



## TEL EPISODE #031:

### **Work Smarter with Nick Loper**

Show Notes: <http://www.theelpodcast.com/tel-031-work-smarter-nick-loper/>

*Welcome to The Entrepreneurs Library, the only book-centric podcast that reviews all the top-selling business books and shares author's perspective, firsthand. This is your resource to finding the next great book that will enable you to grow personally and professionally. Welcome your host, Wade Danielson.*

**WADE:** Thank you for joining us on the EL. Today we have Nick Loper, author of *Work Smarter*. Welcome Nick and thank you for joining us on the Entrepreneurs Library.

**NICK:** Wade thanks for having me.

**WADE:** Definitely. Will you take just a moment to introduce yourself and tell us just a little bit about you personally?

**NICK:** Well, I'm Nick Loper, I'm the chief Side Hustler at sidehustlenation.com where I get to experiment with a bunch of different, I guess, part-time business opportunities and angles trying to make money outside of a traditional 9 to 5 job and help other people do the same. So, been running that for a little over a year, it's been an absolute blast, and so if you're interested in trying to develop some job-free income streams of your own come over and join me.

**WADE:** Excellent. Thank you for sharing that. Now let's jump right into your book, *Work Smarter*, which was just made available for purchase on June 2nd, 2014. Nick, we're going to move fairly fast, but we're going to go through some of the top questions that our listeners/readers want to get answered. And the first one is what was the inspiration behind writing *Work Smarter*?

**NICK:** The inspiration for me is that - and so this is a collection of tools, basically. It's not a book in the traditional sense. It's essentially one gigantic long list. There's more than 350 online tools and apps and

software and stuff that's listed in the book and the way that this was curated was largely from the entrepreneurial on fire podcast archives, you know, how John asks at the end of his show do you have an internet resource that you love during the lightning round. So my original idea was to compile all of those into a blog post. It was going to be like hey, I'm going to make this viral blog post, it's going to be awesome. And I was 5,000 words deep, 10,000 words deep and was like okay, this is much much bigger than just a blog post. And so that's when it kind of turned into a book.

But what I love about it is that joy of discovery of that new tool that's going to help you save even just five minutes a day. Or maybe it's not even that much, but like just reduces your mental clutter or just streamlines some process. For me, just a couple in the past year that comes to mind - one was like this text expander app for Chrome. I feel like such a productivity ninja when my little self-directed shortcuts fire off and it's awesome. Another one that I've used for scheduling podcast interviews, we probably used it to set up this call is Schedule Once, something I'd never heard of before a little over a year ago. So it's stuff like that and that's what the book aims to do is kind of promote that job of discovery to everybody because I guarantee you there's something in there that you've never heard of that can help you out.

**WADE:** Great, so you've already alluded to answering some of this next question which is what makes your book different from others regarding the same topic?

**NICK:** The difference is probably the breadth and curation, so these are tools recommended by top entrepreneurs and more than 500 people submitted contributions to the book. And in the breadth of the topic and then the quality of people recommending them.

**WADE:** Excellent. So this next question is really how would you suggest the reader engage with your book? Is this a book where they should read from beginning to end straight through like a story or is this something that they should kind of cherry pick based on their current need?

**NICK:** Well, it's definitely not something that's going to be the most compelling page-turner to read top to bottom. So what I recommend, if there's a particular area of your business that you're interested in stream-lining or looking for resources on, you could skip to that section. There's 20 different categories ranging from accounting to calendar management like we talked about, email tools, entertainment, marketing resources, social media stuff, productivity hacks, travel resources, all sorts of different stuff in there. So definitely feel free to jump around as needed.

**WADE:** Okay, excellent. And Nick, this is my favorite part of the interview where basically I'm just going to let you have the mic completely to yourself and give us a great summary or review. And I understand that your book's a little bit different than others that we have here on the show, and so it might just be you sharing a couple of the different resources that you find most valuable, but really it's up to you on how you want to actually take us through it. But what we're trying to do is give the listener right now and the future reader of your book a great idea of what it's all about.

**NICK:** So the main idea behind this and why somebody will want to invest the time and money to purchase it and read it would be to essentially save yourself time. I'm going to put in a little bit of investment up front in discovering all of these tools and maybe finding a handful I can implement in my life, in my business. So there's not - I don't know. It's not something that you're likely to, you know, keep on your shelf and read over and over again; you might refer to different sections to say 'oh I was looking for' or 'email is really frustrating me, what do people recommend to deal with email.'

And so a couple tools that I've been using is - actually one that I used extensively during the book launch was called streak. It's a free Gmail plugin that allowed me to schedule out emails to be sent later and so this was part of my marketing outreach campaign. It was to set up a bunch of individual, personalized emails, I had almost 400 in my outbox, in my drafts folder to go out on Monday morning when I was launching this

thing. And they were all set up in streak and they all went off without a hitch. I was pretty impressed because I had never used it on that scale before. And you'll find stuff like Reportive is another popular one for email, and stuff like that. One of the ones that got a couple recommendations is [followup.cc](http://followup.cc), I don't know if that's something that you use?

**WADE:** I have not.

**NICK:** So what - I guess the idea behind that kind of goes back to the getting things done that we were talking about before the show. It's like I don't want to have this cluttering up my inbox, cluttering up my brain, but now is not the best time to reply to this message. So I could send a note two days and a follow-up cc and it's going to shoot that thing back into my inbox after those two days. It kind of cleared it out for the moment and it's going to recycle when it's a better time to take a look at it. And I actually used a free version that's in beta called Nudge Mail versus paying for [followup.cc](http://followup.cc).

**WADE:** Okay, excellent, so basically this stuff has 350+ online resources today's top entrepreneurs use to increase productivity and achieve their goals. And that leads into my next question, probably one of the most difficult that we have in the interview and that's if the reader can only take away one concept, principle, or action item out of your entire book, what would you want that to be? And with you, we'll kind of switch that up to if there was only one resource that you could suggest out of your entire book, what would you choose?

**NICK:** My one resource? Oh my gosh, that is definitely a challenge. I will percolate on that for a minute, but I guess the biggest take-away, and this is something that is kind of a folksy story from when I was in elementary school trying to work on my homework and my dad would refuse to help me until I sharpened my pencil. It's like, you can't do anything with that dull, blunt thing so it was like his gentle way of saying the tools you work with matter and so that's kind of the idea behind the

book. That you can, maybe you can make your life easier by sharpening that pencil and using some of these tools.

Gosh, I use so many of these, there's - like you said - 350 different ones in here. ScheduleOnce is a favorite, but it's kind of boring but Gmail; I would probably be lost without Gmail.

**WADE:** ScheduleOnce was a game-changer for me and I think that you - it was kind of funny because when I was asking you for the interview, you sent it back to me and that was kind of my next step was to send you my ScheduleOnce. But what an amazing tool because before, I was really going back and forth with authors on scheduling. What are you doing Monday at this time and this time? What are you doing Tuesday at this time? It was really a kind of tedious-

**NICK:** It eliminates all that, like, six emails back and forth just to set up a meeting.

**WADE:** Yes, I couldn't have said it better. That's exactly what it did, and with more time it gave me more opportunity to reach out to more authors so yeah, I appreciate that tool.

**NICK:** I combine it along with the text expander app, so I type in m,c, and the asterisk and it types it in, my calendar is here and sends a link and says pick a couple times and we'll make it happen.

**WADE:** Now, the next question, it might not make sense for a book like yours that's based on resources and on productivity, but do you - and we'll kind of switch it up if we need to - but one, do you have a favorite quote from your book, and if not, because it is a resource book, maybe you can pinpoint a resource that your audience seems to resonate with the most.

**NICK:** Well, I was really surprised with the ones that kind of rose to the top. A couple ones I'd never even heard of. Solomat is a team manager - project management software that's all online, I think it's free for up to 15 members of your team, so pretty much any small business that's just

getting started out can use this software for free. I'd never really heard of that and that was one of the most popular answers in the whole study. Another one that was a newcomer to me was Pic Monkey. It's a picture - it's an online editing software. It's like if you don't want to be bothered with Photoshop, you can use their super easy kind of drag-and-drop graphical interface to make some cool, sharable images for social media. What else? What else? Another one I've been testing out and using - Buffer, actually for social media. And I've been testing out Hootsuite, this is a little bit more robust than Buffer, but I'm trying to schedule out some social media sharing. I'm kind of going through all these tools as well and seeing okay, I should maybe test this one out and see how that can work.

**WADE:** So your book has incredible value with giving different productivity hacks or you know - these resources to me are kind of productivity hacks, ways that you can become more productive, I guess. What's another book you could recommend that had a huge impact for you? Whether it created a paradigm shift or it helped you be more productive, whatever you choose.

**NICK:** One of the - this is probably the earliest business book that I read, my roommate turned me onto this. He said you've got to read Rich Dad, Poor Dad, and we were probably sophomores in college at this point. And I think that kind of really started down the path of - say what you will about Mr. Kiyosaki and whether or not this whole thing is a myth or whether Rich Dad really existed or not, but it was a really interesting read. Talking about investing for cash flow, buying assets instead of buying stuff, so that really hit home and to try and implement that over the last 10 or 15 years since then.

**WADE:** Okay, excellent. Well, Nick, before we depart, can you recommend the best way for our listeners to get more information on you and your book, Work Smarter?

**NICK:** For the book, if you go to [worksmarter.com](http://worksmarter.com), that will send you to the Amazon page. And since you're on a podcast, I do have a podcast of my



own, it's called the Side Hustle Show and again it's focused on the idea of part-time business, part-time entrepreneurship, business ideas and making money outside of your day job. And so if that is interested to you, just look up Side Hustle in iTunes, you should be able to find it there, or check me out at [sidehustlenation.com](http://sidehustlenation.com).

**WADE:** I looked it up just while we were talking about the book and you have a ton of episodes and it looks like it's extremely popular. So I think it's a great resource for them to go check out.

**NICK:** It's been a ton of fun, I can't be thankful enough for anyone who chooses to tune in.

**WADE:** Absolutely. Well, Nick, thank you so much for coming on today and taking us through your book.

**NICK:** You bet, thanks for having me.

**WADE:** Thanks again for listening in today. If there is a book you would love to hear reviewed by the author, please visit us on iTunes and leave us a review with a book title. If you would like to get your hands on *Work Smarter* or any of the other resources mentioned by Nick, just look at the show notes at [theELpodcast.com](http://theELpodcast.com).

*Looking for your next book idea? Head over to [TheELPodcast.com](http://TheELPodcast.com), where Wade shares his amazing resource, "The Top 10 Business Books Recommended by Over 500 Entrepreneurs," with you for free. That's [TheELPodcast.com](http://TheELPodcast.com). Till the next time, keep it on the EL.*

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