

**THE TIME DOCTOR**

# Boost Productivity



## With Your Smart Phone

And Run Your Business Wherever You Want

# Mike Gardner

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**Mike Gardner**  
**“The Time Doctor”**

If you have any questions  
about time management  
or any feedback on this  
eBook  
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## Welcome

**T**ime is a precious resource, and is the only resource that is irreplaceable, we only get 24 hours a day, 168 hours a week and whether we choose to use it productively or otherwise, when it is gone it is gone.

Hi I'm Mike Gardner, otherwise known as the "The Time Doctor". I appreciate you are busy and would personally like to thank you for taking the time to both visit our website and to read this eBook.

Time is an increasingly valued commodity that's slipping through your fingers. You don't have a single minute to waste.

One option people are turning to nowadays for finding more time is their smart phone. The key to making the best use of your smart phone's capabilities is to understand the features available to you. Your smart phone is more than just a mobile phone or mobile gaming device. If you are not using your phone's capabilities to maximize your business and personal goals, you are running the risk of falling behind your competition.

There's more power packed into the cheapest smart phone on the market today than there was on board the Lunar Module used during the Apollo missions. Focusing your smart phone's capabilities on personal and professional efficiency unleashes productivity potential that generations before had never envisioned.

In this ebook, you're going to learn the nuts and bolts of how to make your smart phone your smartest assistant.

# Introduction

**W**e get it - You clocked 50 hours this week running your business and it's not even Friday. You're up before 5 o'clock each morning, and it's 3 o'clock before you realize that you've blown through lunch again. Forget spending time looking for new customers or learning new skills! Time is an increasingly valued commodity that's slipping through your fingers. You don't have a single minute to waste.

One option people are turning to nowadays for finding more time is their smart phone. The key to making the best use of your smart phone's capabilities is to understand the features available to you. Your smart phone is more than just a mobile phone or mobile gaming device. If you are not using your phone's capabilities to maximize your business and personal goals, you are running the risk of falling behind your competition.

Trends concerning smart phone use are stunning. While everyone knows there are more people with smart phones these days, here are three statistics that you'll find fascinating.

- 64% of U.S. adults now own a smart phone of some kind, up 82.8% since 2011
- 57% of smart phone owners use their phone to do online banking
- 46% of smart phone owners say their device is something that they "couldn't live without"

*Source: Pew Research Center American Trends Panel*

Those percentages include all smart phone owners. While the numbers for young adults are even higher, it is evident that all adults are now more comfortable using the smart capabilities of their phones. Even better, a clear majority are now comfortable accessing their financial information in the mobile cyber realm.

Is there time in your day that can be better utilized with smart phone capabilities?

- Standing in line at the supermarket check-out
- Sweating out the dreaded waiting room at the doctor's office
- Getting your oil changed
- Suffering through commercial breaks during your favorite TV shows
- Picking your child up from soccer practice or music lessons
- Commuting to work/home in non-driving situations

Each of these scenarios can add as much as 30 minutes to an hour of time that can be used productively, given the right tools. In this ebook, you're going to learn the nuts and bolts of how to make your smart phone your smartest assistant. By the end, you'll be able to:

- Identify the different ways you can use your smart phone to improve your productivity
- Identify different ways you can use your smart phone to run your business
- Evaluate a variety of apps that can help you with each area of your business, based on your own needs and some best practice guidelines.
- List the criteria that you need to look at when selecting the best smart phone based on how you will use it in your business
- Apply proven tips and best practices for using smart phones for improving your productivity and running your business on-the-go.

**Learning Activity:**

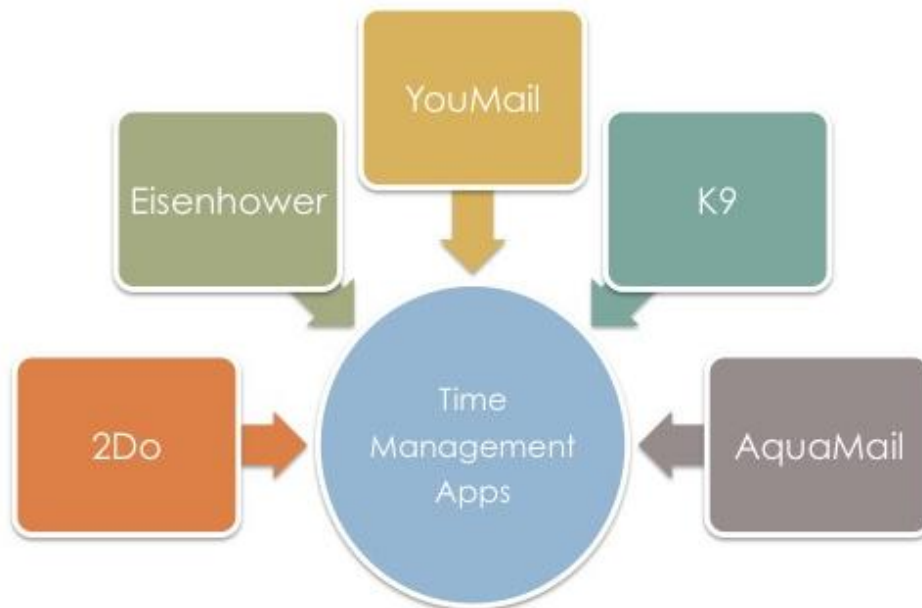
Take a look at your current smart phone usage. What are the main ways that you use it?

# How to Use a Smart Phone to Improve Your Productivity

Imagine... there's more power packed into the cheapest smart phone on the market today than there was on board the Lunar Module used during the Apollo missions. Focusing your smart phone's capabilities on personal and professional efficiency unleashes productivity potential that generations before had never envisioned.

Managing and organizing your time, content, media and tasks are each critically important to getting the most out of your performance. Getting the most out of your smart phone is no different. The road to mastering your smart phone capabilities revolve around these concepts. Let's look at the capabilities you hold in your hand to improve your efficiency.

## Time Management





*"When you waste a moment, you have killed it in a sense, squandering an irreplaceable opportunity. But when you use the moment properly, filling it with purpose and productivity, it lives on forever."*

Rabbi Menachem Schneerson, Author, Teacher, Political Advisor

You can't control how time passes. But, you can control how you pass the time. The processing power of smart phones these days is a huge advantage. They are great tools for organizing your time and organizing your tasks.

### **Organize your to-do list**

The first step to managing your time is to organize it. Eliminate time wasters from your life. Methods that were the best option for managing your time in the past may no longer be the best practices.

For example, how do you currently determine what to do first during the day? You probably know that you can use calendars on your smart phone to keep up with your schedule, but did you know that you can set up automated to-do lists to help keep your work prioritized?

One great app to manage your schedule is [2Do](#). 2Do can be used as either a simple or comprehensive task manager. You can categorize your tasks by lists, such as personal lists, business lists, and so on. They can even be tagged, grouped together, and prioritized. These tasks can be scheduled to your calendar to keep you ahead of the competition.

Another great app for managing your tasks and improving your focus is called [Eisenhower](#). It uses the 'Eisenhower matrix', a proven time management principle in which your tasks are grouped by importance and urgency. The technique helps you focus on your most important tasks.

## **Skip the VoiceMail**

We're all pulled in many directions each day. Yet sometimes, the most mundane tasks, like returning an email or a phone call, can mean all the difference for future business or positive comments in social media. You need to be effective in managing the simple things or they'll put you right out of business.

Smart phone apps can convert voice mails to text so that you can respond back via email or text message. You can also set your voice mails to appear in your email inbox, allowing you to work your responses from one setting. You can set designated times each day to give responses, or with the voice mail to email conversion, delegate this to a subordinate.

[YouMail Visual Voicemail](#) is a great example of a smart phone app that does just that. This app will convert your voicemail to text and you'll receive it by text or in your YouMail inbox. You can then either respond by email or delete. It's also a great way to block unwanted calls.

## **Email Management**

The most routine way to manage your email with your smart phone is by using Host-based apps provided by Google, Yahoo, and Outlook. They are all full functioning apps. You can create email, reply to received email, attach files for delivery, use your spam filters and folders, etc.

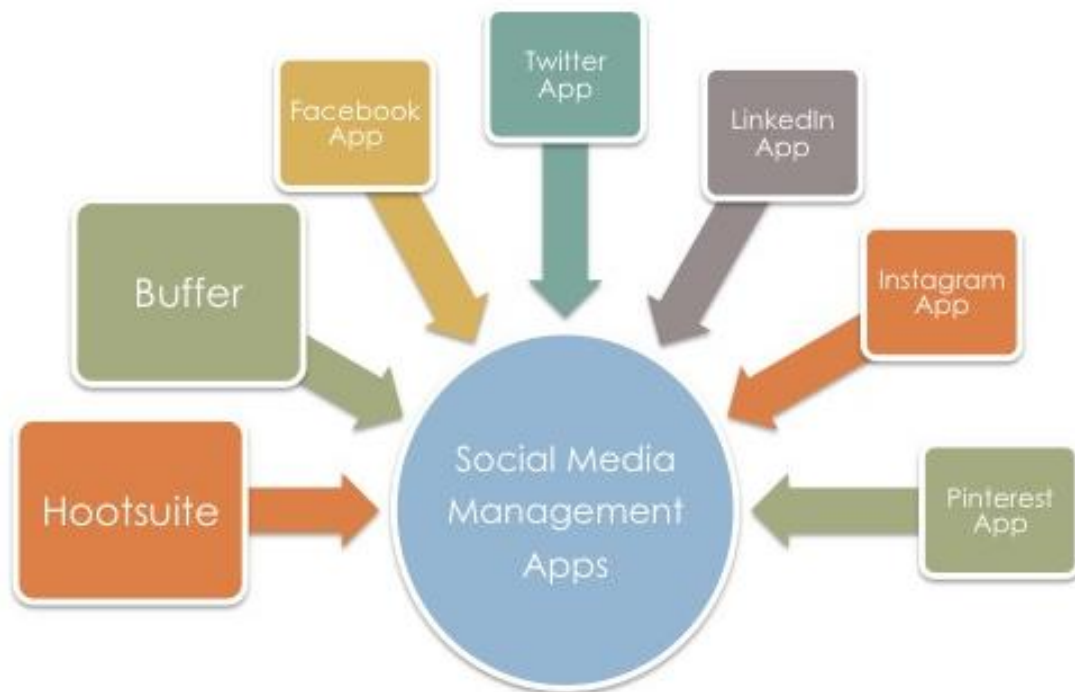
There are also e-mail management apps that help you to manage your email accounts across multiple platforms. If you have several email accounts, whether with the same host or across different hosts, you can manage those effectively with several different e-mail management apps. Commonly used aggregators are [K9](#) and [Aqua Mail](#), although there are many others.

What are some of the ways that you can manage your email accounts from your smart phone?

- Aggregate emails from across different accounts into one inbox
- Sort your emails by priority using various filters

- Use folders to properly organize your emails across different accounts
- Use auto-responders to get important messages to your different lists

## Social Media Management



*"Smart phones and social media expand our universe. We can connect with others or collect information easier and faster than ever."*

- Dr. Daniel Goleman, Ph.D, Author, "Emotional Intelligence"

The greatest paradigm shift that has occurred since the advent of the information age has been the emergence of social media. Never before has mankind been so interconnected within a honeycomb structure of information accessibility. The ability to exchange information easily and rapidly across any media platform has transformed the way that people communicate.

However, the rapid growth of social media also makes it difficult to manage, both on a personal and professional front. How can you be present on all these different networks? You want to stay connected to your friends and family and see what they're up to. At the same time, you need to be where your market is, since social media is also a critical business tool for marketers.

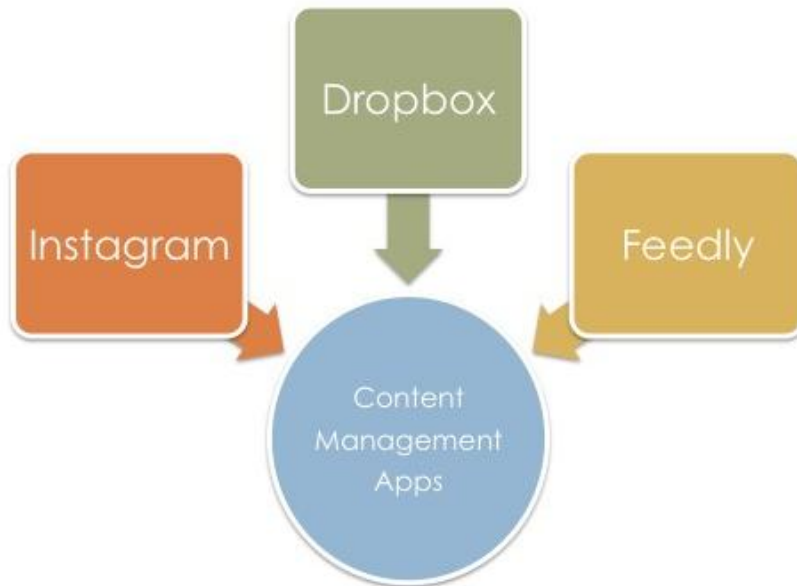
### **Be Everywhere at Once**

Savvy marketers are distributing their messages across multiple social media platforms such as Facebook, Twitter, LinkedIn, Instagram, and Pinterest – all at the same time. The idea is to get your message in front of as many people as possible. Your smart phone can be a key ally in using several different popular apps to distribute your content across a broad array of social media platforms.

[Hootsuite's](#) mobile app provides you a great smart phone solution in pushing your content to the internet across different social media platforms. Hootsuite's app integrates perfectly with the Hootsuite Dashboard. It then puts the complete management of your entire social media presence in the palm of your hand.

[Buffer](#) is another mobile app that makes it easy to get your message out on social media. You can share things to multiple social networks directly via their app, or through their integration with dozens of other services.

## Content Management



Content management revolves around promoting your online presence in a way that delivers your message to the people who you want to receive it. Whether you're a work-at-home mom blogging about the challenges of balancing work and household responsibilities, or the CEO of a major corporate titan, the impact of what you have to say will be measured in your content's reach and relevance to the intended audience. How efficient you are in managing your content will likely revolve around using an app that helps you manage content across multiple platforms.

Smart phones have become an excellent platform for content marketing while you're on-the-go. No longer do you have to wait to be sitting in front of your computer to get relevant information to your audience. It's easy today to share thoughts, opinions, pictures, and videos with the world in real time. Think about how you can manage each of these different types of content with your smart phone.

### **Native Content**

Native content is simply the content that you create yourself. It can be blog posts that you originate, pictures/videos that you've taken, or even merchandise that you're offering for sale. Whatever the content may be, it must impact your audience.

Smart phones can be used to manage and distribute your native content across media platforms in the same way as any other content. You can share directly from the location where you created the content, such as in your built-in phone camera, or through an app designed for that type of content. For example, you can use [Instagram](#) to share your photos to different networks.

You can also upload your content from your phone to the cloud with an app like [Dropbox](#). Then you can access that content later when you need it elsewhere.

### **Newsfeeds**

Sharing valuable, timely, relevant, and interesting information with both your friends and your market can be done very easily if you've organized your favorite sources of news.

Using an app like [Feedly](#), you can create 'feeds' on different topics of interest. Add different website's newsfeeds to the appropriate topic folder on Feedly whenever you find something new.

Then you can go into your Feedly app on your phone whenever you have a few minutes. Review the latest news and share it directly to different places online when you find something juicy.

## Content Creation



*"At the end of the day, a television, a computer, or a smart phone is just a device through which one can access content. The content itself is what matters, not the device."*

Ray William Johnson, Blogger, Prolific Developer of Viral Content

Let's say that you've got two fantastic steaks for dinner that are cooked exactly the same by the same chef. One of the steaks is served with sautéed asparagus spears, a seasoned baked potato with all the toppings that you like, and a generous house salad.

The other steak is thrown into a Styrofoam container, and you eat it in your car. The steaks will taste exactly the same, but one experience is worth far more than the other. Taken one step further, what if you were served the best steak in the whole world, but what you wanted and what you ordered was grilled salmon? Consider the power of the presentation.

Content is the backbone of any presence on the internet. Your content will mean the difference between your message being effective or meaningless.

Your background doesn't matter. If you want or need others to see your work, content is the key.

There is a multitude of ways to go about creating content. You will have likely settled into a method that best suits your interest. Are you using that method efficiently? Are you squeezing out the most potential for your content? Smart phones can help you realize these goals.

## **Blogging**

These days people blog about everything. It's true that anyone with a computer and an internet connection can now have a voice. What's important for you is that your voice is not lost in the sea of the countless other voices.

There are many apps that make blogging from your smart phone a breeze. You can use the apps to create text copy, import images and videos, and create links to other blog posts or merchandise. You can use them to schedule when your next blog post is posted. You can also use them to update your SEO settings.

The [WordPress mobile apps](#) transfer your complete set of WordPress blogging tools to your smart phone. Write posts, upload photos, edit pages, and create new blogs all from your mobile device. Available for Android and iOS devices.

## **Creating Images**

Smart phones are a great way to create images. The camera technology used inside smart phones has continued to get better. How you choose to use this technology can greatly impact your productivity.

Smart phones today make it effortless to capture high quality pictures. It is not uncommon for smart phones to feature cameras capable of capturing 12 megapixels or greater.



Being more productive sometimes means simply utilizing the tools that you have available. Here are some ways that cameras can be utilized to impact your productivity:

- Make price comparisons between retailers a breeze
- Take a picture of your to-do lists
- Easily capture receipts for major purchases/expenses
- Memorialize important meetings
- Scan your documents on-the-go
- Capture evidence such as boundary disputes or fender bender losses

[Instagram](#) is the perfect example of an image editor app that can also be used to share photos.

### **Creating Video**

The same camera in smart phones responsible for creating high quality pictures can easily capture HD quality video. What's more, you also have the capability today to stream live video directly from your smart phone. This can be a major benefit in terms of productivity when used properly.

- Capture adorable family moments quickly
- Video phone with loved ones near or far away using Skype or FaceTime
- Memorialize special events
- Dictate quick thoughts to yourself
- Record before and after video for accountability regarding home and auto repair and maintenance
- Record a demo of a product that you're reviewing for your readers

Apps like [Magisto](#) allow you to take and edit video on your mobile.

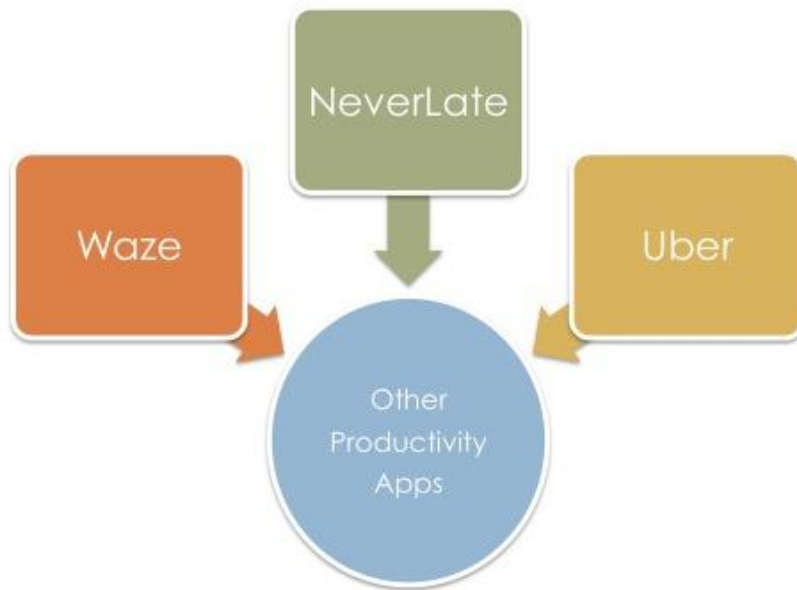
## Creating Graphics

Smart phones can be a great tool for creating quick, simple graphics for your pictures on the fly. They can then be directly uploaded to the internet via your method of choice.

Photo editors are readily available as apps for your smart phone. Lighting, borders, text, saturation, and many other effects can be manipulated with your phone. They can be an effective way to efficiently communicate your message.

A fun app to try is [WordSwag](#) to add text to your photos and create attractive graphics. It's only for iOS, so try using [InstaQuote](#) if you're an Android user.

## Other Productivity Tasks



In addition to the tools we've listed there are amazing things you can do that are unique to smart phones. Utilizing these tools can help greatly with improving your productivity.

Need to find what movies are playing within a 20 mile radius? Ask your smart phone! Today you can literally communicate with your smart phone by

talking to it. Both Apple's Siri and Google's Sherpa personal assistant apps take your spoken commands or questions and respond with relevant data combed from their search engines. This can help you speed up your decision making process while on-the-go.

Trying to get to where you're going in record time? Use smart phone apps such as [Waze](#) or [NeverLate](#) to get information on the routes with the shortest delays in real time. You'll discover where the traffic cops are hiding to boot!

And if you need someone to get you to where you're going, just access your [Uber](#) app to find the nearest Uber ride.

**Learning Activity:**

1. Review all the different ways you can use your smart phone to improve your productivity.
2. Which ones are you using now? How could you use those better?
3. Which ones would you like to try? Pick 3 that you'll try right away.

# How to Use a Smart Phone to Run Your Business

*"Look for when the environment is changing- the big shift now is mobile internet. It's really happening big-time. The way you interact with services on a smart phone compared to the Web is quite different, so there's huge opportunity."*

Niklaus Zennström, co-Founder, [Skype](#) & [Kazaa](#)

Today's smart phones are capable of performing a wide variety of tasks across a broad spectrum of interests. For example, it's easy to make sure an important deposit hits your account or to check delivery status on your inventory.

It will be important to find the smart phone apps relevant to your industry and check them out. This can help you either get ahead of or keep up with your competition. Here are some ideas on how to put your smart phone to the very best use in running your business.

## Collaboration



*"I'm a great believer that any tool that enhances communication has profound effects in terms of how people can learn from each other, and how they can achieve the kind of freedoms that they're interested in."*

Bill Gates

As a business owner it's vital that you implement a process to manage your business' resources and maximize your business potential. In short, you plan your work. Then you work your plan.

In any business, you'll develop procedures and protocols that are necessary to help you manage specific business situations that come up. Based on their success or failure, you'll tweak these procedures and protocols in the hope that they'll perform better in the future if the problem presents itself again.

### **Project Management**

More than ever before, the key people on your team may not always be in the same room. They may not work in the same city. Your key client may be in a different country. Smart phone apps can make this distance seem much smaller by getting creative with collaboration.

[Asana](#), for example, is a great project management app that crosses platforms from desktop to smart phones. It makes collaboration a breeze by organizing projects, tasks, and incoming messages into one user friendly dashboard. You can add people to your tasks, instruct daily work, and add detail to different projects all from one station. Responses and work details come back to you in real time. And asana is free!

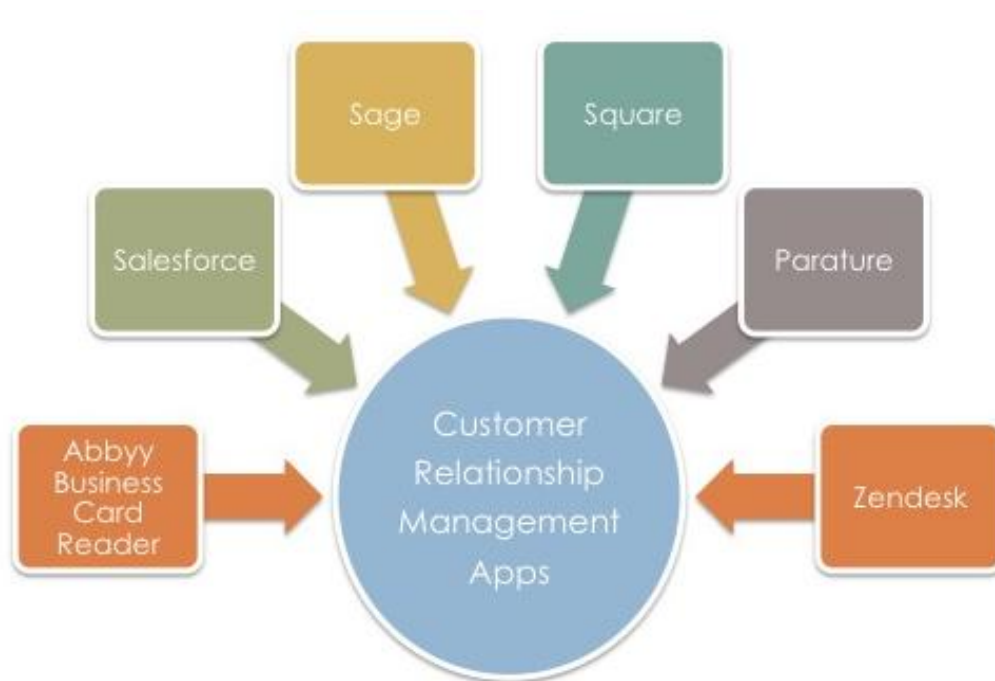
### **Communication Options**

A critical part of collaboration among a team is your communication options. Imagine a city the size of Manhattan being built, skyscrapers going up everywhere, with no internet and no smart phones. How terribly inefficient that must have been!

With the smart phone technology of today, you can communicate by text, phone, video phone, email, or instant messaging whether you're in or out of the office. This gives you tremendous flexibility in managing your business and your team. Here are some ways that you can communicate with your team on your smart phone:

- Traditional one-on-one phone calls or group phone calls with [Skype](#)
- Individual or group video calls with [Google Hangouts](#)
- Instant messages or texts to individuals or groups with [WhatsApp](#)
- Individual or group emails with your built-in email app
- Messenger apps within social media such as [Facebook](#)

## Customer Relationship Management



*"The purpose of a business is to create a customer."*

Peter Drucker

The relationship between you and your customer is the foundation of your entire business. Your business growth will be measured by the number of customers that it attracts. As you grow, it is critically important to be able to manage your customer base, from the start of the business cycle to the end.

The portability of smart phones and their apps can be key to helping you manage your customer relationships in the most expedient manner possible. Access to your customer base and your customer's experience with your company are both critical to helping you stay ahead of the competition.

### **Contact Details**

When it comes to Customer Relationship Management (CRM), there's no need for the desktop Rolodex anymore. Each of your contacts can be managed in a searchable database with business card capturing apps. Basically, you take a picture of the business card with your smart phone and the app automatically converts the relevant data on the picture to text, uploading the data from the card in hand to your permanent contact list.

Take a look at the [ABBYY Business Card Reader](#) app, for example, available for your Android or your iPhone. The app uses the camera on your phone.

You line up the business card within the borders of the app, and simply take a picture of the card. The app does the rest, converting the business card to manageable text data from any of three dozen languages. This data is then easily uploaded to your contacts and synced across your devices.

Each business card that comes across your desk should be scanned and filed accordingly in your lead database.

### **Lead Management**

The sales cycle starts with you having somebody to talk to about your product. There are many mobile apps available today that incorporate lead management into their CRM technology.

You can categorize your leads by any number of criteria. You can share leads across a sales team. You can capture new leads by camera, and incorporate them into your app and distribute them accordingly. You can set follow-up dates and store other information about the lead.

[Salesforce](#) and [Sage](#) are both good examples that have provided smart phone app solutions.

## **Sales Tools**

You can also manage your real-time sales with your smart phone. For example, [Square](#) can be used to accept instant payments for products or services. And you can even use Square across entire sales teams.

With a quality point of sale system incorporated into a smart phone platform, you will be able to:

- Manage inventory in real time by seeing what is selling and what is not
- Incorporate your new customer's data into your company database
- Accept payments via credit card from your smart phone
- Provide your customer an instant digital receipt delivered to their inbox

## **Customer Support**

The best opportunity to make a lasting impact on your customer is through follow-up after the sale and customer support. It's during times when your company has less to gain from your customer that you can show them how much you care. It's for that reason that follow up and customer service are critical components of the customer sales experience.

Smart phone apps have come a long way in helping you manage customer service. You no longer have to be tied to a desk to stay in contact with your customers. You have real-time data at the ready regarding your customer's sales experience. Use it to your advantage.

One app making waves in the customer service apps realm is [Parature](#). Parature is a great choice for the small business owner to incorporate multi-



channel customer service into the customer sales experience across platforms. Parature allows customers to interact with a knowledge base of your company's information.

Parature utilizes Facebook to set up a customer service portal on your Facebook account, allowing point and click self-help, or ticket based service so that your customers know that they're being heard.

[Zendesk](#) is another extremely popular customer service platform that has a great mobile app and all the features you need for different size businesses.

## E-Mail Marketing



Just because management tools are moving away from communicating by e-mail, the fact remains that almost every consumer has at least one e-mail address. Therefore, e-mail marketing will remain a viable vehicle to market yourself well into the future. And, you can easily incorporate e-mail marketing into your smart phone use.

### Collect Email Addresses Everywhere

You can take pictures of business cards to collect details, but you can also collect emails directly on your phone. For example, [SignUpAnywhere](#) has an app that allows you to collect people's email addresses even when you're offline. You can then download a .csv file with all the addresses later and upload it to your email management platform.

The [Friendthem](#) smart phone app takes business card scanning one step further by linking your social media to theirs using their identification e-mail address.

It has never been easier to assemble a quality list for e-mail marketing. The more relevant e-mail addresses that you can collect, the more opportunity you have to get your information in the hands of people that need your product.

**Learning Activity:**

1. Review all the different ways you can use your smart phone to run your business.
2. Which ones are you using now? How could you use those better?
3. Which ones would you like to try? Pick one that you'll try right away.

## 21 Popular Smart Phone Apps

The key to maximizing the use of your smart phone capability is choosing wisely from among the vast array of mobile applications available today.

We've consolidated for your review several of the most popular applications that can help you make the best use of your smart phone. These are just a few examples of the many apps available and you don't have to use these specific ones. However, they'll give you a good idea of ones whose mastery will impact the future of your efficiency on-the-go.

### Social Media/Communication Apps

Mobile phones were designed to give people a phone away from the home or office. Smart phone has taken that philosophy and multiplied it exponentially. You now have the power of a phone, a camera, a desktop computer, a beeper, a watch, and a GPS unit all wrapped up into a beautiful piece of technology. Get familiar with these apps and expand your communication horizons with your smart phone.

#### [WhatsApp](#)

WhatsApp is a mobile messaging application that allows you to send and receive individual or group text and voice/video messages for free without getting nailed with SMS fees from your data provider. It's a great way to share a quick thought with a friend, or send a friendly reminder to your team.

#### [Facebook](#)

As you probably already know, Facebook is a social networking application that allows you to keep up with your friends, family, businesses, and business associates via access to interconnected web pages. Facebook has quickly evolved into a platform for businesses to market themselves to consumers and to sell their products and services. Businesses now routinely

market to their key demographics within Facebook, and it only makes sense for you to install and use the Facebook app on your phone to stay current.

### [Twitter](#)

Twitter was designed for people on-the-go to send very short messages quickly to the people who follow them. Twitter has been accepted by users as basically a free texting service where information you desire to share about yourself can be accessed by anyone. Business leaders, actors, and athletes use this social media portal as an emotional bonding experience with their existing and potential customers and fans. If your own market is on Twitter, install the app and start connecting on the go.

### [LinkedIn](#)

Use the LinkedIn app to quickly update and connect with your business contacts on the LinkedIn social network. You can post updates about yourself, share interesting news, see what's going on with your network, or quickly look up information about a business lead. Check out LinkedIn's [Pulse](#) app too, which is a great way to find and share interesting news with your network.

### [Skype](#)

Skype's smart phone application allows you to send and receive voice calls, conference calls, real-time video chats, and digital messages across your phones regular data plan, up to 25 people at a time for free. In addition to it's free services, Skype offers premium services which allows you to make calls to landline phone numbers. [Facetime](#), an Apple app, is very similar.

## Content Creation Apps

### [WordPress](#)

WordPress was created as an open-source blogging tool. Created in 2003, WordPress has evolved through the availability of plug-ins to become among the most widely used website platforms in the world. By January 2015,

WordPress was installed in almost 24% of all websites in existence, representing a 60.3% market share of websites utilizing content management systems. (Source - W3Techs.)

In addition to content creation, users can create storefronts for retail or service companies and complete online transactions through point-of-sale interfaces and shopping carts. WordPress has revolutionized how websites can be created and maintained.

If you use Tumblr or Blogger, then take a look at their apps too.

### [Documents to Go](#)

If you need to edit your Excel, Word, or PowerPoint documents and you don't own Microsoft Office 365, this is the app for you. You'll need the paid version to be able to do any editing though. Otherwise, it's free for viewing your files and pdfs.

### [Vine](#)

Vine allows you to create short, looping videos with your smart phone that you can then easily upload to your favorite social media platform, including Vine's own social network. It was founded in June 2012 and existed privately just four short months before being acquired by Twitter. Vine is perfect for lead-in video teasers or quick comedy clips.

### [WordSwag](#)

WordSwag is an app which you can use to create beautiful 'word' images. It's only available for iPhone and iPad, but once you see how easy it is to create beautiful images, you may be happy to part with the few dollars the app costs.

### [Flickr](#)

Flickr was born out of a gaming project. Today, it is essentially a photo and video hosting website, but has evolved into a social network of their own. The major benefit of Flickr is that users can upload their photos and videos

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to Flickr, and then share those clips to their other social network platforms. This allows users to then free up their local memory storage.

### [Pixlr Express](#)

Pixlr Express is a photo editor designed for easy use in both Android and iOS platforms. The app has a lot of features for editing – text, filters, effects, themes, overlays, etc. However, that can make it a little complex to use if you're not a pro. It's free, so it can't hurt to try it and see how you like it.

## Productivity Apps

### [2Do](#)

2Do is literally a to-do list application that allows you to enter multiple new tasks quickly and efficiently. It's applicable to chores, tasks, and greatly improving productivity.

### [Remember the Milk](#)

Remember the Milk is a cross-platform solution that combines your to-do lists and tasks with Google's calendar. You can get email reminders inside of the app and share your tasks with others, which is useful for delegating.

### [Asana](#)

Asana allows teams to collaborate online in a web-based platform. Asana allows users to share tasks and assign responsibilities without the use of e-mail. Each user can see who among the team is doing which tasks, and they can follow each other for each specific task, allowing them to draw on each other's knowledge base in quick messaging communications back and forth.

### [Dropbox](#)

Sync all your files across all your devices, including your phone, with Dropbox. Dropbox stores your documents in their cloud storage, and then your different devices will sync to the cloud. So, if you created a document on your desktop computer and need to review or make a quick edit, you can

also do that from your phone! You can even share links to Dropbox files from anywhere, including your phone.

### [LastPass](#)

LastPass is the ultimate way to manage all your passwords. All you have to do is remember one master password, and LastPass will store the rest for you. Use it on your computer, laptop, tablet, and phone. It will sync passwords across all of them. With some new phones, you can even use the phone's fingerprint scanner instead of a master password.

### [Evernote](#)

Evernote is a lot more than a simple productivity app. It started as a virtual notebook for keeping track of all your ideas/images/pdfs/notes etc across multiple devices. But it's also used by many as a complete project management platform with checklists, team chat features, sharing of notebooks, ways to capture contact details, and more. Definitely worth your attention!

### [Pocket](#)

Rather than wasting precious minutes right now reading that article that looks interesting, save it for later in your 'Pocket'. You'll even be able to read things when you're offline.

## **Financial**

### [Square](#)

Square makes accepting credit or debit card payments via smart phones easy with their mobile payment technology. Users receive a small device that plugs into your phone's audio jack, allowing your smart phone to read credit cards. That credit card information is then uploaded securely into Square's merchant services portal and the transaction can be completed.

Purchasers can then elect to receive their Square invoice electronically via their e-mail, which allows your business to capture your customer's

information. Square technology is compatible with both iOS and Android mobile devices.

### [PayPal](#)

PayPal was initially launched as an online electronic alternative to traditional payment methods. Users could upload real cash to their PayPal account, and then purchase merchandise on eBay instantly.

Today, PayPal has evolved into a full merchant services portal outside of eBay, used as a shopping cart payment solution on many independent websites and even allows retailers to offer financing on major ticket items. PayPal is more of a behind-the-scenes plug in to your company website that can be useable in a mobile platform if your website is designed with mobile use in mind.

### [Expensify](#)

Expensify allows mobile users to simplify expense reporting. You simply take a snapshot of your receipt. Expensify then imports the receipt into your account and auto-populates the database fields, easily categorizing your expenses in real time. It is useful for both front line employees as well as management.

#### **Learning Activity:**

1. Explore the apps listed in this module and note the pros and cons of each for you.
2. Pick at least one that you want to try and download it today.



# How to Pick the Best Smart Phone for You

*"One of the great challenges of our age, in which the tools of our productivity are also the tools of our leisure, is to figure out how to make more useful those moments of procrastination when we're idling in front of our computer screens."*

Josh Foer, Author, "Moonwalking with Einstein: The Art and Science of Remembering Everything"

Deciding which smart phone is right for you is deeply personal. One of the great arguments in the technology debates of yesteryear was whether the world would embrace Tesla's AC current or Edison's DC current. Both were better than the status quo, but both had disadvantages when compared to its rival.

It's the same with phone systems today, as each of the competing operating systems tries to become the dominant platform of tomorrow. You can avoid the hoopla by focusing on the only argument that matters to you: will the apps that interest me most be compatible with the phone I'm choosing? Here's what you need to know:

## Key Considerations

### Operating System

What's your favorite desktop or laptop operating system? Eliminate hassles by choosing the most compatible operating system with your other devices.

iOS, Android, and Windows are the most widely used operating systems in smart phones today. Rather than performance, the main difference between these operating systems today is personal preference. Choose the one you like the best and which works best with your other technology.

## **Available Apps**

Smaller software developers sometimes utilize only one operating system. Make sure that the apps that you want to use the most are compatible with your operating system.

## **Phone Network**

All data providers are not the same. Choose to spend your money with the service providers that provide the best coverage area and data speeds. If your current provider is not the best one in your area, don't be afraid to change.

## **Physical Features**

Some people like physical buttons that you can push. Others like a screen-based typing interface. Choose a phone that meets your preferences for physical characteristics so that you are comfortable with it.

If you have to have the latest iPhone, that's great. If you're good to go with a more simple device that covers your essentials, that's fine too. If you're a gadget guru, consider any add-on accessories that you might want in conjunction with your phone.

## **Plan Considerations**

Phone contracts vary widely across carriers. Some offer discounted phones in return for long contracts. Some offer no contracts and a la carte pricing. Others offer out-of-this-world price points but very limited coverage.

If you're going to be employing smart phone apps, it is important to have a fairly robust data plan. If you're going to be using your phone often, by all means make sure that your plan has a sufficient amount of data availability. There's nothing worse than being in the middle of a collaboration or presentation and your provider cuts you off because you hit your data limit.

## **Price Point**

Often, the price point of the phone is the overriding factor. This can sometimes be mitigated by utilizing a carrier's contract offers. Sacrifice size and speed over compatibility and coveted user features. In reality, they're all going to be pretty fast.

## **Battery Life**

Do you find yourself out of the office most of the day? Are you outdoors often? These are primary factors of moving the battery life of a prospective smart phone up your list of criteria.

The very worst smart phones are the dead ones. Isn't it amazing how they die at the most inopportune times? Choosing phones with large battery capacities can help prevent late afternoon battery failures.

## **Storage**

Since the advent of cloud storage, the storage capacity of smart phones is by and large overrated. Still, it is better to be safe than sorry, and it never hurts to have more storage capacity. Try to choose a phone that maximizes storage memory per dollar.

## **Processor Power**

If you own the fastest car on your block, you're probably not going to be satisfied with anything other than the fastest smart phone. For others, a more modest solution is feasible. Know the processor demands of the apps that you will use the most and plan accordingly.

## **How will you use it?**

If a smart phone is going to be your major base of operation, you should most likely consider one of the higher priced and most functioned models. If your smart phone use will be limited to an hour a day or less outside of the office, spending \$600 on the latest smart phone may not make the most

sense. Select the best phone that fits well with both your monetary and time budgets.

**Learning Activity:**

1. Based on what you've learned so far about how to use a smart phone, write down the ways you intend to use it, how often, and when (now vs. future).
2. From the list of criteria and guidelines in the module, note what's most important for you in a new phone. Keep these notes for when you go shopping for a new phone.

## Tips & Best Practices

*"The more you eliminate the inefficient use of information, the better it is for productivity."*

- Mitch Kapor, Founder, Lotus Development Corp, Lotus 1-2-3

**N**ow you know which phone is going to change your world, and which apps you'll use with your new phone. After coming this far, you want to be sure your smart phone is at its best. After all, using your smart phone to maximize your efficiency means nothing when your phone is slowed down under the weight of too many apps or maxed-out storage capacity.

Consider these key best practices:

### **App Management**

Your smart phone can easily become a distraction as you download the next greatest shiny object you see in the app store. Get rid of time wasters, i.e. games, to improve your productivity.

### **Screen Organization**

Organize your apps into groups of those that are similar. Personal apps should be on one page, while business apps should be easily accessible on your first page. Your most used apps can also be shown directly under your date clock or whatever else you have as your phone's primary page.

### **Delete Feature is Your Friend**

Delete non-essential apps from your smart phone's memory. Are you really going to be streaming NASCAR over your phone? Get rid of that along with any other apps that you'll never use. You'll save precious memory space plus free up processing power if any of your dormant apps run in the background.

## **Cloud Storage**

A huge benefit to smart phone use is connectivity to cloud based data storage. Your phone's memory is limited. The more photos and videos you push to the cloud, the more room you have for quality apps. An uncluttered phone is an uncluttered mind!

## **Battery Management**

How many times has your battery died at 3:30 in the afternoon? This is unacceptable. There are many ways to manage battery life. Some people choose to carry multiple batteries and mobile chargers. These may indeed be necessary. However, there are optimal settings inside your phone to help deal with battery power.

You can choose when your phone syncs to your data. To save battery power, try every three hours instead of every ten minutes. If this doesn't negatively impact your customer service, then stick with it.

Turn off radios that are not in use. If you're in the vicinity of WiFi access, turn off your phone's mobile data. Your battery will thank you.

If you're not requiring a locator service at this very instant, turn off your GPS antenna. Your phone will stop communicating with satellites every second and your battery life will greatly improve.

Many apps will run in the background even when not directly in use. Try to avoid apps such as these whenever possible. If they are necessary, manage their settings to limit their constant drain on your batteries whenever possible.

Close any apps that you're not using. Otherwise, they'll keep running and using power. Depending on your phone, there are different ways to do this. For example, on an iPhone you typically have to double-tap the home button. Then swipe up an app to close it.

## **Utilize Auto-Updates**

Software developers will often update their software. This is normal. Often times, as developers constantly try to improve their product, a software update will positively impact the apps battery power usage. Whenever feasible, set your apps to auto-update and you'll be assured of using the very best versions of your beloved apps.

## **Keep Track of Data Plans**

Become familiar with your phone provider's data plans. Research coupon deals on your favorite search engine every 90 days to be assured of having the most cost efficient plan available relative to your current phone and data usage.

If you've overbought your plan, adjust accordingly. If there's a special that's too good to be true from your provider, take it. If a competitor is buying the market in your area, don't be afraid to use that as leverage with your current provider. Eliminating unnecessary expenses is just as effective to the bottom line as increasing your margins.

## **Cross Platform Content**

Become familiar with and utilize apps that are compatible with whatever media platform you're accessing.

Smart phone apps shouldn't appear twenty times too large for its screen, and desktop apps shouldn't appear to be the size of your smartphone. The best apps are responsive to whichever platform you happen to be using.

## **Back Up Your Data**

At the end of the day, your smart phone is a computer. Like all computers, your data is always at risk. Mitigate this risk of loss by backing up your data and spreading the risk across your multiple platforms.

Sync your phone and desktop data, and utilize cloud storage to decrease the risk of losing what's important.

### **Buy the Extended Warranty**

Often times, an extended warranty offer is pure profit to the retailer. Not as much in the smart phone world. There are only so many times that you can drop your iPhone in the toilet and expect a bag of rice to miraculously fix it. Suck it up and buy the extended warranty. You'll likely be using it.

#### **Learning Activity:**

Take a look through the list of tips in this module.

Check off ones that you are doing now and highlight the ones you need to start doing in the future.



## Conclusion

*"My favorite things in life don't cost any money. It's really clear that the most precious resource we all have is time."*

— Steve Jobs, co-founder, Apple

You are now well on your way to mastering the smart phone domain and conquering the mobile realm. You've acquired a great assistant who won't ask for a raise and who doesn't require health care benefits or opportunity for advancement.

Put the things you've learned here into practice and you'll save time, save money, make your life easier, and grow your business faster.

## Next Steps

Working without a plan is often less-than-productive. Developing a plan without implementing it is no better.

Spend the next week familiarizing yourself with the data plans available in your area. Make a note of plan pricing, coverage, and speeds available.

Determine the anticipated use of your new smart phone. The more you will use it in your business, the more important speed and features become.

Determine the budget you want to spend on a smart phone. You will more than likely find sufficient features and capabilities at a price point you want to spend, without having to sacrifice too much speed and storage capacity.

Install the apps you feel will be the most beneficial to your productivity. Take the time to read through the instructions and capabilities of these different apps, and utilize demo YouTube videos wherever applicable.

Don't let any setbacks prevent you from mastering the ultimate productivity of your smart phone. You didn't build your business or your relationships

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without hiccups along the way. You won't increase your productivity with your smart phone without a few hiccups either. Accept these little lessons as part of the learning curve and keep moving forward.

### **Learning Activity**

1. Review the summary of all key points you learned in this report.
2. Note the next steps you will take now and deadlines for each one.

## About The Time Doctor



Mike Gardner is 'The Time Doctor' and is highly regarded as one of the UK's leading Time Management and Productivity specialists, being regularly featured in the top 0.1% of people writing about time management and productivity on the internet in addition to being regularly featured in articles in the small business sections of both online and off line media outlets from across the world.

He is also the author of both the best selling book *Business Owners: Your family Misses You* and the award winning Time doctor blog and was recently shortlisted for the 2015 United Kingdom Specialist

Coach of the Year Award.

The Time Doctor is specifically focused on helping small business owners, entrepreneurs and independent professionals to be incredibly productive, whilst balancing their business and family commitments in a way that enables them to feel fulfilled and guilt-free..

### ***A little more about Mike if you are interested ...***

As an RAF Regiment Officer in the reserve forces, Mike has also completed operational tours in both Iraq and Afghanistan. In 2011 before gaining his Officers Commission he was the first reservist to be awarded the coveted RAF Regiment NCO Leadership award.

When he is not training, speaking or on operations with the RAF Mike enjoys spending time with his family; wife Wendy and two children, and is an avid Fan of Aston Villa. He also spends a lot of time completing challenges such as ultra-marathons carrying significant weights that raise money for forces related charities

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