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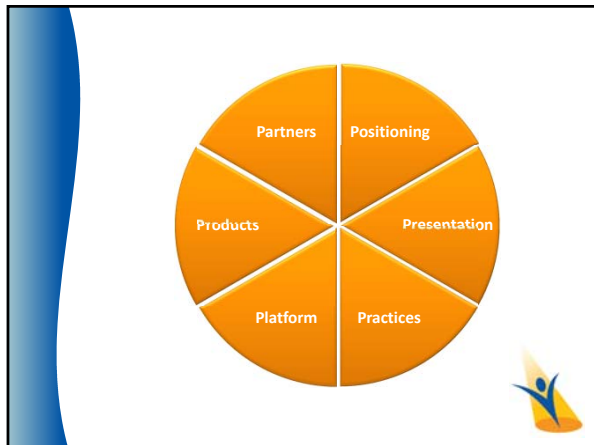
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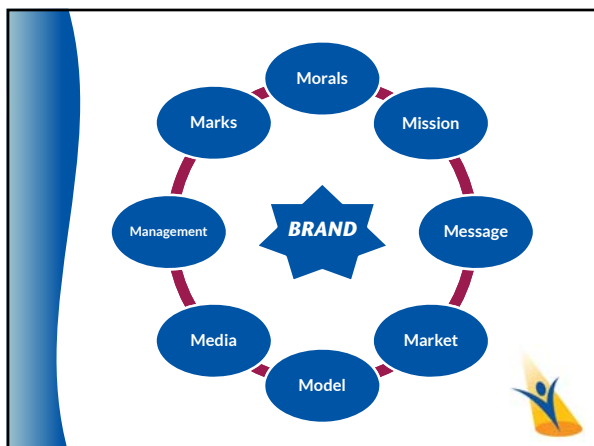
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## Practices

- Managing Information
- Managing Customers
- Managing Sales
- Managing Finances
- Managing Yourself



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## Managing Information



- Contacts



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## Contacts



- Micro-level
- Macro-level



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# Salesforce Alternatives



- HubSpot
- Pipedrive
- Freshsales
- Insightly
- Zoho CRM
- HighRise
- Nutshell

 Expert Visibility

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# Managing Information



- Contacts
- Capturing tools

 Expert Visibility

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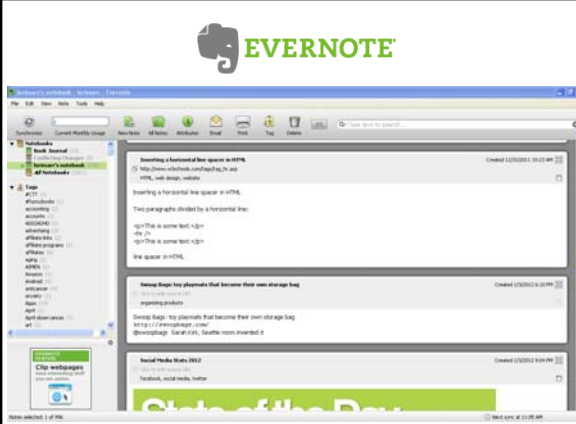
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 EVERNOTE

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## Screen Capture



- Camtasia
- Screenflow for Mac
- Zoom meetings
- SnagIt



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## Managing Information



- Contacts
- Capturing tools
- Content calendar



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## Managing Information



- Contacts
- Capturing tools
- Content calendar
- Cheat sheets



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## Practices

- Managing Information
- Managing Customers
- Managing Sales
- Managing Finances
- Managing Yourself



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## Managing Customers



- Provide excellent service!
- Document everything
- Get HELP



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## Managing Sales



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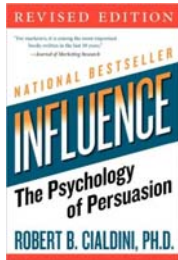
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## Writing Sales Copy...



- Reciprocity
- Commitment /Consistency
- Social Proof
- Authority
- Liking
- Scarcity/Urgency



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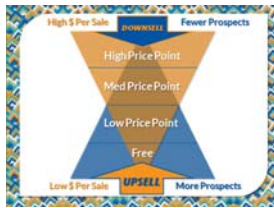
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## Managing Sales



- Are you a salesperson?
- Ways to sell
  - Evergreen
  - Launches
  - Special offers



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## Managing Finances



- Use Quickbooks
- INVEST
- Get funded?



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## Managing Finances



- “Begin with the end in mind.” - Stephen Covey
- What’s your exit strategy?



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## Practices

- Managing Information
- Managing Customers
- Managing Sales
- Managing Finances
- Managing Yourself



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## Managing Yourself



- Your mindset and thoughts
  - Thinking bigger
  - Responsibility



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## Managing Yourself



- Your mindset and thoughts
  - Thinking bigger
  - Responsibility
  - Defeatist language

 Expert Visibility

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## Managing Yourself



- EFFORT is required.
  - “If it were easy, EVERYONE would do it.”

 Expert Visibility

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## Managing Yourself



- Be resourceful
  - Ask HOW

 Expert Visibility

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*"It's not resources, it's  
resourcefulness."*

*- Tony Robbins*

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## Resourcefulness Formula

**Resourcefulness =  
Necessity + Creativity + Persistence**



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## Questions to Ask

- Is there another way to get what I want?
- Is the desired result really the best result?
- Who else has information that might help me?
- What is something very similar to what I need that might also work?



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## Questions to Ask

- Who is the expert in this area?
- What is one more thing I can try?
- What would someone I admire do in this same situation? (WWMD)


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## Managing Yourself



- Constantly learn and improve




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## Managing Yourself



- Priorities  
/Time  
/Attention




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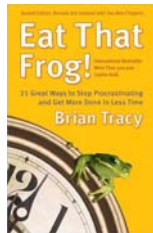
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## Book on Procrastination



<http://amzn.to/eatfrogbriantracy>



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## Managing Yourself



- Wellness
- [http:// Wealthy Wellthy.life](http://WealthyWellthy.life)



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## Managing Yourself



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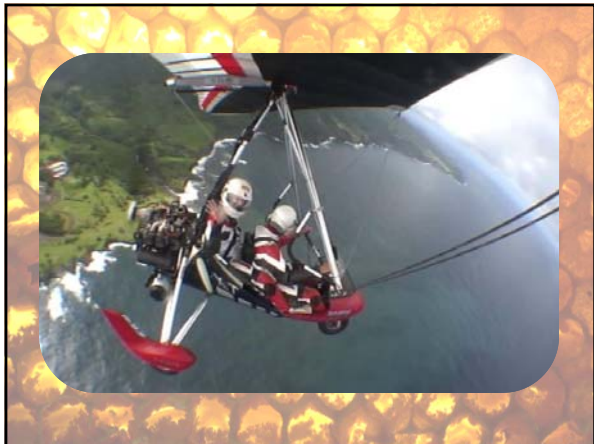
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***“What you are afraid to do is a clear indicator of the next thing you need to do.”***

*- Tony Robbins*

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