

101+ TOOLS & RESOURCES

REINVENT YOUR BUSINESS AND GROW

BECOME A BUSINESS REINVENTOR



Do you want to grow your business...but feel stuck as to what to do or even how to do it?

Do you feel that your business could be doing a lot better? Is your brain overflowing with ideas about how to reinvent your business, but no concept on how to make it happen? Boy, can I relate.

I honestly questioned my own sanity so many times before growing the skills I needed to reimagine and reinvent my business. I had jobs in marketing industry, I took a post in academia, a public speaker, and still consulted with clients. But no matter how lucky I looked on the outside, something felt wrong on the inside. I wanted more.

Fast forward to day...

The path hasn't been easy. Or fast. It's still hard but incredibly rewarding. I've had plenty of "Oh sh*t" moments and even more priceless ones along the way.

Today, I do my best to pass along those lessons.

I've helped hundreds of people design and execute meaningful, successful reinventions in their businesses, lives, communities.

Of course you may be asking yourself "How do I reinvent my business and myself with little money?"

Maybe you are an ambitious achiever in a large corporation thriving to improve things. Or a consultant searching for new insights and resources for your clients. Or an entrepreneur searching for easy no-money-required ways to reinvent your processes, products, business solutions.

There has never been an easier—or more affordable—time in human history to reframe, reimagine and reinvent the future.

Most of the tools you need to start are available right now. I've curated a list of the top technology, tools and resources that will help you reinvent your company, your client organization, or yourself, with little or no money today.

(And if you don't yet have that clarity on your business, I can help—guaranteed! Find out soon when The Reinventors Academy enrollment opens.)



NAVIGATION

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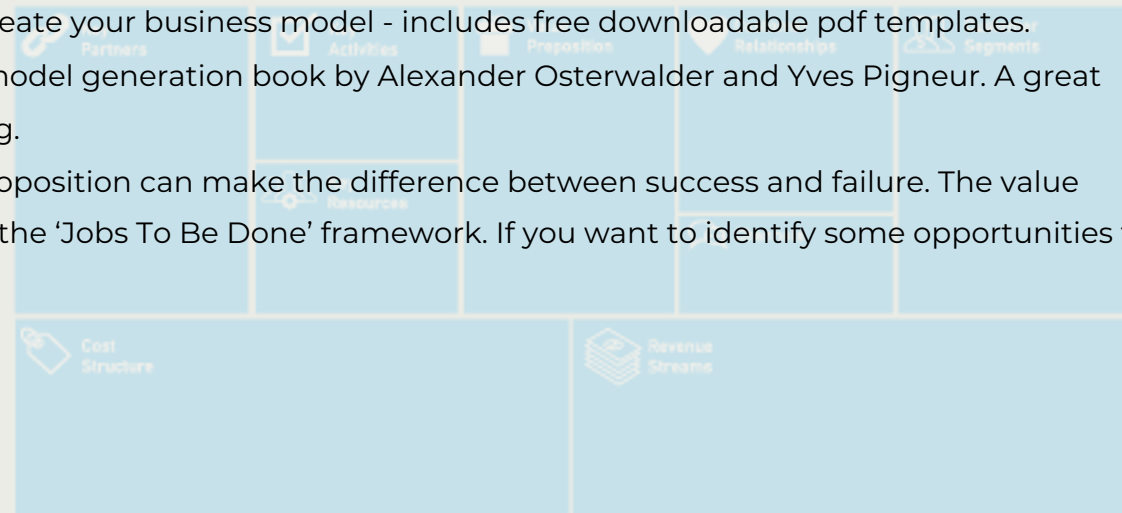


01

REINVENT YOUR BUSINESS MODEL

First reinvent your business model. A unique business model is the most powerful way to create a sustainable advantage. These resources will help you structure, discuss & develop your business ideas. You can use them to clarify your thinking, engage your team in a systematic well-structured discussion, or run workshops.

1. [Business Model](#) – Learn how to use the business model canvas and design a game-changing business. This step-by-step guide will help you to reframe and reinvest your business model – free templates available.
2. [Lean Canvas](#) – If you're a new venture then you should use the Lean Canvas Model. It's specifically designed for startups. This step-by-step guide will help you uncover the winning formula to create your business model - includes free downloadable pdf templates.
3. [Business Model Generation](#) – This is the original business model generation book by Alexander Osterwalder and Yves Pigneur. A great read if you want to take a deep dive into business modeling.
4. [Value Proposition Canvas](#) – Creating a compelling value proposition can make the difference between success and failure. The value proposition canvas focuses on how you create value using the 'Jobs To Be Done' framework. If you want to identify some opportunities to innovate then start by understanding your customer.



02

REINVENT YOUR BUSINESS PLAN

With hundreds of free business plans and sample of business plans available online, you can have an easy access to new ideas, concepts, business plans and spreadsheets.

5. [Bplans](#) – You need to create a business plan, but you don't want it to be boring or a book sized manuscript. Bplans provides a massive resource of plans, templates and advice on how to create a succinct and thorough plan.
6. [Orpah's One Page Templates](#) – Get one-page business plans for a small consulting business, a boutique clothing company and a nonprofit organization.
7. [Free Microsoft Excel Sheets \(Microsoft\)](#) – Microsoft has a bunch of useful Excel templates ready to go. These are simpler than most but can help you crunch some numbers and test if your ideas are profitable.
8. [Free Excel Templates](#) – Another large range of Excel templates that can help you to formulate your finances for your business.
9. [Google Sheets](#) – Google sheets is a free and easy to use set of sheets that can be used collaboratively.
10. [Airtable](#) – Airtable is both a data base and an online spreadsheet. It is ideal for teams who need to collaborate. One of my favorite tools when running projects and working with clients.

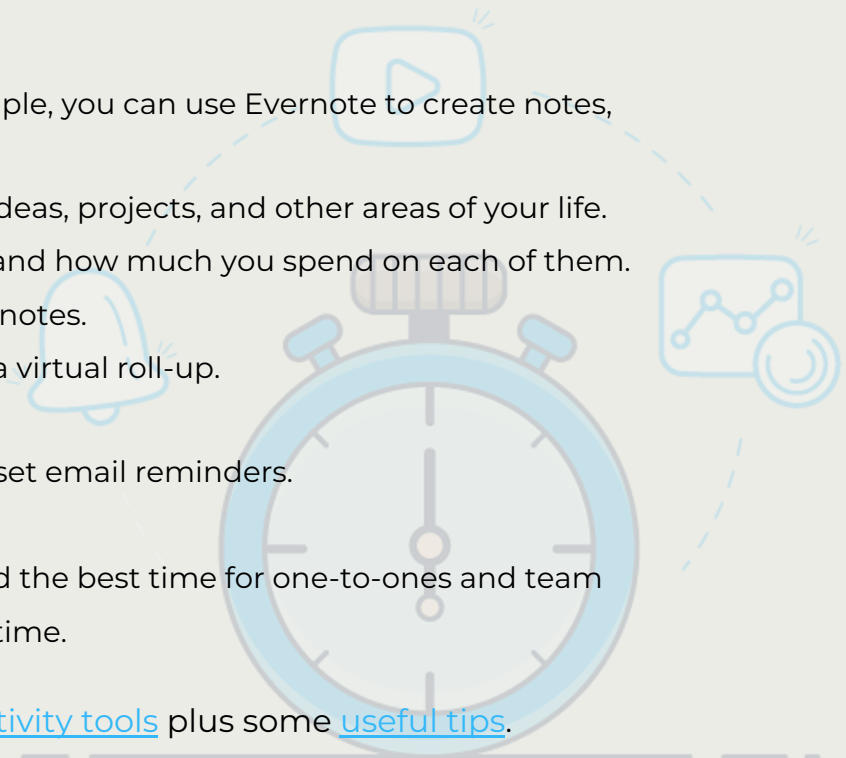
03

REINVENT YOUR PRODUCTIVITY

Tweaking productivity will help you massively improve your outcomes. Each time you tweak your productivity you move the dial and start to perform better. There are a ton of tools out there, but these are considered the best.

11. [Evernote](#) – Evernote is one of the best productivity tools because it is so versatile. As an example, you can use Evernote to create notes, organise lists, set reminders, and upload attachments.
12. [Things3](#) - Things3 can help organize your whole life, not only including your to-dos, but also ideas, projects, and other areas of your life.
13. [Harvest](#) - A browser extension that gives you an honest report what things eat up your time and how much you spend on each of them.
14. [SimpleNote](#) – This is a light, clean, and uncluttered way to focus on your thoughts and make notes.
15. [Unroll.Me](#) - Unroll.me cleans up your inbox by categorizing your subscriptions in the form of a virtual roll-up.
16. [Sanebox](#) – An ideal tool to help you clean up your inbox.
17. [Boomerang](#) – This is a brilliant email management application for Gmail that schedules and set email reminders.
18. [Forest](#) - a great tool to put your phone down and focus on what's important.
19. [Doodle](#) – Quick and simple way to schedule meetings with clients, colleagues, or friends. Find the best time for one-to-ones and team meetings with an easy-to-navigate and user-friendly layout, and get people responses in no time.

I've also pulled together 40+ productivity tools to help you in different ways – [best productivity tools](#) plus some [useful tips](#).



04

REINVENT HOW YOU COLLABORATE

There are lots of tools that help you work with other people either remotely or in your organization, some are easier than others. I've picked the best tools to make it easy for teams to collaborate, communicate and innovate.

- 20. [Mural](#) – A tool to help teams collaborate visually to better understand problems, develop concepts and innovate.
- 21. [Flowdock](#) – A collaborative communication tool for teams and is particularly suited for startups and small businesses.
- 22. [Slack](#) - My number one tool for working with teams. Slack has an amazing suite of integrations including Trello, Asana and more.
- 23. [Flock](#) – a perfect tool for startup teams who want things to be integrated from day one.
- 24. [Demio](#) - makes it easy to create, market, and host webinars
- 25. [Zoom](#) – A perfect way to hold video meetings with your team, partners and clients.
- 26. [Streak](#) – Manage customers directly inside your email.
- 27. [IDoneThis](#) – Daily check ins and progress reports that help you track your own progress as well as your teams.
- 28. [Trello](#) – Visual project management that utilizes boards, lists, and cards.
- 29. [Asana](#) – A tool for teams that need to organize workflows, stay focused on goals, projects, and daily tasks.
- 30. [Loom](#) – Instantly create and share videos.
- 31. [Miro](#) – An amazingly simple but effective whiteboarding tool– built for virtual teams.

05

REINVENT YOUR PROJECT MANAGEMENT

Did you know that making progress is a key motivator for individuals and teams? Every company runs projects, but how well they manage them affects budgets, timelines, clients and team morale. Reinvent how you manage projects using these tools.

- 32. [ProofHub](#) - A versatile project management system used by leading organizations like NASA, Disney, Taco Bell and many more.
- 33. [GanttPRO](#) - One of the best pm software, appreciated already by 250k project managers.
- 34. [Celoxis](#) - plan and track their portfolios, projects, tasks, resources, timesheets, issues and risks from one place.
- 35. [Proworkflow](#) - A simple project management tool that well designed.
- 36. [Monday](#) - A project management solution with a great interface – perfect for small and medium-sized teams.
- 37. [Wrike](#) - A cloud-based project management and collaboration toolkit with all the features you need.

06

REINVENT YOUR CUSTOMER EXPERIENCE

Delivering outstanding customer experiences is recognized as a strategic advantage by prestigious consulting firms such as Boston Consulting Group, McKinsey and Deloitte. But how do you produce great experiences? These resources will help you identify what customers want and how to design customer experiences.

31. [Map Your Customer Journey](#) – A guide to mapping customer experiences plus free templates.
32. [Design Event Experiences](#) – A guide to creating event experiences that people want to attend – includes free templates.
33. [Marketing Growth Blueprint](#) – A growth focused guide to planning your customer journey – free templates included.
34. [Survey Anyplace](#) – one of the best tools to engage your customers and at the same time learn more about their preferences.
35. [Typeform](#) – One of the simplest form builders – powerful, light and robust for customer data collection.
36. [Crazy Egg](#) – see how customers use your website through heatmaps and analytics.
37. [CustomerLabs](#) - a platform that organizes and makes sense of large sets of data without the need for data scientists.
38. [The Experience Economy](#) – A book that examines all the essentials of creating compelling customer experiences.
39. [The Experience-Centric Organization](#) – A book that focuses on how to create a customer centered company.
40. [Delivering Happiness](#) – A classic book about how to create a culture that links employee and customer happiness.

07

REINVENT YOUR MARKETING

Marketing is an experiment. Your customers are continually evolving and so is the competition. To stay ahead you need to gain a much deeper understanding of your customers. Surveys lie. The ultimate test is if a customer buys and then remains loyal e.g. returns or remains as a subscriber. These are some of the best tools for marketing in today's fast-paced environment.

41. [InVision](#) – Mockup designs quickly and test different user experiences..
42. [VWO](#) – Create delightful digital experiences for your customers and increase conversions across the entire customer journey.
43. [Hull](#) – Is a platform that pulls data across multiple sources so you get a much deeper understanding of your customers..
44. [MobileMonkey](#) – chatbots are here to stay and the research shows that they convert at much higher rates than email.
45. [Keynotopia](#) – A unique tool that uses PowerPoint and templates to help you quickly design user interfaces.
46. [WordLift](#) – Search Engine Optimization matters to how you rank on Google. This tool uses AI to help you improve your traffic..
47. [MarketMuse](#) – A platform that uses AI to find out the content ideas, competitor analysis and much more..
48. [Zalstar](#) – Use AI to optimize your Facebook ads and improve your ROI.
49. [SproutSocial](#) – One of the best all round tools to help you easily manage your social media across multiple channels.
50. [Adzooma](#) – A platform to help you easily track and optimize your ad spend on Google, Bing and Facebook.

08

REINVENT YOUR GROWTH

Growth comes from experimentation, cycling through tactics and scaling those that are successful. A data-driven marketing approach aligned to rapid testing can maximize your marketing spend and improve the core revenue model. These resources can help you with new ideas and the latest tactics to fuel your growth.

51. [Growthhackers](#) – An open community that share tips on growth.
52. [Hooked](#) – The techniques that large apps and software companies use to make users addicted.
53. [Zero To One](#) – This book describes how you can create a new market from scratch.
54. [The Lean Startup](#) – The book that started the movement on lean startup methods.
55. [Scaling Up](#) – Scaling Up is written for growing startups who want to take the next step to dominate their market.
56. [Influence](#) – One of the most important books you will ever read about how to influence customers.
57. [GrowthHackers Conference](#) – An annual conference with a host of key talks centered on the latest growth tactics.
58. [Viral Loop](#) – A book that examines why some companies go viral and others don't.
59. [Growth Hacking Reddit](#) – A community on Reddit that share tips, tools and tactics on growth hacking.
60. [Contagious](#) – A book that helps you to understand how to create emotionally engaging content that has the potential to go viral.

09

REINVENT LEAD GENERATION

Lead Generation is the life blood of any business. These resources will help you to acquire more leads as well as improve conversion rates. Many of the other other tools I've shared are more B2C focused whereas this section is B2B.

61. [WebinarJam](#) – Webinars are great for engaging an audience, they are also a powerful tool for converting customers.
62. [Dux-Soup](#) – A tool that automates finding, attracting and engaging with prospects on LinkedIn.
63. [Crystal](#) – Crystal gives you a personality profile and tips on how to best interact with this person based on their social profile.
64. [Hunter](#) – A tool that helps you find someone's email address.
65. [Propect.io](#) – A sales automation platform for teams.
66. [Leadpages](#) – A powerful landing page builder that will dramatically improve your conversion rates.
67. [Instapage](#) – Another landing page builder with a ton of features to easily create and AB test landing pages.
68. [FOMO](#) – A brilliant tool that provides social proof and trust to help you improve conversions.
69. [Clearbit](#) – Learn more more about your current users or your leads - discover who visited your website.
70. [Viral Loops](#) – Turn your current customers into brand ambassadors and bring in new users.

10

REINVENT YOUR BRAND REACH

One of the best ways to extend the reach of your brand is through influencers and the press. These are some of the tools you can use to find influencers that are right for your brand and connect with journalists.

- 71. [Famebit](#) – A platform that helps brands find, connect, and collaborate with influential content creators on YouTube..
- 72. [GroupHigh](#) – A find bloggers easily for your outreach campaigns.
- 73. [Hyprr](#) – For brands who are targeting audiences across Facebook, Twitter, Instagram, YouTube, and Pinterest.
- 74. [HARO](#) – provides journalists with a robust database of sources for upcoming stories.
- 75. [Journorequests](#) – Respond to journalists looking for quotes or expert source.
- 76. [OnePitch](#) – connects newsworthy articles with the right journalists.

For more influencer marketing tools .

11

REINVENT YOUR CREATIVITY

Being creative is one of the essential skills when reinventing your business or life. It is also an amazing way to reconnect with who you are and be reminded of what you can achieve when you ignite your creativity.

- 77. [The Accidental Creative](#) – A quick, but entertaining read on how to generate brilliant ideas at a moment's notice.
- 78. [Collective Genius](#) – A manual on creative collaborations by an outstanding world-class scholars and creative thinkers.
- 79. [Creative Confidence](#) – Often we don't need to improve our creative thinking. Instead, we need to grow confidence in our ability.
- 80. [Paper](#) – one of my favorite tools for playing with ideas.
- 81. [Creative Problem Solving](#) – A free course to challenge your old patterns and ways of thinking.
- 82. [Play](#) – A course to help you remember how to stimulate your brain through play.
- 83. [Ignite Your Everyday Creativity](#) - A course is to help you recognize, develop and act upon the creativity that you already possess.

12

REINVENT YOURSELF - INSPIRATIONAL WEBSITES

Delivering outstanding customer experiences is recognized as a strategic advantage by prestigious consulting firms such as Boston Consulting Group, McKinsey and Deloitte. But how do you produce great experiences? These resources will help you identify what customers want and how to design customer experiences.

- 84. [Morning Cup](#) – A weekly dose of insight on Friday morning that completes the week quickly and simply.
- 85. [99U](#) – An award-winning blog with insights on productivity, organization, and leadership with ground-breaking ideas.
- 86. [Awwwards](#) – Website awards that recognize the best web designers, developers and agencies.
- 87. [TedTalks](#) – TED is a small nonprofit devoted to Ideas Worth Spreading through their video website.
- 88. [DesignInspiration](#) – A source of inspiration where people showcase some remarkable creative work.
- 89. [TheDoLectures](#) – A simple idea - people who Do things can inspire the rest of us to go and Do things, too.
- 90. [Life](#) - The breathtaking site that hosts pictures that tell stories.

12

REINVENT YOURSELF - COURSES & PODCASTS

Delivering outstanding customer experiences is recognized as a strategic advantage by prestigious consulting firms such as Boston Consulting Group, McKinsey and Deloitte. But how do you produce great experiences? These resources will help you identify what customers want and how to design customer experiences.

91. [+Acumen](#) – Global learning community for social change leaders with nearly 20 free online courses.
92. [Coursera](#) – Online courses from top universities.
93. [Harvard](#) – Free online courses from Harvard.
94. [Khan Academy](#) – Free online courses on lots of different subjects and many different levels.
95. [Edx](#) – Over 2500 online courses from top universities.
96. [The Pitch](#) – A podcast where early-stage startups pitch their company and three investors give real feedback.
97. [Seth Godin Startup School](#) – Godin guides 30 entrepreneurs through building and running their dream business.
98. [Founder Coffee](#) – Jeroen Corthout has coffee every three weeks with a different founder.
99. [AskGaryVee](#) – Entrepreneur Gary Vaynerchuk answers questions about marketing, social media, and entrepreneurship..
100. [Tim Ferris Show](#) – A ton of great value in this podcast. It's consistently one of the most-downloaded business podcasts out there.

13

BONUS RESOURCES AND TOOLS

A few extra thoughts as I came to end of this collection. It's important to not spend too much time hunting around the internet for information so when you find some good sources for trends, they become valuable. I'm often reminded that we need to relax and pay attention our thoughts, feelings and to make-time for ourselves, our friends and family. Burnout is not productive.

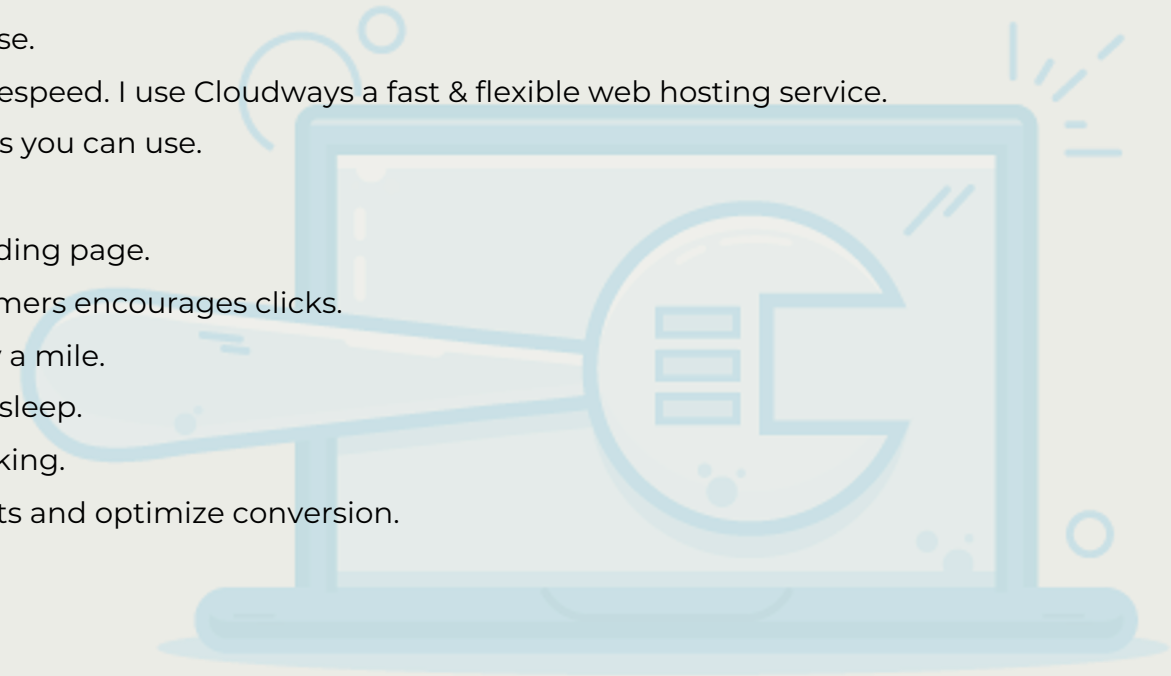
101. [Lastpass](#) – Store all your passwords and have forms in one place - safely.
102. [Noisli](#) – A bank of sounds to help you relax and focus your mind.
103. [Zapier](#) – Connect your tools and create systems that save you lots of time and improve your productivity.
104. [Headspace](#) – An app that will help you relax and tune back into yourself.
105. [ReallyGoodEmails](#) – A collection of brilliant and well-designed emails.
106. [Skimm](#) – A snap with the most important news you need to know to start your day.
107. [Trendwatching](#) - One of the best resource in the world for free consumer trend reports.
108. [FastCompany](#) – A collection of gam-changing ideas and news.

14

TOOLS I USE AND RECOMMEND

These are a few tools I use and recommend to clients and startups.

- 109. **WordPress** – I use WordPress simply because it is flexible and easy to use.
- 110. [Cloudways](#) – My website loads fast and scores over 90 with Google Pagespeed. I use Cloudways a fast & flexible web hosting service.
- 111. [Convertkit](#) – This is one of the easiest and best email marketing systems you can use.
- 112. [Astra Pro](#) – Easy to use and fast WordPress theme.
- 113. [Elementor](#) – One of the simplest ways to quickly build a website or landing page.
- 114. [HelloBar](#) – A powerful way to show notifications on your site that customers encourages clicks.
- 115. [WebinarJam](#) - The best Webinar platform for leads and much more by a mile.
- 116. [Everwebinar](#) – Put webinars on autoplay and generate leads while you sleep.
- 117. [SerpStat](#) – The main tool I use for SEO – keyword research and link tracking.
- 118. [Instapage](#) – The best landing page tool to help you launch new products and optimize conversion.
- 119. [Leadpages](#) – I recommend Leadpages to clients and use it on projects.



JOIN IN WITH OTHER REINVENTORS

I'm excited by the reactions and ambitions of people who see the world differently, who want to improve how their organization works and how they serve their customers. They are lots of great ways to reinvent your business, to remodel the way it works.

Innovation often stays with ideas too long and as a result little changes. Innovation goals can seem lofty and often never get to see the light of day. Reinvention is about empowering teams to act on ideas, to make changes and to reinvent the business within a framework – along the same direction as the goals.

Join in and become a business reinventor. Learn how to overcome the obstacles that hinder change and learn how to create teams that have the skills and capabilities to create transformational momentum in your organization.

I want to hear from other reinventors...I want others to share their reinventions – their breakthrough moments and spread their success.

Share your story. I'm creating a community of reinventors where people can tell their stories, I'd love you to join.

