

## Technology Hack #1

# Email Management

Everybody these days has multiple email addresses, especially if you happen to make money online. You have work email, home email, business account, paypal email, etc. The list goes on and on and on. One tool that any home based business person needs is an email aggregation system. There are a variety of them available and basically they keep you from checking multiple email accounts.

Your time is money, so the last thing you want to do is spend a couple hours a day checking email. When you use an email aggregation system all your emails are accessible in one place. Most of these systems also have multiple filters. That way you can easily find the most important emails quicker. You can respond from multiple emails as well. This provides you the most flexibility and efficiency in your workspace. Eventually as your business grows you can have a secretary or virtual assistant go through your emails for you. Until that day your best bet is to use an email management program.

Programs like Outlook Express, Mail on the Mac and Gmail allow you to download email from multiple accounts.

## Technology Hack #1 - EXERCISE

# Email Management

List all of the email accounts that you use:

Research and select an email aggregation tool:

Determine which filters you can apply to extract the most important email first:

Select and commit to a date that you will get this task implemented by:

## Technology Hack #2

# Phone Aggregation

If you thought that checking multiple emails was a hassle, consider all the different phone numbers you need to run a successful business. Now add your personal numbers on top of that. That's a lot of work to keep things straight.

The good news is applications like Grasshopper or My1Voice allows your business line to be forwarded anywhere you want. That way you can answer the phone while you are dropping the kids off at their friends' house. Never feel tied down to your business line again. Most of these programs also allow you to store voicemails online. This can be great if you want to share messages with members of your team.

If you run a virtual business and you want to service multiple countries call aggregation is an easy solution. You can have a number for the US, Canada, Mexico and wherever else. And the setup is a lot easier than you might imagine. The simple availability of these country specific numbers will increase your market incredibly.

## Technology Hack #2 - EXERCISE

# Phone Aggregation

List all of the phone numbers that you use:

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Research and select a phone/voice mail forwarding service:

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Select and commit to a date that you will get this service implemented by:

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### Technology Hack #3

# Google/Twitter Alerts

Very few of us have the time or desire to sit around surfing the net all day long. And all of know that things can move pretty quickly in this virtual world. That's why items like Google and twitter alerts can keep you ahead of the pack.

One way to use either of these alerts is to simply stay abreast of what is going on in your industry. When you have a chance, just skim the alerts to see if anything needs your attention.

Another fantastic way to utilize these alerts is for your social media. Take the alerts and craft a message to your audience about breaking news. Write up a quick blog post and get ahead of the tidal wave of information.

And lastly, you can use these alerts for more traditional marketing. Set an alert for your type of client. Let Google/Twitter do the work for you and then you can make a proposal. Or, use the alerts to find potential employees or partners. These alerts keep you on top of whatever it is that matters most.

## Technology Hack #3 - EXERCISE

# Google/Twitter Alerts

Brainstorm a list of all the various keywords that are important to you in your business (product names, industry specific words, locations, problems, etc...)

Go to [www.google.com/alerts](http://www.google.com/alerts) and create alerts for all of the keywords you deemed important. List your Google alert keywords below:

Do a Google search for “Twitter alerts” and research all of the options available. Enter your choice below along with the Twitter keywords you have selected:

## Technology Hack #4

# Calendar Alert Reminders

Another fantastic application from Google is their Google Calendar. Now, you can use any sort of calendar software you want, but Google Calendar has emailed alerts. This is fantastic because if you are in the midst of things it is always nice to get a little reminder for upcoming appointments.

Calendar alerts can be sent daily or set up to email at a specified time before any event. It's like having your own personal secretary to remind you about that important lunch later. This type of tool will keep you on your game and efficient. It can be fully customized for whatever you need. And most calendar applications can be accessed by multiple team members. This can make group meetings a snap.

This increases your confidence and your productivity. That way you can do what you do best, keep on working!

## Technology Hack #4 - EXERCISE

# Calendar Alert Reminders

If you already have a calendar system, enter the name of the system below. If not, create a Google calendar and mark the task complete below:

Once you enable your calendar to issue alerts to you, list all any additional items you can insert into your calendar to keep you on track (i.e. due date for bills, blog post reminder, weekly reminder to call your parents, etc...):

## Technology Hack #5

# Dictation Software

Whether you write copy or you send out multiple emails, typing can be a tedious process. If you are doing it for hours on end, day after day it can be an unhealthy way to do business. One solution is to invest in dictation software. Items like Dragon Naturally Speaking can make your efficiency go through the roof!

This software takes a bit getting used to and the first week or so will be correctly setting it up. The program has to know how you talk. This part of dictation is a bit frustrating but it is helpful to do all the prep work as early as possible to avoid errors down the road.

There are also dictation services out there, but you only have to purchase the software once. Remember that you can use dictation software for actual written assignments, emails or just free flowing ideas.

## Technology Hack #5

# Dictation Software

List all of your writing activities that could be improved upon with dictation software:

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Do some research on the different types of dictation software available. Make sure you verify operating system compatibility (i.e. if you own a Mac, don't buy Windows based software):

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Write a date you intend to purchase and begin using dictation software:

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