left hand side, you'll see a link called site links, and that's where you can actually go to create those links specifically to different parts inside your website.

There's also a place that shows you what's broken. Crawl errors is going to be one of your most important functions, there, because

that shows you everything that Google sees. Google is who we want to be our best friends, right? Google saying, “Hey, well this is why I’m not your best friend, because these are the things that are wrong. Go and fix them, and things will be better.” They’ll tell you if something’s wrong with your sever connectivity, or a lot of the more technical things. Seriously, really easy to set up. You just put a script that they give you onto your website, then they crawl through it, they find it, and boom, it’s connected. After even a week, you’re going to see a lot of information that’s going to be helpful for you, not just fun to look at, but actually things you can take action from.

Chris: You can use this on any website that’s out there, doesn’t need to be WordPress. Any website, it can be embedded, and that’s that.

Pat: Any website, which is really cool.

Chris: Nice. Okay, cool. I like that. Let’s go social. Can we go social? Let’s go social for a bit. Meet Edgar.

Pat: Laura Roeder’s tool. I love this tool.

Chris: I love it, too, and the reason why I love it is because, quite frankly, it has boosted traffic to my website by, at the last time I checked, probably around forty odd percent, over the last eighteen months since I’ve been using it.

Pat: I can say it’s done similar numbers to me, as well.

Chris: The reason why is because what I did was I went into my archive, and I started picking out this content that I worked bloody hard to create, and put together.

Pat: We all do.

Chris: Yep, and get it out there, and I was done, thinking, “Wow, that blog post I wrote two years ago was so useful. Why is it not getting any visits anymore?”

Pat: Buried.

- Chris: Right, because it's buried behind another two hundred and fifty odd posts, whatever it is. Bottom line is, we got all the goodness out of the archive, we spent a few days, me and my team, putting it all into Meet Edgar, categorizing it, and all the rest of it. Now, it religiously gets tweeted, and goes up on my Facebook page very regularly throughout the course of the week. It has done wonders for traffic numbers for my site.
- Pat: It does this automatically, which is the cool part. What Meet Edgar does, or Edgar is the tool, I think meetedar.com is the URL. You can go there, if it's not available yet, you can sign up for the wait list, or the invite. I love how Laura runs her software company there. It's great. It's a great looking tool. It's improved a lot over time. I was one to have early access to it, and I still use it. What it does is it allows you to create social posts on Facebook, I believe LinkedIn, also, but definitely Twitter, Instagram, that includes Facebook pages, Facebook groups. You create different categories of these social posts. What are some of the categories that you have? Then, I'll share some of mine.
- Chris: I have quote images.
- Pat: I have the same.
- Chris: I have Chris's Favorites, which is blog content, podcast content, video content that I personally picked, because I wanted it to go on there. I'm proud of those pieces of works, so I want to get them out, obviously, on a regular basis. There are podcast episodes. There are Youtube videos, as a category. There are, obviously, blog posts. There are live event video clips, as well. All these all things that we do. Also, you know, anybody that knows me knows that I'm all about trying to create the best personal brand for myself, as well, so a lot of the time I'll create my own quotables, my own tweetables, and we'll use those in there, as well.
- Overall, I think off the top of my head, that's really all it is. What I really love about it is that when I publish something new, I go into promo mode. Three full days, hardcore promotion. Then, what happens is, we use the same tweets, and Facebook status updates

that we use for the promo modes, but we dump a load of them, and the ones that work the best, because you can get all your stats and everything, we go ahead and plug them into what I call the maintenance marketing mode. That is then it goes into all the different categories, and gets tweeted or mentioned on a regular basis. It makes everything so much easier.

Pat: What's cool about this is it recycles these posts, so you don't feel like you just write them once, and then they go away. Your quote images, for example, how many do you have in that category?

Chris: I think I'm at about a hundred and fifty or something, including my own ones, and other people's quotes, about a hundred and fifty

Pat: Yeah, I have about a hundred of mine, which I actually just hired a VA to take the quotes that I mentioned at the end of Ask Pat, and turn those into quote cards. I put them into the category for quote cards, and then what you do in Meet Edgar is you go to your calendar. You say, "Okay, I'm going to insert on Sunday at 7AM a quote card. Then, at Sunday at 11AM, four hours later, I'm not going to do another quote card, because I can see it right there. I just did one, so I'm going to add a favorite blog post. Later that afternoon, I'm going to do a podcast episode.

You can see where these things are happening, and then as the days go by, Meet Edgar says, "Okay, it's 7AM on Sunday, time to pull a quote card. Let's pull one at random from this category and post it up there," which is really awesome. I have categories similar to yours, my favorite content. I also have tips, specifically, ones that are just really quick tips, and then another one that I use, which is done really well, is actually questions. I actually write, I think I have a hundred ...

Chris: The engaging sort of type of stuff, right.

Pat: Right, and this is why I wanted to finish off with Meet Edgar. Automating social media is great, but if you don't follow up, if you don't respond, if you just ask a question, and that's it, it's completely automated to a point where it just is not social anymore. It's kind

of more robotic. I use this tool to start conversations, in addition to promoting old stuff, and resurfacing old stuff from my archive, which I think this tool is fantastic for. I use it as a way to automate the start of conversations, and then I go in every once in a while, again, scheduled, into Twitter, for example, and I'll see people talking about some question that I had asked, and I actually have to go back and be like, "What question had that asked?"

Chris: Right, because you don't know, because Edgar's spitting them out randomly, but nonetheless, you're getting that feedback and that interaction. I want to back up what you just said in regards to like you've got to try and keep it as personal as you can, but also look, let's not beat around the bush here, guys. We are building our businesses. We cannot do it all. It's silly to try and do it all. It's the easiest way to burn out. The automation of something like social media, I think, is very important, but with a clear understanding that if somebody replies to one of your tweets that went out automatically, and you don't furnish them with a reply yourself, you're a very slippery, horrible, lost of business slope. I'm proud to say that I have a mantra that's no tweet left behind.

Pat: No tweet left behind.

Chris: I reply to everybody on Twitter, even people that aren't very nice, sometimes. They say, "I've got a shiny head." Somebody actually said my head is so shiny that when they watch me on periscope, they go blind momentarily.

Pat: Well, that's why I'm squinting right now. I've been squinting this whole time, I didn't know if you knew that. No, I'm just kidding.

Chris: He's not. He's not.

Pat: Is that ten? We have ten?

Chris: Let's have a look. One, two, three, four, five, six, seven, eight, nine, ten.

Pat: Nice.

Chris: Should we throw in a bonus? You got one more?

Pat: Yeah, I got another one that I love, and that is going to be Rev. People have heard me talk about this before. I've used Rev in so many different ways. I use Rev to record my voice, but what's cool about Rev is, in one or two clicks, you can have a human being on the other end, who works at Rev, actually transcribe that audio file for you. If I'm on the road, and I'm taking notes, maybe a good idea comes to mind, what I do is I often record it using Rev, and I can do that hands free, of course, and then when I get home, I just transcribe it, and then I go and I send it to whoever it needs to send to, because usually it involves other people's opinions, or questions for other people, and I need some help, or whatever.

I also use it to write chapters of my book. I used it when I was starting with the first draft of *Will It Fly?* back in February of 2015, and I was super stoked with how fast I was able to create a first draft. I can't remember the exact numbers. If you go to SPI TV episode number one, you can actually see me using Rev, and how I end up incorporating it into my book writing process. For the first draft, I was writing with my keyboard on average of about thirty to forty words per minute, which is not very much, and it's because I was in that sort of ...

Chris: Yeah, you're in thought process mode at the same time.

Pat: Yeah, I'm editing as I'm going, and I'm just treating it as a blog post, almost. Then, when I was doing it with my voice, it was up to three hundred words per minute.

Chris: Different ball game, isn't it?

Pat: Different ball game. I don't want you to think I dictated my entire book, but that's where the thought and the brainstorming happened, and started with *Will it Fly?* I use it for that, too. Sometimes, people on my team write e-mails for me, and I'll just dictate what I want those e-mails to say, and then my team will take what I had just said, and then actually turn it into an e-mail.

- Chris: Let me interrupt real quick and interject. These are the little things that take time, the things that you're sending off to your team for ideas, and tasks, and stuff like that. They take time when you're typing them out like that. To be able to just go ahead and record something real quick and send it off, it's a time saver. It really is. Sorry to cut you off. It's important, you know.
- Pat: You don't even necessarily have to transcribe them. I mean, you can use Rev to send it to different places, too. Yes, you can use your voice memo app on your phone, too, if you'd like, but I love the idea of having them transcribe, because a lot of that text is going to already be there. I don't know if you do a lot of transcribing yourself, or maybe video's your preferred method of doing similar things.
- Chris: Video stuff, for sure. Yes, absolutely. I also transcribe, or rather dictate, a lot of my blog content, as well. I like to write, but I'm more of a talker than a typer. I do like to write, but I'm more focused around dictating those blog content ideas, even full blown paragraphs, and whatnot. My VAs will go ahead and then transcribe almost all of it. They'll dump it into Rainmaker, which is what I use instead of WordPress, same, same, though. Then, I'll go ahead and finish off the blog content.
- Pat: Nice. You know, one thing I do, and I'm going to do more of this, I actually record myself practicing my presentations using Rev, and then I transcribe it, and I read back what I had just said. Sometimes, when you practice your presentations, this random, gold information comes. I don't want to miss those opportunities to capture that. Cool, so we got, what was it? Ten plus one, so eleven apps for you, and I hope you enjoy this episode. Chris, just thank you so much for being here, and talking shop with me. I think I just want to remind everybody, you don't need all these apps. I just want, and hope, that maybe one of these is going to be a game changer for you. I definitely didn't use all of the apps that I mentioned at the same time, or got them all at the same time. It's kind of a one as you go kind of thing. Any final words of wisdom before we go off?
- Chris: Just do your thing. Continue to focus in guys, and what you're all about, those that you want to serve, and understand that whatever

it is you're working, or whatever, niche you're working in ...

Pat: Niche.

Chris: Whatever niche you're working in, the world needs you, and your view on whatever it is you are helping people with. Chase it down. Continue to chase it down, guys.

Pat: Awesome, love that message. Thanks, Chris. Where can people go and find you if they don't know already?

Chris: Chrisducker.com.

Pat: There it is, people. Thank you so much for listening in. I appreciate you, Chris. Thank you again for being here, in my home, and we're going to probably sign off, and then play with the kids if they're woken up.

They're at nap time right now, which is why we're doing this midday. Before I let you go, I want to mention that the show notes are available for you at smartpassiveincome.com/session241. A lot of links, a lot of resources in this particular episode, so if you missed anything, just go to the show notes, the transcript, as we always do, is always available, too. I want to thank my team for having that available. I also want to mention, and thank today's sponsor, which is ShipStation. ShipStation.com, which is really cool. If you're selling anything online, physical goods of any type, on any site like Amazon, or Etsy, or E-Bay, one of the challenges that people have is getting orders out the door quickly. It's very tough, and that's why you need ShipStation.

What ShipStation does is it's sort of like the hub, where you get all the orders from all the different places that you sell into one easy to use interface, and then they help you choose the right carrier to get the lowest rate for every single package. I've heard a lot of people using this, and having it be one of those things that they couldn't live without. You've got to check it out. Here's a special offer from ShipStation to you, try ShipStation for free for thirty days, and get an additional month free. All you have to do is go to ShipStation.com,



click on the microphone, and type in SPI. Again, go to ShipStation.com, click on the microphone at the top of the page, and type in SPI. Thank you so much. I appreciate you. Chris, once again, thanks for being here, my man. I appreciate you.

Chris: I love you, too, brother.

Pat: Love you, too, man. All right, take care, and I'll see you in the next episode of the Smart Passive Income podcast. Peace.

Announcer: Thanks for listening to the Smart Passive Income podcast at www.smartpassiveincome.com.

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