

Online Marketing Made Easy ^{w/} Amy Porterfield



Social Media | List Building | Content Marketing

The Online Marketing Made Easy Podcast with Amy Porterfield Session #109

Show notes at: <http://www.amyporterfield.com/109>

Amy Porterfield: Hey there, Amy Porterfield here. Welcome to another episode of The Online Marketing Made Easy Podcast. Thank you, as always, for tuning in.

Today's episode came to me in a really funny way. In fact, I was standing in my husband's man cave. I've told you about Hobie's man cave before, right? It's kind of incredible. It is 100% dedicated to the Pittsburgh Steelers and there is artificial turf on the floor. He has spray painted the end zone on the artificial turf. He has a huge drop-down project for Sunday football and he has all of this memorabilia that pretty much is on every inch of the wall.

It's kind of incredible and now that I'm talking about it I think when this episode goes live I need to jump on Facebook live and do a video where I walk you around and show you inside the man cave. It's that good.

I was standing in the man cave and he has a big cabinet where he puts all of his tools. So, before Hobie was a firefighter he was a general contractor and this man loves, love, loves tools. I always know if I need something I can go find it there. Not like I'm really handy with tools, but I needed a hammer to hang a picture.

I was in the man cave looking for a hammer and was looking at all of his tools. I realized Hobie has tools just like I've got tools. Mine just look a whole lot different. That's where the inspiration for today's episode came up because I may not have a man cave but I sure as heck have a content cave.

In that content cave, where I create everything I do in my business, are tools I live and die by in order to be more productive, to scale my business, and to remain sane in all that I do. So I wanted to share these tools with you today. But to be quite honest, right when I had this amazing idea for an episode I then got a little bit anxious. For two reasons; I realized I am not an early adopter.

Oh how I wish I was. I wish I was Gary Vee (Gary Vaynerchuk) and I saw the value of Snapchat before it became so incredibly popular as it is today. That guy was talking about Snapchat years ago. That's not me.

I usually wait until a tool is battle tested and I know it's going to work and then I jump on and put my own spin to it and optimize it and make it my own. So I definitely get creative with these tools but I wait until I know they are really going to work.

That's not something I'm really proud of but it has worked for me. I've had incredible success in my business using tools that I know are usually going to work from the get go. So it can't be all bad, right? But I'm not going to knock your socks off today with a bunch of tools you've never heard of that you've got to go run out and check out because they're going to be the next big thing.

That's not what this episode is all about. This episode is also not about a huge long list of amazing tools because I don't use that many tools. I got anxious about that too and I thought, "I don't even use that many tools so is I really worth a whole episode?" Then I thought that was actually a great thing.

Who has time for tons and tons of tools and software and apps in their business? Not when you're creating content and you're doing regular promotions and putting out free content and doing your blog and doing your podcast. You don't have time for it all. So I think you're going to find it refreshing in terms of how few tools I use but how powerful these tools are across my entire business.

I started to look at that as a good thing versus something I should be concerned about. So I definitely think I've packed this episode with value. We're going to jump in. I'll tell you that the freebie of today's episode is a summary of all of these tools, how I use them, and some of the hacks that I've used along the way to make them even more valuable.

If you go to <http://www.amyporterfield.com/109download> or if you text the phrase 109download to the 33444 you can get the PDF of all of these tools, links to where you can grab them, how they work, and the hacks that I use to make them work even better. That's your freebie for today.

Let's go ahead and dive in.

PRODUCTIVITY

Slack – Instant Messaging for Teams

I've broken up my tools into different categories. I thought we would start at the top with productivity and team support. One of the tools I use every single day is [Slack](#). Slack is instant messaging and it works within teams because you can have a lot of people as a part of your Slack channel and you can communicate with each other at any given time. It definitely speeds things up because everybody is in constant communication.

I'm going to tell you how it works. I'm going to give you a hack to make it work even better, and then I'm going to give you a big fat warning about Slack. It's something I learned the hard way.

First of all, the way Slack works is you set up different channels. You then add people to these channels as needed and you can have different conversations about different topics inside the channels. For anybody who knows me well you know that I'm a little bit of a freak when it comes to organization.

You should see my Dropbox folders. I should get an award for how organized they are. I just love the feeling of everything being in its place. Am I a little OCD? I am thinking maybe I am but it works for me.

Inside of Slack you can get that organized as well. For example, I have one channel that's called FB Groups. I am in that group and my community manager, Lindsay, is in that group. We communicate pretty regularly about what's going on inside my Facebook groups. Since she is the manager of all of those groups, she's overseeing all of the activity, if something comes up where she needs me to weigh in on it or thinks I really should answer a question myself, or if she thinks there is a problem she communicates with me inside of the FB Group.

I'm in my groups daily but if she sees something I don't see she's going to jump into Slack and let me know right away and we stay in constant communication. That allows us to serve our customers better because my groups are all customers. They are private Facebook groups for Webinars That Convert and my new program, Courses That Convert, List Builders

Lab, and Facebook marketing. I have groups for all of my courses. It's important that Lindsay and I are in communication regularly to make sure we're supporting our customers.

Another channel I have is my podcast editing channel. If my editor has any questions about my recent episode he can jump in there and ask me something. He gets a quick answer and then he's off to the races and he continues to edit. I have another channel for slide edits. I have one gal on my team, Kate, who edits all of my slides for my program because I constantly have little typos.

Before I record anything I have her look at each slide. It's just a really easy way to communicate back and forth. That's why I love Slack. One little hack I want to give you is that you want to be diligent about breaking up the conversations in these channels.

Try not to have too many general channels with too many people in them because you're just wasting people's time. I like a lot of channels that are very specific to the projects we are working on. You need to be careful that you don't want to get too many channels so that now it is just a big, huge confusing mess.

Trivinia and I recently went in and cleaned up all of the channels. If we were no longer using a channel because the project was done we went ahead and archived the channel. I like the idea of very specific channels but I also want you to archive when you're not using them so that it doesn't get confusing and overwhelming.

What happens when we get confused and overwhelmed with a tool is we stop using it. I don't want that to happen.

A big fat **WARNING** about Slack, it can suck away your day if you're not careful. It's just like any instant messaging. Listen, I'm totally dating myself, but AOL Instant Messaging could have taken up my whole day back in the day when I first started working in corporate. It probably did most of the time.

So you can't use any instant messaging at any time of the day any time you want. That is not a smart strategy. You all probably heard me talk about tiger time. It was in episode #102, [How to Create Content Rituals to Get More Done](#). My tiger time is that time in the morning from 8 a.m. until noon that I only create content. It might be for my podcast or for my programs or blog or whatever it might be. But it's my content creation time.

I had to get really focused and say there would be no Slack during tiger time. The second someone asked me something in Slack I was totally unfocused on what I was working on in front of me. Now, I jump into Slack at certain times of the day. It is usually around noon and then a few more times throughout the day.

My team can still access me. They can get their questions answered so they can move forward and I can definitely be in the conversations I need to be in. But I definitely do not get into Slack for the first four hours of my morning because it will totally derail me. It's the same concept of getting into email and letting email dictate how your day is going to go versus you getting really strategic and then using email as an extra tool to communicate with whoever you want to communicate with.

Slack has totally taken over in the sense that my team does not use email. I will not get an email from Trivinia or Chloe, my project manager, or Kate, our customer service rep or Lindsay, my community manager and social media manager. They never ever email me and I love that. To be quite honest, I am terrible at keeping up with email. Email is just not my friend, at least not right now.

Because of that we took all of our communication out of email and it is only in Slack. To me that is a really big perk in terms of being more efficient with my communication. But you have to put boundaries on it. Do not let yourself just jump into Slack whenever you want.

Here's the scary thing, for about two years that's what I have been doing and I knew something was off and I knew something was not right with my focus and getting things done. The second I pulled out of Slack during the morning I definitely saw a dramatic increase in my productivity. I just wanted to put that out there.

Asana – Project Tracker

The next tool I use every single day is [Asana](#). Asana is a project management tool and there are a lot of different options you can choose. There is Base Camp, Trello, and so many that I'm not even going to start naming all of them. But I love Asana because it definitely is a tool that allows you to be insanely organized. I am embarrassed that I keep saying that but it's true. The way they allow you to put your information in different categories and subsets really works for my brain.

Here's the deal with Asana. We use it for all of our launches and we use it for our podcasts. The way we use it is we literally put every single task that needs to get done in categories. For the podcast, one of the categories will be lead magnet, if there is going to be one. Then we will list: Create the lead magnet, edit the lead magnet, get the lead magnet designed, load the lead magnet, all of the different little steps.

That's the best way to use Asana when you're going to get extremely specific with all of the tasks. The one hack I want to give you is that I definitely encourage you to create templates inside of Asana. When you're going to start a new project that you've never done before, first create a template. Do your categories, your subcategories, and every little step that needs to happen to get a project done.

Then, before you assign it to people and put due dates and a bunch of notes save it as your template and duplicate it. Then go into the cloned copy and put in all of your notes and reassign it as your main project. That way you always have a template to pull from.

I hate starting from scratch if I don't need to. We finally decided templates would save us a lot of time. So now we have a podcast template and we use the podcast template every single time we have a brand new podcast. I have talked about this before, there are about 40 different tasks that need to get done in order to get my podcast completed from start to finish.

Now we assign who is going to do it, the due dates, and another little tip about Asana, we have one person managing the entire project. Right now Trivinia manages everything to do with our podcast. Even though we're all in there and we all have access to it, one of the things that makes it work is that one person, in this case Trivinia, has her eye on every single task to make sure people are meeting their due dates, make sure people are putting their notes in Asana as needed. There is one person to oversee it.

It is the same way with our launches. Chloe manages Asana. She sets up the template. She puts in all of the due dates. She makes sure everybody is using it. I love having one person oversee each of the Asana projects.

That's something that definitely keeps you on track. So templates, having someone oversee it, and then using Asana for all of your big projects; you don't have to use it for every little

thing you do but if there's going to be a project where there are multiple players and multiple due date and a lot going on you definitely want to put it into Asana.

Spend some time getting everything into Asana at once and then invite people into it. You don't want to be creating an Asana project as you are working on the project. Nobody's going to buy into that. It's just too confusing.

The best way to go about it is to flesh it all out, the entire project, and then have people come in and see where you might have missed a few things, fill in the holes, and then officially start the project in Asana and let everybody know you are using Asana, they are expected to check in every single day, there is an area in Asana where you click a button and you can see just your tasks or just the areas where you were tagged.

Then there is a really cool feature. You get a unicorn that jumps across your screen. I am dead serious! Actually, they have added even more than just a unicorn these days. If you complete a few things at once you get the unicorn. It's just a little extra fun thing in your day.

Get Asana because you get the unicorn! What else do you need to know? It's a great tool and we have really embraced it over the last year inside our business.

Rhino – Help Desk Service Provider

The final tool for productivity and team support is [Rhino](#). We've used Rhino for a few years now and all of our support tickets that are coming from our online courses, all of the emails that people might send to info@amyporterfield.com or some of the other emails we have out there go into Rhino.

In Rhino you can assign a ticket to anybody on your team and one of the biggest hacks that I love is that you can do canned responses. If you are constantly getting the same kind of questions you can create canned responses and then pull them up really easily using key words in order to instantly get the communication out to the people that are emailing you.

We all know that customer support is really, really important, especially when we're doing online business because you can't see the person, you're rarely in their proximity, they need to feel like they are taken care of, so a quick response takes the place of that face-to-face that people would get back in the day.

Getting in front of somebody really quickly is really important. Rhino lets us do that. My team is in there every single day, specifically, Kate is one of my virtual assistants that manages all things Rhino. Her goal is to always get to email zero inside of Rhino whenever possible. She is always on a little mission to get all of the questions answered.

When she has a question that she can't answer and she needs to go to me for any reason whatsoever she goes into Slack. I don't necessarily get into Rhino everyday but instead Kate will go into Slack, we have our own channel where she can communicate with me one on one, and she will ask any questions she may have and then she'll jump back into Rhino and get the questions answered.

Rhino is our support ticket system and where all of the emails go. When anybody emails me they will get into Rhino first and then my team will manage that and will show me any emails that I need to see and communicate with me. That's how Rhino works.

SOCIAL MEDIA MANAGEMENT

Edgar – Social Media Queue

With social media, the #1 tool we use every single day is [Edgar](#). MeetEdgar.com is where you can learn about Edgar and it is a fantastic tool. You've probably heard me talk about Edgar if you've been on any one of my podcast episodes before. I love Edgar so much because it allows you to create a content library.

One of the most frustrating things about social media is that we spend really good quality time, you can probably relate to this, crafting social media posts. We find the perfect image, we write the copy for it, we're linking to our blog posts or podcast episodes, and we're linking to somebody else's article. We put it out into the social media world, it gets seen by a few of our fans and then it's gone because people have moved on to the next post or whatever's going on.

That is so frustrating because social media moves so fast. I load up all of my content inside of Edgar. It might be posts about my content or posts about other people's content. I load it into Edgar and put it in the library and I basically schedule when I want different content to go out.

Guess what Edgar has? It's something I love, categories. You can actually place a post into the category of "other people's content", another post into the category of "podcast episodes" and another post into the category of a "recent launch". You can then decide how often you want Edgar to pull from those categories. It can pull just once or it can go into the library and get queued up to go out at different times throughout the month.

I love that because my content gets seen over and over again. This is a big deal for those of you who have a podcast. We know people will listen to podcast episode #30 and you might be on #300. Episode #30 is still living on so putting it into Edgar will insure that people actually keep going back to it again and again because you are always getting new podcast listeners.

To me, that is one of the coolest things about Edgar, the whole idea of the library and the queue and scheduling and putting them into categories. One little hack is that you can get a bookmarklet so that if you are on a blog and you love an article you can click on the Edgar icon (I think he's an octopus) and a box pops up and you can basically load that blog post that you're reading into Edgar so it actually goes out to your social channels as it gets into the queue. You are constantly collecting new information and new posts to add to the queue just by looking at other people's blog posts. That part is really cool.

One thing you want to be aware of or careful of is that you've got to build up your library because for a while there I got lazy at building up my library and people started seeing the same post over and over again. I had this one post that was a quote post about being a dog lover. One of my assistants said, "If I see that post one more time I'm going to scream." I realized I hadn't loaded the queue in a while so it feels like the same stuff keeps going out.

You want to be disciplined. I think you should sit down once a week and load up the queue with other people's stuff and your stuff. That way you will always have fresh content out there. That is really important.

A little side note, inside my own business, we're expanding a bit and I'm actually going to have Lindsay, my community manager, also act as my social media manager. She is well versed in all things social media. She is a great gal and we've been working a lot on auditing my social media. Quite honestly, because I spend so much time in my private Facebook groups, my social media like my Facebook page and Twitter and Pinterest and Instagram don't get as much attention as I would like them to get.

Together Lindsay and I are going to sit down and work out a new plan to enhance our social media. That's going to be an entirely new episode once we get a whole new plan locked in. I'm sure we're going to be using some new tools and changing things up and adding here and there and getting a new plan for our social images and the content and all that good stuff.

Once I get this new plan in place, because I'm really excited to spend some time there this summer, I'll share it with you on an episode. You know my favorite thing to do is to change something up in my business, make it better, get results, and then share it with you. Just know that I'm on a mission to put more of a focus there and this summer that is what we're going to do. I'll come back and share some insights with you on that.

Infusionsoft – Email Service Provider

Moving on to email marketing. You all probably know that I use [Infusionsoft](#) for my email marketing. Nothing is perfect, like I mentioned earlier. But we have had some amazing success using Infusionsoft. We are very deeply integrated into Infusionsoft and we use it for everything. We use it for our email marketing, our order forms, our shopping cart, our affiliates. It's all coming out of Infusionsoft.

I've talked about that before. I won't go deep into it, but I guess my little tip here is to choose an email service provider that will allow you to grow. If you are ready for one of the big boys then definitely check out Infusionsoft. But, let's say you're just getting started. Let's say you are in my List Builders Lab program and you're starting to really focus on growing your email list.

ConvertKit – Email Service Provider

Just recently I started to look into an email service provider that isn't as robust as Infusionsoft but is still really good with some quality bells and whistles that allow you to create funnels and autoresponders and really allow you to integrate with a shopping cart or order form that's going to look really quality. It will allow you to send out content when you want it to send out and actually segment the way you want to segment.

Some of the really inexpensive, beginner email service providers do not allow you to do that. I want you to be able to scale your business and grow your business quickly. One of the tools I've been looking at a little bit more is [ConvertKit](#). I'm noticing that ConvertKit has

a lot of features for my students that are just growing their business and starting to focus on list building and want to create their first funnel.

ConvertKit is definitely a contender to look into. I just wanted to throw it out there. It's something that I'm just starting to look into and starting to research a bit more but I'm starting to see some really cool things. If you're not ready for Infusionsoft but you don't want to use something like MailChimp or AWeber, then definitely look into ConvertKit.

LeadPages – Landing Page Builder

We're talking about email marketing. You all know that I'm obsessed with [LeadPages](#) because it does so much. You'll see LeadPages inside my business in so many different places. I use it for webinar registration pages, I use it for thank-you pages, I use it for popups on my blog posts.

If you are looking at one of my show notes and there is a freebie, like today's freebie #109, you can go to <http://www.amyporterfield.com/109> and look for the big yellow box that talks about the freebie for today. Click on it and you will see a pop-up box appear. That is LeadBoxes.

Remember I told you that you could text the phrase 109download to the 33444? If you do that, that is LeadDigits. I use LeadDigits and LeadBoxes and LeadPages for everything I'm doing to list build. If you're going to put a focus on list building you definitely want to check out LeadPages.

My tip here is to never try to do it yourself if you're not familiar with design and coding and really the art and science of a registration page. A lot of times my brand new students want to save a whole bunch of money so they will try to piece together a registration page.

They are forgetting that most of the really good tools like LeadPages do a lot of analysis about where to place the button for people to click and give you their name and email, where to place the image, where the text should go, how often you should place the button.

All of that is analyzed over and over again so that LeadPages knows exactly what works and what doesn't work. It's not just having the ability to put text and a button on a page. It's where you place everything and also the different colors you use, the different fonts you

use, and that's why I love LeadPages. I don't have to think about any of that. I follow their drag and drop templates and I'm good to go.

To me, if you're just starting out your business or if you're looking to grow your email list, definitely check out LeadPages. I know that sounds like an ad but it's truly how I feel. I feel it is a really important tool.

LAUNCH TOOLS

GoToWebinar – Webinar Software

With my launches you all probably know I use [GoToWebinar](#). Sometimes. I definitely recommend GoToWebinar for all of my students who are doing webinars and have less than 1,000 people showing up live. If you're doing webinars with less than 1,000 people showing up live you definitely want to use GoToWebinar for live webinars. I definitely think it is the best of the best in terms of functionality and seamlessness in order to do a live webinar. That's what I would recommend and we've used it from the get go, since 2010.

However, recently over the last year, our business has grown so much that we will get more than 1,000 people on live. I'll tell you a little secret, I used to have an ego issue with this so when you use GoToWebinar and over 1,000 people sign up you will get a box that pops up and only you see it as the administrator. It says, "People are trying to get in but you've reached your max."

I used to feel so good about that. I thought, "Look at me! I got over 1,000 people and now people can't even get in. That's amazing!" Then I realized I shouldn't get excited about that because people want to get on my live webinar and I was shutting them out. There is no good in that except that it is a boost to my ego with a "Look what I can do!" That's just silly. I can't believe I'm admitting it but that did happen in my head.

Then I realized it wasn't good customer service. I was frustrating people. They blocked their calendar for me and now they can't even get on. At that point we decided to switch things up.

Wirecast - Live Webcasting Software

Now we use [Wirecast](#) and it allows us to broadcast live from my computer. You will see my computer screen, you'll hear my voice, and we get to customize it. If you've been on any of

my webinars for Webinars That Convert or Courses That Convert you will see that it's really cool. We have a cool background, we have a really cool chat box below the live video and it just looks really good.

We can get thousands and thousands of people on live at one time. I'm all about getting people on live. I hate that people are thinking they will just catch the replay. It's a whole different experience. You want them there live with you. You want to answer their questions in the moment and you want them to connect with you there.

If you are getting more than 1,000 on live at any given time, definitely check out Wirecast. It's been really, really valuable for us. It definitely isn't cheap but I don't think it's astronomically expensive either. It's kind of right there in the middle. So check it out if you're having an issue of 1,000 people or more. If you're not having that issue, again, GoToWebinar is the way to go.

EasyWebinar – Webinar Software

For all of our automated webinars we use [EasyWebinar](#). EasyWebinar is my tool of choice for automated webinars. It has definitely served us well. I recommend it inside my Webinars That Convert program and I've seen people get a lot of great success using the tool EasyWebinar. That's the one I would recommend.

SnapEngage – Live Chat

One more thing I use for my launches that I think is really valuable is [SnapEngage](#). SnapEngage is a tool that allows us to do live chat on our sales page. This has proven to be incredibly valuable. It not only supports our potential customers. Right from the get go before they are even a customer they are getting treated in a way that I want them to be treated.

People are getting their questions answered right away and we are there to support them but it also increases your sales. If somebody has a question and they just want their question answered right then and there and then they are ready to buy the best thing you can do is be right there ready to answer their questions.

You are able to turn SnapEngage on and turn it off at any time. You can have it live on your sales page right after a webinar when you know you are going to get the most traffic. You can then turn it off when you walk away from your computer. **WARNING**, make sure to

turn it off. I've forgotten to turn it off and it looks like we are live and then no one is answering their questions. That is not a good day for me.

I love SnapEngage because you can transfer a conversation to somebody else. When it's really a high-traffic day for us on a sales page, I am on SnapEngage along with Trivia and Kate, and a question comes up and Trivia thinks if I answered a question personally for a person they would find that incredibly valuable, she will Skype me and let me know she is going to send me a SnapEngage.

It will pop up on my computer and I can then take over the conversation. I love that you can transfer conversations as needed. That is one of my favorite tools during a launch, the instant communication with people that might have questions. I always say, "Hey, we're here live on a webinar. When I jump off just know I'll be live on my sales page for a little while. You can do some in-person chatting with me if that will serve you with your questions."

I jump over there right after a webinar and it usually proves to be incredibly helpful to my potential students and it is a great revenue booster as well because you can convert people a whole lot faster when they get their questions answered directly from you.

MISCELLANEOUS TOOLS

A few more quick little things. I have been experimenting more and more with live video, specifically Facebook live. I always use a tripod. I think everyone needs a tripod for anything live that they are doing. I use the [Manfrotto](#) tripod. I just thought I would give you a few of the tools I can't live without. I also have little adaptors on the tripod so if I want to use my iPhone I have one that will hold the iPhone. I also have a bigger one that will hold an iPad. Those are just little tools that I'm sure we all have. I just wanted to throw them out there.

I definitely use a teleprompter for all of my sales videos. When I record videos that are just pure content I do not use a teleprompter because I kind of want to go off the cuff and have a conversation with my students. But if I am recording a video that is a sales video leading directly to sales, sending people to a sales page or whatever it might be, I think you need to write your scripts in advance and use a teleprompter.

You don't want to miss any of those important points. In the show notes <http://www.amyporterfield.com/109> I will link to one of my favorite teleprompters that I use pretty regularly. It's super easy to use and we can get it setup and going right away. I just wanted to throw that out there.

For my recordings, I talk about this a lot in my Courses That Convert program, when I'm recording a program I always use a [Blue Yeti Microphone](#) and always use [Screenflow](#). I have a pretty simple setup for recording my course content.

I'm not going to get into all of the equipment I use for my podcast. It's pretty fancy, I must say. I'm going to link in the show notes to the package that I purchased for my podcast. It was a few years ago and I actually went through a course with the Podcast Answer Man, [Cliff Ravenscraft](#).

Cliff actually suggested what to get for my podcasting. If you think the audio is good and you want to see behind the scenes of what I'm using I'm going to link to the package that Cliff set me up with. It was a little pricey, I'll tell you that, but I've used it for years and years now and have never had any problems so I definitely highly recommend anything Cliff puts out there. He's got a great course all about podcasting.

There you have it, my list of tools that I use inside my business. As I mentioned earlier, those tools are not going to be earth shattering. I wasn't going to tell you about tools that aren't even out on the market yet that I'm beta testing and are the best tools in the world and you have to wait until they come out.

No. Remember, this gal is not an early adopter. However, all of the tools I shared with you play an integral part in my business. They have helped me scale my business. They have helped me be more productive. They have helped me leverage my time. I can tell you that each one of those tools have been battle tested in my own business and I highly recommend each and every one of them.

Before I wrap up I want to leave you with one last thought. One day I came home while Hobie was still building out his man cave. Remember I told you earlier this man loves tools? I came home and I noticed that he had just purchased a big shiny electric saw. I also noticed there was a price tag on it that was around \$1,000.

I'm not a tool girl so I look at that and think he is crazy. \$1,000 for an electric saw? He said he really needed it and it was the exact tool he needed to take his man cave to an entirely new level. Can you relate to this at all? Maybe just a little bit?

Have you ever thought that you had to have a tool because it's definitely going to change how you do business? I think we've all been there but I bring this up because I don't want you buying tools that you think you need but you're not ready for just yet. To tell you the truth, that big shiny new electric saw was never used.

He thought he needed it and he was so excited about his project that he just had to have it and then it sat there forever and ever. Quite honestly, he might have used it once since he bought it a year ago. This happens to all of us. But be very careful with the tools you buy and make sure you need them.

I want you to do one thing that's going to save you a whole heck of a lot of money. I want you to look at all of the tools you are using now. Better yet, I want you to look at all of the tools you are paying for now. Look at that credit card statement and question if you are using that tool, that app. Is it really essential for your business right now?

If you don't plan to use the tool in the next 30 or 60 days max then get rid of the tool. Don't pay for it if it's a monthly thing you are paying for. This could save you a whole heck of a lot of money.

I want you to be really careful in terms of what you buy and when you buy it. If you don't need it now I promise it will be there a few months down the road when you are ready for it. I want you to save every penny because we all know every penny counts.

To wrap things up, know the tools that are right for you, know how to maximize them, and get help so you can really take advantage of that tool. If you need a little help in terms of how to use it and how to maximize it reach out and get that help so that you know that what you're paying for is going to make a very big difference inside your business.

Thank you so very much for tuning in. I cannot wait to connect with you again next week. Next week is another Facebook ads Q&A session with Rick Mulready. I'm bringing him on about every six weeks. We are covering some amazing questions. I've already seen the questions. I know what we're going to talk about.

We're going to talk about what if you are doing great with your ads but then they aren't converting into sales? Can you use the same ads launch after launch after launch? There are really great questions about the algorithm. We're going to dive into a lot of Facebook ad goodness next week for episode #110.

I cannot wait to see you there. Bye for now.

Show notes at: <http://www.amyporterfield.com/109>