

# 4 Tools Guaranteed To Make You Successful



By Matthew Turner / Turndog

Each day you scroll through your phone, surrounded by successful and wealthy people in your inbox, social media, and within the articles you read. You look up to them and desire to be like them because they have money and business success, and although you might not be focussed on the cars or clothes (*but maybe you are*), you wish to stand shoulder-to-shoulder with them.

You want to be on an equal footing, and this motivates you each day.

It's a fantastic goal to have, and in this short guide I'll share 4 tools that guarantees you success and ensures you join those elite individuals you admire.

Although I warn you, these aren't a bunch of tools or tips that focus on the easy tactical stuff. You can find tools like those on various blog posts and articles.

Oh no, the tools you're about to uncover are based on 163 interviews I did for my latest book, where I sat down with some of the world's greatest business minds. You see, successful people approach their day different to most, and this is what I'm about to share with you.

So, if you're after meaningless tools that look good on paper but do nothing to help you, stop reading right now and search somewhere else.

But if you're ready to peek into the minds of successful people and appreciate how they approach their day (*and the type of tools they use*), keep reading...

# 1: A PLANNER TO BE PROUD OF

Although you may associate diaries and journals with angsty teens, the majority of successful entrepreneurs I've met hold themselves accountable with planners, diaries, and journals.

These don't just keep them focussed on what lies ahead, but gives them a daily reminder of what they're doing... what they plan to achieve... what they wake up for each day.

And notice I said daily...?

That's because successful people do this every single day. No excuse. No exception.

This is their opportunity to sit down and write about their fears, worries, excitement, dreams, and anything else playing on their mind.

It focusses them and centres them, and ensures they remain on the right path — *through the good days when they're tempted to fly away in the clouds, and during the bad ones where they wish to hide in a corner.*

Now, there isn't a right or wrong time to fill out a Planner/Journal like this, although most successful people wake up early and make sure it's the first task they do.

Think about it for a second... what better way is there to start your day than focussing your attention on what matters the most... state what you're thankful for and what's keeping you back... and remind yourself why you're on this journey in the first place?

You can do this however it suits you, but just ensure it remains part of your everyday — and not only this... **becomes one of the most important parts of it!**

Successful people don't mess around with their planners or journals. They take it seriously. They mean business.

Bring the same into your day and thrive because of it.

As for where you can begin... well, you can use any sort of diary or notebook, but there are some grand examples designed for successful go-getters like you.

A few I recommend are **The Spark Planner** (*designed by Kate Mats*), **The Freedom Journal** (*written by John Lee Dumas*), and **The Five Minute Journal** (*by Alex Ikonn & UJ Ramdas*).

## 2: CRM WITH A TWIST

When I first began my own entrepreneurial journey, I fought hard against having a CRM System (*Customer Relationship Management*). I associated them with corporate machines, and assumed they packed everyone you know into some kind of funnel or segment.

Not for me... until one day I realised every single successful person I meet have one, and not only this, they appreciate how valuable its role is in their everyday.

You see, as a fast-paced go-getter, you know a lot of people and will continue to meet folk every single day. Customers, suppliers, peers, mentors, managers, founders, family, friends... the list goes on, and it isn't about packing all these people into segments, rather ensuring you nurture your relationships instead of just creating them.

This was the big turning point for me.

For a long time, I created new connections each day but didn't do a damn thing to nurture them; failing to turn a connection into a relationship, or, better yet, a friendship.

A CRM system keeps your focus and helps you stay on top of these connections, letting you nurture them and transform them into something more meaningful.

**BUT...** successful people don't use any old CRM system, oh no.

After all, a good CRM system fast becomes one of the most valuable tools in your arsenal, so you cannot let any old *thing* come on in. As such, successful people focus on software that let's you nurture **relationships** — by far the most important word in CRM.

This whittles down the list of options because most systems focus on sales and building your customer base. Don't fall into this trap, my entrepreneurial friend, because it's a fast track to failure.

Instead, consider a tool like **Contactually**...which isn't only the software I use, but the amazing piece of kit many of those I interviewed do too — *in fact, I only discovered Contactually after hearing about it so much during these interviews.*

Beyond this, integrate other tools that help you nurture your relationships (**FollowUp.cc** ... **Wistia** ... **Boomerang** ... to name a few), because the moment you switch your mindset from acquiring new connections, to nurturing these and transforming them into friendships... well, you'll stand shoulder to shoulder with those you admire.

### 3: MANGE YOUR TIME (+ UNDERSTAND IT)

I don't recall much from physics class, but I seem to remember them saying how time is relative and infinite by nature. Although true in the vast ether of the universe, here on earth it's most certainly finite because you only have twenty-four hours each day... seven days each week... 52 weeks each year; no more, no less.

This means your time remains both precious and valuable, and successful people respect this.

They say no to more work in exchange for greater opportunity, and they make sure they only do what they can do, unloading the rest to someone else.

Oh yes, if you haven't already guessed, successful people are rather good at managing their time, but it goes far beyond this.

Because managing your time without understanding it only take you so far, and it's once you delve into your schedule and appreciate the nuts and bolts that you go from a majority mindset into a successful one.

For instance, you may know you work twelve hours each day, but can you tell me how much of that includes commuting... design... client work... email... exercise... food and drink... meetings... ?

Until you know how your day breaks down, how can you make it more productive and effective?

How can you know what to delegate, and what remains the most important task on your to-do list?

You can't, which means successful people don't only manage their time with aplomb, but understand it... appreciate it... and know what each part of their day involves.

So... how do you achieve this?

What tools exist to help you understand and plan?

In terms of understanding where your workload goes, I recommend tools like **Rescuetime** and **Toggl**, both of which track your time and help you dive into what you are and aren't working on.

From here you can plan your day more effectively, fill your calendar with only the most important tasks, and delegate like the world's greatest business minds do.

But until you understand where your time actually goes... well, how can you manage it to good effect?

## 4: ONE WORD... ACCOUNTABILITY

As a go-getting entrepreneur, you'll forever have new ideas and opportunities enter your world. As such, it's far too easy to lose focus and not finish what you begin.

It's also too easy to lose focus and get to a point where you're working on so much that you're literally working on nothing at all.

The fact is, successful people ensure they remain **doers** at all times, and they appreciate they cannot do this on their own.

Successful folk hire VAs and assistants to ease their workload.

Successful people have accountability partners, not only to fine-tune ideas, but have someone make sure they complete what they begin.

Successful individuals are part of mastermind groups and have an inner circle they trust with even their most confidential aspects of business.

And successful minds have mentors and coaches, no matter how famed and experienced they are.

After all, the most talented athletes in the world still have coaches, right?

Why wouldn't an entrepreneur?

Why wouldn't you, when you have so much stuff enter your world each day. Trying to do it all on your own isn't brave, nor does it ensure you become successful.

Involving others does, because we all need a few special people to keep us on the right track... help us choose which idea is the best... and maintain our workload so we're not only planning, but literally **doing!**

This last one may not be a tool per se, but in my opinion the most important of all.

As for how to find such VAs, Accountability Partners, Mastermind Groups, and Mentors... well, here are a few resources I'm happy to share with you:

- [Chris Ducker](#)
- [Mastermind Talks Podcast](#)
- [Limitless Business](#)
- [Erin Blaskie](#)
- [Free Range Humans](#)
- [Zirtual](#)
- [UpWork](#)

I've just introduced you to 4 tools that will set you apart from the vast majority, and as you may have noticed they aren't the type of tools you're used to seeing in those list posts and viral videos.

You see, most guides that focus on tools tend to look at the tactics, which is fine because tactics are an important part of the process.

But before the tactics come the strategy, and that's what these 4 tools focus on; **the big picture!**

Successful people don't need tools per se, rather a mindset to overcome stress, worry, and the daily obstacles that prevent from being successful in the first place.

After reading this short guide, I hope you appreciate this successful mindset, although it only scratches the surface.

Fear not, I have 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 tips, stories, and exclusive content because I'll send it direct to your inbox very-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:

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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)

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