

# 21 Tools Successful People Use Every Single Day



**By Matthew Turner / Turndog**

As someone who suffers with anxiety, self-doubt, and bouts of depression, I fight my way through each day of this entrepreneurial adventure. You may not suffer with anxiety or depression, but I'm 100% certain you fight self-doubt, insecurity, and utter terror towards business failure each day.

How do I know this... ?

Because I've yet to meet an entrepreneur or business owner who doesn't fear business failure (*and I've interviewed A LOT... 163 to be specific*).

Despite this, successful people manage to thrive each and every day, and they weren't born or destined to do so, and they don't possess anything you don't yourself.

What makes successful business minds different to the majority is how they approach their day, and these successful individuals tend to live and die by a certain set of tools.

After interviewing 163 successful entrepreneurs for my latest book, I've uncovered a lot of these and I'm excited to share 21 of them with you right now.

Of course, these tools alone won't guarantee you success, but they sure will put you on the right path to success, freedom, and the life you've always dreamed about.

# 1

## A RELATIONSHIP MANAGEMENT SYSTEM

What's the most important word in CRM? Why, it's relationship, of course!

Anyone can build new connections, but it takes a successful person to nurture these into meaningful relationships and friendships. A tool like **Contactually** helps a successful person do just this, ensuring they don't take those they know for granted.

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# 2

## VIRTUAL ASSISTANTS

As an entrepreneur with a never ending to-do list, you cannot do everything on your own.

Successful people don't only accept this, they appreciate it and embrace it, and in a world where you can work with anyone located just about anywhere, it's a crime to not take advantage of a Virtual Assistant or two (*for help on how to begin, check out **UpWork***)

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# 3

## NOTEBOOK / JOURNAL

Successful people keep journals in order to stay focussed on their dreams.

It's easy to lose focus and get caught in the entrepreneurial rollercoaster, but successful folk find a way to battle through this, and they so often do by writing down their dreams, fears, and worries each and every day. Something like **The Spark Planner** (*designed by Kate Mats*), **The Freedom Journal** (*written by John Lee Dumas*), or **The Five Minute Journal** (*by Alex Ikonn & UJ Ramdas*) offers a go-getter like you the opportunity to stay focussed at all times.

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## 4

### INTELLIGENT MARKETING AUTOMATION

It's not as simple to own a piece of email marketing software or rely on a cookie-cutter funnel these days.

Your audience is your audience, and successful entrepreneurs appreciate they have to take theirs on a unique and meaningful journey if they stand any chance of success in the long term. As such, more and more people are switching to tools like **ConvertKit** and **Active Campaign** to take their marketing automation to the next level.

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## 5

### THIER PHONE

We all have one, but how smart do you use yours?

The most successful people in the world don't hog their phone with games or needless conversation. They also don't check their emails every 5 minutes. Instead, they make sure they're present at all times so they can react and adapt and provide the best service possible. Oh sure, most people have a phone, but not enough use it in the same way a successful person does.

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## 6

### TO DO LIST / NOTE APP

Like a solid notebook/planner before it, successful people live and die by their to-do list.

There's so much noise on any given day, it's too easy to lose focus. Whereas a to-do list app like **Wunderlist** or a note-taking one like **Evernote** ensures you keep working on what you're supposed to be working on. Use pen and paper if you like, but the cloud's there for a reason, my friend (*more on this soon*).

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## 7

### AN ALARM CLOCK

This may seem beyond simple, but successful people own an alarm clock — and they use it!!

Not every successful person may be an early riser, but you won't find many who stay in bed for long. They set an alarm, and when it goes off they get up! They stand and walk and write in their notebook to make sure they start their day off in style. It's not always easy to wake up when tired, but a simple act of moving your alarm clock to the other end of the room works wonders.

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## 8

### AUDIOBOOKS / PODCASTS

Although successful people tend to be avid readers, it's not always possible to lose yourself within the pages of a book.

As such, they look for other ways to learn, and ALWAYS try to kill two birds with a single stone. At the gym, listen to an audiobook using **Audible!** When walking to the train station or waiting for a meeting... listen to an inspiring podcast like the **\$100 MBA**, **Mastermind Talks**, or **The Solopreneur Hour**.

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## 9

### FOLLOW-UP TOOLS

If there's one thing successful people do, it's FOLLOW PEOPLE UP!

Email... phone calls... chance encounters... successful folk follow up, which isn't always easy to do when you have a million other things on your mind. Lucky for you there are tools like **FollowUp.cc** designed to help you do just this, saving you a lot of stress and time whilst you do.

# 10

## RETARGETING

Although advertising is fine, it's retargeting where the real success lies.

Whether you do this through Facebook or a service like **AdRoll**, retargeting ensures you don't lose those people who showed initial interest. You worked hard to get them on your site in the first place, so don't give in without a fight. Some of the most successful people I know make sure retargeting is a huge part of their business.

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# 11

## THE CLOUD

We live in an age where you can have access to everything at all times, and the world's most successful business minds take advantage of this.

Whether it's through Apple, Google, or **Dropbox**, a successful person knows how vital time is. You never know when you need something, so having it available at a moments notice... it matters. It's a mentality like this that literally defines success to begin with.

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# 12

## VIDEO (WITH A DIFFERENCE)

It's no surprise to hear how important video can be, as it brings you closer to the people you need to be close with.

And although a platform like Youtube or Vimeo helps, successful people look beyond these viral-making machines because they desire to understand the data... to personalise the experience... to take it to the next level. Which is where a tool like **Wistia** shows its muscle, not only proving to be a great marketing tool, but an exceptional sales... recruiting... and relationship-building one, too.

# 13

## HEALTH TRACKING

As important as your business is, it's never more so than your health and wellbeing.

You only have one life, after all, and successful people appreciate this — not only staying healthy and active, but looking for new ways to better their situation. Be it sleep (**Sleep Time**), diet (**My Fitness Pal**), exercise (**Jawbone**), or water intake (**Waterbalance**), there are ways to better understand your body and mind. Once you do, you can better take care of yourself (*which means your business benefits as a result*).

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# 14

## CUSTOMER FEEDBACK FORMS

Understanding your customers and audience is important, which isn't new news now, is it?

Of course not, but successful entrepreneurs appreciate you cannot simply ask them to fill in a survey, nor can you expect them to take you serious if all you use is a Google Doc. Which is where an intuitive tool like **Typeform** makes your life easier, not only adding a sophisticated element to your feedback (*let alone interactive and fun*), but making sure it's pretty, simple, and awesome!

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# 15

## THEIR EYES & EARS

You may forget about them from time to time, but your eyes and ears are wonderful tools.

The world continues around you every single minute, and opening your eyes and ears opens new opportunities, ideas, and inspiration each day. It's easy to lose yourself in your work and little world, but successful people never allow this to happen.

## 16

### ANALYTICS

If you don't track something and know how and why it works, it doesn't exist.

Yes, analysis can be both tricky and time intrusive, but knowing your data (*and the reasons behind it*) sets successful people apart from the vast majority. Something like google Analytics is fine, but most successful people go much deeper than this, utilising tools like **Sumo Me**, **Crazy Egg**, and **Wistia** to their advantage.

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## 17

### A ROBUST CALENDAR

The more successful a person becomes, the more people wish to spend time with them.

This is great until you lose touch with what you're supposed to be building and working on in the first place, so successful people soon realise how important it is to have a calendar that works for them. In all honesty, I don't know many people who don't get what they need out of something like Google Calendar or iCal... **BUT...** they integrate this with a scheduling tool like **Calendly** to ensure they minimise time wasted on cancelled appointments and the like (*plus a tool like this allows you follow-up with ease*).

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## 18

### TIME MANAGEMENT

It isn't enough to simply manage your time, but to appreciate how you utilise it.

Which is where Time Management Tools like **Rescuetime** and **Toggl** help successful people become the success stories they are. Because until you understand how you spend your time, it's nigh impossible to create an effective and productive workflow. In short, be sure to track how you spend your precious minutes, and build your day around the most important tasks.

# 19

## CLOUD ACCOUNTANCY

Although most successful people have at least an accountant or bookkeeper to maintain their finances, the majority like to have these numbers to hand at a moments notice.

And with Cloud Accounting it couldn't be easier, not only allowing you to setup an invoice in seconds, but keep tabs on your spending (*as well as that of your team*). There are plenty of options to choose from, tools like **Freshbooks**, **Xero**, and **Wave** remain among the most popular for a reason.

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# 20

## ACCOUNTABILITY PARTNER

Successful people become successful because they're **doers!**

There are a lot of folk who talk a good game, but not enough who follow through. The thing is, as a busy go-getter you have lots of ideas and come across new opportunities each day, which makes keeping your focus hard. This is where an accountability partner comes into play... or a coach/mentor... or even a mastermind group. A successful business person is only as strong as those they surround themselves with, after all.

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# 21

## BLOG / JOURNAL

Although successful folk are busy and don't have time to spare, just about all of them write... share... and involve their audience whenever they can.

After all, these are the people who have valuable lessons to offer everyone else, and part of becoming a success story is to help others craft their own. In short, successful people blog (**Medium**), broadcast their day (**Periscope**), write books and guides (**Scrivener**), and make sure they serve those they serve every opportunity they get.

Successful people aren't born or destined to be famous and loved, but they do work hard at becoming so, and work smart whilst they do.

They don't rely on the tools they use, instead ensure they develop and grow a successful mindset. **BUT** it's tools like those you've just read about that helps keep them ahead of the curve.

As it stands, you have everything you need to develop a successful mindset and join those you admire and look up to. Tools like these help, but only scratch the surface.

But fear not, for I've much more to share with you and I'm excited to do so in the coming weeks.

Best of all, you don't need to do anything to get these valuable tips and stories designed to help you succeed and thrive because I'll send them direct to your inbox very soon.

All you have to do is open my emails.

That is it. That is all :)

In the meantime, if you'd like to help share the work we're doing with The Successful Mistake, please considering spreading these three articles far & wide:

<b>Article One:</b>	<a href="#">Tweet This</a>	<a href="#">Share This</a>
<b>Article Two:</b>	<a href="#">Tweet This</a>	<a href="#">Share This</a>
<b>Article Three:</b>	<a href="#">Tweet This</a>	<a href="#">Share This</a>

Thanks for being part of this journey, and if you think I can help you apply what you've just read, email your questions and thoughts to: [matt@turndog.co](mailto:matt@turndog.co)

*Matthew Turner (aka: Turndog) — Author of The Successful Mistake*