

THE
TOOLS
I USE TO
CONNECT
WITH
150+
SUCCESSFUL
ENTREPRENEURS

BY MATTHEW TURNER



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Welcome to my world, it's a pleasure having you. The following pages possess the tools I've used to interview 150+ busy entrepreneurs, all the while keeping my sanity... just.

Some of these tools are free, others aren't. All have helped me find, connect with, interview, and stay organised throughout. I hope you enjoy them, and be sure to let me know which your favourites are. You can do so at:

TWITTER: [@TURNDOG_MILLION](https://twitter.com/TURNDOG_MILLION)

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EMAIL: MATT@TURNDOGMILLIONAIRE.COM

***Some of the links in this PDF are affiliates, which means I earn a commission if you happen to buy/subscribe. It doesn't cost you anything extra, but if you feel uncomfortable with this, just head to Google and copy and paste the names of the tool ***

**INVITE OTHERS TO JOIN
THE SUCCESSFUL MISTAKE ADVENTURE**



FINDING THOSE BUSY ENTREPRENEURS

FEEDLY: There's no secret to finding inspiring minds these days. They're everywhere, blogging and writing and sharing their wit and expertise. This is where Feedly comes in, because you can follow your favourite Blogs & Sites, so when a cool entrepreneur pops up, take note.

BUZZSUMO: I love this tool, because I can search for a particular term (*let's say 2014 startups*) and Buzzsumo showers me with articles about this subject. Linked to some of the world's finest publications, you'll soon have lots of people to follow and connect with.

OPEN YOUR EYES: This is the most important tool of all, which is, of course, your own two eyes. Whatever you read, listen to, or watch, keep an eye out for individuals you like. When you find them, get in touch with them. Simple!

RAPPORTIVE + GMAIL: Finding cool entrepreneurs is one thing. Finding their emails is another. More often than not, their website provides it, but if a quick Google search doesn't suffice, I turn to Rapportive. I'll allow **THIS VIDEO** to explain why and how.

SELL HACK: Another tool I sometimes use to find emails is Sell Hack. Not always reliable, but it can unearth a few tricky email addresses you can't quite lay your hands on.

***Now, before I move on, let me say this: DO NOT USE THESE TOOLS FOR EVIL, PLEASE! Emails are often hard to find for a reason, because said person doesn't want spam to fill their inbox. However, in my experience (I've never had one complaint) people don't ask "How did you get my email," so long as you're polite and approaching them for good - like involving them in a book, for instance ***

CONNECTING WITH THEM

CONTACTUALLY: I didn't start using Contactually until well into my journey, but boy is this tool a lifesaver. If you hold relationships dear to your heart, like to keep in touch with people, but struggle to do so without a constant reminder, this is for you. These days, I use this as my Email Mothership, connecting with entrepreneurs and placing them within my CRM system at the same time. I'm not sure how I ever survived without this.

FOLLOWUP.CC: Whether you use Gmail or Apple Mail or Outlook, FollowUp has you covered. Sending a busy individual one email isn't enough. You HAVE to follow them up, but remembering to do so is difficult. Oh yes, this tool makes life much easier.

SIGNALS: Do you ever send an email and wonder to yourself, '*Hmmmm, have they opened it yet?*' Me too, and this is why I love Signals by Hubspot, because it notifies you when someone opens your emails, or clicks on a link within it. This makes gauging interest easy, and in terms of sending your follow-up whilst your fresh in their mind... genius!

BOOMERANG: Every now and again I get to my email at some god awful time, and I don't wish to bother people during the middle of the night. Boomerang helps, because it allows me to schedule my email for later. I find this helpful if I need to send 5+ emails in one go, too, because rather than sending them all at once (*and risk angering the gmail gods*), I space them out over a few hour period.

RIFFLE: Considering you need to personalise every email you send out (*you are personalising them, right?*), finding an interesting topic isn't always easy. That's where Riffle comes in, because it offers quick and easy information based on their Social Media activities. You don't need to delve deep into their world, but knowing where they live, or what platform they, or what their favourite hashtags are... this kind of info helps.

TWITTER: After I send an email, I jump on Twitter and Tweet the individual I've just messaged. Why? First of all, they know to look out for my email, which means if I land in their junk folder (*which happens from time-to-time*), they know to look. Second, it proves I'm a real person, and care enough to reach out to them via two mediums. This puts me ahead of the game, and since doing this, my success rate has boomed.

FACEBOOK: I don't usually send them a Facebook message after an email, but I'll often follow their Facebook Page, and once I get a reply, I send a Friend Request. Why? Because it takes your relationship to the next level, and if you have trouble arranging a date/time down the road, Facebook is an intimate place to reach out in the future. People won't usually accept a friend request if they don't know you, but if they reply to your email, they usually will. Always look to expand on your relationships. Always!

BIT.LY: chances are, your emails will have a link or two in them. Maybe you need to share more info or introduce them to a video. Whatever the link, use a shortener like *bit.ly*. For starters, it's easier to look at and doesn't clutter your email. Plus, these links are trackable, so again, you can see how popular your click through rates are, and whether your message is getting the desired attention it needs.

THE INTERVIEW

ICAL: As an Apple Fanboy, iCal is my calendar of choice. Once you arrange a handful of interviews, staying on top of them is important. Use a calendar app to do this. In fact, consider going a step further and using a tool like Schedule Once or Calendly.

SKYPE: 90% of my interviews occur via Skype. Even some local entrepreneurs I speak to prefer to do it via Skype, rather than meet in person. It's easy, free, and super flexible. However, it does have its issues...

ECAMM CALL RECORDER: Although Skype is wonderful, it isn't perfect. You want to record your conversations, even if you don't plan on sharing the audio/video with your audience. Taking notes is fine, but having the ability to go back to a recording is something you shouldn't miss out on. Ecamm Call Recorder fixes what Skype itself doesn't, allowing you to record both an audio and video call. Super affordable and easy to use. In my opinion, everyone should have this tool in their arsenal.

BLUE SNOWBALL MICROPHONE: Laptops are amazing these days, but their microphones are not. Don't rely on your laptop mic. It's tinny and echoey and awful. There's lots of great microphones out there, and my personal choice is the *Blue Snowball*.

MACBOOK PRO: Where the inbuilt mic doesn't cut the mustard, the inbuilt webcam usually does. I've never owned an external webcam, because my Macbook Pro more than keeps me happy.

CANON 600D: For the interviews I don't do on Skype, I use my trusty Canon 600D. It's a great entry level camera, and performs admirably time after time in lovely HD.

RODE MIC: Again, don't rely on the inbuilt camera microphone, for it's worse than the laptop one. Lots to choose from, but Rode, in my opinion, give the best bang for your buck.

BYWORD: As soon as I leave a Skype call, I like to take some notes whilst the conversation remains fresh in my mind. I love Byword for its simplicity, and although any note taking app will do, there's something about this one that makes me smile.

JOTFORM: Something I overlooked in the beginning was the info I needed from these busy individuals. I don't ask for much (*a short bio, links to their social media, etc*), but it's an added task they don't have time for. I love Jotform because it keeps everything simple, and with a quick follow up email after our Skype call, I send a short form that takes literally 2 minutes to fill out.

*** Remember, people are busy these days. Whatever you can do to make their life easier, do it. That's why something like Jotform is great, because it ensures you get all the info you need, but in a quick and easy fashion. No fuss. No mess. ***

STAYING ORGANISED

EVERNOTE: Staying organised before, during, and after a process like The Successful Mistake is vital. Evernote is my hub. I have a single table that houses every Entrepreneur I've ever contacted. Sometimes I'm in a rush and don't have time to contact an entrepreneur there-and-then, so I add their name to this table and get round to it later.

GOOGLE DOCS: I keep most things in Evernote, but once I interview someone, I place them in a handy Google Doc. This separates things and means I don't get confused, and it all segments the people I have interviewed, with those who are yet to get back to me.

HOOTSUITE: I love Twitter, but it's a difficult place to keep up with. Instead, I have a Twitter List made up of people involved in The Successful Mistake, and link this to a Hootsuite Tab. It separates them from the chaos that is the Twitter feed, and allows me to keep up with those I want to keep up with.

Thanks for reading, I hope you find this list of tools helpful. I've trialled lots of tools over the years, but these are the ones that help me find people, connect with them, arrange actual interviews, and remain organised throughout.

I'd love to hear which ones you use, and if there's one not on the list you think I should look at, please let me know. I love to trial new toys :)

Get in touch with me at:

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