

A large, solid yellow circle occupies the left two-thirds of the cover. It is intersected by a thin white vertical line that extends from the top to the bottom of the circle. A second, thinner white curved line follows the circular arc of the circle.

CR

**100
HACKS TO
IMPROVE
YOUR BUSINESS**

CHRIS RONZIO



PREFACE

Time is our most valuable resource. My mission is to help busy entrepreneurs **organize chaos and get things done**, so they have more time to do what they love. Time to really take their companies to the next level, or time to spend with their families, or time to travel the world.

Over two years ago, I started sending a weekly newsletter to hundreds of entrepreneurs. A year later, I collected those recommendations into an online directory, which has grown close to 1,000 resources strong.

In this book, I'm sharing the first 100 hacks that started it all. I hope it helps you as much as it has helped me!

I'd love to hear what hacks are working for you... *if you have the time.*



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PRODUCTIVITY

8

TREASURE HUNT

I originally started my newsletter because people always ask me to share websites, apps, services, and products that I've come across recently. So, I thought I'd start by sharing some of the places that I find these things, in case you want to hunt them down too!

You'll no doubt find yourself going down a black hole of interesting and possibly useful apps.

Don't want to hunt? Just read on for my curated picks.

VISIT:

appsumo.com
entrepreneur.com
techcrunch.com
spiritmag.com
ted.com
wired.com
gizmodo.com
producthunt.com
lifehacker.com

SIMPLE SCREEN SHARING

This week I did a screen share demo from my car, in a parking lot, using my phone's wi-fi. It's times like these that I'm thankful for **Join.me**

Join.me makes screen sharing simple. Unlike the other guys, viewers don't need to download the newest software update. Just click start, share the link, and you're live.

VISIT:

join.me

3

TRACK TIME & SEND INVOICES

VISIT:
getharvest.com

How do you know how much time you're spending on a project if you don't track it? I use **Harvest** every day.

Harvest also creates simple estimates & invoices, and accepts credit card payments. I use this in addition to my accounting software because it looks that much nicer. It's a must have.

4

GET REMINDED OF NON- RESPONSES

VISIT:
boomeranggmail.com

Do you hate sending emails and then remembering weeks later that the person never responded? Use **Boomerang** to tell Gmail to return a message to your inbox, if you're awaiting an important response.

Boomerang also lets you snooze emails to come back when they matter, which helps me keep my inbox at zero.

5

TAKE BETTER NOTES

Meetings, phone calls, ideas, projects and deeply introspective yoga retreats have one thing in common: they produce a lot of notes! Ditch the post-its and put all of your thoughts in one place: **Evernote**. Then, access them on your phone, tablet, desktop, or anywhere you are.

VISIT:
evernote.com

Like taking paper notes? Try the **Evernote Moleskin Notebook** and you can snap pictures of your handwriting to include all your notes in the fully searchable database.

6

GET A VIRTUAL ASSISTANT

A virtual assistant is the executive assistant for today's entrepreneur. There are two routes you can take - dedicated or non-dedicated.

For dedicated VA's (meaning you always work with the same person), I recommend **Zirtual**. Get matched with someone that's a perfect fit for your lifestyle or business, and watch your to-do list dwindle away.

For non-dedicated support to blast through boring tasks, I use **Fancy Hands**. Their seemingly endless supply of US-based labor means you can request multiple things at once, and multiple people will work on them simultaneously. Amazing!

VISIT:
zirtual.com
fancyhands.com

7

YOUR FILES IN THE CLOUD

I've been using **Dropbox** since they launched, and though I tried other services, I never quite latched onto anything that was as useful.

But now there's a new cloud in town.

Copy gives you the same great accessibility, and 10x the free storage.

VISIT:

dropbox.com
copy.com

8

ORGANIZE YOUR THOUGHTS

When I'm overwhelmed, I like to clear my mind by putting everything down on paper. The next step is to organize the chaos with a little structure.

Workflowy lets you create endlessly expandable bulleted lists. **Trello** is great for organizing huge collaborative projects, or anything that has multiple stages. **Lucidchart** is my favorite tool for building flow charts or organization charts anytime I need something more visual.

VISIT:

workflowy.com
trello.com
lucidchart.com

9

SIGN SOMETHING

I've printed, signed, scanned, and emailed a document far too many times. Now, I let **HelloSign** do all the hard work. Great for individuals and businesses, and even has a Chrome plugin for Gmail so you can sign, attach, and reply with just a couple of clicks.

VISIT:

hellosign.com

10

TURN YOUR FAVORITE WEBSITE INTO A MAC APP

Do you use a Mac and consistently have the same browser windows open? Instead, try **Fluid**, a program that turns any website into a native application.

VISIT:

fluidapp.com

11

DRAG AND DROP FILE SHARING

Sometimes you just need to share a file quickly, and let someone else download it. When your files are too big for email, use **Droplr**.

Droplr lets you drag and drop files from your computer to create a link that you can give to anyone. Need people to share files with you? **WeTransfer** makes it easy to setup a custom branded page for your company, then collect files from others.

VISIT:
droplr.com
wetransfer.com

12

SCHEDULE SOMETHING IN MINUTES

If you're like me, you've been on week-long email threads with a dozen people trying to pick a date for a meeting or couples dinner. Just when you think you've got the date and time, some laggard chimes in to ruin the plans.

Instead, use **Doodle**. **Doodle** creates a quick survey that lets everyone show their availability, and highlights the dates and times that work for everyone. Stop those crazy email chains!

VISIT:
doodle.com/en/

13

RESIZE YOUR WINDOWS IN A SNAP

If you're reading this on a desktop, chances are you have a few windows open on your screen. And, you might be unconsciously spending hours of your life resizing windows so that you can view a few things at the same time.

VISIT:

[blog.boastr.net/
bettersnaptool](http://blog.boastr.net/bettersnaptool)

BetterSnapTool can help you get those hours of your life back. With custom presets for various window size and location, these tools save you valuable seconds. You may not realize how helpful they are until you try to use a computer without them.

14

PROJECT MANAGEMENT PRISON

Do you feel stuck with your project management system? The good news is that there are dozens of options you probably haven't considered yet. So, carve out some time to look into these frontrunners:

Basecamp

Trello

Podio

Asana

Flow

VISIT:

basecamp.com
trello.com
podio.com
asana.com
getflow.com

15

SCHEDULE APPOINTMENTS

Don't waste time scheduling client appointments if you don't have to! Instead, sync your calendar to a scheduling app like **Calendly** and let others book themselves in a timeslot when you're available.

VISIT:

calendly.com
appointlet.com
timetrade.com

scheduleonce.com
ga.youcanbookme.com

Need more options? Check out **Appointlet**, **TimeTrade**, **ScheduleOnce**, or **YouCanBookMe**.

16

BUILD A TIME LOG

The first step to optimizing your time management is figuring out where your time goes in the first place.

Timelog makes it easy. Their browser-based timer is as simple as start, stop, describe. Great for quick logs when do don't need a full-fledged time tracking system.

VISIT:

timelog-app.com

17

THE EMAIL ADDRESS THAT SELF-DESTRUCTS

VISIT:

10minutemail.com

Ever sign up for a website that needs to send you a "verification email", which you fear is code for "years of spam"?

Try **10 Minute Mail**, the temporary email address that lasts 10 minutes. This free service generates a temporary inbox to catch those verification messages (or anything else), then vanishes without a trace. No signup necessary.

18

TURN YOUR HOME INTO A COFFEE SHOP

VISIT:

coffitivity.com

I like working in coffee shops. Something about the buzz of ambient activity around me helps me zone in and get work done. Well, now you can have that same feeling at home with **Coffitivity**.

Coffitivity mimics the murmurs of a coffee shop as a simple Mac, iOS, or Android app. I keep it running whenever I need to focus on designing or writing, like now!

19

LIVE WINDOW TO YOUR OTHER OFFICE

For years, I lived 2,300 miles away from my office. Working remotely is wonderful, but sometimes you feel disconnected from the team.

VISIT:
perch.co

Perch.co is the digital watercooler. Load the app onto an iPad, mount the tablet in your office, and the software uses face detection to enable audio whenever someone walks up to the screen. It's always on, so connecting from afar has never been easier.

20

HAVE FUN CLEARING YOUR TASK LIST

Clear is a ridiculously simple task manager for iOS and Mac that's actually fun to use! Organize tasks by priority with drag-and-drop simplicity, set reminders, and swipe to complete or delete.

Clearing a batch of completed tasks sounds like a winning slot machine pull - magic to my ears.

VISIT:
[realmacsoftware.com/
clear](http://realmacsoftware.com/clear)

PROCRASINATE PRODUCTIVELY

One of the keys to task management is deferring things until the right time. Here are 3 tools I use to procrastinate productively.

Too many browser tabs? Use **Tab Snooze** to close a tab and have it reappear in a week. See if it still matters.

VISIT:
tabsnooze.com
mailboxapp.com
feedly.com

Snooze your emails with **Mailbox**. Presets like tonight, tomorrow, next week, and someday help put messages in their place.

Let **Feedly** collect all your must-read news and blog posts, then catch up on them on your terms.

HOW DID THEY DO THAT?

Have you ever landed on someone's website and wondered how they're displaying that pop-up offer, or what customer support system they use?

Check out **BuiltWith**.

They'll tell you every technology a website is using, from their hosting to their plugins. Mystery solved!

VISIT:
builtwith.com

23

BROWSER TAB EUPHORIA

Look at your browser. Do you have dozens of unreadable tabs open? Then you need **OneTab**, a browser extension for Chrome and Firefox!

With one click, **OneTab** turns all your tabs into a savable, sharable, clickable list, reducing memory use by up to 95%. Give it a try! You'll thank me later.

VISIT:
one-tab.com

24

BLOCK DISTRACTIONS

Ever get to the end of the day and think, "Where did the time go?". Just look at **RescueTime**. They'll tell you what you accomplished, where you spent the most time, and even alert you if you want to set limits on certain activities.

Just want to block distracting websites? Go **Cold Turkey**.

VISIT:
rescuetime.com
getcoldturkey.com

25

ON-DEMAND PROFESSIONAL WRITERS

Writing is hard, and doing it well can take hours.

But, most of us have a need for well-written blog posts, white papers, website pages, product descriptions, press releases...and even tweets.

VISIT:
scripted.com

If writing isn't your strong suit, check out **Scripted**, and order the content you need.

26

GET A NEW PHONE LINE

Need to setup a phone support line? Want to route calls to sales people? Or just wish you could stop giving out your cell phone number?

Line2 makes it easy. Get a local or toll-free line, route your numbers, set up hours, and receive unlimited calls for a flat monthly rate.

VISIT:
line2.com

27

WRITE EMAILS FASTER WITH TEXT EXPANDER

Find yourself typing the same long sign-off or answering the same common questions? Quit the repetitive typing, and save yourself some time with this **Text Expander** for Google Chrome.

VISIT:
[smilesoftware.com/
TextExpander](http://smilesoftware.com/TextExpander)

Just create a shortcut (like "idk"), and anytime you type it Chrome will instantly replace it with the longer version ("I don't know what I did before using Text Expander!").

28

HOW I REMEMBER TO WRITE EVERY WEEK

Todoist is a simple task manager with support for recurring tasks - that means you get the satisfaction of checking them off every time, and they reappear as often as you tell them to.

And, they have support for every device, browser, and popular email platform, so it's impossible to lose track of your tasks at hand!

VISIT:
todoist.com



LIFESTYLE

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TRAVEL HACKING

Flying for free around the world, staying in the best hotels, and living the high life on the road starts with a healthy knowledge of Travel Hacking. **Travel Hacking Cartel** helps you pad your mileage accounts so that you can hit the road in style.

VISIT:

travelhacking.org

They guarantee you'll earn 100,000 miles, or 4 free flights per year following their recommendations.

30

BOTTOMS UP

If you love fine coffee or wine, then we're probably friends. Join a club of connoisseurs and receive carefully crafted monthly deliveries, or shop a selection of deals at your own pace with these services.

Club W creates custom wine recommendations based on your preferences, and ships you a few bottles each month. **Craft Coffee** and **Misto Box** let you try coffee from around the world in small batches, then buy more of what you like.

For extra excitement, ship to work!

VISIT:
clubw.com
craftcoffee.com
mistobox.com

31

STOP JUNK MAIL AND CATALOGS

VISIT:
catalogchoice.org

I love getting checks in the mail. But I hate getting unsolicited flyers and credit card offers and catalogs.

TrustedID makes it easy to unsubscribe from junk mail. Just set up a free account, add new senders as they appear in your mailbox, and watch the junk start to fade away.

32

PROTECT YOUR HOME

VISIT:
alarm.com
frontpointsecurity.com

One burglary occurs every 10 seconds (at least according to my 5 seconds of Google-research). Regardless of the stats, you should protect your house, and do it in style with

Alarm.com.

Set/disable your alarm from your phone, anywhere in the world, get push notifications about activity in your house, and even try full-house automation or video surveillance if you get really into this. All wireless equipment, and you self-install in minutes.

(PS - You'll need to pick a local distributor. I use Front Point Security, and they'll give you a month free on top of any other promotions if you give them my name.)

33

TRAVELING WITHOUT UNRAVELING

VISIT:
tripit.com
kayak.com
hoteltomorrow.com

Some people have travel agents. Everyone else should use **TripIt**. Forward email confirmations and receipts to store all of your flight, hotel, and rental car plans in one place, then access them from the road on their free app. Includes maps, directions, local recommendations, and for the paid version, check-in reminders and alert notifications.

Kayak, the popular travel search site, got in the game too with their Kayak Pro app for iOS.

Last minute travel? Try **Hotel Tonight** for same-day deals after 12pm local time. Use promo code 'cronzio' for \$25 off your first booking!

34

SAVE SOME DOUGH

VISIT:
couponsherpa.com
redlaser.com
retailmenot.com

For small businesses or anyone on a budget, every dollar counts. **Coupon Sherpa** finds coupons for in-store use. Whip it out while you're standing in line at the register, and hand over your phone to rake in the savings.

RedLaser brings price-matching power to your pocket (almost every store will price match a local competitor).

Whenever I see a field for "Promo code" during checkout, it's a reminder to head over to **RetailMeNot** for obscure coupons and big savings.

35

GET WHERE YOU NEED TO GO

VISIT:
uber.com
lyft.com

If you haven't heard of **Uber** or **Lyft**, you're missing out.

Uber lets you summon a taxi or black-car on-demand from your phone and pay with your card on file (no card swiping or tipping necessary).

Both **Uber** and **Lyft** also offer peer-to-peer ride sharing. That means anyone with a decent car can get certified to join their marketplace and give you rides, at a steep discount off traditional car service.

36

FIND A DOCTOR

VISIT:
zocdoc.com

Finding a new doctor can be a daunting task. My insurance plan recently changed, and I was dreading looking for a new provider. Until I found **ZocDoc**.

ZocDoc lets you search by specialty, filter by insurance plan, view results on an interactive map, read profiles, reviews, and even book your first appointment. Now that's more like it.

37

YOU ARE WHAT YOU EAT

My Grandma used to save pamphlets for me on why I should eat more blueberries, and my Mom has been telling me about antioxidants since I was 12. But no one is more qualified to make recommendations on your diet than your own body!

VISIT:

insidetracker.com
theranos.com

InsideTracker charts 30 biomarkers from a simple test of your blood, then gives you easy to follow lifestyle recommendations to measurably improve your health.

I started with the DIY package, and used **Theranos** to order my own labs. Getting a snapshot of your health has never been easier.

38

LOOK FRESH IN FORMAL

Busy people don't have time to shop for clothes before every charity gala and formal event, right?! Well, here are some shortcuts for the next time that you're in a bind:

Guys, skip Men's Wearhouse and suit up with **The Black Tux**, where you pay under \$100 to use a designer tuxedo for the weekend.

Girls, check out **Rent The Runway**, with 90% off retail prices for runway rentals.

VISIT:
theblacktux.com
renttherunway.com

39

DON'T NEGLECT THE NECK

Fresh Neck is Netflix for ties. Awesome ties delivered to your door that you rent for a few days and return. Prefer to purchase? **Tie Bar** has a massive selection at prices that make the mall look outrageous.

VISIT:
freshneck.com
thetiebar.com
dollarshaveclub.com

And, don't forget to keep the scruff to a minimum. With a subscription to **Dollar Shave Club**, you'll never think about razors again.

40

BRING YOUR LIBRARY TO LIFE

Books deserve better than being stuffed in a box deep in your closet. Using **Delicious Library**, you can scan your books with a webcam or mobile device to create an electronic library that is fully searchable.

The software pulls cover art, descriptions, page counts, author info, and even replacement values directly from Amazon, giving you some great info about the books you've invested in. \$25, one time fee.

VISIT:
delicious-monster.com

41

GOURMET MEAL DELIVERY

Planning a week of meals can be a chore. Finding recipes, digging through the kitchen to see what you're missing, and making a trip to the grocery store to over-buy huge bunches of produce that will probably end up being thrown away.

VISIT:

blueapron.com

Blue Apron makes it easy, delivering all the ingredients (in exact portions) for three gourmet meals per week. Enter your dietary restrictions, skip meals if you're out of town or don't like what's on the menu, and pay only \$10 per person per meal, shipping included.

42

LEARN ANYTHING QUICKLY

Whenever I forget how to tie a tie (it happens), I find a tutorial on YouTube. Video learning just works. Especially for business!

I used **Lynda.com** to get up and running on Photoshop in a few hours. To make the most of my virtual assistant, I found a course on **Udemy**. And, **Grovo** helps me get up to speed on over 130 Internet tools so I can become a power user ASAP!

VISIT:

lynda.com
my.udemy.com
grovo.com

43

GIVING BACK COULDN'T BE EASIER

We all want to give back, and now, it couldn't be easier.

Dollar a Day picks one great organization every day, and everyone automatically donates \$1. The brief synopsis in my inbox each morning starts every day on a positive note.

VISIT:
dollaraday.com
kiva.org

Kiva lets you invest in entrepreneurs around the world with microloans for as little as \$25.

44

SPRUCE UP YOUR SHOPPING

Picking out the right gift for a birthday or holiday can be impossible.

Two of my go-to resources for amazing and unexpected gifts are **Uncrate** and **Fancy**. Check them out and you'll see what I mean.

VISIT:
uncrate.com
fancy.com

45

YOUR STRESS FREE HOME

When life gets busy, something's gotta give. If projects are building up at home, these resources will help keep your home stress free!

Handy does everything you'd expect from your local handyman, from painting to furniture assembly to plumbing and electrical work. You can also schedule on-demand cleaning services to keep your place tidy when you need it most!

VISIT:
handy.com

46

PLAN YOUR GETAWAY

When you can't get anything done, give in to the temptation and get away. You'll come back more productive.

I use **Rocketmiles** to maximize my points on hotel stays... they add up fast!

Not a hotel person? Rent private rooms or entire homes with **Airbnb** and **HomeAway**.

VISIT:
rocketmiles.com
airbnb.com
homeaway.com

47

BEST LOCAL MEALS, DELIVERED ON-DEMAND

VISIT:
postmates.com

Too busy to leave for lunch? Prefer to go home after work and have your favorite dinner delivered? Need that latte at any cost?

Check out **Postmates**.

Think Uber drivers, picking up your favorite meals, billing your card on file in the app, and delivering to your saved addresses. Yes!

48

EASILY BUY & SELL USED DEVICES

VISIT:
glyde.com

My 8 month old has two iPhones: a 4 that plays lullabies and a 3G that he likes to chew on.

But for my used devices that still have some value, I sell them on **Glyde**.

Glyde is the simplest way to get cash for your old phones, tablets, cameras and game consoles. Looking to buy something? They sell used products like iPads at 60% off retail.

MY VACATION CAMERA IS TOO EXPENSIVE

I ditched my DSLR and my pricey point-and-shoot in favor of a better strategy. I rent cameras that I could never afford for vacations, and use my iPhone for everything else.

VISIT:
lensrentals.com

LensRentals.com makes it easy to rent amazing cameras and lenses for taking pictures of your team, your trade show setup, or your vacation - all shipped to your door with return shipping included.



SALES, MARKETING, & SUPPORT

62

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CHARGE FOR YOUR ATTENTION

You're a busy person. Places to be, people to see.

So, instead of getting constantly interrupted with emails and phone calls, try putting a price on your time.

VISIT:

clarity.fm
wrte.io

Clarity.fm lets you set a price-per-minute to schedule a call with you. Link to your public profile, pull experience and testimonials from LinkedIn, and choose whether to bank or donate the dollars that you earn.

Wrte.io plays middleman for your email. Share your **wrte.io** email address, set a dollar amount for delivery, and anyone that emails you at that address will receive an invoice for their message to make it to your inbox.

51

THE TICKET TO GREAT CUSTOMER SERVICE

Dealing with customer requests through email is maddening. Instead, funnel everything into a ticket-based system, where customers can view a history of their interactions with you, and you can respond more efficiently.

Over the years, I've used **ZenDesk** and **Desk**, and **Uservoice**. Try them out and see what fits best for your company!

VISIT:
uservoice.com
desk.com
zendesk.com

52

YOUR VERY OWN RECEPTIONIST

VISIT:
callruby.com

As nice as you sound on your voicemail message, nothing beats a live person answering the phone. But, you're busy and can't afford to answer every single call that comes in.

If those calls generate sales, improve customer satisfaction, provide important information, or lead to referrals (did I miss anything?), you can't afford to NOT answer them.

Try **Ruby Receptionists**. Lovely Portland-based attendants will answer your calls on behalf of your business, answer basic questions, and route them as needed.

53

MAKE A WEBSITE

VISIT:
strikingly.com
squarespace.com
wordpress.org

Making a website used to take months of planning and development. Now it takes minutes, if you use one of these cool apps.

Strikingly creates beautiful responsive sites that work on any device. **Squarespace** is simple and beautiful. And for the most customization, **Wordpress** makes anything possible.

DEATH OF A SALESMAN

If carving out time every day to work on sales comes naturally to you, archive this message. If you would rather do anything than pick up the phone, maybe one of these apps will soften the agony of discipline.

VISIT:

strideapp.com
pipedrive.com
calldrip.com

Stride and **Pipedrive** give you awesome visual dashboards to track the progress of leads, with notes, contact info, and deal values. **Calldrip** turns your web leads into instant phone calls, so you don't even get a chance to procrastinate. Now you have no excuses!

BEFORE THE SHOPPING CART

Are you starting to sell things online but don't need a full-blown shopping cart system just yet?

Soldsie lets you take orders on Instagram and Facebook. **Gumroad** puts a button on your website with a nice little pop-up form. **Celery** lets you take pre-orders and charge the customers when you're ready, and **Wufoo** lets you build embeddable payment forms right onto your website.

VISIT:

soldsie.com
gumroad.com
trycelery.com
wufoo.com

56

FRIENDS WITH BENEFITS

Ever thought about starting a referral program for your business? Rewarding your biggest fans can be the quickest way to multiply your customer base.

Friendbuy and **Ambassador** have simple widgets and dashboards to help you create and manage an affiliate marketing program. Generate and distribute unique referral links and give your promoters some love!

VISIT:

friendbuy.com
getambassador.com

57

EMAIL MARKETING INSIDE OF GMAIL

There are hundreds of email marketing tools out there. But if you're on "tool" overload, and you use Gmail or Google Apps, then this might be the perfect solution to your email marketing needs.

Flash Issue lets you build drag-and-drop newsletters inside of Gmail, send to your contacts, and track the results.

VISIT:
flashissue.com

58

THE HELP DESK YOU WANT TO USE

VISIT:
groovehq.com

Groove is a drop dead simple customer service tool. For your customers, it looks like a regular old email. For your company, features like private notes, smart filters, auto-responders, canned messages, and analytics make it an impressive tool for keeping customers happy.

59

MAKE A PERSONAL CONNECTION

VISIT:
bondgifts.com
sincerely.com/ink

We remember things better when we touch them. So, friends and clients will remember you better when you send them something tangible.

BOND makes you look extra classy by turning your typed message into a fountain pen-written, wax-sealed and stamped note.

Ink Cards lets you create one-of-a-kind, personalized greeting cards from your phone.

60

CALL AND TEXT YOUR CUSTOMERS

Say you want to call 3,470 customers to say Happy Valentines Day. Or, maybe you'd like to text 10,000 people about your big upcoming March Madness sale.

With **CallFire**, you can do both. Load in unlimited contacts, organize your communication, and see live reports as your customers receive your messages.

VISIT:
callfire.com

61

HOW I GREW MY EMAIL LIST 3X

Sure, I had a newsletter signup form on my website. But no one used it.

Until I installed **Sumome**. **Sumome** is a set of free web tools for any website that helps you collect email signups, see where visitors click, and encourage sharing on social media. Almost 2 billion visitors have interacted with Sumome-powered websites. Are you one of them?

VISIT:
sumome.com

62

SEE WHAT'S POPULAR, FAST!

Want to know what the most popular page on your website is? Type it into **Buzzsumo**.

Curious what page has the most shares on your competitor's site? **Buzzsumo** them to.

Need to find an authoritative site or influencer on a certain topic? Yep, **Buzzsumo**.

You get the idea.

VISIT:
buzzsumo.com

63

SIMPLE ONLINE PROPOSALS AND E-SIGNATURES

VISIT:
pandadoc.com

Sending a proposal the old way sucks. You labor over the perfect description of your services, fire it off, and wait.

Maybe your client is on vacation. Maybe you overestimated the budget, and doubt starts to creep in. Or, maybe their printer is broken and they're taking forever to print, sign, and return.

Now, I use **PandaDoc**. For any proposal more complicated than an estimate, just upload your document, identify where to sign, add the recipients, and send away. Then sit back and watch by-the-second analytics, collect an electronic signature, and start making money!

64

WORDPRESS EXPERTS ON CALL

VISIT:
codeable.io

Over 74 million people have created a website with Wordpress.

If you're one of them, check out **Codeable**.

They handpick reliable Wordpress experts for everything from basic tasks to custom plugin development and full website creation.

65

WOULD YOUR CUSTOMERS RECOMMEND YOU?

VISIT:
delighted.com
promoter.io

You've probably gotten one of these emails before - "How likely are you to recommend our company to a friend or colleague?"

The results of that 1-10 scale question create your "Net Promoter Score", and there's a whole science on why that's a great number to know. Want to know yours?

Delighted and **Promoter.io** are the fastest ways to customize your survey and send it in minutes. Give it a try for free!

66

HOW TO HACK PROSPECTING

Prospecting used to be hard. You'd flip through newspapers, collect business cards, and make cold calls - all to get in touch with the decision maker.

It's easier now. Pick a company and find their website, then head over to **Email Hunter** to identify the email addresses you're looking for. But remember, no one likes spam.

VISIT:
emailhunter.co

67

FUN WITH WEB FORMS

Yes! Fun! Believe it or not, I've spent countless hours building complex order forms, surveys, and contact forms, and their simplicity is addicting. Stop settling for ugly web forms, and set up an account with **Wufoo**.

Wufoo can accept payments for basic registrations or order forms, collect data, display custom messages or questions based on in-form logic, and output clean reports for you to make sense of it all.

VISIT:
wufuu.com



FINANCE

82

68

ACCEPT CREDIT CARDS

My first attempt at accepting credit cards involved carbon NCR paper and one of those caveman plastic swiper apparatuses.

Now, I can use my iPhone for my garage sale. **Square** will get you up and running the fastest, with apps for your phone or tablet.

VISIT:
squareup.com
stripe.com

Stripe lets you accept money online, with simple payment forms and native connections to thousands of applications.

69

WATCH YOUR SPENDING

BillGuard is my favorite new personal finance app. It analyzes your credit and debit card spending to give you an instant look at where your money is going. Way simpler than Quicken, and even easier than Mint. Check it out.

VISIT:
billguard.com

70

A BETTER BANK

Banking hasn't changed this much since the Great Depression. Now, it's **Simple**.

Simple rethinks banking with innovative features like savings goals, location-tagged expenses, no ATM fees, and their "Safe To Spend" balance, which takes into account your upcoming spending.

VISIT:
simple.com

Sign up for an invite, or ask me to send you one directly.

71

SELL UNUSED GIFT CARDS

I love turning junk into money. Purging things on eBay or Craigslist to free up space and make some money feels great! Though they take up less space, gift cards are no exception.

Get rid of your unused cards with **Raise**, or shop for cards that are discounted below face value!

VISIT:
raise.com

72

CLAIM EVERY MILE POSSIBLE

Claiming mileage deductions on your taxes can be a huge savings, but having a detailed log of your travel is a MUST.

I use **MileIQ**, an iOS and Android app that tracks every drive you take and lets you categorize the trip as either business or personal. It tracks approximate starting and ending locations, mileage, time and date, and compiles everything into a slick online dashboard and year-end report.

Those short drives add up, so don't miss a dollar!

VISIT:
mileiq.com

73

ALL YOUR MONTHLY STATEMENTS IN ONE PLACE

A few times a year (usually around tax time), I find myself trying to download dozens of statements from banks, credit cards, utility companies, investment accounts, and every other corner of the internet. Life just got easier.

FileThis syncs to all of my accounts and pulls PDF statements as soon as they're available, saving them in Evernote, Dropbox, or other popular places. Now, I know exactly where to find everything, no logging in necessary.

VISIT:
filethis.com

THE SIMPLEST BOOKKEEPING

VISIT:
bench.co

I ditched QuickBooks Online for something simpler. **Bench.co** offers monthly cloud-based bookkeeping services for as little as \$125/mo. Each month, transactions from my credit cards and bank accounts are synced, reconciled against statements, and presented to me by my dedicated bookkeeper up in Vancouver, BC.

Come tax time, they prepare a workbook and hand it off to the CPA of your choice. I've never felt more prepared.

AUTOMATE YOUR PAYROLL LIKE I DID

VISIT:
zenpayroll.com

One of my secret weapons for saving time is **ZenPayroll**. If you're still doing payroll and contractor payments yourself, let me introduce you to your New Year's Resolution.

ZenPayroll's autopilot feature submits payroll for salary employees without you touching a button. Employees receive email pay stubs, and can sign in to see history or update their info.

Taxes are filed and paid automatically. W2's & 1099's are ready by year-end. New employees onboard themselves, without the messy paper forms. It doesn't get much easier.

76

GAMBLING FOR GROWN UPS

I've always wanted to play in the stock market, and some clever Super Bowl commercials even made me sign up for a brokerage service... but I never used it.

Along came **Robinhood**. **Robinhood** makes checking your stocks as fun as checking your Facebook feed. Insanely easy to use, and quick to get started.

VISIT:
robinhood.com

77

OUTSOURCE YOUR BILL PAYMENTS

Paying bills is a burden. You don't want to pay them, and you don't want to sit around paying them.

Well, **Bill.com** makes it easier. Just email, fax or scan your bills to them (or use a scanner to do it automatically). They sync with your accounting software, use your saved payment methods, and schedule sending out checks on your behalf.

VISIT:
bill.com

78

FAST FUNDING WHEN YOU NEED IT

Payroll coming up? Big purchase to make?
Before you go selling a kidney, check out
these alternatives:

Fundbox advances you money on outstanding receivables. They sync with popular invoicing applications like Harvest and Quickbooks, and approve you within 24 hours.

Kabbage gives lines of credit from \$2,000 - \$100,000 in minutes. No paperwork, no lines.

VISIT:
fundbox.com
kabbage.com

79

HAVE FUN GETTING FUNDED

Ready to finally start that business you've always dreamed of? Or, maybe you need an influx of capital to really make your company take off?

AngelList helps you connect with qualified investors around the world. **Kickstarter** and **Indiegogo** let you take orders rather than give equity. **Crowdfunder** and **WeFunder** let lots of small investors get a piece of the action.

VISIT:
angel.co
kickstarter.com
indiegogo.com
crowdfunder.com
wefunder.com



MEDIA

96

BRING YOUR PHOTOS TO LIFE

VISIT:

animoto.com
casetify.com
picaboo.com
mpix.com

Do you have thousands of pictures trapped in your iPhone? Let those memories out into the world with one of these awesome solutions:

Animoto brings photos to life with automatically created animated videos set to the music of your choice.

Casetagram links to your Facebook or Instagram account to make custom photo-filled cases for all your devices.

Picaboo is great for photo books or canvas prints, and **Mpix** is my favorite service for simple photo prints (try their amazing metallic paper!).

WHAT YOUR WEBSITE CAN TELL YOU

VISIT:

luckyorange.com
crazyegg.com
moz.com

Want to be a fly on the wall while customers use your website? **Luckyorange** records visitor usage in real time. **Crazy Egg** tracks clicks and heatmaps, and lets you filter users by a variety of qualifications. And **Moz** gives insights and recommendations on all of your web traffic.

BUY A BRAND

I love thinking up business names, picking colors, and making logos. For me, a brand adds momentum to a project by making it instantly tangible. If you have an idea, but lack in the creative department, check out **Tailor Brands**.

VISIT:

tailorbrands.com

Tailor Brands uses a complicated algorithm and simple questionnaire to extract your brand from your brain, so that you can move onto the important stuff. Like how to make money.

UP YOUR DESIGN ANTE

Do you have a website or a newsletter? Do you make flyers or coupons? If you've ever tried to design something from scratch, you know it can be a challenge.

Jumpstart your creativity with one of these design template resources for everything from stock photography to photoshop brushes.

Creative Market
Vandelay Premier

VISIT:

creativemarket.com
vandelaydesign.com

ANY VOICE FOR ANY REASON

Wouldn't it be cool to have your company voicemail message spoken in a charming South African accent? Or for your next web video script to be read by a chipper soccer-mom?

VISIT:
voices.com

It's all possible with **Voices.com**, the easiest way to get audio recorded for your next project. Post your script, choose your style, and watch the auditions roll in.

THE BEST VIDEO HOSTING

Move over Vimeo and YouTube. **Wistia** lets you host your videos with beautiful, customized players, advanced viewer analytics, password protection, and dozens of other cool features that matter for business. If you're still embedding YouTube videos on your site, you'll be amazed at how much cleaner **Wistia** looks.

VISIT:
wistia.com

MARKETING VIDEOS MADE EASY

Video is the fastest way to communicate your product or service to your customers, but professional videos can cost thousands!

Thankfully, **Videolean**, **GoAnimate** and **Animoto** make it easy.

VISIT:
videolean.com
goanimate.com
animoto.com

Add your branding, photos & copy to their beautifully animated templates for fast, professional videos on your website or blog.

UNLIMITED DESIGN HELP

If you're still fumbling in Photoshop, or worse, ignoring design altogether, you need **Design Pickle**. **Design Pickle** lets you make unlimited graphic design requests for your business for \$195/mo.

It's cheaper and faster than any freelance designer that I've worked with, and once they understand your brand, it's amazing what they can produce in 24 hours.

VISIT:
designpickle.com

88

THE ONLY PDF TOOL YOU NEED

I have a love/hate relationship with PDFs. They look the same on my iPad as they do on a 9 year old library computer. But, I always manage to create PDFs that are 108MB, because I like pictures.

VISIT:
smallpdf.com

Now, I have **smallpdf**. They are the Swiss Army Knife of PDFs.

Compress (like, by 95%!), split, merge, convert, and unlock to your heart's content.

89

MUSIC FOR ANY PROJECT

Ten years ago, I paid a thousand dollars for a massive set of royalty-free music CD's that I could use in videos and on my website.

Now, without a CD player in sight, I use **Pond5**.

Pond5 has hundreds of thousands of music tracks, searchable by mood, for the perfect voicemail background or how-it-works video. And their public domain photo collection is worth a look too.

VISIT:
pond5.com

90

BUILD IMPRESSIVE WEB PUBLICATIONS

VISIT:

readymag.com

I needed to make some eye-catching portfolios that could be easily shared online.

Slide decks were too hard to share. Photo galleries took too long to create. But I found what I was looking for in Readymag.

With **Readymag**, you can make photo stories, magazines, portfolios, or presentations in just a couple clicks. Embed them anywhere or build a collection on their site.

91

BEYOND THE NAPKIN

Pictures are worth a thousand words. So, turn that back-of-the-napkin idea into something that resembles its glorious future.

Moqups lets you wireframe a web page with drag-and-drop simplicity, using templated user interface elements.

With **Invision**, you can make your wireframes clickable, simulating real web experiences for investors or developers.

VISIT:

moqups.com
invisionapp.com



PEOPLE

110

92

PASSWORD PROTECTION (AND SHARING!)

VISIT:
meldium.com

With so many online services needed on a daily basis, there is a lot of password sharing between your team members. But do you really want every employee knowing every top secret password?

Meldium provides a simple dashboard for accessing your company's apps. Invite your employees and they can access websites with a click, instead of a shared password.

93

INSPECT WHAT YOU EXPECT

VISIT:
cyfe.com
geckoboard.com
appfigures.com

One of the many commonalities I share with astronauts, race car drivers and pilots is that I rely on a dashboard. Without a simple way to look at your most important statistics, you'll never know which direction you're headed.

Cyfe and **Geckoboard** let you make simple online dashboards that monitor stats from dozens of connected online services. Happen to have your own App? **AppFigures** makes Apple's Developer Center look childish.

POST A JOB

Unless you are a recruiting guru with a deep pipeline of people that are dying to work for you, chances are you've needed to post a job recently. Here are some websites to aid in the process.

VISIT:

ziprecruiter.com
smartrecruiters.com
hireart.com
simplyhired.com

ZipRecruiter lets you post to 50+ job boards at once. **SmartRecruiters** measures the quantity and quality of candidates for each job, and uses the data to show you best performing job boards based on position and location. **HireArt** streamlines the process with video applications and smart filters. And **SimplyHired** makes it easy to manage job postings and applicants.

Hopefully one of these tools is right for you!

MASTER THE QUICK CHECK-IN

"What is the most important thing you did today?" "How happy are you with the team you're working with?" "How have you made the company better this week?"

Team check-ins are enormously important, but most of us never take the time to ask these simple questions. Using tools like **15Five**, **TinyPulse**, and **IDoneThis**, tracking progress, capturing feedback, and maintaining alignment is easy.

These systems automate information collection to take a snapshot of progress. You'll be surprised by what you learn!

VISIT:

15five.com
tinypulse.com
idonethis.com

96

ALL OF YOUR HR IN ONE PLACE

VISIT:
bamboohr.com

HR can be a nightmare. Applicant tracking, hiring, firing, benefits, time off, performance reviews... ugh.

Well, not with **BambooHR**. **BambooHR** lets you create a centralized employee database where you manage and track employees, deal with all requests, and run slick reports to stay on top of everything.

114

97

CREATE YOUR ONLINE TRAINING MANUAL

VISIT:
trainual.com

It's true. I'm a software mogul (not really). In 2014, I made a big decision to purchase what I think will be an amazing extension to my consulting business - **Trainual.com**

It's the easiest way I've found to build an online training manual for your company. Train employees, interns, contractors, or vendors on everything they need to know, then test their knowledge, track their progress, and encourage questions and feedback.

The first 30 days are free, so give it a try!

115

98

MAKE YOUR RECRUITING PROCESS SMARTER

VISIT:
breezy.hr

Recruiting can get messy, fast. You've got dozens (maybe hundreds) of emails and resumes to sort through, interviews to hold, feedback to collect, job posting sites to manage... it gets overwhelming.

Breezy HR makes it easier. Create job postings on their site, and embed the widget anywhere for applicants to see. Then, import profiles from LinkedIn, and drag-and-drop candidates between phases of the hiring process.

99

TALK TO AN EXPERT

VISIT:
clarity.fm

Sometimes, all you need is an outside perspective. **Clarity.fm** helps you connect with an industry leader, topic expert, or wise village elder by phone for various per-minute charges. Last year, I booked a 30-minute call with a social media expert that revolutionized my content marketing strategy (ahem, ebook...).

Even Mark Cuban is on there (for \$10,000 per hour). Want to kick the wheels and see how it works? Give me a call!

100

SELF SERVE ANSWERS TO COMMON QUESTIONS

VISIT:
helpjuice.com

Everyone loves waiting on hold, or sending an email off into the abyss and waiting for you to answer their simple question, right? Wrong!

The simplest way to fend off common questions and help your customers find instant answers is a well built FAQ or knowledgebase. That's where **HelpJuice** comes in.

Custom design, super smart analytics and less time answering questions for your customers or your employees.



ABOUT ME

I love starting, growing, and helping businesses. Whether I'm creating or contributing, I love producing innovative ideas and making an impact by getting things done.

My experience as an entrepreneur, consultant, and speaker has afforded me the opportunity to travel the world, meet amazing people, and absorb diverse perspectives that continue to fuel my imagination.

I spent my childhood in Boston and Chicago before moving to Arizona in 2009 to escape the winters! I currently live with my wife and son in Phoenix, AZ.

CHRIS RONZIO



TESTIMONIALS

JAY FEITLINGER
Stringcan Interactive

Chris brings clarity and focus to all tasks at hand and somehow takes the chaotic life of a business leader and creates an actionable plan that makes it fun and logical again.

JOSH LEVINE
J Levin Auction

Chris has an amazing talent for understanding the business process. We needed a software solution to streamline our business. Many have tried before, he exceeded where others have failed.

We have saved countless hours and a significant amount of money by focusing on the core pieces of our business, and implementing the solutions that Chris recommended.

MATT BLANTON
Printing Solutions

Chris assessed all of the tools that we were subscribing to, considered our loosely defined business goals, and produced solid recommendations that we can use to guide our work for the next few years.

MARNIE GREEN
Author and Speaker

NOTES & IDEAS





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