**The Entrepreneur’s Ultimate Tech Toolkit**

15 Apps, Websites, Programs And Hacks To Free Up Your Time In Business

As an entrepreneur or business owner, you need to spend your time on your highest and best use (HBU).

It’s one thing knowing what your HBU is. It’s another actually keeping yourself (and your team) accountable to achieve just that.

Entrepreneurs often wear many different hats at any given time. In the early years of a venture, during the seed and startup stage, we have a mentality of, “I’ll just do it all myself” - and this is the exact skill-set required. We get by off entrepreneurial intuition, brute force, and making it up as we go along.

However, on the journey to build the business you’ve always wanted, there comes a point where this is no longer enough. The business has grown and you’re probably getting pulled in a lot of different directions. As a result, you’re probably stressed, burnt out, and feel like you’re drowning in work.

**But it doesn’t need to be like that.**

When you build a high-growth engine that brings together technology and your team, magic happens.

The good news is that there’s an absolute plethora of technology out there to help you battle the challenge and time-consuming tasks you’re struggling to manage. It can be hard to know which tool is right to use for which job, so we’ve compiled 3 of our all-time favourite apps, websites and programs for 5 separate areas of your business.

Almost all of these tools listed have a free level of access, or a free trial period so you can sink your teeth into the program and see if it’s right for you.

This will ease your stress so you can focus on your HBU.

# ROBBIE & TAMARA TURNER: “Our business now operates when we’re not there”

Co-Founders, Axon Property Group

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| Since joining The Entourage and implementing everything they have learnt, Robbie & Tamara:  Have **10Xed their business’ monthly revenue**  Grew their team from 4 people to **14 people**  Implemented **systems, structure and strategies** so the business can grow sustainably, and **without their direct involvement**  Can **take time away from the business**, and their team can still bring in revenue  Stepped up to be the **high-performance leaders** they knew they needed to be |

“Before we joined The Entourage, we didn’t know what we were doing in our business. We weren’t operating within any lanes, we didn’t know who was doing what, we didn’t have an organisational chart or a budget. **We were flying by the seat of our pants and stepping on each other’s toes.**

We were scared of risk and of growing the business because **we didn’t know how to do it with processes, structures and strategy behind it.**

Once we started working with The Entourage, we immediately got the clarity and space we needed to work together on the growth of our business. We got out of each other’s ways and hired some incredible people to join our team.

**We’ve since 10Xed our monthly revenue.** The business isn’t just doing good in the here and now; we know it has longevity, sustainability, and we have a team of superstars around us so it can continue to grow and operate even if we’re not there.

The community of other 6, 7, and 8-figure business owners and experts that The Entourage has created has been **just the thing we needed to take our business to the next level.**”

# **Table Of Contents**

[Table Of Contents](#_heading=h.4efxh8jwh4he)

[About The Entourage](#_heading=h.w1k3b99co5rt)

[Best Tools For Time Management](#_heading=h.ess4fmb1e56q)

[RescueTime](#_heading=h.yoyovet8kwrk)

[Mindful Browsing](#_heading=h.q0r89fct6vm8)

[Pomodoro](#_heading=h.z1kh8ra2605j)

[Best Tools For Automation](#_heading=h.g17no96a1b0d)

[Google Forms](#_heading=h.kyowcpejw4bk)

[Zapier](#_heading=h.oo8ojyqhu6kv)

[Hubspot](#_heading=h.9aqacitk336k)

[Best Tools For Outsourcing](#_heading=h.80cbi8jixz4e)

[Upwork](#_heading=h.y726npwchfwo)

[99 Designs](#_heading=h.sg8u6q3tyzod)

[Rev](#_heading=h.1bfmxrz97ba1)

[Best Tools For Business Performance](#_heading=h.ml3rt7y4428c)

[G-Suite for Business](#_heading=h.iua6kwfbeknm)

[Xero](#_heading=h.q0n5iq2wkk5s)

[Grammarly](#_heading=h.z393df8d4gp6)

[Best Tools for Personal Development](#_heading=h.ja1qsh36b9uk)

[Headspace](#_heading=h.8kvgb74cucmq)

[Audible](#_heading=h.8dpue667jsq9)

[Blinkist](#_heading=h.bz1npidcvd6r)

[Your Tech Toolkit Cheatsheet](#_heading=h.qf4f154u271l)

[Take Back Your Time With Tech](#_heading=h.7z8bfj8bvmmy)

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# **About The Entourage**

* 3,500+ businesses transformed
* More than $2 billion generated for Australian businesses
* Across 150+ industries
* Online and worldwide community of 500,000+
* 40,000 attendees at our events
* Driven by Australia’s most passionate minds in business education

Since 2010, The Entourage has been Australia’s leading specialist business education institution for entrepreneurs, having transformed over 3,500 businesses and hosted more than 40,000 attendees at our suite of business events.

With a worldwide community of 500,000 and a growing list of Members and Alumni who pepper the list of Australia’s fastest-growing companies, including the **Deloitte Fast 50, BRW Fast Starters, Telstra Business Awards** and more, The Entourage has empowered thousands of entrepreneurs to build the business of the dreams and make their mark on the world.

At our core, The Entourage believes that entrepreneurs are the creators, innovators and dreamers that shape the very world we live in.

But we also believe that the traditional education system doesn’t empower or equip entrepreneurs with the tangible business skills it takes to drive growth or provide access to a like-minded community who truly gets what you’re going through each step of the way.

The Entourage is changing that through a new kind of business education. One that provides a personalised experience that builds both the entrepreneur AND their business by connecting them with elite entrepreneurs and industry experts with proven processes that achieve serious results.

As seen on:

*[list of business and media icons]*

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# **Best Tools For Time Management**

Knowing how and where you spend your time is the first step in actually getting more back in your day. You want to make sure that you’re spending your time on what matters and in your zone of genius, and spending less time on the tasks that could be outsourced or automated.

Here are 3 tools that can help you (and your team) with time management.

## RescueTime

Rescue Time is a monitoring program that you can load onto your computer, and it’ll tell you where you’re spending your time. Once you’ve installed the program, you can organise websites and tasks into 3 categories: highly productive, mid-level and unproductive. After you do that, you’ll receive an auto-generated report that outlines exactly how you’re spending your time online, your online habits, and where your productivity wanes.

## Mindful Browsing

This is a really fun plug-in for your web browser that’s also super simple to install and start using. Simply tell it what websites you don’t want to be spending your time on. If or when the temptation gets the better of you, it will “beautifully” interrupt you with a suggestion on how else you should be spending your time. This is a great, unobtrusive tool that will help steer you in the right direction.

## Pomodoro

Research has shown that people are most productive in the first 25 minutes of doing a task. Following that, to continue working productively, we need a short, little break. Pomodoro is the name given to these short, fast and focused 25-minute periods of work.

Previously, one would have to have a 25-minute timer on their desk, however, there are now a number of apps and web tools that time your pomodoro’s for you. Our tip: write out a list of everything you’d like to get in each 25-minute block, start the timer and focus, focus, focus before taking a short break.

# **Best Tools For Automation**

Task automation tools can save your business a lot of time, increase productivity, and drive growth as a whole. Specifically, you can make certain apps, programs and software in your business “talk” to each other, so tasks are done without you having to do anything.

Here are 3 tools and programs that can help you do exactly that.

## Google Forms

If you’re already using Google’s suite of products, you’ll have access to Google Forms - a great tool for gathering data on anything from employment information for new starters to IT issues, operational challenges and more. Every entry that is submitted via the form will be automatically added to a Google Sheet. This is a fantastic way to automate the data collection process and what would otherwise be a lot of manual work.

## Zapier

Zapier connects certain apps, tools and software you use every day in your business, and lets you build workflows so that they can work better together. Acting as a middle-man, Zapier passes information between the tools, and sends off an action that you’ve prescribed earlier. It also comes with pre-built connections and integrations so you don’t have to do much at all to get it up and running. This is a great tool for building connections and creating a seamless flow of information.

## Hubspot

Hubspot is a CRM (Customer Relationship Management) tool that can be used for a variety of tasks, and a fan favourite here at The Entourage. Some of our favourite uses of the platform in our day-to-day include marketing activities, capturing leads, and moving people through our sales process. However, one of the most game-changing additions to Hubspot is the ability to build workflows. For example, you can drag and drop steps and outcomes with associated actions. Whenever we host events, we will use the workflow tool for when people opt-in via a lead form, they’ll be automatically sent the link to the Zoom event, as well as other communications about the event. Previously, all of this work used to be done manually by a team of people, so by automating this process, you’re able to save a heap of time and make better use of your resources.

SUNIL KUMAR:From $1 Million Annual Revenue To Over $16 Million In 3 Years

Founder & CEO, Reliance Real Estate

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| With the help of The Entourage, Sunil’s business became one of the fastest-growing real estate agencies in Australia:  Annual revenue grew **from $1 Million to $16 Million in just 3 years**  Increased the **annual number of sales from 200 to over 1000** in that same time period  Grew his team **from 15 people in 1 office to over 100 people in 7 Reliance Real Estate offices**  Named **AFR’s #1 Fastest Growing Real Estate Company**  Named **AFR’s #8 Fastest Growing Company in Australia** |

“The first few years of business at Reliance Real Estate were incredibly difficult.

I started the business in 2011, with one other partner, and when the industry was in decline. It was a struggle to pay the bills. I even considered going back to a safe and steady job.

And even when the business did experience periods of growth, I didn’t have all the answers I needed to take it to another level.

With the help of The Entourage, **the business became the fastest-growing real estate agency in Australia.**

The Entourage provided me with the structure and clarity I needed to grow the business, and my leadership, exponentially.

The main result has been in me. **I’ve changed as a leader** - I’m leading from the front, and providing my team with the right opportunities for growth.”

# **Best Tools For Outsourcing**

What differentiates the top 1% of entrepreneurs and business owners from the rest? For one, they think WHO, not HOW, and have underpinned their business with the necessary structures so it can grow sustainably without their direct involvement.

As you and your business ascend up the growth curve, you should not be doing everything yourself. Understandably, it is also a huge investment to bring on and train new staff, so here are 3 tools to get you started with outsourcing.

## Upwork

Whether you need help from someone who can do instructional design, website development or even academic writing, you’ll find the perfect candidate on Upwork. Upwork is a global marketplace for outsourcing professionals. In order to find someone to work with you, all you have to do is write a brief about the project that you need help with, post it to Upwork and people will start bidding to do the work for you.

Since this is a global marketplace of people with all sorts of nationalities and skill levels, you need to be very specific about what and who you need to find that talent that’s right for your business. Write a very specific brief, and when you find a number of potential candidates, give them a thought experiment to do with a scenario (instead of trial work) so they can show you *how* they would complete the task.

## 99 Designs

Finding good designers can be really difficult, but 99 Designs is an excellent marketplace with a huge marketplace of freelance design professionals for you to use. Similarly to Upwork, the key to finding great designers and the right talent for your business is to include as much information as possible in your brief.

## Rev

If you’re needing to do any transcription, do not be doing it yourself! Rev uses expert transcribers to transcribe any spoken word content that you upload to their website. At $1/minute of transcription or captions, it’s money well-spent.

# **Best Tools For Business Performance**

Operationally, there are so many tools that can improve performance and productivity within your team, help you stay organised, and save you time throughout your day.

Here are 3 of our absolute favourites here at The Entourage.

## G-Suite for Business

Everything at The Entourage operates on G-Suite - from emails, to calendars, presentations and other documentation, it’s all there.

While it does require a small investment, the tools that you’ll get to access within G-Suite are an absolute non-negotiable for any business owner. With everything being cloud-based, you’ll also get the peace of mind in knowing that you don’t need to worry about losing important information and maintaining servers - you and your team can access anything you want from anywhere, and with total ease.

## Xero

Xero is an online accounting system with all the time-saving tools you need when it comes to the financial pillar of your business - you can create recurring or bespoke invoices, calculate payroll, pay your employees and so much more. You’ll struggle to find a bookkeeper or finance manager who doesn’t know how to use Xero these days.

## Grammarly

Grammarly runs on your web browser and checks all your spelling, grammar and sentence structures. It’ll notify you of any errors you make, and suggest solutions as you write, making this a really handy tool for both you and your team when it comes to your communications.

KATE PRIOR:Increased Her Profit From $100K to $600K

Owner and Managing Director, Face2Face Recruitment

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| With the help of The Entourage, Kate:  Increased her annual profit from **$100,000 to $600,000 in just 6 months**  Won the **Australian Small Business Champion Award** for Recruitment Services  Was named a finalist in the **Telstra Business Awards**  And **2Xed her team** from 11 to 22 (which included hiring an Operations Manager to free up Kate’s time) |

“I’ve been running my business for 13 years, and there were a series of events in 2011 that almost took me down. I didn’t know if I could keep going with the business, and I had to see my financial advisor every day to see if we could keep operating.

For me, The Entourage gave me the tools I needed to reinvent myself and be the person I needed to be to elevate the company to new levels.

When I first spoke with The Entourage team, I told them I wanted to increase the profit from $100,000 to $500,000. **We’re on track to make a profit of over $600,000. I’ve increased my team from 11 to 22, freeing up my time.** We’ve also won the Australian Small Business Champion Award for Recruitment Services, and a Telstra Business Award.

We’re now playing a bigger game. The business is bigger than ever. **I’ve had to rewrite every process because the growth of the business is just so monumental.**”

# **Best Tools for Personal Development**

All entrepreneurs understand one thing: their business will never outpace their own growth. The most important investment you can make is in yourself and your development as a leader.

Here are 3 of our favourite tools and apps to help you with that.

## Headspace

Meditation is perhaps the most profound practice you can learn and develop for high performance. The commonly held misconception about meditation is that you need to not think thoughts - but to not think is impossible. Meditation is about allowing the mind to focus on the breath or a mantra, and allowing thoughts to come and go.

Headspace is an app that is filled with guides for meditation, including entry-level courses for those who are new to the practice, we highly recommend giving it a go.

## Audible

If you love books and reading but find you don’t really have the time to sit down and enjoy one, you’ll love Audible. It’s a great resource that comes filled with books, narrated by the author or voice-over artists. You can use Audible as you go about your daily tasks, during your commute or while exercising. It’s a great way to still enjoy the books you love, without having to take extra time out of your day.

## Blinkist

If you’re super busy and tight on time, but you still have a hunger to learn, Blinkist is another great personal development app. Featuring over 4000 non-fiction books, Blinkist condenses these books down into the key principles and delivers them in 15 minutes or less. So, if you want to learn new concepts from different books every single day, but can only dedicate a short window of time to your learning, then Blinkist is the tool for you!

# **Your Tech Toolkit Cheatsheet**

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| **Time Management** | | |
| RescueTime | Mindful Browsing | Pomodoro |
| **Task Automation** | | |
| Google Forms | Zapier | Hubspot |
| **Outsourcing** | | |
| Upwork | 99Designs | Rev |
| **Business Operations & Performance** | | |
| G-Suite | Xero | Grammarly |
| **Personal Development** | | |
| Headspace | Audible | Blinkist |

# **Take Back Your Time With Tech**

Throughout this eBook, we’ve covered a range of tools and techniques that you can use to take back your time with tech. From time management and automation to outsourcing, business apps and personal development, there are an abundance of great tools available to you and your team.

Not only will these tools help you free up your time so you can focus on your HBU, but when used properly they can actually aid productivity, optimise performance, and drive down operational costs.

The key for success? Don’t try implementing all of them at once; you’ll only end up overloading yourself. Instead, pick 2 or 3 tools that are the most applicable to your current situation, implement those, save time in your day and then move on to something else.