
What's On My Tool Belt

The Tools My Clients & I Have Used To Build, Run, & Grow
Our Businesses Since 2006

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Brown Belt.

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Introduction



As a fan of golf I've always enjoyed the segment called "What's in the bag?" where they meet with a pro and go through his golf bag while he explains why he carries the clubs he does, from his wedges, to his woods, from his driver to his putter. It

gives me insight into how he prepares for different courses to increase his chances of winning, which, in turn, I hope will increase my chance of winning.

Likewise, people are always asking me how I get so much done with such a small staff, with very little paid advertising, with no office, and seven kids at home (and we are homeschooling four of them while actively keeping our infant from eating the Crayons!)

Obviously this list is ever-evolving but this is what's in my marketing and sales tool belt at this time.

*NOTE: I work entirely on Apple products, so everything I list here is what runs on a Mac. However, many of the products have PC versions and/or you can do a quick search of "Swift Publisher for PC" to find results such as Scribus, Adobe InDesign, and Microsoft Publisher to test on your PC.

CRM



WOW! In 2009 I began looking at **HubSpot** and I thought I was too small for them. Boy was I wrong...but it took me a while to figure that out. In Sept 2014, I dove into HubSpot and went through their certification programs. In late 2015, I actually moved my 9+ year old website from WordPress and onto the HubSpot hosting and publishing platform they called "COS" back then, and I've never looked back. Oh yeah, their CRM is free! Let me know if you'd like to discuss how to get the most out of it.



In the fall of 2014 I got certified with **Ontraport** because they are doing some good things in the all-in-one sales and marketing automation space. While I find the software to be a little harder to use than Infusionsoft, it does a lot of things right and offers many more features than Infusionsoft. However, with most people still staring at a blinking "12:00" on their VCRs and DVD players, more is not always better. To learn more about both visit my Ontraport vs. Keap write up at bit.ly/Ontvslnfu.



In late 2014 I was fortunate to run across Jon Ferrara, founder of Goldmine CRM in the '80s and now **Nimble CRM**. He was a guest on The Sales Podcast Episode 97 and his passion and wisdom are greater than ever. Nimble is an extremely affordable "social CRM" that you need to take a close look at. While you're looking, go ahead and listen to my interview with Jon, so you can get fired up about growing your sales, too, <https://www.thesaleswhisperer.com/jon-ferrara/>



In 2008 I heard Dan Kennedy was going to be in Anaheim with this software company so I went to listen to and meet him. Little did I know how pivotal that day would be in my business life. I signed up for **Keap** then not because I needed it at that moment, but I knew the potential, I knew where I intended to be and I was right. The way this software automates my sales and marketing has enabled me to grow my sales without growing my staff. Visit BuyCRMNow.com if you'd like to get started.

ActiveCampaign >

ActiveCampaign calls themselves a “customer experience automation” platform. You can start for as little as \$29/mo with a free trial, and monthly contracts. They offer SMS, “automation recipes” to speed up your path to profits, ecommerce automation, and more. If you need to automate simply and affordably, check them out.

ActiveCampaign.com.



Simplii is VoIP & your CRM. They call themselves “an all-in-one productivity powerhouse,” and they’re not wrong. They have an extension that sits on top of your main CRM (if they are not your main CRM), which enables you to dial, set dispositions of your calls, send SMS, and more. I have mortgage brokers and many other high-volume users loving Simplii. Give them a try and tell them I referred you for a nice little discount. simplii.net



I have PhoneBurner listed in two categories: here and under prospecting. It’s great for banging out a lot of calls, which is why I have it under Prospecting. But if you need a simple CRM as you’re making your calls, they might be all you need. Tell Henry I sent you. PhoneBurner.com.

Not sure which is the best CRM for you and your team? Take my free survey at CRMQuiz.com.

E-Commerce



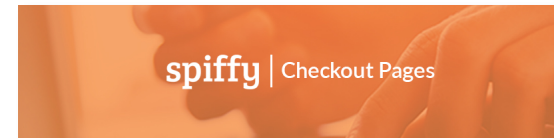
Shopify is amazing as both a shopping cart platform as well as a website and blogging platform. Their growing list of 3rd party integrations and great support make this a tool you must take a closer look at if you are ready to begin selling online but aren't sure where to begin and/or you want to keep your costs down.



Once you have a shopping cart like Keap or Shopify to create your storefront and/or order forms, you need to tie it to a merchant account that actually processes the credit card orders. I use authorize.net and I have a friend in the industry that can help you get great rates. Email me at info@thesaleswhisperer.com with the subject line "Help setup my Merchant Account" and I'll have Adam get in touch with you.



While you can save on fees with the right merchant account when you are doing enough volume, PayPal is easy to setup and enables you to accept payments online immediately so you need to accept PayPal if you want to make it easy for your customers to pay you.



As Keap stagnated, I applied tools to make the checkout process more elegant for all clients, especially mobile. [Spiffy](http://Spiffy.com) is the deal for this. Check them out at GoSpiffy.com.

Development/Mindset



I'm a big reader and a big podcast consumer but it wasn't until late 2013 that I began listening to "books on tape." (Do those even exist anymore?) I signed up for a free trial of **Audible** and I was hooked. I listen when I'm at the gym, sitting in traffic, waiting for the kids to wrap up their practices, you name it. **[Get your free audiobook today here.](#)**



Like I said, I'm a big reader, and like Audible, it took me a while to start reading digital books, but now I'm hooked. Being a Mac guy I love reading on my iPad so I have quite a few iBooks from Apple. Not only do I have business books, I read novels, including the classics, many of which you can find for free. If you have an iPad, give iBooks a try.



Like I said, I'm a big reader, and like Audible, it took me a while to start reading digital books, but now I'm hooked. Being a Mac guy I love reading on my iPad so I was thrilled to find the **Kindle** reading app for my iPad. But at the end of 2013, Amazon had a sale on their Kindle readers, which you need if you want to take advantage of their Lenders Library, which gives you access to free books! I like free, so I have a Kindle as well.

From Today's Reading



Since June 26, 2017 I've written a daily blog post based on the readings of the day. You can subscribe and read them at **[FromTodaysReading.com.](#)**

Podcasting

zoom

From 2013 to 2017 I recorded all but maybe 3-4 of my podcast interviews on Skype. It's free and Microsoft hasn't managed to break it...yet! :-). Along with Call Recorder for Skype by ecam, I got high-quality files that were easy to export into the Apple MP4 format that I pulled into GarageBand for my intros and outros that I then exported to an MP3 and upload to libsyn. But now I use Zoom for both the audio and video and I love it. Zoom even transcribes my interviews for free if I save to the cloud, which I do. I also use Zoom for all of my client consultations, trainings, and live calls in the Gorillas of Growth, GorillasOfGrowth.com.

GarageBand by Apple is how I mix and edit my audio files of each interview. It lets me embed bumper music for the start and ending of each episode, edit any glitches in the interview, record my intro and outro and then share the file as an MP3 to upload to Libsyn. Super easy to learn and powerful.



libsyn

libsyn stands for "Liberated Syndication," and they are the company I use to host my actual podcast media file. From there it is shared with iTunes, provides download stats, lets you create Apps for Apple, Android & Windows, and more. Packages start at just \$5/mo.

On-Stage Stands®

I used to have one of those boom arms but it just didn't work for my desk setup so I switched to the On-Stage Adjustable Height Desktop Stand and have been thrilled. It was around \$20.



As I mention below, I had the Rode mic for 9 years until I started noticing some weird things happening to my voice that could not be worked out. I found this Blue Yeti USB mic and have been rocking it for nearly 100 episodes of The Sales Podcast, so I'm a fan.



If you use Skype for your podcasts, Call Recorder is a great tool. In 2013 I bought Call Recorder for Skype from ecamm software for \$19.95. Today it's \$29.95. What a bargain. As soon as I open Skype the simple menu for Call Recorder opens. I click the record button and start the interview. At the conclusion a .MOV file is created so I can export the video or audio only. It's as simple as that and you can't beat the price.



RODE® MICROPHONES

I had the Rode Podcaster USB microphone since around 2009 but in 2018 it started doing weird things to my voice so I changed to the Yeti. This mic is awesome but it's around \$229. Maybe I needed a new one after 9 years but I tried a less-expensive brand and it has worked like a champ.

Productivity

Shut the front door! **textexpander** is the first thing I open when I reboot my machine. I literally can't work on someone else's computer. This thing is such a time-saver. It's a text expander for Macs, which works like a champ across the platform, including Chrome. I have short codes for everything from my phone number to my address to my website URL to the names of my books. If I type something more than once or twice a week I figure out a short code and save it both Safari and here.



Spend the money and get **Dropbox**. I have it installed on my iPhone, iMac, MacBook Pro, & iPad. I keep all of my critical documents in Dropbox so even if I lost my iPhone or computer crashed or even if disaster struck at my home and I lost all of my computers, all I'd have to do is login from any new computer and I'm back to work.



Evernote

I was big on **Evernote** until they changed their pricing. I think it bit them in the butt, but the damage was done. Like Dropbox, I had it installed on my iPhone, iMac, MacBook Pro, and iPad. It was so affordable and efficient. I kept all of my notes there for everything from my goals to affiliate links to my list of podcast guests. I now use **Notion.so**, but Evernote is worth a look.

1Password

Like **Dropbox** and **Notion.so**, I have **1Password** installed everywhere. It saves all of my passwords and it also generates strong passwords to increase my security online. After having a couple of websites hacked and a techie try to stonewall me, I fully embraced password platforms like this. You can give users—such as local staff, VAs, even family members—access to your account without sharing the actual passwords. That way, if you have to let an assistant go, all you do is remove their login and you're safe.

As I mentioned above, I made the switch from Evernote to **Notion.so** and am happy I did so. They say it is "Your wiki, docs & projects. Together." Everything is drag and drop in Notion. I'm still learning the power, but my techie-son who is a CompSci major doing marketing in the crypto space in SF turned me onto it, and it's legit.



Social Media



Like [Evernote](#), I was slow to warm up to [Buffer](#). Now I'm in with both feet! Wow! What a powerful and affordable app to help you find great content and share it to drive viewers, followers, engagement, and sales.

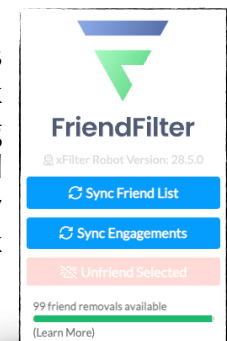


While [Feedly](#) is its own stand alone application to help you find good stuff to read, it goes together with Buffer like peanut butter and jelly. I scroll through Feedly each morning to find interesting content from people I follow then share it with Buffer on a predetermined schedule.



The social media publishing, scheduling, and reporting inside HubSpot is amazing. I tie my posts to Campaigns inside HubSpot to track the results, re-schedule past posts when appropriate, and can do it all from my iPhone, their Chrome extension, or within the HubSpot application. Really powerful.

Engagement is the name of the game online, especially on Facebook. [FriendFilter](#) helps you track your engagement on Facebook and purge "friends" who are not engaging with your content. It was started by a friend of mine, Matt Ganzak, who shared his story on [The Sales Podcast #590](#). Use the link above for a 14-day free trial.



Video



Years ago I bought a Logitech HD Pro Webcam C920 for maybe \$70 from Sam's Club. It has been on top of my computer ever since. It produces great video and has a built in microphone if you need it. I've made many videos with this, and use it to this day in conjunction with Screenflow, to show me in the bottom corner as I create new training videos on various programs.



If you're noticing an "affordably" trend in my resources, you'd be correct. People are always shocked to learn that YouTube is the #2 search engine behind only Google, who owns YouTube. So start making videos and sharing them on YouTube and including some optimized keywords in your titles, descriptions, and Tags and watch your traffic increase.

My **iPhone 12**. (I'm waiting for the 15 with the USB/C port. These things capture video like nothing else. Bust out your phone and start recording! You can upload straight to Vimeo and YouTube. You can edit the video on your phone. Just get to work. Video is here to stay.



ScreenFlow by Telestream for my iMac is like Camtasia for PCs, only less-expensive. I use this to record training sessions for everything from Infusionsoft tutorials to blogging training and even internal training for my staff. It's easy to cut and trim, insert audio or music tracks, annotate, and more. And it's only \$129, so it's affordable.



Since I started The Sales Whisperer® in 2006 I've relied on YouTube to host my videos and it has worked insofar as driving traffic to my site, and I will continue to use YouTube. However, as I have grown I've realized the importance and value that premium tools like **vimeo** can provide to host my videos and provide great insight into views, view time, etc. Video must be a part of your sales plan, and with **vimeo's** affordable options for getting started, I encourage you to get started with them today.

Web Design/Blogging



After moving my entire website of over 700 posts and 220 pages to HubSpot in late 2015 I couldn't be happier. It is the fastest web host I've ever seen. The CDN delivers my pages and posts so quickly it makes me smile every time I check my site, even pages with large images. The integrated landing pages, Calls-to-Action, Web Forms, Smart Content, Smart Forms, and analytics are amazing. Finally, for one low price per month, you get 24/7 live phone support! Contact me today and we'll help you make the switch. You'll be glad you did.



In late 2008/early 2009 I switched my sparse website to WordPress and although I moved TheSalesWhisperer.com to HubSpot, most of my satellite and test sites are still on WordPress, so I stand behind this powerful tool. Additionally, since HubSpot, Keap, Ontraport, and ActiveCampaign all play nicely with WordPress, there's no need to move from WordPress if things are working fine for you.

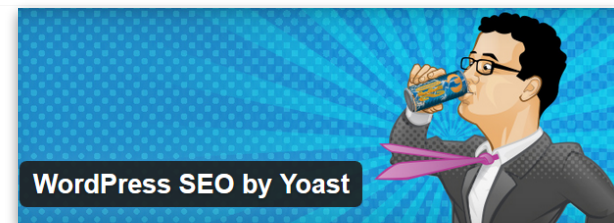
A·kis·met

(a-kīz-mī) n. Possibly the best way in the world to protect you from web spam.

The VERY FIRST plugin I add to every website I've ever owned or built for a client is Akismet. It stops Spam comments for WordPress, Drupal, Joomla, and other blogging platforms and you can name your own price!



As my gross revenue grew in 2014 to over \$30,000/mo, I moved the hosting of The Sales Whisperer® to a more expensive hosting platform. But I built my business—and still run all of my other ancillary sites—off of Bluehost and HostGator, both of which are owned by EIG. Follow the link above to start hosting your own website for just \$3.95/mo instead of their normal price of \$5.99/mo.



The Yoast SEO plugin for my WordPress site has been the single biggest factor in helping me get ranked than any other tool I've ever owned. I use it for every blog post to know that I'm on the right track with my keywords. And it's free!!

Writing



Send drunk emails from The Charm Offensive and watch your sales grow. I've writing messages like this to get connections on LinkedIn and to be interviewed for podcasts and it works like nothing else.

Write drunk, edit drunk, send drunk!

People are shocked to learn I've written both of my books:

- The Definitive Guide To Infusionsoft
- The Sales Whisperer® Way on Apple Pages. While it can't create indexes, it's still sufficient for the majority of your writing projects.



For years I've used this little \$29.95 app, Swift Publisher, to create business cards, free reports, newsletters, and more, both for myself and for paying clients. They provide numerous templates for everything from catalogs to menus, or you can start with a blank template. Get it and thank me later!



Communication is the key to success in any and all endeavors. Grammarly helps you put your best written foot forward whether it's email, Facebook posts, and more. They have apps for your smartphone as well as Safari, Chrome, Firefox, and more. You can use it for free or upgrade for more advanced features.

Lead Conversion



This could go under web design but LeadPages does help me write / create / launch attractive pages that are proven to convert. I use them for webinar launches, live event promotions, and good old-fashioned lead generation on my websites. Don't launch another promotion without them.



I've used DilogR to convert visitors on my website for many years. It integrates with HubSpot, Keap, Ontraport, Aweber, iContact, Salesforce, Eloqua, ActiveCampaign, Kentico, and Zapier. Do quiz, video, and visual marketing like a pro.



Make surveys and quizzes that will convert visitors to leads. I ran across the founders of ResponseSuite in the middle of 2019 and had them demo their solution and tell their story on The Sales Podcast #396. Take a listen and let me know what you think. I love the software and these cheeky bastards.



Get 75% open rates with this tool. I met the founders of bonjoro at an Ontraport conference in 2018 and have been using their software ever since to send personalized video emails to my prospects and customers alike. Their freemium model is generous and fully-functioning. See how it works on episode 32 of The CRM Sushi Podcast.

Prospecting



If you need to make a lot of calls fast, get **PhoneBurner**. It's a power dialer built for those who make outbound calls to make more sales. I know some of the executive staff there and I like what they are doing.



Holy smokes! **ScopeLeads** helps you automate your lead generation and cold emails like nothing I've seen before. Find and email businesses that actually need help with their marketing.



Do cold outreach at scale and send automated, personalized cold emails with **Wavo**. Follow up automatically to boost response rates and split test your campaigns.



Dux-Soup
Smarter lead generation

Dux-Soup is a freemium Chrome extension that helps you find and connect with your ideal prospects on LinkedIn. I've used it for quite a while to make me more efficient on LinkedIn and recommend you do the same.



"Reach every buyer on earth" with **Apollo**. Apollo lets you find, engage, and close deals with intelligence-driven workflows to Apollo's network of 250+ million verified leads.



Sendoso is the leading sending management platform. From gift cards to e-gift cards to coffee mugs to chocolate, Sendoso is the leader in account-based direct mail.

Conclusion

For 40 years my dad was in the commercial insulation business, with many of them in management running job sites with crews as large as 700 men and women. Inevitably a new person would approach him to be hired and would ask for what is known as journeyman wages, which is top dollar, vs. apprentice wages. My dad would always respond with **“Show me your tools.”** If they came back with rusty tools wrapped in newspapers, he knew they were not journeymen.

With the tools listed in this report, you will be well on your way to making every sale. However, even if you have Tiger Woods’s golf clubs, it doesn’t mean you’ll win the Masters Golf Tournament each April. It’s the proper utilization of the proper tools at the proper time that help you do just that.

If you think you’d benefit from and qualify for one of my limited 1-on-1 spots or small-group coaching programs, visit the Contact Us page at TheSalesWhisperer.com or text me at (714) 369-8004 and we can discuss if this is a good fit for you to grow your sales in income.

Until then, I thank you for reading this report and wish you the gift of your dreams.

Now go sell something.

Wes

