Daniel Hall Presents

REAL FAST RESULTS PODCAST

Episode 73

The Top 3 Online Tools that can Help You Be Productive & Profitable Fast

With Kelly Johnson

Welcome to this episode of the Real Fast Results! This is a very special episode. You know, if you can figure out one or two ways to add one or two percent of your productivity within a 3 month, or even a six month, period of time, over time those incremental increases in productivity equal increased dollars in your bank account. Today's guest is Kelly Johnson, and she is the proprietor of Cornerstone Virtual Assistants.

What Kelly is really excellent at is helping authors, information product creators, and entrepreneurs to utilize their time more productively. One of the ways that she has been able to do this is by finding useful tools, mastering them, and teaching her clients how to use them. In this particular episode, you are going to learn about a couple of her favorites. Kelly, we really appreciate you being here...

Promise: Top Three Productivity Tools

Essentially, we want you to stick around and listen because we want to give you the top three tools, that I would like to share, in helping you be more productive and really help you with your marketing as well. **I'd like to show you how you can really focus and zero in on that for your business.**

We use these kinds of tools because I understand that technology can be overwhelming, and because that can feel that way for a lot of people. These tools are more straightforward and more user friendly for people to be able to master. **You don't have to have a lot of technical knowledge to be able to implement them, and it allows you to employ them pretty quickly.** Once again, you can get some pretty fast results and be able to see how that's helping you in your business.

The Three Tools

There are three tools we're going to be talking about.

1. One is called IFTTT, which stands for "If This Then That".
2. The next one is called Wistia.
3. The third is called WordRecon.

Tool #1 - IFTTT

Again, IFTTT stands for "If This Then That". This is a free tool. It's very similar to your email, if you were to go in and set up a rule or alert. Basically, you're telling your system, "If I have this word, I want this action, and this is the result. This is what I would like to have occur." In IFTTT, it lets you pick different services and set up a statement like that. So, for example, a couple of the services that they offer are Twitter, Instagram, Evernote, and Dropbox, where you can say, "Okay, if I have this word in my Twitter as a hashtag, as a result, I want this to happen on Instagram."

So it lets you connect a lot of the different accounts that you might already have, or services and platforms that you are using, to get yourself out there for marketing and to let people know about you. You can set up different rules and alerts like that, and once again, just make a very efficient system for yourself. For example, just going straight into your Facebook account, if there's not a setting to do a certain task, this IFTTT helps you to do that with other platforms.

One of my clients was trying to find a way where if he had an action happen on Twitter, he wanted some of his posts and images that he had to go on his Instagram. So, I went on to the IFTTT, and I found that I could set up and action on Twitter, if we used this specific hashtag, and I could use a hashtag branded for that client, and if we were using that hashtag in a caption or in a tweet, that would trigger the IFTTT to say, "I see that in the tweet, so I'm going to go ahead and post that image and that tweet on Instagram as well."

Once it goes out there on the tweet, then they can just retweet when they see it on that Twitter post. **So, it's that nice chain reaction that allows you to not only take care of one step of the process to make our life easier, more efficient, and get those good results.** But then, how can we also have it re-purpose or go out there in different ways as well? **The other part we love about it is that it's free**. So, we

don't have to have a huge cost investment in that either. Think strategically in your business. What are some of those things that you might want to set up with some of those rules and alerts with IFTTT? What could help you to stratagize, reach more people, and help get that out there?

Tool # 2 - Wistia

Our second tool is called Wistia (Wistia.com). They have a free and a paid version, and this is a video hosting service. So, it's like YouTube or Vimeo. **What's a little different and unique about Wistia is the fact that in their free account you can upload up to three videos.**

Let's say you have uploaded your first video, and you have some promotion you would like to do. You really want to make sure that you collect names and emails. We always want to build that subscriber list. Well, what Wistia will allow you to do very easily is, they have a feature called Turnstile. Under that turnstile, it says, "Go ahead and pick, right in the video, what time or at what point…" Okay, so maybe you want it to play for 30 seconds and then come on and pop up on your screen, "Enter our name and email to receive," you know, a free checklist or get on this list for a notification.

You can do it for free, and another wonderful benefit that I love about that, what they call the "Turnstile," to collect names and emails, they give you the option, up above, to type a short sentence. So, you can give them a little bit of a heads up in addition to the name and email field. Then, at the bottom, you can just say, "Thank you for your interest," or whatever statement you want to share there as well.

What I like, too, is that they offer a wide variety when it comes to whatever email marketing service you are using. So, whether you are on MailChimp, Aweber, Infusionsoft, 1ShoppingCart, you can go ahead and pick whatever service you're using normally to send out your broadcast messages or wherever you are storing your subscriber lists. You just connect it right there, through Wistia, and it integrates with that very well. So, for example, in MailChimp, if you have a specific list set up for where you want to direct those names and emails to make sure that they get the trigger of the free download or the checklist, you just go ahead and select MailChimp. You can go ahead and integrate it and connect it, and that's all for free.

Once again, you don't need to know any coding, and you don't need to have any technology experience. It literally just shows you, "Check the Box Here to Have This Come Up," or, "Type in What Time Period You Want This to Show in Your Video." So, it's very straightforward.

Tool # 3 - WordRecon

The third tool is called WordRecon (WordRecon.com). This is actually a keyword suggestion tool, and what makes it a little more unique than some, such as the Google's

Keyword Planner, or maybe Wordtracker, or some of the other tools you might have heard of for searching for keywords. So, for example, if it happened to be "book publishing," what it does is... You'll type that into the search engine, and that could be Google, or Bing, or YouTube, and you'll notice...

Typically, when you are going to do a search, once you start typing in those words, it will show a drop-down containing some of the most popular suggestions. You'll see that it will give you a list of four or five suggested terms that come after that. That indicates that these are the words that most people have typed in, or that has been a popular search. Because that's what people are actually putting into the search engine, WordRecon is actually looking from those searches. They aren't having you try to come up with your own search terms. They are basing it off of what people are actually typing into the search engines.

Once you get to see that idea, you put that into WordRecon, and it will go ahead and search. You get to pick a location so that you're geotracking. It could be the US, or maybe Canada, or whatever country you want to search for. Go ahead and put in your search terms, and it will give you the whole list of what options come up, and you have a couple of choices from that point. You can choose to drill down further. So, for example, if you had, "book publishing in Colorado," or, "book publishing for independent publishers," you can keep drilling down, and it will keep showing you more searches.

What we love, in particular, is one example for authors. Once you pull up those searches, you'll see that there is a button, if you do the search on the Amazon tool, and it says, "Top 3". You can click on that, and it will show you the top three products, or books, that are actually purchased and searched for in Amazon. So, once again, as an author, or any product that you have for sale, that gives you a wonderful marketing tool that you can pull up and use. **Basically, what it tells you as the author, or as the product seller, is that there is a lot of traffic being funneled to certain keywords.** So, it gives you this higher level of intelligence.

One of the other pieces is because we're geared in, and it's doing the search on what people are actually putting into the search engines... Another piece of that, as well, could be that once you have your keywords, you are helping to put that into any new videos that you record, in a video file, when you are going into your social media. Any place that you have to work with your keywords there, that's one way that we can re-purpose the keywords or phrases, by what we're finding and identifying through WordRecon. I**n addition, and one of the other features that they have, is that instead of just looking at Amazon as one of the search engines, we also can use YouTube.**

Furthermore, we can take any URL to a YouTube video, put that into WordRecon, and it actually lets you see keyword tags that are coming up for the videos. This is where we can combine some of our tools as well. Like, on Wistia, we're thinking about videos that we want to promote on there, and what's going to catch people's attention. We can not only get them subscribed, but we're also looking at videos from the perspective of, "What are some keywords that we can pull from that WordRecon search," and see

popular videos that people have put up in there for our target market area. You can look at those keyword tags, and figure out how to re-purpose that and have your online presence grow.

Using WordRecon for Amazon

Let's say that you find a book that's a competitor of yours, so that you can kind of get a sense of how their presence is on Amazon. You can, kind of, look to see, throughout the description of their book on Amazon, what some keywords they may be using. The keywords, in particular, is what you want to focus on, or the phrases, to pull into [WordRecon](), and you can see then what comes up with some of those searches and how it drills down for you.

Here's a further example. Let's say that you're an author who writes in the Vampire Romance genre, and you want to find competitors of yours. So, you go to their books and pull keyword phrases that they might be using in the descriptions and titles of their books, and anywhere else, such as the bullet points they might have on the page. You want to take those keywords. You know it's a seller because you've done your research, and you see that it's at the top of your category, and it has a very good bestseller rank. Well, you bring those words into WordRecon, and then you'll be able to see how much traffic is being generated through those words.

There's another twist to this as well. Let's say that you've done some research on Amazon. So, you've pulled up a couple of your competitors. If you go and do a search online to find their websites, what you can also do with WordRecon is take the URL of a website that you find, and use this software to find the metadata, which essentially gives you the ability to look at the back end of their site to see what keywords they are using, what else they have in their description, and what are they using for headers and subtitles. Once again, that's data that you can look and use for your own marketing purposes. It's basically ethical spying.

Is WordRecon Free?

No, it's not free. It has two options. You can either pay for it monthly, or it has a yearly fee. Monthly, it's $37 a month, or for a year it's $197. For most people, since they don't lock you in and make you sign a contract, there's not a commitment that you have to make. You can cancel at any time. So, if you feel like you just want to try it for a month or two, you can invest that $37 a month for a month or two and see if you feel like it's a tool that works well for you, get some of your research that way, and apply it to your business.

Here's an example. If you were going to launch your book, and you were about to work on writing your book description, title, and bullet points as well as all of that stuff that you were going to place on your cover and in your Author Central profile, you could buy one month, figure all of that out, plug it in, and cancel. That would be the most cost-

effective way to handle that. Of course, you'll want the best results possible for the least amount of money and effort, and this would be a great way to achieve that.

Connecting with Kelly

If you want to contact me with any questions, either about these tools or other tools that you might be searching for, my website is CornerstoneVA.com. My email address is Kelly@CornerstoneVA. You can also give me a call at 303-840-5994.

Resources

IFTTT

Wistia

WordRecon

Aweber

Evernote

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