INSIDE THE ULTIMATE

RESOURCE GARAGE

PRODUCTIVITY TOOLS FOR BUSY EXECUTIVES & OVER-WORKED EMPLOYEES



AS SEEN IN *FAST COMPANY* MAGAZINE

KENDALL E. MATTHEWS

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INTRODUCTION

Would you like to know the niche software programs, productivity tools, and hidden resources that I use in my business and personal life?

When I'm speaking to CEOs, startup founders, and company directors, I am often asked about the resources I use that help me scale and duplicate myself. This list is the answer.

These are the resources that make up my "Digital Garage." This is not a static list, but one I continually update as my needs change throughout the year. Remember to click on the header images to be taken to the right resources.

And if you connect with me as a colleague on LinkedIn at www.LinkedIn.com/in/KendallMatthews, I'll make sure to send you the annually revised version of the tools and resources I'm using to help me save time or make money.

Please note: *I work on a PC, and use an Android™ smartphone.*

TESTIMONIALS

"Kendall is the best manager I've had thus far. He is clear, concise, and consistent with everything he accomplishes. His understanding of marketing is unmatched and unparalleled with anyone I have met. I have learned and expanded my understanding of marketing thus far and look forward to working with him closely in the upcoming years to reach beyond our goals."

CONNOR BRINGAS,
SEO Supervisor

"I would, without hesitation, recommend Kendall as a strategically valuable player on any technology company team. He is a conscientious and hard-working marketer that challenges the business to do better by developing innovative solutions.

STEVE BOOZE,
COO

"Kendall has a passion for direct response marketing, metric and analytic measured success, and continual self improvement that is rare to find. I highly recommend him, not only for the skills and talents he brings to his work, but also for the development and growth he fosters in the people around him."

KENT DOWNER,
Front-End Web Developer

"Kendall has transformed our Marketing department from one that reacted to business needs to one that drives them. I'm very happy with his contributions so far and I know that the proof-based processes he has instilled in the Marketing Team will drive even more success in the near future."

JOHN SCHMINKE,
Citrix

"Kendall has tons of passions towards the advertising and marketing industry. He is dedicated to his position by using creative and effective approaches to generate better results. Highly recommend his excellent time management skills and professionalism!"

CHEN CHEN,
Business Intelligence Analyst

WEB DEVELOPMENT

themeforest

The ultimate multi-purpose WordPress themes with over 112,000 users. It is clean, super flexible, responsive, and I use it for all my sites.

IPOWER

Offers one-solution web hosting package; includes POP3, FTP, SSL, CGI, PHP, Front-Page extensions, and website statistics.

Google Analytics

A free analysis service which measures web-site activity and performance. It provides statistics and basic analytical tools for search engine optimization (SEO) and marketing purposes. Every person on my team has passed the Google Analytics Framework exam.

WordPress

A free and open-source blogging tool and content management system (CMS) based on PHP and MySQL. They power more than 17% of the web, offering everything from simple websites to blogs to complex portals.

Enterprise-class hosting solutions and cloud support for businesses.

Filters out your comment spam for you, so you can focus on more important things.

A flexible, multivariate testing software (full factorial methodology) that allows you to run your own A/B tests to optimize your landing pages and websites.

Opt-in email marketing and autoresponder software service used by over 120,000+ small businesses, bloggers, and entrepreneurs around the globe.

iMacros
AN IPSWITCH PRODUCT

Designed to automate the most repetitious tasks on the web. If there's an activity you have to do repeatedly, just record it in iMacros.

hootsuite™

Manage multiple social networks, schedule 100s of messages, measure your reach and track your success with analytics. Free 30 day trial.

salesforce marketing cloud

A powerful customer relationship management tool. It provides a comprehensive collaborative relationship management service and a technology platform on which developers can build and run applications.

Audio Acrobat®
The Easiest Way to Create Audio and Video!

Create your audio and video content with one of the most feature-rich media solutions for websites, blogs, email, newsletters, and podcasts.

A free web-based screen recorder that lets you create and share screencasts.

A free open-source digital audio editor and recording computer software application, availablefor Microsoft Windows®, Mac®, GNU/Linux®, and other operating systems.

With accurate data on real people, you'll optimizeyour marketing machine at every step. Increase your conversion rates, uncover roadblocks to your growth, and know where to find ready and willing customers.

Enterprise marketing automation software to deploy marketing campaigns automatically based on your pre-programmed rules.

(Tip: Act-On has a great Resources section.)

PERSONAL DEVELOPMENT

MIT OCW

A web-based publication of virtually all MIT course content. It's not distance learning, and the courses are not credit-bearing. However, you may get a promotion if you execute what you learn. I was promoted to Vice President of Global Marketing . . . just sayin'.

Harvard Business Review

Find new ideas and classic advice on strategy, innovation, and leadership for global leaders from the world's top business and management experts.

coursera

Education platform that partners with top universities and organizations worldwide to offer courses online for anyone to take, for free. I've taken the competitive strategy courses.

amazon kindle

Download new books directly to your mobile device and desktop. I use this to store 100's of book samples.

feedly

A news aggregator application that is a better way to organize, read, and share the content of your favorite sites.

audible
an amazon company

They're not radio; they're more like a book club for spoken word. Tired of reading? Then just listen.

Yours to Explore
PhoenixPublicLibrary
www.phxlib.org

Do I have to explain to you that the library is a great source for research and information?

LA|FITNESS

Staying in shape is very important to me; especially when I travel.

PRODUCTIVITY & TIME MANAGEMENT

EVERNOTE®

Lets you take notes, sync files across your devices, save webpages, capture inspiration, and share your ideas with friends and colleagues. I used Evernote to build this resource document.

WorkFlowy

An outlining app that allows you to take notes, make nested lists, collaborate, brainstorm, plan. My number-two smartphone app.

EVERNOTE Web Clipper

Use in conjunction with Evernote to collect the best of the web, all in one place. Quickly and easily clip articles, text, and images right into Evernote.

chrome

Chrome brings your open tabs, bookmarks, and recent searches from your computer to your phone or tablet, and vice versa. That way you have your web on all your devices.



EVERNOTE
CLEARLY

Makes blog posts, articles and webpages clean and easy to read by removing distracting ads. Save them to Evernote, then read them anywhere.

Dropbox

File backup, syncing, and sharing solution that lets you bring your photos, docs, and videos anywhere and share them easily.

coffitivity (beta)

Streams the ambient noise of a coffee shop to our desktop or mobile device. For those who think best with a little familiar “buzz” in the background.

pomodroido
time-boxing with a side of achievement

A simple yet effective timer for the Pomodoro Technique® for Android. I use this app to help me do more faster and dominate through focused time-chunking.

Online-Stopwatch.com

A quick, easy-to-use online countdown tool. When I forget where I placed my phone, I use this as a substitute for Pomodroido.

momentum

Lets you replace the standard new-tab pageon your web browser with a personal dashboard featuring your to-dos, weather, and inspiration.

chromecast

The easiest way to enjoy online video and musicon your TV. Plug it into any HDTV and control it with your existing smartphone, tablet, or laptop. At home, I use my 60-inch TV as a second monitor.

Elance®

Online staffing platform for information technology jobs, such as web and mobile programming and development.

IMAGES & VIDEO CONTENT

BIGSTOCK

Over 23 millions of royalty-free stock photos and vectors.

videohive

Think you can't afford to produce a video? Buy royalty-free video footage and motion graphics for as low as $3.

DEATH TO THE STOCK PHOTO

Free photo packs delivered to your inbox each month, with inspiring stories to match.

morgueFile

Looking for high-resolution stock photos for your illustration, comp, or design needs? These awesome images are provided with free usage rights.

Compfight

Flickr search tool that enables you to search for free images through tags and text, Creative Commons photos, and original photos.

Daily Infographic

Reader-friendly stats on everything from personal finance to bacon consumption. My one-stop shop for new infographics.

graphicriver

Purchase quality, royalty-free, layered Photoshop files, vectors, and icon packs for as little as $1.

WISTIA

Say no to YouTube. This is professional-grade video hosting with amazing viewer analytics, HD video delivery, and marketing tools to help you understand your visitors.

BUSINESS INSIGHTS & BIG DATA

tableau

Business intelligence software that helps you better see and understand data.



Over 2,200 Excel How To Videos from Beginner to Advanced taught by Mike Girvin. All my team members must go through at least 10 of his videos in their first 90 days as new hires.

USA.gov Government Made Easy

Get valuable government information and resources from the Department of Labor, Bureau of Economic Analysis, Census Bureau, and more.

Gartner®

Delivers IT research that will help you make informed decisions on key initiatives.

Google Trends

Google Trends is an awesome tool for tracking and comparing trends. It displays top searches and rising searches that may help with keyword research.

statista

Instant credibility! Easily find statistics, consumer survey results, and industry studies from over 18,000 sources on over 60,000 topics on the Internet's leading statistics database.

WRITING TOOLS

Scribe

Gives you the research tools you need to discover the topics that matter to your intended intended audience, and the specific terminology they use when searching and discussing in social media.

PI PORTENT

One of my favorite headline generators. Type in your keyword to instantly get a great topic idea (and headline) for a blog article, white paper, or eBook.

Scrivener for Microsoft Windows

A powerful content-generation tool for writers that allows you to concentrate on composing and structuring long and difficult documents.



Robert McKee's book STORY. This 490 - page book will provide you with the most comprehensive, integrated explanation of the craft of writing for the screen.

Ravi's Website

Ravi Parikh's headline idea generator using common patterns found in Buzzfeed titles.

copyblogger

Brings you original, relevant content every week about what's working right now in online content marketing.

UPWORTHY GENERATOR (IT'S A PARODY)

Upworthy Generator randomly creates Upworthy-style articles.

ABOUT THE AUTHOR



Kendall E. Matthews is a skittle-eating, hype-free software technology executive, private investor and strategic leadership speaker. He's the Vice President of Global Marketing for AppointmentPlus. His Software-as-a-Service internet development company automates scheduling for staff, customers, and resources.

For over 20 years, he has practiced direct-response neuroscience marketing. He creates integrated strategies to get the right people to say yes. His content focuses on time management, productivity, leadership training, niche software and book reviews. He's been in Fast Company, CEO.com, Fixed Operations Magazine, and Phoenix Business Journal.

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Published by Onnie Mae Group Publishing
OMG, 550 W. Baseline Rd. #102-443
Mesa, Arizona 85210 USA

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