



Business Productivity – 6 Great Tools

Four tools that I have found extremely useful from a business productivity perspective include:

Dropbox - File sharing & back up

Apart from the backup benefits it provides, Dropbox is an invaluable tool for anyone who works on the road and/or needs access to their documents across multiple platforms (laptop, smartphone or tablets)

Dropbox is also a handy tool to share documents/photos etc. across operating system platforms such as a Windows PC and an iPhone.

Is also great for sharing large files.

I use an Apple Mac and while I love iCloud, its document syncing capabilities fall well short of Dropbox - hopefully this will be remedied in future system upgrades.

I now save all my documents into Dropbox, which means when I am out on the road and a client needs something, I can easily access what is needed and email it to them.

Dropbox provides 5GB of data storage free and has reasonably priced plans if you need more storage space. They also give you an additional 500MB of additional free storage for each person who takes up the system as a result of your recommendation - I now have some 8GB from this alone.

For those with employees who need remote access to information, have a look at Dropbox Teams.

Is a great business productivity tool and very simple to use.

Can be downloaded from:

<https://www.dropbox.com/>

Evernote - Note taking - Storing key information

I love Evernote - it is an easy to use note-taking tool that is available for use on Android, Mac, and Windows. I use it regularly to improve my business productivity. I now have some 150+ notes and simply could not operate without it

Like Dropbox you can share and sync easily across multiple platforms.

Apart from the Note taking functionality - you can also attach images, audio - is brilliant for storing information you do not regularly need, but must have access to.

Can be downloaded for free from:

<http://evernote.com/evernote/>

Screen Capture - A picture is worth a thousand words!

Over the past few years I have found one tool more than any other that saves me an enormous amount of time and improves my business productivity is **Snag It** - a brilliant, simple to use screen capture tool - it also allows you to create videos.

It can be downloaded from:

<http://www.techsmith.com/snagit.html>

Essentially, anything on your computer screen, be they documents, photos, websites - you can capture and annotate.

I use it regularly to evaluate websites and/or provide instructions on how to perform particular tasks - Simply grab a screenshot, add some text and arrows if needed - copy into a Word document - add some brief bullet points and presto you have "How to" sheet.

A number of clients have used Jing to create "Operations Manuals" for their business. It is great for this purpose - you can easily create a guide on how to perform a particular function in as little as 15 minutes!

The video functionality is also helpful as a productivity tool - you can easily create answers to "Frequently Asked Questions" and host them online. When customers ring in seeking an explanation on how to do this or that - send them the link. Can save you and your staff an enormous amount of time and help ensure the correct answer is given 100% of the time!

Hint - when you send the client a link to the video - also back it up with a "Fact Sheet"

Jing works on both PC & Mac but for Mac users there is also an App - Skitch - you can get it from the App Store and it pretty much the same thing - except for the video functionality.

Turboscan

For those with an iPhone - one App I find very useful is Turboscan - costs \$1.99

Turboscan turns your iPhone into a scanner - is great when meeting with a client and you need a copy of a particular document, simply use Turboscan to take a photo, then save as a PDF and email to yourself.

Is a brilliant business productivity, time saving tool!

SamCard

Another great App for iPhone owners is SamCard – allows you to scan a business card and import the details straight into contacts

Google Chrome Store

A terrific resource that is often overlooked by small business owners is the Google Chrome Store (you need to use Google Chrome as your Search Engine) – it includes a lot of very good software that is free for small business owners such as – Customer Relationship Management Systems, Staff Rostering Software, Productivity Tools, Human Resource tools etc.

To access simply Google – Google Chrome Store then on the left hand tab click on – Business Tools

Summary

The foregoing are tools/resources that I use on a regular basis as a means of improving my business productivity. They are simple and they work!

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