Episode 15: 7 Mobile Apps We Cannot Live Without

00:00 Announcer: Welcome to the Neon Noise Podcast, your home for learning ways to attract more traffic to your website, generate more leads, convert more leads into customers, and to build stronger relationships with your customers. And now, your hosts: Justin Johnson and Ken Franzen.

00:16 Justin Johnson: Hello, everybody, and welcome to episode 15 of the Neon Noise Podcast where we talk about topics that will help you decode marketing and sales. Ken, how are you doing today?

00:27 Ken Franzen: Doing well, Justin. How about yourself?

00:30 Justin Johnson: I am doing pretty good, doing a heck of a lot better. If my voice sounds a little scratchy, that's because I lost it, but it's coming back.

00:39 Ken Franzen: But you found it.

00:40 Justin Johnson: I found it, I found it! So combination of a little bit of fun, and a little bit of sickness, so I found it, and I'm back!

00:50 Ken Franzen: Was it in between the couch cushions with the remote control and stale Cheetos?

00:55 Justin Johnson: Man, I don't know where it was at, but it was gone. [laughter] I couldn't talk at all. So we had a chili competition over the weekend that we competed in. And I think it was a combination of a little bit of yelling there. And then, one of my son's flag football teammates came and was a little under the weather. So I think that that was passed along to the coaches as well. But we're back!

01:27 Ken Franzen: Gotta love germy kids.

01:30 Justin Johnson: Germy kids, man! That's what happens when you have all those little ones.

01:33 Ken Franzen: That's right.

01:35 Justin Johnson: Any who, hey, I thought that today would be cool to chat about some apps since we really haven't touched on any apps, just kinda some of the stuff that we use on a daily basis, anything that... Everything doesn't have to be centered around marketing and sales; just apps that we think might be beneficial for people listening, and to just help 'em get through their day better, more organized, stuff along those lines. What do you think?

02:05 Ken Franzen: No, this is great. Apps are a big part of our lives now. We all have them on our phones, devices, and there's more and more of them popping up all over the place. And it's interesting to think of how much different our daily routines are today because of these apps than they were five years ago. And so, some of these apps.

02:27 Justin Johnson: Yeah, it was difficult to pull up an app on your flip-phone, right?

[laughter]

02:34 Ken Franzen: The dumb phones?

02:36 Justin Johnson: There's still flip-phones out there. I think that... I think I know a few people that might have...

02:41 Ken Franzen: My dad has one. [laughter] Yup? Exactly.

02:45 Justin Johnson: Exactly. [chuckle]

02:46 Ken Franzen: But these apps that we're gonna talk about, they are just things that now are integrated into our daily lives; and some of the ones we wanna cover here today are apps Justin and I use regularly. I would borderline say they're the apps we could not live without. So let's start talking about these. A lot of these... Some of these, you might have heard of. Most of these, you might have heard of; but some of them, maybe you haven't. And so, if you can pull something away from our list of favorites that you can integrate into your daily routine, that would help you out with either maybe marketing, sales, or being more productive, or being more entertained, or whatever it might be. Hopefully, you can pull that from this conversation.

03:33 Justin Johnson: Cool! Let's dive in. I'm gonna start with one that... We recently talked about the importance of photos and good quality images, and stuff along those lines for your marketing materials, for your website. Snapseed is a pretty cool app that I have been using for... Oh, I don't know, probably four or five years. It's a photo-editing app. I think that they have... I originally started with Snapseed on... They had a desktop version that they came out with probably five years ago or so.

04:12 Ken Franzen: Okay.

04:13 Justin Johnson: And what's cool about it is... There's all kinds of photo editors and whatnot, but I primarily use this for when I'm taking pictures of the kids, the dogs, family, stuff along those lines. And you take a picture, and you can literally take it into this program, into their app, and do modifications to it, add filters to it, all kinds of cool stuff that in the end, when you have your original compared to your edited version, it looks like it's actually a professional photograph that was taken by a professional photographer. So it's a pretty cool app. You no longer have to import your photos into Photoshop and do all your editing into Photoshop. And you can literally take these images that you're taking on your phone and have a pretty cool-looking shot in a matter of minutes.

05:12 Ken Franzen: Absolutely! Now, I use this app as well, and this was out long before the filters that were available on the iPhone. I think that's in a recent iOS update that has some of this functionality, but Snapseed has a lot more than those simple filters. If you think this... What you have available on your iPhone right now would be the basic platforms; Snapseed would be the advanced version. It definitely has a lot of cool filters and features that you could do some really neat things with your photos, and so... I know sometimes you see pictures that people take, post on social media platforms, and you know it was taken with an iPhone or a smartphone, and you, "Wow! That's a great, great picture!"

06:03 Justin Johnson: Right.

06:03 Ken Franzen: "And look at the color! Wow! That's amazing!"

06:05 Justin Johnson: Yeah. It's 'cause they dropped it into a similar program like this.

06:10 Ken Franzen: Sure.

06:11 Justin Johnson: Like you said, there's a bunch of cool filters and whatnot, but the tools that I use the most... Just like when you take a picture and you need to brighten it up, or you need to change the contrast, or saturation, or highlights, anything along those lines, in the basic tools for this, it makes these photos just... They pop, they look great. And they've÷ got some cool filters in there. Lens Blur is pretty sweet, and that would be... Just think about doing product photos or anything along those lines where you wanna blur out the background and keep your focus on whatever that product is, this app is great for doing stuff like that, and literally, it doesn't take but a couple minutes to do it.

06:55 Ken Franzen: Absolutely! No, that's a great suggestion. I like Snapseed, it's... Now, is that a free app, or is there a cost?

07:04 Justin Johnson: So this app is free. Their desktop version that they have is paid. And I don't recall what that is. I think it was, I don't know, maybe 20 or 30 bucks. They've got both Mac and PC available, but the app for your iPhone or Android devices is free.

07:27 Ken Franzen: Awesome! And we'll include links to all of these apps in the show notes for everyone as well, so you guys can go check out and see what we're talking about on the sites. What I have on my list next is Evernote. Do you use Evernote, Justin?

07:47 Justin Johnson: I do! I use Evernote. I would say that I don't use it on a daily basis, but I use Evernote a lot for just basically grocery lists. [laughter]

08:00 Ken Franzen: I use it for that as well. So Evernote, it's a productivity... I consider an organizational, it's a note-taking type app. And I do use it daily. I use it to keep my sanity. [chuckle] I use it for about every

meeting... Not 'about;' I use it for every meeting that I attend, either in-person or even on the phone, to take notes. I need to take notes. I have a horrible memory. Anyone that doesn't take notes, I'm suspicious of because I don't think anyone has that great of a memory. [chuckle] But my problem that I ran into all the time is I'd had notebook piled up after notebook, piled after notebook. And I don't have horrible penmanship but I sometimes go back and say, "What was that word?"

08:46 Justin Johnson: Right, right.

08:46 Ken Franzen: And so, Evernote allows me just to type in my notes during meetings, on phone calls, wherever it might be, that I can tag the notes, I can organize them in different notebooks, I can recall them with ease. And I like using it because it's available offline if I don't have an Internet connection. Let's say I'm in a meeting in a coffee shop, and I can't get a connection or something, I can plug it right into Evernote on my desktop version, and once I have Internet connection again, it will sync to the cloud version and save my notes there. Because some of you might say, "Well, Ken, if you're in a meeting, shouldn't you be logging stuff into your CRM?" And yes, you should be, but my process that works best for me is taking the notes in Evernote and dumping them or compiling them down into the CRM. 'Cause when I take notes, it's sometimes is very sporadic and crazy, and you're trying to type and keep up with the conversation and everything going on. So sometimes, thoughts aren't absolutely fleshed out or complete and I like to circle back post-meeting to my notes and tighten them up a little bit, and then, dump them into the CRM so that when they get to the CRM, they're in a pretty complete version where someone that isn't me can read those notes and comprehend what took place at that meeting. So I think it's a great intermediary. You made mention of grocery list. That is another thing that I love using this app for because what's kinda cool is I use it...

10:34 Justin Johnson: You can share those, right?

10:35 Ken Franzen: Yep, you can share those so you can say... If your wife is the one going to the grocery store, but you made the list, you can say, "Hey, honey, here, let me share this list with you." She has it on her phone. She can get the things she needs plus the standard 10 things that we don't need. And so, I like the fact that it syncs with my phone. So I'd have a tendency to do most of my note-taking on my laptop. And in the event that need to pull it up on my phone...

11:05 Justin Johnson: Yeah, you can pull it up on your phone.

11:08 Ken Franzen: It's boom! There, easy. And it syncs very quickly. That, coupled with the fact that it's free, there's a free version of it is spectacular. I think that Evernote's probably definitely one of my favorites. They do have a Chrome extension, a Google Chrome extension that will allow me to clip anything I find on the web and save it to a particular notebook as well, which...

11:40 Justin Johnson: That's pretty cool.

11:40 Ken Franzen: Is super helpful when I say, "You know what, I wanna reference this again." I use that a lot for recipes when I find something that like, "Ooh."

11:49 Justin Johnson: Yeah, good idea!

11:50 Ken Franzen: This looks like... So I have a 'Recipes' notebook in my Evernote so that I don't have to say, "What website did I find that recipe on?"

11:58 Justin Johnson: I might have to start using that 'cause I think that I've always just been going in and typing everything up in there. [chuckle]

12:03 Ken Franzen: Oh yeah. No, just clip it right to Evernote in a 'Recipes' notebook in...

12:07 Justin Johnson: Well, I didn't know that!

12:09 Ken Franzen: You will love that. One other cool feature of the premium plan, which is really only... It's only $70 a year. And any salespeople out there, anyone out there doing networking events, you end up with a stack of business cards. I know that not as many business cards get handed out as they used to maybe 10 years ago, but even so, they're still being exchanged. One cool thing in Evernote you can do is you actually can scan a business card and it'll digitize the contents of that card right into... So no more tedious data-entry.

12:45 Justin Johnson: That's awesome!

12:46 Ken Franzen: So for $70 a year, just do some math on what your time's worth. If you find yourself spending more than... I don't know, a couple hours?

12:56 Justin Johnson: Yeah.

12:57 Justin Johnson: If that's what you're... A year. [chuckle] Of data-entry for business card stuff, then the paid version, the premium plan might not be a bad option to go.

13:07 Justin Johnson: That's pretty cool! Very, very cool! Good stuff! I'm gonna have to log in there today, and copy over some stuff for some recipes.

13:18 Ken Franzen: There you go, it's handy, it's handy.

13:20 Justin Johnson: Awesome! What do you think about Slack? Since we use that quite a bit on a daily basis, both of us, alongside everybody else on the Neon Goldfish team. Slack is a communication app that we use at Neon Goldfish. It doesn't matter if you're a small or large business, it basically allows the members of your staff to communicate with each other without... The one thing that I like the most about it, is if I need to

communicate with somebody that's not in my office, and I can shoot them over a message, and I'm not, they get it instantly, however, I'm not interrupting their day. And they can respond back whenever they're, "Hey, do you have 10 minutes to talk?" Well, maybe I don't have 10 minutes to talk until 01:00, and I don't have to call them and ask them that. So it's an awesome application for medium to small businesses just to be able to communicate better throughout the office.

14:27 Justin Johnson: So I have the ability to upload documents. Got files or anything that you want to share with your team, you've got different channels where everybody could be included in that channel, and everybody can see that communication. So maybe somebody calls in, and you've got the support ticket or something along those lines that you need to get back to, and you could just message that out to your entire team, and everybody can see it, and collaborate on whatever it is that you're discussing. And you also have the ability to just reach out direct. It's kinda like an old instant messenger, but just on steroids, and you can add files to it, and do a lot of different cool stuff to stay in communication with the team.

15:19 Ken Franzen: That's what I kind of think of it as, is IM on steroids. So when we first were presented with the idea of using Slack on our team, I was a little apprehensive. I was kind of like, "All right, well, we have email and phones."

15:37 Justin Johnson: And email. [chuckle]

15:39 Ken Franzen: "Why do I need to start paying for something else?" It was a newer team member that brought this to light a couple years ago, and they were using it at their previous employer, and he's telling me about how great this is, and I'm like, "I'll demo anything. I'm fine with checking things out." And we started using this, I'm like, "All right, this is kinda cool, this is kinda fun." But where I found all those things you just described are spot on. Yes, it's awesome that you can communicate directly through. What I loved about it was it saves interruptions. If I Slack, and it's a company that I now use as a verb. [chuckle] But I Slack.

16:26 Justin Johnson: You're a slacker.

16:27 Ken Franzen: I am a slacker that slacks, but I'll slack the team member that is well within an eye shot, or I could talk at the same level I'm talking right now and get their attention. But I'll send them a message on Slack rather than saying, "Hey Ryan," or "Hey Jordan," so that I am not disrupting what they are currently working on. I'm not stealing their time to breaking their concentration, their focus, and it makes all the difference. Because then now, I can say... I'll throw this question out to them, and they can just respond back to me when they have a moment, which typically, isn't very long. We work in real small spurts and so, I usually will receive a response fairly readily. So the other thing that I like though, is when I can... If I have a question that more than one person can answer, I throw it out to the channel, a channel, a group, a department. So if it's a question about something related to the content we produce here at Neon Goldfish, I post it to our content channel, and anyone that is involved with the creation of content copy here at Neon Goldfish is subscribed to that channel, they can chime in and answer it. So maybe it's not something that's

particularly geared at one individual, it's just like, "Hey!" You would shout out, you'd stand up on a chair in your office, and you'd scream as loud as you can.

18:00 Justin Johnson: Right.

18:00 Ken Franzen: Does anyone know where the red scissors are? [chuckle] And obviously, that would be a gigantic disruption on everyone's day. So you can just throw out on the Slack channel, "Hey, does anyone know where the red scissors are?" When somebody sees that, they can then respond, "They are in your hand Ken." So no, I like it. Slack does have a free version. But there are some paid plans and there's some benefits to the paid plans depending on how much you want to use, how heavily you use, how big your team is. They have some awesome integrations as well. But I think Slack has been a pretty important recent addition to...

18:40 Justin Johnson: Yeah, it's awesome!

18:40 Ken Franzen: Our team productivity here at Neon Goldfish. And I know they're growing like crazy. It's amazing to see. Did they have a Super Bowl commercial this year? Or was that last year? I can't remember.

18:48 Justin Johnson: Slack? I don't know.

18:50 Ken Franzen: I could be wrong. I'm gonna try digging that up.

18:53 Justin Johnson: Dig it up!

18:54 Ken Franzen: All right, what's next on the list here, Justin?

18:57 Justin Johnson: Next on the list, let's go with... 'Lose It!'

19:04 Ken Franzen: Ah, another good app.

19:05 Justin Johnson: 'Lose It!' It's an awesome app. So 'Lose It!' if you're like many of us, or some of us, you may be trying to lose some weight, or just maintain a healthy lifestyle. This is a... It's a great app. I've had this on my phone for... Oh, I don't know, probably four or five years anyhow. And basically, what I use it for, primarily, is tracking my daily calorie intake, and basically, what I am eating for breakfast, for lunch, for dinner, snacks. I can then go in and plug in any exercise that I do, and obviously, that would take some consideration what you're doing. You plug in if you're going for a run or something along those lines, and you went for a half an hour, then it'll give you an estimated amount of calories that you burned. And then, it would take that off of whatever your daily budget is.

20:08 Justin Johnson: So it's kinda cool because what I do... I don't know what I have plugged in here right now. I think I've got that I wanna lose 20 pounds. And what it does is it actually goes and it projects out your

dates. So if I wanna lose 20 pounds, and then it tells me that my budget for my day, in order to lose 20 pounds, should be X. And then, I have a goal of 20 pounds by May first. So it would project out that this is the amount of calories that you should be eating on a daily basis. And as long as you are actually plugging the information in, you're gonna lose weight. And I can't even begin to tell you how many times that I've suggested this app to other people that are just... Even if you're just looking to maintain, and you don't even want to lose weight, it's an awesome app just so that... You know that if you're supposed to eat 2,200 calories a day, and you're entering your information for... For example, I ate two oranges this morning, and I had a protein shake at a little bit before we started recording today. And I've got 323 calories gone out of my budget of 2,036 for the day. So I know exactly where I'm currently at. And then, if I go and I exercise, it adds to that. So as long as you're tracking your information and you're plugging in your daily calories for everything that you're doing, you should definitely be able to lose some weight and hit whatever that goal is by the specific date that you're trying to lose weight by.

22:01 Justin Johnson: They do have a free version and they do have a paid version. I've been using the free version for quite a while. I haven't seen any reason to upgrade to the paid version. I think all they do is they've got a couple of ads that they run on the bottom of the app that you can get rid of if you didn't wanna see that. But a couple other things that are really cool about this app that I didn't even really think about until we started talking: You have the ability to connect with other users. So let's just say that I tell Ken about this app, and he hops on, and he downloads the app. Then we can connect and actually see what each other is doing. So if you've got a specific goal and you're trying to reach your goal, it just helps you encourage others that are using the app too to, "Hey, make sure you're logging in because you get awards and everything if you log, and you track all your information. Each day, you get something different." So it's pretty cool and if you're looking to drop a couple LBs, then check it out 'cause it's an awesome app.

23:10 Ken Franzen: This is another one that I also use. I didn't realize that we could connect, though, through that. That's kind of interesting when you think that... I think we should do... Hold each other accountable and keep in track. I like the app because I never have a hard time finding... I never know how many calories are in what I'm eating, right? [laughter] I think that's the biggest downfall is you start becoming more conscious of what you're putting in your mouth.

23:38 Justin Johnson: Oh yeah.

23:41 Ken Franzen: I still eat too much peanut butter, but I eat peanut butter, I love peanut butter. I don't know what it is about it. But I never realized...

23:47 Justin Johnson: How many calories are in a teaspoon, though?

23:48 Ken Franzen: How many frickin' calories, like 200 calories. There's like... Or yeah, there's... I don't know. It's...

23:53 Justin Johnson: I'm gonna find out, hold on. [laughter]

23:55 Ken Franzen: Here you go, let's answer our question. I think there's like 190 calories in two tablespoons.

24:01 Justin Johnson: Okay, so there's 94 calories in one tablespoon.

24:04 Ken Franzen: All right, so I was pretty darn close and...

24:05 Justin Johnson: But check this out, so this is awesome. So all I did, I just typed that in. I typed in 'peanut butter,' and it comes up, and it has one tablespoon. It tells me that there's 8.1 grams of fat, tells me how much saturated fat, and cholesterol, sodium, total carbs, fibers, sugars, protein, all broken down. And it took me two seconds to type this in.

24:25 Ken Franzen: Exactly!

24:25 Justin Johnson: All you have to do is you have to add that. So you would click on 'Add,' you can go in, and you can change the two tablespoons, or three tablespoons, and click 'Add,' and it plugs it right into your daily logs. It's just awesome.

24:38 Ken Franzen: Exactly! The library is immaculate. And what's really kinda cool is... One thing I always struggle with when I'm really trying to be conscious, we've got spring break coming up so a lot of us are gonna travel and go to some place where we might wear less clothing than we do normally.

24:55 Justin Johnson: Oh no! Don't wear the Speedo again, man, please! Come on! [chuckle]

24:58 Ken Franzen: No, that's retired, that's retired. It's framed and it hangs on the wall in the basement; I'm kidding, everyone. No. But you go out to eat. If you're like me, you don't find yourself sitting in a restaurant once, twice a week, at minimum, with family, and you have that decision. "Am I going to be... Am I gonna make good choices on what I eat here? Or am I gonna go for the rack of ribs and the big potato?" That all sounds good, and that makes my mouth water just saying that. But, "Or would I have better choices looking at the menu?" And then, the nice thing about it, you whip out this app, and you start plugging things in, and be like, "All right, cool! What can I have? What is this dish?" And it allows you to quickly... 'Cause some menus now at restaurants are including how may calories are in their dishes, but most don't. And you end up looking at, "Oh, I'm gonna have a salad," and it's a 1,500-calorie salad.

26:03 Justin Johnson: Well, yeah. You can go back to those ribs, and have a half rack of ribs.

26:08 Ken Franzen: Exactly! And that's just it, that's the trade-off, it's a great point. I was like, "Okay, great, I'm gonna have a healthy salad because I don't wanna have those unhealthy ribs." And you're gonna be

miserable eating that pile of lettuce drowning in dressing, or you'd be like...

[laughter]

26:25 Ken Franzen: "I could eat some fall-off-the-bone tender ribs, and truly be happy."

26:28 Justin Johnson: I'll tell you what's pretty cool, though. I just typed in ribs, and some of these portions are... Well, they are small, they're not pretty small. Three ounces, three-and-a-half ounces, but then, it actually goes in, and it's looking at...

26:43 Ken Franzen: No one's ever eaten three ounces of ribs.

26:45 Justin Johnson: Well, I get that. But what I'm saying is, so there's LongHorn Steakhouses in here, Butcher's Prime is in here, Old Country Buffet, Famous Dave's, Texas Roadhouse. These are a lot of chain restaurants that definitely don't publish this information where you can just hop on here and check it out and know exactly the amount of calories that you're putting in just by doing a simple search.

27:12 Ken Franzen: Yeah, great app. Definitely, if you are trying to be conscious of your food intake, and I know there's others out there, but this one, I know is popular but it is super, super, super awesome.

27:26 Justin Johnson: Yes it is. All right, so 'Lose It!' Check it out! That's a pretty cool app. What do we have next on our list?

27:41 Ken Franzen: HubSpot CRM.

27:43 Justin Johnson: HubSpot CRM, do you use the HubSpot CRM?

27:47 Ken Franzen: I do. I do use the HubSpot CRM.

27:50 Justin Johnson: I do as well. This app is awesome. You could use this for both productivity, sales; actually you could use it for marketing as well. It depends on if you are set up with HubSpot with a specific account in order to do this stuff. But HubSpot does have a free CRM that you can set up, and ultimately, set up your app as well to tie right into the sales side of the CRM. That's primarily what I use it for. It's pretty cool. It allows me to go in and just see any deals that I have that are created, and I can go through, and I can see if I've got a projected job that's supposed to close on 3-1, it'll tell me exactly where that's at, and I can click on it, and I can actually log right in, and I can see exactly what's connected to that deal. Primarily, one of the things that I use the CRM the most for is tasks. After every call that I have, I go in, and I create a task for either a follow-up, or if I need to send somebody over some additional information, or maybe they weren't available that day, and they're going to be available on Monday instead. I would have all that information tasked out in my task list, and it would give me a daily update of exactly what I have going on that day.

29:28 Justin Johnson: It's perfect for... You can go in here, and you can actually change your daily over to what you got going on that week. Just makes you stay on top of everything, makes you stay a lot more organized. I also use this for... I have an activity stream on mine that actually tracks whether or not, if I send out some information to somebody, it'll actually give me back the contact's information, and tell me whether or not they've opened that document up. If they've looked at it, I can actually click on it, and see when they took a peek at it. So it allows me to do a quick follow-up with contacts that are active and actually looking at the information that I'm sending over to 'em. And then obviously, your contacts are at your disposal. If you're out and about, and you wanna look up something on a meeting or a conversation that you had with an individual, and it took place in November, you can just hop on here, pull that contact up, pull up all the information about the meeting, and have everything at your fingertips relatively quickly. Those are the items that I like the most about it. What about you, Ken?

30:43 Ken Franzen: Those are all real good points that you made, Justin. I love the CRM app, mostly because when I'm out and about on the road, I don't do as much selling activities as you do at Neon Goldfish; but I do have a lot of interactions. And most of mine, in my data-entry, is sitting at my desk, as far as into the CRM. But the thing that's nice about that is with this app, you can access my notes while you aren't in the office. That's what I think is the best thing about it is we've used a lot of CRMs in the past. I find that HubSpot did a great job with their app. Others that we've used in the past, the CRMs are just... The apps, at least, the CRMs... Well, there's a lot of great CRMs out there, but the apps I've found haven't lived up to the full functionality, or at least, close to the functionality of the full desktop version. And I find HubSpot is... Obviously, you can't get everything out of a mobile app that you can out of a full desktop version, but I'm pretty geeked. I like it quite a bit, it's... And again...

31:57 Justin Johnson: And it's free.

32:00 Ken Franzen: Well, yeah, it's free, and...

32:01 Justin Johnson: Free! [chuckle]

32:03 Ken Franzen: You can't beat that.

32:04 Justin Johnson: Right.

32:05 Ken Franzen: And so, we've talked about these, and if you're not using a CRM, there's no excuse. Now, you can have it at all points in time, connected to you, whether you're sitting at a desk or out and about. So that's one big, big, big, big, big benefit of keeping track of everything, especially when it's information between two different individuals or a team of individuals. There's nothing more useful than being able to pull up or recall the notes of a particular contact. No easier way to do it than a CRM.

32:41 Justin Johnson: You got it. So check out the HubSpot CRM app. All right, what have we got on the list. What's next?

32:52 Ken Franzen: Next on the list is a newer app I found that I am loving. It's called 'Pocket,' like the pocket in your pants.

33:03 Justin Johnson: Pocket? Okay. [chuckle]

33:05 Ken Franzen: Right!

33:07 Justin Johnson: I'll be honest with you, I don't think I know what Pocket is. I don't think I've heard of Pocket, so this is cool.

33:13 Ken Franzen: Yeah.

33:13 Justin Johnson: What's Pocket all about?

33:15 Ken Franzen: All right, so Pocket is... Let me paint a picture, and I'll tell you how it helps. How many times have you been going through the inbox, and you come across an article from someone that... Someone sent you a piece of content and you're like, "Wow! This is awesome."

33:39 Justin Johnson: "I wanna read this!" Yup.

33:40 Ken Franzen: "I wanna read this, but I don't have time to read this right now."

33:45 Justin Johnson: Everyday, multiple times, a lot.

33:49 Ken Franzen: Alright, great! So you wanna read it but you don't have time. And then, let's say that you're at the... My most recent use of this was at my daughter's swim meet the other night. I have to get her to the swim meet an hour before the swim meet starts so that she can do her warm-ups and everything. And so, I find myself sitting in the stands waiting for the meet to start, and for the rest of my family to show up. So I have downtime. And so, how many times do you have downtime where you're like, "Oh, cool! Now, I time that I could read that article. Now, I have to go find were the heck it is."

34:27 Justin Johnson: That was gonna be exactly what I was gonna say. It's just the fact that I save all these things, but then, I forget where they're at, or you're like, "Hey, I really wish that I could pull that article up," and you can't even find it. I save stuff on... Yeah.

34:44 Ken Franzen: So what Pocket does, you install it on your phone, there's a desktop version as well, and you quickly just save the article. You can tag it. So if it's an article on SEO by Neil Patel, I can tag it 'SEO Neil

Patel.' If it has an infographic in it, I can also tag it 'infographic.' And I just do that 'cause I'm OCD about organization. And I can save it for later, having peace of mind knowing that I'll be able to recall that article with ease. One special feature that they have is a Google Chrome extension. So they have the desktop version, they have the mobile app, but they also... I like my Google Chrome extensions. And whenever I'm searching, surfing the Internet, and I find something, just click the little pocket icon on my browser toolbar, and boom! It instantly saves that, and allows me to quickly tag it.

35:40 Justin Johnson: Sweet!

35:41 Ken Franzen: So yeah, it's nice. I always struggled with re-finding articles that I wanted to read. But where I'd really struggle is I'd be so worried about, especially if I ran across a great article, I'd be so worried about not being able to find this article again. I would stop what I was doing and start reading the article, which was a complete productivity killer.

36:04 Justin Johnson: Right.

36:05 Ken Franzen: Now, I can blaze through 'em and be like, "Nope, later. Nope, later. Nope, later." And I can compile a whole list. And so, rather than reading, going to my favorite slum news site to find out what is horrible in the world, you can have...

36:21 Justin Johnson: Yeah, you can have everything at your fingertips that you actually wanna look at.

36:24 Ken Franzen: Exactly!

36:25 Justin Johnson: That's pretty sweet!

36:26 Ken Franzen: It's awesome! And like...

36:27 Justin Johnson: Is it free?

36:28 Ken Franzen: Many of these, exactly, it is free. There's no cost to Pocket.

36:31 Justin Johnson: It is free! I like free!

36:31 Ken Franzen: So get yourself a Pocket. It's an awesome app. It's one of my new favorites, and I can't say enough good things about... I don't normally talk to people about apps out of the blue, and I brought this one up in conversation a couple different times.

36:47 Justin Johnson: Right, nice. I just downloaded it.

36:51 Ken Franzen: Boom!

36:52 Justin Johnson: Boom! I've got Pocket. Cool! Sweet!

36:55 Ken Franzen: Awesome! All right, so what about Teamwork?

37:02 Justin Johnson: Teamwork! We don't use Teamwork, do we?

[chuckle]

37:08 Ken Franzen: The only time that... Well, you haven't used Teamwork here yet today was the time I've spent recording this podcast.

37:15 Justin Johnson: Teamwork is active for everyone at Neon Goldfish, for sure. Hopefully, everybody... Well, maybe everybody's not logging into it via an app, however, they are definitely logging into our project board on their computers.

37:31 Ken Franzen: Yeah, so Teamwork is a project management platform we use at Neon Goldfish to manage every nook and cranny of all projects and maintenance updates for...

37:43 Justin Johnson: Tasks, messages, milestones, everything.

37:45 Ken Franzen: Yes, it does. We log all of our time that we spend on every task we complete here at Neon Goldfish in that platform. It is truly our backbone. And you're right, you don't have to... The app is an extension much like the HubSpot CRM app. This is a way to access this very important system to your business and for ours I don't think there's of more important component or application that we use than Teamwork. It allows us to access that via mobile device. And much like HubSpot, again, Teamwork, they got it right; they did a great job.

38:27 Justin Johnson: They nailed it. They absolutely nailed it.

38:28 Ken Franzen: 'Cause this app is awesome. There's so many moving parts to a project management platform, and it is so easy to use. I think that it's actually easier and quicker. This is kinda gonna sound odd.

38:41 Justin Johnson: I know where you're going with this. You're into your own desk, right?

38:42 Ken Franzen: To set up a task.

38:43 Justin Johnson: It is. It's easier to do on your mobile device on the app than it is through the dashboard.

38:50 Ken Franzen: I don't know why it is but the interface, everything's right there. I look at this thing and I'm like, "Why is S backwards?" I wish the...

39:00 Justin Johnson: I'll tell you exactly what the deal is, is what's nice about this is you see exactly what the most recent item is for each one of our projects. So if it gets crossed off the list, that's exactly what you see for a particular client. Whereas, if you're logged into the desktop version, you see that that is the most active item, but then, you see everything else that's below it so it expands everything down. You just have a better snapshot of everything that's going on on a daily basis with looking at it through the actual app than you do at the desktop.

39:36 Ken Franzen: Yeah, I could see that. I think that we might use that a little differently 'cause I think that you probably look at it... I have a tendency to just jump in, and if I'm not in front of my laptop checking a task, or assigning a task, if something pops into my brain suddenly, and I think, "Oh, crap! I need to make sure that I get this task on the board before I think of something else and it escapes my memory."

40:08 Justin Johnson: I just checked off a task. [chuckle]

40:10 Ken Franzen: Perfect! Yeah, it's super simple and easy to use. And so, the app is free, you do need to have an account with Teamwork. Does Teamwork have a free version? I think they might have a...

40:23 Justin Johnson: They do.

40:26 Ken Franzen: We'll put a link.

40:26 Justin Johnson: I can't recall, yeah.

40:27 Ken Franzen: We'll put a link to the pricing structure for Teamwork, and all the other platforms. We'll include... Or all the other apps that we discussed today, we'll include links to in the show notes. But I believe that Teamwork might have a...

40:43 Justin Johnson: I think now, they...

40:44 Ken Franzen: Now, there must be a trial.

40:45 Justin Johnson: Yeah. Yeah, they've got a... Well, we will include the links for everything, but I think the lowest... The minimum is like $49 a month that they have.

40:58 Ken Franzen: For the functionality, you get it's so worth it. If you have any need for project management, it's...

41:02 Justin Johnson: Yeah, they must have changed this, actually, because it's based on projects now.

41:07 Ken Franzen: Interesting. Very, very interesting. Well, great! I think that wraps up our list of our favorite apps for the day.

41:17 Justin Johnson: It does. I think that's a wrap for apps today. Again, we just wanna thank you guys for listening to our conversation today. Be sure to check out all the notes that we post on each one of these apps at neongoldfish.com/podcast. Thanks, again, everybody for all your support on the podcast. Leave us a review on iTunes, Google Play, or whichever platform it is that you are listening to us, and tell anybody else that might find our conversations regarding marketing and sales helpful to their businesses about the Neon Noise Podcast. If you guys have an idea on a topic, a guest that you think would be great to have on the show, or just general feedback just to make the show better, please send us a message through Twitter, @neongoldfish, or send us a message through neongoldfish.com website. Have a good one, guys. And we will see you again next week.

42:20 Announcer: Thank you for listening to this episode of the Neon Noise Podcast. Did you enjoy the podcast? If so, please subscribe, share with a friend, or write a review. We wanna cover the topics you wanna hear. If you have an idea for a topic you'd like Justin and Ken to cover, connect with us on Twitter, @neongoldfish, or through our website at neongoldfish.com.