

# INSIDE MY TOOLBOX

99 Resources That Will Make Your  
Business and Personal Life Hum

2014 Edition



*New York Times* Bestselling Author

**MICHAEL HYATT**

# CONTENTS

*Click to jump to a certain chapter*

<a href="#">Intro</a>	3
<a href="#">Blogging</a>	4-7
<a href="#">Personal Development</a>	8-9
<a href="#">Podcasting</a>	10-12
<a href="#">Productivity</a>	13-20
<a href="#">Social Media</a>	21-22
<a href="#">Speaking</a>	23-24
<a href="#">Video</a>	25-27
<a href="#">Writing</a>	28-30



# INTRO

I am often asked about the tools I use in my personal and professional life. These are the ones I am currently using. This is not a static list but one that I will update as my needs and tools change.

Please note: the software tools are for **Mac**, since that's the computer I use.



# BLOGGING

## A·kis·met

[Akismet](#): This is the plugin I use to control comment spam. Even though I get more than five hundred comments a day, I get very little spam. Akismet blocks almost all of it, so it never sees the light of day. This creates less work for you and less friction for your readers. (For example, you don't have to require them to register to leave a comment.)

## bluehost

[Bluehost](#): If you use WordPress as I recommend (see below), you will need a hosting service too. I recommend Bluehost. I have arranged with them for you to get it for only \$3.95 a month, which is \$1.00 a month off their normal rate. I also have [a free screencast](#) that will show you how to set up a WordPress site on Bluehost in twenty minutes or less.

## BoxShot 3D

[BoxShot](#): This is the software I use to create 3D images of books. It is an amazing, sophisticated piece of software that makes it simple to create gorgeous cover images for books and e-books. You can even use it to create images of notebooks, software boxes, and many other objects.

## DISQUS

[Disqus](#): This is my commenting platform. It is used by thousands of large sites and has become the *de facto* standard on professional blogs. It is super-easy for your readers and allows them to manage comments across many sites without having to sign in every time. It is also very useful to you as a blogger.





[Feedburner](#): Some people, particularly those who are more tech-savvy, will prefer to subscribe to your blog via RSS. I use Feedburner to manage my RSS feed. It is a free service owned by Google. It is easy to set up. It has an e-mail module too, but I still prefer using MailChimp for that (see below).



[Google Analytics](#): This is the gold standard when it comes to analytics. If you want to track your unique visitors, page views, bounce rate, and a host of other metrics, you need to sign up for a free account and then follow the directions for installing it on your blog.



[Get Noticed!](#): This is my brand-spanking new theme. I designed it myself and my web developer and partner Andrew Buckman coded it. This will be available to the public on May 1, 2014. However, it's not for everyone. [Elegant Themes](#), [WooThemes](#), and [StudioPress](#) are also great options, particularly if you are a hobby blogger.



[Infusionsoft](#): This is the software I use to manage my customer and prospect lists. It is used by almost all the Internet marketers I know. It enables you to create and deploy automated marketing campaigns, based on your contacts' behavior. It is also my shopping cart.



## InstantTeleseminar

[InstantTeleseminar](#): This is the service we use with [Platform University](#) to host our monthly live Q&A calls. I have the Pro plan, which enables me to host up to 250 participants on the dial-in line and 1,000 via web streaming. It provides instant recording and the ability to let the participants "raise their hands" and ask questions.

## MailChimp®

[MailChimp](#): As any Internet marketer will tell you, nothing is more important than building your own e-mail list. I use MailChimp to manage mine. It has a super easy-to-use interface, great analytics, and is 100 percent reliable. I use it in conjunction with Infusionsoft.

## Scribe

[ScribeSEO](#): This is a premium plugin I use to optimize my WordPress posts. It analyzes each post, then assigns it a percentage grade (with 100% being a perfect score). Best of all, it suggests how to improve the score by offering different key words and metadata. It was developed by the very smart folks at CopyBlogger.

## shutterstock®

[Shutterstock](#): If you want your posts to get noticed, you need to use photos. They pull people into the content. Yes, you can get free ones at places like Flickr.com, but personally, I can't afford the time. Shutterstock is one of the largest online stock photo databases. I used to use iStock.com, but it got too expensive.





[VaultPress](#): You definitely want to back up your blog on a regular basis. Disasters happen, and you don't want to lose days, weeks, or years worth of content simply because you didn't have it backed up. VaultPress was developed by Automattic, the same people who built WordPress. The integration is seamless. Turn it on and forget about it.



[WishList Member](#): I use WishList Member to manage my Platform University membership site and my *5 Days to Your Best Year Ever* course site. WishList makes it easy to make some content public and some for members-only. It manages all the user registrations and permissions.



[WordPress](#): I converted from TypePad to self-hosted WordPress in 2008 and haven't looked back. In my opinion it is the most robust, yet easy-to-use blogging platform out there. You will find thousands of themes, plugins, and tools that work with WordPress. Best of all, it's free. (However, you will pay for hosting, themes, and some plugins.)



# PERSONAL DEVELOPMENT



Audible: This is the way I “read” most books; I listen to them. The Audible software is awesome. The user interface is simple and easy to use. I can listen to books at normal speed or speed them up to cover more ground faster. (I also comprehend more at a faster pace.)

## D A Y O N E

Day One: I never could never journal consistently until I started doing it digitally. I fell in love with this app from the start. It is very well done. It stays out of the way and just lets me write. It also allows for MultiMarkdown, which is the format I use to write in.

# feedly

Feedly: I have been using this application for my RSS reader ever since Google shuttered their own service. It's even better than Google reader. I can add a post to Buffer or Evernote right from within Feedly.

# kindle

Kindle: I read ninety percent of my books on the Kindle app for iPad. I also use the [desktop app](#) on my Mac. I have run out of room in my house and office to store physical books, so I try to read everything I can digitally. Plus, I like being able to hold almost my entire library in my hand.







[Podcasts App](#): I used to use the [Downcast app](#) to listen to podcasts. It is worth looking at. However, Apple has greatly improved its own Podcasts app and that's what I use now. It has all the features I need, including the ability to listen at faster-than-normal speeds.



[One Year Bible](#): I read through the Bible every year, using this book. It arranges the entire Bible into 365 daily readings. Each day it includes one Old Testament passage, one Psalm, a proverb, and a New Testament passage. I use the New King James edition.



[Saucony Running Shoes](#): I have run in a lot of different kinds of running shoes, including various versions of the [Vibram Five-Fingers](#) shoes. However, the Kinvara 4 shoes are currently my favorite model. They are lightweight and flexible, offering many of the benefits of barefoot running.



[YurBuds](#): These are the earphones I use for running. They have a unique locking design, which keeps them in my ear, so they don't slip out. The sound quality is excellent, but I mostly listen to audio books rather than music.



# PODCASTING

## Audition

[Adobe Audition](#): This is the audio editing software I use. It is expensive and probably overkill. There are free or cheaper alternatives available. I bought it because [Cliff Ravenscraft](#) recommended it and has some good tutorials about it. It is super-easy to use, but I feel I am only tapping five percent of its capabilities.

## blubrry

[BluBrry PowerPress](#): This is the WordPress plugin I use to embed my podcast on my blog. It uses a simple, elegant interface and provides a very nice audio player, so your listeners can simply click “Play” to listen to your show.

## BROADVOICE

[BroadVoice](#): This is one of two voice mail services I use to capture questions and feedback from my listeners. (The other one is SpeakPipe below.) People simply call into my number, hear a voice mail greeting from me, and then leave their message. BroadVoice then e-mails me a WAV file of the recording, which I can edit and insert into my show.

## SermonScribe

[SermonScribe](#): Ginger Schell does all the transcriptions for my shows. She does a masterful job. She is a little more expensive than other services, but English is her first language, and she pays attention to the details. When you want it done right, she is the one to call.



## HEIL PR40 Microphone

[Heil PR40 Microphone](#): This is the microphone I use. Again, I bought it because Cliff Ravenscraft recommended it. I haven't found another mic that produces the depth and resonance of the PR40. If you have listened to my podcast and like the sound of my voice, this is the mic that is responsible.



[LibSyn](#): If you are going to start podcasting, you don't want to host these files on your own blog. If you have hundreds of people—or thousands—trying to access them at once, you could crash your server, incur crazy charges from your hosting company, or risk them shutting down your blog. Instead, you want to host them on a flat-rate media service like LibSyn.

## ID3 Tag Editor

[ID3 Editor](#): This is a single-purpose software package. It does one thing well. It allows you to create the metadata for your audio files, so when you upload them to iTunes, it's all there.

## HEIL SM-2B Shock Mount

[Heil SM-2B Shock Mount](#): This is the cage-looking thing on which the mic mounts. It is a "shock mount," so that if I bump the desk or the boom, the mic won't pick up the sounds.



# MACKIE.

[Mackie 1402-VLZ3 Mixer](#): This is the audio mixer I use—again, recommended by Cliff Ravenscraft. It enables me to mix together my voice, music bed, audio clips, and external callers, into a single audio stream that I record.

# SoundByte

[SoundByte](#): This is another single-purpose program. It allows me to queue up audio clips (e.g., musical intro and outro, as well as listener questions) and play them in real time when I record my podcast.



[Roland R-05 Digital Recorder](#): I don't record directly to my computer's hard disk or flash drive as you can with a USB microphone. The risk of doing so is that your computer crashes in the middle of your podcast and you have to re-record it. Instead, I record to a digital audio recorder. This one is fantastic and super simple to use.



[SpeakPipe](#): This is the second of two voice mail services I use to capture questions and feedback from my listeners. (The other one is BroadVoice above.) People simply call into my number, hear a voice mail greeting from me, and then leave their message. BroadVoice then mails me a mp3 file of the recording, which I can edit and insert into my show.



# PRODUCTIVITY

## Bartender

[Bartender](#): This is not what you think! Bartender is a software application that organizes the programs in your menubar and hides them until you need them. If you are a neat-nik like me, you'll appreciate how this clears away the visual clutter.



[Alfred](#): This utility saves me time by searching my local hard drive, bookmarks, and even the web. Think of it as Spotlight on steroids—but much easier to use. There's no program I use more than this.



## Breeze

[Breeze](#): This little utility helps you quickly resize windows on your Mac. Best of all you can save the window sizes and positions, even on different machines. You can use different saved configurations for different tasks.



## Chrome

[Chrome](#): This is my browser of choice. I find that it is faster than Safari or Firefox. However, it also has some memory quirks that bother me. If I get too many tabs open, it can really slow down my system or make it a little quirky.



# CleanMyMac

[CleanMyMac](#): This application frees up space on your hard drive by performing a detailed system cleanup, optimizing your iPhoto library, organizing old files, applications, and extensions. It runs automatically once a week.



[Cobook](#): This is an interface to Apple's Contacts application (formerly Address Book). Frankly, it's what Contacts should be. My favorite feature is that it will look up the contact's information on Twitter and/or Facebook and allow you to synchronize the user's photo.



[CrashPlan](#): If you don't have a backup strategy, you need one. It's only a matter of time before your hard drive crashes or you inadvertently erase a file. CrashPlan backs up every file on your computer securely in the cloud, incrementally throughout the day.



[DropBox](#): This is the application I use to share files with my family and business associates. I am able to give access to both folders and files. It syncs automatically with my local computer in the background.





[eaHELP](#): This is the company for whom my virtual assistant works. They are a domestic company, providing premium services to clients who really care how they are represented. I really cannot say enough good about them. They are first-class in every way. If you have never considered a virtual assistant, start by reading my ebook, [The Virtual Assistant Solution](#).



[Evernote](#): This is my digital brain. I store everything here: receipts, web clippings, Kindle notes, meeting notes, you name it. I like it so much, I wrote a series of [twelve posts](#) about it on my blog. It is an application I launch at startup and keep open all the time.

## EVERNOTE ESSENTIALS

[Evernote Essentials](#): This is a great e-book intro to Evernote by Brett Kelly. It's \$29.00 and worth every penny. It will save you hours of learning on your own. Highly recommended.



[Expensify](#): I use this application to record all of my business-related expenses. I take a photo of my receipt from within the app, tag the expense, and add any notes I want—then discard the receipt.



# focus@will

[Focus@Will](#): The right music can dramatically increase your productivity. This service is based on research done on how different types of music affect your productivity. The music included is designed to maximize your productivity and increase your focus. There is both a free and paid version.

# ScanSnap

[ScanSnap Evernote Edition Scanner](#): This is how I convert all paper to digital. I simply scan it through my scanner and it inserts it into Evernote, complete with tags, etc. It's expensive but fast and convenient. The integration with Evernote is seamless.

# X Excel

[Excel](#): I use this for all number-crunching. Frankly, I am not a big fan of Microsoft Office. It is just too bloated for me. But Excel is the exception. I have tried iWork Numbers and even the Google Docs spreadsheet, but they are just not powerful enough. Maybe it's because I have used Excel since version 2 in 1987. It's second-nature.

# 31 calendar

[Google Calendar](#): I have to have a calendar I can share. It must be accessible by my family and team members (e.g., managers, booking agents, etc.). Google Calendar provides all the functionality I need.





## HARVEST

[Harvest](#): This is my invoicing system. It lives in the cloud and is readily accessible by my assistant and other teammates. It is powerful and allows my customers and clients to pay instantly by credit card. It has made collections effortless.

## iKey

[iKey](#): This utility allows me to launch programs, documents, or scripts with a single keystroke combination. For example, I launch Apple Mail by typing `⌘-⌥-M` (yes, that's three modifier keys plus the "m" key).

## LastPass

[LastPass](#): Using the same password for everything is a very bad idea. But using different passwords, especially if they are complex, makes them impossible to remember. LastPass remembers them for you. I like it better than 1Password, because it allows me to share passwords securely with virtual assistants.



## Mail

[Mail](#): I have tried almost every Mac mail software program ever written, including (most recently) [Airmail](#), [MailPilot](#), [MailPlane](#), [PostBox](#), and [Sparrow](#). I keep coming back to Apple Mail. It really does everything I need, though it has some hiccups with Mavericks.



# Nozbe

[Nozbe](#): This is my task management system. I have tried them all (I think), but I keep coming back to Nozbe. It has a bit of a learning curve, but I have not found anything that is more powerful or more flexible. The trick for me is to use labels to group projects together. This keeps my system organized and manageable. Nozbe also integrates with [Evernote](#) and [DropBox](#).



## Path Finder

[PathFinder](#) This is a Finder replacement. (I can't imagine going back to Finder.) It provides multiple windows and tabs. It's really everything you would want in a file management system. It's what Apple should have designed to begin with.



[Rhino Support](#): This is the app I use with my virtual assistants to manage my public e-mail accounts. It is basically a support system, similar to ZenDesk but much less expensive. It allows us to track e-mail messages, comment to one another, and use e-mail templates to respond.



[SweetProcess](#): One of the keys to successful delegation is workflow documentation. I use this application to do that and share the workflow with my assistants. The interface is simple to use and the output is gorgeous.





## Snagit

[Snagit](#): I use this program for all my screen capture needs. It is something I use daily. It has a robust set of effects tools, like borders, drop shadows, reflections, and perspective. It also has an amazing array of annotation tools. It can also do video capture of your screen (i.e., a screencast).



## Stay

[Stay](#): This app is probably redundant to [Breeze](#), but I use both. This automatically adjusts windows to the device they are running on. This makes it easy for me to move between my laptop and my Thunderbolt display.

# Startupizer

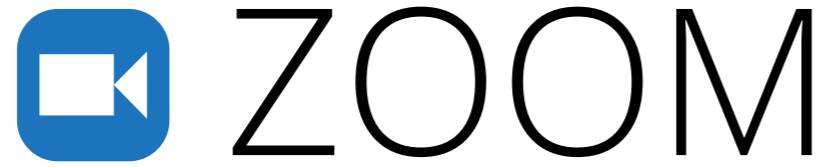
[Startupizer](#): I manage all my start-up programs with this really cool program. It allows me to create different start-up sequences, depending on various conditions, including the day of the week and whether or not I am holding down a modifier key.



## Typinator

[Typinator](#): This is what is commonly called a text expander. You type in an abbreviation and it responds with whatever text you want. I use it to type commonly used phrases, correct common misspellings, insert HTML code, and type in boiler-plate templates.





Zoom: This is the app I use for almost all of my video conferencing. It is more stable than Skype and the quality is better. We use this for our weekly team meetings as well as coaching calls. It is the next best thing to being there.



# SOCIAL MEDIA



[Buffer](#): This is one of those ideas that is so simple and so elegant, you slap yourself on the forehead and say, "Of course!" You add tweets to your Buffer whenever you want. It then spreads them out during the day according to a schedule you pre-determine, so it doesn't overwhelm your followers.



## TweetDeck

[TweetDeck](#): This is my Twitter dashboard. It allows me to monitor direct messages, mentions, and the tweets of those I follow. It arranges lists of users into columns (e.g., Family, Work Associates, Industry Sources, etc.), so I can quickly see what's happening with any specific group. I use this tool to send messages and replies.

## PLATFORM CONFERENCE

[Platform Conference](#): This is my newest conference, based on the framework I use in my book, [Platform: Get Noticed in a Noisy World](#). This is an annual event with the best speakers on the topic I can find. Past speakers include Amy Porterfield, Cliff Ravenscraft, Derek Halpern, Jeff Goins, Pat Flynn, Ray Edwards, and Stu McLaren.



[SocialOomph](#): This is the service I use to manage scheduled tweets. I have a file with my top 100 most popular blog posts. Essentially, it includes one tweet for each post. I bulk upload this to Social Oomph and it posts these tweets, one per day every day at a specific time. It is a great way to keep my older posts visible. It drives a lot of traffic to my blog.





[TweetPages](#): This is the design service I use to keep my social media branding in sync. They took my blog design and then used it to design my Twitter, Facebook, and YouTube profiles. They have spectacular customer service and are very affordable.



# SPEAKING



## Keynote

[Keynote](#): This is the software package that single-handedly converted me from PC to Mac. If you are not familiar with it, it is Apple's alternative to PowerPoint. It is easy to use and produces amazing, beautiful slides. The graphic capabilities are so robust that I usually use it in place of Photoshop for designing almost everything.



## KEYSPAN

[KeySpan Remote](#): This is the remote slide control unit I use when I speak publicly. Yes, I know I can use my iPhone for this, but the KeySpan is a third of the size of a phone. I can fit it in the palm of my hand, and no one knows it's even there. It turns me into a magician!

## LAUNCH CONFERENCE

[Launch Conference](#): This is a conference I co-own with my partner, Ken Davis. It is about the business of public speaking—how to get booked, what to charge, how to create products you can sell at the back of the room, etc. It is for professional speakers or those who want to consider becoming a professional speaker.



## OmniOutliner

[OmniOutliner](#): This is where every speech starts for me. It is easier to use than a word processor, allowing me to arrange and rearrange all the elements of my speech, creating a thorough outline of my presentation. I also notate the slide numbers in a column to the right of the outline. Here's an example of [my Platform speech](#).



## Photoshop

Photoshop: As I mentioned earlier, I use Keynote for most of my graphic design needs. However, for those really difficult jobs, I still use Photoshop. To be honest, I am not a big fan. I find the interface non-intuitive and clunky. But for raw power, I haven't found anything that comes close. Photoshop does anything—if I can just figure out how to do it.

## SCORRE CONFERENCE

SCORRE Conference: This is another conference I co-own with my partner, Ken Davis. It is designed for professional speakers and those who simply want to communicate more professionally. While Launch is about the business of public speaking, SCORRE is about how to prepare and deliver your speech in a way that maximizes its impact on the audience. It literally changed everything about how I communicate.

## slideshare

SlideShare: This app is to slides what YouTube is to video. You can upload your PowerPoint or Keynote slides and then share them with your colleagues or (as I do) my speaking audiences. You can make them private or public.





# VIDEO



[AirTurn](#): This is a wireless page turning device that connects via Bluetooth to my iPad. It allows me to control my teleprompting software (see below) with my foot. It can be configured to start or stop the script or jump from cue point to cue point.



[Call Recorder for Skype](#): If you want to record side-by-side video interviews to post on your blog or membership site, this is the software to do it. We occasionally use it for Platform University. The app, which is an add-on to Skype, is amazingly sophisticated—and inexpensive.



[Canon 5D Mark III](#): This is the camera we use for almost all of our video. We started with the [Canon 60D](#) and graduated to this, once we knew we would be producing a lot of video. It is the same camera most professional videographers use.



[Canon EF 24-105mm Lens](#): My video team uses a lot of different lenses, depending on the situation, but this is the go-to one we use the most. I also use it for most of my normal photography.





## iMovie

[iMovie](#): This is the software I used when I was doing my own video editing. My video team uses Final Cut Pro, but for shooting simple video where you are talking straight to camera, I think that's overkill. iMovie is sufficient.



[MEElectronics Sport-Fi M6 Noise-Isolating In-Ear Headphones](#): These are great earphones for recording Skype interviews. These are extremely low profile. You can barely see them, because they fit into the ear and the wire is clear.



[ProPrompter HDi Pro2](#): This is the teleprompter hardware we use. It works great with a DSLR camera (like any of the Canons) and an iPad. It reflects the script off a piece of glass. When you are looking at the glass you are looking right into the camera.



[ScreenFlow](#): This is the program we use to record screencasts. It is both powerful and simple to use. It can simultaneously record you (using your webcam) and your screen. You can create transitions, annotations, and various effects.





[Skype](#): I don't like Skype as well as Zoom, but for side-by-side interviews (see Call Recorder for Skype above), it's no contest. Call quality can really vary, depending on bandwidth, so make sure you use a hard-wired connection.



## Teleprompter+

[TelePrompt+](#): This is the iPad app we use to display scripts on the teleprompter. We use the desktop version and the iPad version. They sync together in the cloud. It can be a bit wonky, but we haven't found anything better.



[Wistia](#): I use YouTube when I want to host video for the public and for generating leads. But for hosting inside my membership sites, I like Wistia. You just have so much more control. It's not cheap, but worth the investment, depending on our situation.



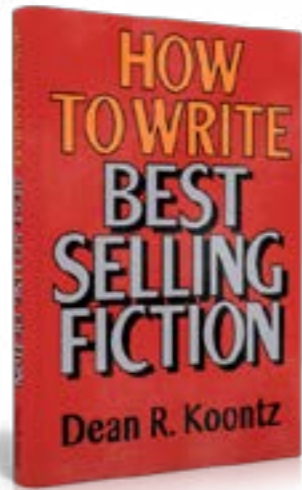
# WRITING

## Scrivener

[Scrivener](#): This is an amazing, powerful word processor developed specifically for writers. Unlike Word it doesn't feel bloated or get in your way. I use it for writing everything—books, sales copy, even blog posts. It also has MultiMarkdown language baked in, which I use extensively. It is my go-to word processor of choice.

## *Chicago Manual of Style*

[Chicago Manual of Style](#): This is the bible in the book publishing industry. It has an interesting introduction on the art of bookmaking, but its principal value is as a reference to all things related to grammar, style, and usage. If you prefer, you can use the online edition, which is what I do.



[How to Write Bestselling Fiction](#): As far as I know, this is the only non-fiction book Dean Koontz has ever written. Sadly, it is out-of-print. However, you can still find it in used bookstores or through Amazon. It is the best single book I have ever read on writing fiction. Be prepared to spend \$50.00 or more.

*David Garfinkel & Brian McLeod Proudly Present*

## ***FAST EFFECTIVE COPY***

[Fast, Effective Copy](#): This is a course taught by David Garfinkel. It is not cheap but the content is priceless. Best of all, David and his partner Brian McLeod provide a notebook worth of writing “templates.” They include every component of good sales copy, from headlines to bullets to guarantees.



# On Writing

On Writing: This is my favorite overall book on writing. Stephen King chronicles his writing journey, which is worth the price of the book. But then he goes on to give his best writing advice. As one of the most successful, prolific writers of all time, this counsel is extremely valuable.

# theWARofART

The War of Art: This classic by Steven Pressfield illuminates why the creative process is often so difficult and what you can do about it. It's also a swift kick in the pants—something every writer needs from time to time. I have read this book several times and given dozens of copies away.



WestBow Press: There have never been more options available for getting your book published. Self-publishing no longer carries the stigma it once did. WestBow, a division of Thomas Nelson, is a good choice if you want to pursue assisted self-publishing. It's like hiring a contractor to build a house, so you don't have to manage the subcontractors.

# Turning PRO

Turning Pro: This is another excellent book by Steven Pressfield. If you have ever thought about becoming a professional writer—or any kind of professional—this book outlines what it takes. Hint: It has more to do with your mindset than your skills.





## WRITING A WINNING BOOK PROPOSAL

[Writing a Winning Book Proposal](#): This is my classic e-book that details everything you need to know to write a book proposal that gets the attention of agents and publishers. It has been used by publishing professionals for more than a decade and has become the *de facto* standard in the book publishing world.

## w Word

[Word](#): I put this in the same category as Photoshop (see my comments above). There are some things that only Word will do. It has about every feature known to man—if you can just find it. I would probably never use Word, except for the fact that my publisher insists on it. Also, so many people use it that has become the standard in cross-platform document exchange.



[Why Now Is the Best Time Ever to Be an Author](#): This is a video of a speech I gave at the Indie Author Conference in 2011. Today we live in an unprecedented time for authors. Opportunities abound. I lay out five reasons why this is such a great time to pursue your dream of becoming a published author.

