



## Ray Edwards Show #269

### The Apps and Tools We Use To Make Stuff

**Ray Edwards:** Ray Edwards Podcast, episode number 269. The Apps and Tools We use -

**Speaker 2:** To Make Stuff.

**Ray:** Because that's what we do.

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[music]

**Ray:** Okay. One of the questions that comes up pretty frequently is, what do you use to do task X? What do you use to make your podcast? What do you use to write your blog post? People want to know what apps we use, what software, what services. It's odd because it's like that story that **[unintelligible 00:00:57]** and tells about Stephen King's pencil. Stephen King, obviously a well-known very successful writer, frequently goes out and does book readings or used to. I don't know if he does this anymore. Inevitably, somebody in the audience will ask him a version of, "Excuse me Mr. King, what pencil do you use to write your books?" It might not be the pencil, it might be what computer, what laptop, what app. "Do you use Ulysses? Do you use word?" Seth's point is, it's not the pencil. It's not really the apps, but we will share with you the apps and tools that we use to do what we do. There's a lot of different ways to do this stuff.

**Speaker 2:** As a side, we'll actually tell you stuff. There's a funny story here about an instructional video that I think is apropos.

**Ray:** All right.

**Speaker 2:** Back in high school, my friend and I got this guitar instructional video from another friend of ours. It was Ted Nugent.

**Ray:** Ted Nugent, a friend of yours?

**Speaker 2:** Yes, a good friend of mine.

**Ray:** A well known hunter?

**Speaker 2:** Yes. A hunter of keyboards in this video because it opened with him pulling out his handgun and hunting a keyboard in his yard.

**Ray:** Really? Did he -

**Speaker 2:** He shot it, yes.

**Ray:** Of course he did.

**Speaker 2:** Anyway, keep in mind this is an instructional guitar video. He gets to -- I'm going to have to censor myself too because he uses language that -

**Ray:** Is colorful?

**Speaker 2:** Yes, is not safe for this venue. He says, "You know guitar is about feel, it's about playing things. You know, I got this part of this one song." He played, and it's pretty cool ripping '80s guitar part. He says, "You know people ask me, how do you play that? And I say I don't know, I just play the dang thing." He moved on. [laughs]

**Ray:** Not super helpful Ted.

**Speaker 2:** Just play the dang thing.

**Ray:** That's what we do?

**Speaker 2:** Yes, how do you make your podcast? "I don't know, I just record the dang thing."

**Ray:** "We just record the dang thing."

**Speaker 2:** [laughs] We won't do that.

**Ray:** No, we won't. We'll tell you what we actually use. In some cases why we use it. Some cases, why we like it or why we don't like it. I actually use some things I don't like.

**Speaker 2:** Yes, but quite often it's because there are aren't really great alternatives.

**Ray:** Exactly. Trust me, if there is an alternative, I will find it. Okay, so that's what's coming.

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**Ray:** How do you respond when somebody says to you, "How are you doing today?" I'll tell you how most people respond -- this is how I respond. Usually I say, and you check me on this, see if this is right. I usually say something like, "Excellent. Outstanding." Some people are critical of that because they'll say, "Really?" or "That's annoying." They don't say that but I can read it on their faces, because most

people respond to that question, "How are you today?" with something like, "Fine. Hanging in there."

**Speaker 2:** I hate that one. "Hanging in there." Because what that implies that everyday, all day is -

**Ray:** Just torturous.

**Speaker 2:** - a constant struggle to survive. I know that some people are in that place.

**Ray:** But most people in America are not.

**Speaker 2:** Yes, and even if you're in that place, you should be working to get out of it.

**Ray:** And you should not be giving your brain instructions to process reality as just hanging in there, because sometimes if I'm in a playful mood and I feel like the person I have enough rapport with him to get away with this, I'll say something like, "That must be tiring." or, "What happens if you let go?" People say fine, or okay. This is the automatic response. So many people use it, "Good. I'm good. How are you?" I know it's automatic because sometimes -- have you ever experienced this?

**Speaker 2:** Yes.

**Ray:** You walk up to somebody like a person at the cash register, the cashier. You walk up and say, "Hello." And they'll go, "Fine, how are you?"

**Speaker 2:** Yes, right.

**Ray:** I admit it. Sometimes I've been the one who did that.

**Speaker 2:** Yes, totally.

**Ray:** I would encourage you and I believe this is a spiritual practice, I would encourage you to say what you want to experience. That's why I say, "Excellent. Outstanding." "Good", is the worst thing I'll say. "Good." And you might say, "Well, that's not true. If you're having a bad day, how can you say excellent or outstanding?" Because we get to decide how we're going to process the day. Jocko Willink, who's a Navy Seal, former Navy seal who wrote a book called *Extreme Ownership*, he's a tough guy's tough guy. He went on -- you've got to read his book. It's pretty amazing some of the stuff that he's been through. Now he's a business consultant.

He says he always answers good. Whatever happens is good. It doesn't matter how bad it is. It's like your office building caught on fire and you lost all your office furniture and computers, and papers, his response would be, "Good. Now we get a chance to start from scratch." Or you have a big financial downturn in your investments, "Good. Now I get to get smarter about how to invest." I think that's indicative of a mindset approach that no matter what happens, I get to decide what the response is. That's important.

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In the bible, there's a passage that's often quoted by people in the charismatic circles at least where the author says, "Let the weak say I am strong." It doesn't say let the weak say I'm going to get strong, or I'm going to go on a new workout program and become strong. It says, "Let the weak say I am strong."

There's a friend of ours -- well, that's stretching it. There's a person that we know named Steve Backlund, who tells a story about what he calls the lying apple tree. Picture an apple tree in the winter when all the leaves are off, there's no blooms, there's certainly no apples. The apple tree, if you ask it if it could talk. If you said, "Who are you? What do you do?" The apple tree said, "I'm an apple tree. I produce apples." Is the apple tree lying because it's not producing any apples, and it's not even trying to produce apples. It's in a season where it's not producing apples. The tree would now in this example that the season is going to come.

**Speaker 2:** Should the tree have a consciousness?

**Ray:** Well, maybe it does. How do you know? If the tree is not lying, but looking toward the future in this metaphor, then we can do the same thing. We can say we're doing excellent, we're doing great, we're having a fantastic day even if things are not going the way we want them to go because we get to decide in advance what we want our experience of the day to be like. If I say excellent, I'm not lying. I'm telling my brain process today's events as being excellent. How could they be excellent? Then, you act as if the day is excellent. It's not faking it till you make it. I hate that phrase, but you're acting as if and we receive mostly what we expect to receive. If we expect the day to be excellent, and dare to be excellent, things we can mine from the day's experiences we will.

If we expect it to be lousy and depressing, guess what, we're going to get what we expect. We typically -- I know this is not always true. If I happen to step off a curb downtown and I get run over by a bus, I probably can't positive think my way out of that. For the most part, most of what we experience on a day to day basis, we get to make the meaning for that event, of those events. We decide what it means. Person is rude to you at the store, you could decide, "That guy is a jerk." Or you could ask, "I wonder what makes him act that way? I wonder if he's got a problem at home?" Maybe somebody in his family is sick, or if he's not feeling well himself, you get to make the meaning for the situation. You decide, so my question for you is, "How are you doing today?"

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**Ray:** If one of your goals this year is to take a trip or enroll in a course, or get in better shape, or anything else you're likely to not do when it's no longer convenient which is most resolutions or goals that people set. If it were easy and natural, you would already be doing it and you wouldn't need to set it as a goal. Nobody sets a goal and says, "A year from now, I want to be exactly like I am now."

**Speaker 2:** "I want to be the same way. I want to be making the same money."

**Ray:** "I want to have the same problems." No. Here's today's tip. Here's how to motivate yourself. People ask me especially after they saw my video for best year ever they're like, "How do you get yourself to do that?" The real answer is, "Desperation will get you to do a lot of those." If you really need some leverage to get yourself to do things, I suggest trying out a service called stickk.com. S-T-I-C-K-K.com. It's non refundable and what you do is, you place a bet and you say, "All right, I'm going to lose 20 pounds" or whatever your goal is, "and if I don't do it by this date as determined by a group of individual judges, impartial judges, then I'll make a donation of X dollars to this charity" which is presumably something that you hate. Like one of the stories that I heard was this gentlemen who is of Jewish heritage, was using stickk to achieve a goal and his penalty if he didn't achieve the goal was he was going to donate like a \$1,000 to the Nazi party.

**Speaker 2:** [laughs] Well, that's really horrible.

**Ray:** I mean you're never going to do that.

**Speaker 2:** No.

**Ray:** It doesn't matter what I have to do to lose this weight -

**Speaker 2:** I'm going to lose the weight.

**Ray:** - if I have to cut off a limb, I'm not sending money to those people. So you get to choose the anti-charity or the anti-donation that you want to make or don't want to make but it's a motivator.

**Speaker 2:** That's awesome. For many people, that would probably be the RNC or the DNC respectively.

**Ray:** Yes, I can think of a couple of people right now, that say you either achieve this goal or you're going donate to either one of those, they'll be like -

**Speaker 2:** Oh my God.

**Ray:** - it's a done deal.

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**Ray:** All right unto our feature presentation, the tools and apps that we use to make stuff.

**Speaker 2:** Stuff that makes us go.

**Ray:** So let's start with the basics. What computer do you use? Anybody who listens to the show already knows the answer to this question. We use Apple computers. But specifically, I use currently an Apple MacBook Pro 15 inch Retina made 2015 or as my Bose Bluetooth headset refers to it, connecting to Ray's Apple Retina.

**Speaker 2:** I thought it was going to be some string of connecting to device 5DC3-0496-H2.

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**Ray:** That would be cool. This is just the mispronunciation of the word Retina.

**Speaker 2:** Retina.

**Ray:** What about you?

**Speaker 2:** Well, theoretically maybe by the time this podcast posts, it would be true again. I use an Apple MacBook Pro 15 inch with touch bar and touch ID late 2016.

**Ray:** Now, why are you not using it now?

**Speaker 2:** Because I let it slide off of my bed and it landed on the headphones that were plugged into it and damaged the headphone jack.

**Ray:** So they couldn't just fix that real quick?

**Speaker 2:** No, apparently, the computer was so new that the hardware needed to repair it is not available. So they're sending me a new one which is awesome.

**Ray:** So what did they give you to work with instead?

**Speaker 2:** Mid 2013 MacBook Air. [laughs] It's nice that I have loaner. I appreciate having a loaner. I just wish the loaner had been a little bit -

**Ray:** Now, here's something that we just started using, why do you have a loaner?

**Speaker 2:** The Apple Joint Venture Program which is a minimum of \$500 and that is five users with their respective systems.

**Ray:** So if you're a business and you have multiple users or even if it's just you and another person or whatever?

**Speaker 2:** And you can add more if you have 10 employees, 20 employees, it's \$100 an employee. You just have to buy a minimum of five licenses.

**Ray:** So what do you get for that?

**Speaker 2:** Basically, it enhances and bolsters your warranty or your Apple care. It gives you access to business trainings like how to train your employees on how to use their Apple's computers to do certain tasks and they'll work with you to try to get enterprise level applications and stuff to work together. Those sort of things if you have a personal network like in your office building and you needed to flow smoothly to use I-calendars and stuff, to synchronize calendars, they'll teach you how to do stuffs like that. But the real thing is you get priority service so you can call on the phone and go directly talk to a human being about an issue that you're having or you can walk into the Apple store and go straight to the front of the line for a Genius Bar help.

You can make special employees where you get specific times set aside so you go on as a normal person and make an appointment with Apple and it might be three or four days out. But Joint Venture people, they reserve spots everyday so that you can

probably get in that day. And then, the real big thing is that if they have to send your computer out for repair, they will supply a loaner so that you're not without a machine during the repair.

**Ray:** Now, did you have to restore a backup of your computer to this Apple here?

**Speaker 2:** I did.

**Ray:** How did that go?

**Speaker 2:** It was virtually effortless.

**Ray:** What did you use?

**Speaker 2:** I used time machine.

**Ray:** Time machine, I love time machine.

**Speaker 2:** There was a warning that said, "Some of your applications are incompatible with this computer" and I was like "Really?" The computer that's like four years older than the one I was using?

**Ray:** That's a surprise.

**Speaker 2:** That's totally shocking. But other than that, it copied all my applications, everything.

**Ray:** Cool.

**Speaker 2:** Yes.

**Ray:** So now we can say to people when they ask, "Who are some of your Joint Venture partners?" We can say -

**Speaker 2:** Apple. [laughs]

**Ray:** - Apple. They are our biggest one. Have you heard of them? So then in terms of phones, we both have the iPhone 7 plus and then I have an Apple Ipad Pro 9.7 inch.

**Speaker 2:** So do I.

**Ray:** And do you ever think you should have gotten the bigger one?

**Speaker 2:** No. I was in the Apple Store the other day and I looked at one and I was like "Good God that's huge." I mean, if I was a graphic designer and I liked to draw with a stylist and do lots of stuff that way, then yes, that will be great.

**Ray:** What if you were thinking about trying to switch and use mostly your Ipad instead of a laptop?

**Speaker 2:** I mean maybe. I wouldn't give up my MacBook Pro though.

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**Ray:** Yes, I don't think I would either.

**Speaker 2:** I just want to just get on my little Apple soap box just for a second.

**Ray:** You have an Apple soap box?

**Speaker 2:** I have an Apple -- they make them. Do you know that?

**Ray:** No.

**Speaker 2:** Yes. It's part of the cult when you join the Apple cult. You get your own Apple soap box.

**Ray:** Think differently.

**Speaker 2:** That's right. Apple has made some big mistakes in 2016 which we've already talked about on certain episodes and a lot of people are predicting the demise of Apple and I'm sorry, I think that's foolish [laughs].

**Ray:** They are. By the way, they are still the most valuable company in the world.

**Speaker 2:** Yes. And the things that they are rumored to be putting out the next year or two, they may have had a rough year in 2016, some of the decisions they made and some of the things that weren't really in their control and I have voiced my grievances and they know that. Not my grievances, but anyway I read a report that said even with everyone being so upset with the new MacBook Pro, it is still the number one selling laptop.

**Ray:** In the world.

**Speaker 2:** Yes, and the Mac computers sales are either continuing to grow or staying at the same level as the global computer market is declining. So I'm sorry, they are not going anywhere. If you think you that they are sinking ship, I think you're wrong.

**Ray:** Yes, rest assured that the Apple empire is not going to be replaced by the Microsoft service.

**Speaker 2:** No, or the exploding Samsung phones.

**Ray:** Which is a hot feature. I agree with you. I know a lot of people they have Problems with the new MacBook Pro and I think they made some mistakes.

**Speaker 2:** Me too. I have some grievances with that computer.

**Ray:** They took off the MagSafe connector which I think was the biggest mistake of all.

**Speaker 2:** They took way some key ports that Pro users want to use like SD card slots.



**Ray:** Yes, that was a big one for me because I use an SD card in my phones.

**Speaker 2:** All the time and the phone, taking away the head phone jack now the ironic thing about that is now Samsung looks like they're going to be taking their headphone jack out of their phones.

**Ray:** Just one last thing to catch on fire.

**Speaker 2:** Right. They made some mistakes, I'm not happy with them but -

**Ray:** They made mistakes when Steve was at the helm too.

**Speaker 2:** Yes they did. They've made far worse mistakes than they did this year and they survived.

**Ray:** Yes. So, good points. All right, let's move on. To build our website, we use WordPress. And I use Blue Host as the host now. I don't even know if I can in good conscience use the affiliate link where we post this show notes.

**Speaker 2:** Right. Because we're having such issues.

**Ray:** Big issues with Blue Host. My website was down for like eight hours one day, not too long ago.

**Speaker 2:** And you didn't get just like a "Oh, we are apologize" email?

**Ray:** "We're sorry. We really have a high priority for your business, and we are really sorry."

**Speaker 2:** Yes, it felt that way.

**Ray:** That was it.

**Speaker 2:** Thanks.

**Ray:** But that's who we use, so I'm just telling you.

**Speaker 2:** I mean, they have been good in the past, but recently in the last year or so, they've really -

**Ray:** Their customer service was horrible for a while. It's kind of a little better but this latest episode really got under my skin. So I'm actually thinking about, this will sound crazy, but I'm actually thinking about maybe moving my entire site to Squarespace.

**Speaker 2:** [laughs] I don't know about that.

**Ray:** You give up some control but they don't have these issues. But I probably won't because I like to be able to take it with it. So we use WordPress, I use the Get Noticed theme which is made by a friend of ours, Michael Hyatt. And it's pretty handy, it's a little non-conventional so we've had to have some customizations made which we use. Thomas Magi, he has a company called Rightly Designed. It's easy

for you to say. And I highly recommend him if you need work done to customize your WordPress theme especially if you need help with the Get Noticed theme and then his partners in the theme company which you might want to take a look at, you can find all this at his website. We'll link to it in the show notes. We use slack. What do you think of FLAC?

**Speaker 2:** I like FLAC.

**Ray:** So here's the question I've been asking myself about FLAC lately. A lot of people say, "Well, it's a replacement for emails. We're not interrupted by email so often."

**Speaker 2:** No.

**Ray:** No, you're not interrupted as often as you are with email, you interrupted more often.

**Speaker 2:** If you think of FLAC as a replacement for email, I think that's the wrong way to think about it.

**Ray:** How would you describe?

**Speaker 2:** It's like a little personal chat room almost for your have business. I've heard some people business what they do, is they have like certain hours during the day. Only that zoom where they just leave it on and people can -

**Ray:** Really?

**Speaker 2:** Yes. It's like a little virtual office.

**Ray:** How interesting.

**Speaker 2:** So like if you have office hours.

**Ray:** You couldn't sit around in your underwear then?

**Speaker 2:** No. If you decided you're going to have office hours like from 2:00 PM to 4:00 PM.

**Ray:** Why do you even have that expression? Does anybody really do that? And if they do, why? That's weird. So anyway, we use FLAC. I like it . It's like a private -- I would describe it, it's like your own messenger without anybody else outside your team being able to ping you on it. That's how I describe it. I like it a lot. I use Evernote extensively.

**Speaker 2:** I use it very little.

**Ray:** Why is that?

**Speaker 2:** I don't know. I don't think I just ever really gotten into using it, understanding the power behind it, to be honest.

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**Ray:** So I use it a lot. I won't go into a lot of detail but I organize all my -- it's basically my electronic filing cabinet, and I'm trying to go paperless, which if you look around the office right now. You'll see that that's the kind of a joke at this moment. But I'm thinking about upgrading my scansnap scanner. Do I have that on the list? I don't think so.

I have a Fujitsu scansnap, but it's really old. It's the S510M. It's seven years old. I'm thinking about upgrading to the new one which is 10 times faster. Task management, I use Nozbe. You?

**Speaker 2:** I use Todoist.

**Ray:** So we kind of give people in our company the freedom to use whichever task management service that they want to use, whatever works for them, and then we are using Asana.

**Speaker 2:** For project organization.

**Ray:** We use Basecamp which sounds crazy but we use Basecamp pretty much is exclusively for -

**Speaker 2:** Regency and -

**Ray:** Mastermind group. That's pretty much it.

**Speaker 2:** That's pretty much it.

**Ray:** We used to house our content to make our membership sites, or our membership area, put our products in. We're currently using New Kajabi and we're getting ready to start using Thinkific. There's advantages and disadvantages to both, but we highly recommend either one of those. Just look at both, and see what works for you. They're both great companies, and they're filled with great people, and they have a great service, both of them. For password management.

**Speaker 2:** Now, I recently left Dashlane.

**Ray:** Oh, man. I had some real issues with Dashlane. I liked it. I liked the appearance of it. It's aesthetic but it just didn't work well.

**Speaker 2:** I did not have the same issues with it as you did, but I understand the issues, and 1Password is great. I like 1Password a lot.

**Ray:** Yes, I love it. TextExpander I use a lot.

**Speaker 2:** I've never used it.

**Ray:** One of the ways I use it is I have about three dozen email templates. Because I get the same requests over and over again. Like will you speak at this event? Will you do this Webinar? Will you be a guest? Will you endorse my product? Blah, blah, blah. And I just can't say yes to all those things, but I don't want to say no just like say no.

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I don't want to ignore the email, so I have these nice carefully worded answers and then there's often questions where people want information like, what would you recommend to a new person just starting out writing books?

So I will have an answer canned in TextExpander, I hit two keystrokes and boom the whole emails populated, and then I just customize the little parts of the email, so that it doesn't look like -- it doesn't say, "Dear user, dear friend."

TextExpander, and then for stuff I type out frequently the address of our company, and those kinds of things. I Highly recommend that. Dropbox.

**Speaker 2:** Yes, I use Dropbox.

**Ray:** You've got to have Dropbox.

**Speaker 2:** Just a great way for moving files around between people.

**Ray:** Big files.

**Speaker 2:** Yes.

**Ray:** Alfred. Alfred, do use Alfred?

**Speaker 2:** I don't.

**Ray:** I used to use something I think was called Quicksilver.

**Speaker 2:** Yes. I remember Quicksilver back in the day.

**Ray:** It was a little keyboard shortcuts thing you could use to start apps, and do searches, so that's what Alfred does for me.

**Speaker 2:** It's really the precursor to the Apple Spotlight search.

**Ray:** Yes. Yes. We have a lot of apps to go through, so I won't spend a lot of time trying to describe Alfred other than to say it's essential. Every time I get a new Mac, it's one of the first thing -- well, I install everything at once because I use Time Machine. But if I was installing things one by one, Alfred would be one of the first things I would install. ExpanDrive, which I used to make Google Drive and Dropbox behave as if they were drives attached directly to my laptop, so I can just drag and drop things onto them.

**Speaker 2:** Oh, that's nice.

**Ray:** Pretty Pretty cool. Snagit?

**Speaker 2:** I use Snagit all the time.

**Ray:** Screen capture? You can annotate.

**Speaker 2:** Make super fast.

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**Ray:** Dancing little arrows.

**Speaker 2:** If you're going to create a course with Screencast, probably you want to use something a little more robust. But for -- I don't know how many times I've just made little videos to show people how to do something--

**Ray:** I do that all the time.

**Speaker 2:** - like Infusion software, whatever, yes Snagit, right there. Great.

**Ray:** CleanMyMac 3. It used to be in the old days of Mac. You didn't have to have a program like this. Cleans out extra files. You may not realize this but you have different language versions for all of your big applications that take up a huge amount of space on your hard drive. So this is what helps keep your hard drive clear and lots of free space on your hard drive.

**Speaker 2:** I've used CleanMyMac 3 and it's cool, it's got a nice real clean slick interface, but if you want to go a little bit more granular, and have a little bit more power, I would suggest WhatSize.

**Ray:** Really?

**Speaker 2:** Yes.

**Ray:** What's the difference? What's the main difference?

**Speaker 2:** WhatSize is -- it doesn't have a whole lot of pre-loaded, look for these kind of registers to registries to find stuff that needs to clean up like CleanMyMac does. It does have a few of those and can identify like some of the cache files for Adobe products. I was shocked when I first ran it. I had like a 60 gig cache file, and it was superfluous, it wasn't unnecessary.

Because those programs would just rebuild those caches if it needed them. What it does is it scans your entire hard drive including invisible directories, and shows you like by color coordination, or by chart, where the most base is located on your hard drive. You can sync down into specific directories and find specific files, and specific folders that are chewing up a lot of space.

**Ray:** I'm going to have to try that.

**Speaker 2:** I like it a lot.

**Ray:** Just FYI. If this is the first episode of the show you're ever listening to, they're not all like this. This is unusual, a lot of the geeks and nerds in our audience are like freaking out thinking, "This is great, you guys should do this all the time." But for the rest of the normal people, this is not how it is all the time, so you can relax. Okay. Moving on. Let's see, I used the thing called Jumpcut. It's clipboard management software.

**Speaker 2:** Oh, Okay.

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**Ray:** So like the last 10 or 20 things that I copied into my clipboard or in this Jumpcut thing that drops down from the menu bar to top of my screen, and I can paste stuff in, like passwords, or phrases, or -- it's really handy.

**Speaker 2:** I have one of those, I can't remember what it's called.

**Ray:** Backblaze, which is my online backup service. Do you use this?

**Speaker 2:** I do, but since I've been moving computers around, I obviously have not been using it recently.

**Ray:** So the way it works in the background is it backs up your computer over the internet. In your backup scenario, you should have a backup that's on a disk that you have like on your desk. You should have an online backup that's like off site. Then you should have -- I believe you should have a clone of your hard drive, not just a backup. There's differences and we won't go into all that. I use a program called Super Duper which just duplicates my hard drive, so that I could literally -- if my computer got dropped in the water somewhere, and it was totally ruined, I could plug in this hard drive to another computer and boot from the hard drive and there would be my all my stuff. I think it's pretty handy and SuperDuper is free or you can make a donation, you can pay like 30 bucks, and you get some extra goodies. I did that because it's a single developer produced, just one guy he's making this program. He's been doing it for like a decade. Pretty cool. Zoom.

**Speaker 2:** We use Zoom a lot.

**Ray:** It's a two-way video or five or 10 way out and you can have all these people on a video conference.

**Speaker 2:** I can't remember what the limit is.

**Ray:** You pay more, you get more people on the video conference and then -

**Speaker 2:** Eventually that will look like a mosaic.

**Ray:** Yes. Then you could do webinars which we haven't really done, but our friend Michael Hyatt has done it, and he really likes it, so we're going to give it a shot. Speaking of webinars, we use for our webinars, we use currently a tool we really like called GoToWebinar. It's just rock solid, gets the job done, works for everybody. Screen flow. How would you describe that?

**Speaker 2:** It's a more robust version of Snagit. It's the screen capture. It's what you would use if you're going to be making a screen capture course, something like that. It's more robust, it has transition effects, it has caltar like point out the cursor effects, stuff like that.

**Ray:** Pretty much all of our courses that we've made in the past have been made almost exclusively with Keynote and ScreenFlow.

**Speaker 2:** Yes.

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**Ray:** I just picked up a new app called Freedom which is designed to protect me from myself, because there are times when I need just work and focus on writing, and not looking things up on the internet, not checking Facebook, not checking Twitter, or email, or the thousand other things that I could check online. Freedom, you give it a pre-determined time, you say like for the next hour lock my computer down, and don't let me access the Internet through any app. Your choice is either take a nap or do some work?

**Speaker 2:** Right.

**Ray:** Perhaps you don't need such a thing, but if you're like me and you need a little help establishing some discipline, that'll help you. Pages and word-- why have both pages and word? Do you use pages?

**Speaker 2:** Not as much as I used to.

**Ray:** I like it because it's simple.

**Speaker 2:** Yes, it's simple and clean.

**Ray:** But I do find myself using Word more often because it's simpler on the face of it. In the background, it's a lot more powerful.

**Speaker 2:** The other thing though that Pages is really good at that I used before I really developed my skills in some of the Adobe products is it's really good at Page layout and design stuff. Like making simple flyers and booklets or little things like that.

It has a lot of great templates and a lot of great guiding tools in putting shapes in here and there, isn't it? It's way easier to use for things like that. Like if you're formatting a book to be published on Create Space. It's way easier to use Pages than it is Word.

**Ray:** Although, they took away a feature that Pages used to have and it makes it I think less useful for those purposes. You can no longer do the two app view.

**Speaker 2:** You can't?

**Ray:** No. Go ahead, try it. You used to be able to do it, you can't do it now.

**Speaker 2:** Wow, that sucks.

**Ray:** That's dumb. I don't know why they took it out.

**Speaker 2:** Yes, that is weird.

**Ray:** Let's take away a feature a lot of people use. Okay, moving on, Excel and Numbers.

**Speaker 2:** I never use Numbers, I'm going to be honest.

**Ray:** You know, I don't either.

**Speaker 2:** I always use Excel.

**Ray:** I'm a guy who, it's like I want to use Numbers because it's an Apple product and it's kind of pretty, but I don't use it.

**Speaker 2:** To me, Numbers is just a watered down version of Excel, and why would I want that?

**Ray:** Keynote for presentations, for creating products, for giving talks, speeches -- it's Keynote.

**Speaker 2:** Any day of the week, I will use Keynote over PowerPoint.

**Ray:** Yes, amen to that. Then, we covered that. Canva, we don't use so much anymore because we have a designer. But if you didn't have a designer and you wanted to make some nice looking graphics for social media, presentations or what have you, Canva is a great way to do that on a budget because they have pre-made templates and you just kind of fill in your words and information and it makes it look really nice and pretty.

Scrivener. You don't use this, do you?

**Speaker 2:** I don't use this, no.

**Ray:** I use it for longer book projects because it allows me to keep each chapter in its own file. I know you could do this with Textfiles, but it has other features that allows you to compile the book from the one file and you can move things around and it keeps track of your manuscript and it has great goals. You can set how many words per day you need to be writing and what are all the statistics on your project and how close you are to finishing it.

I think it's a great tool for writing longer books. It's a bit of a learning curve. It's like the Excel of Word processors.

**Speaker 2:** Right.

**Ray:** No, it's closer to like the command line of Word processors.

**Speaker 2:** Yes. [laughs]

**Ray:** I haven't talked to you about this, I use Chrome as my browser of choice.

**Speaker 2:** I am split.

**Ray:** What do you use?

**Speaker 2:** I use Safari or Chrome. I generally use Safari for more of my web browsing, and I use Chrome in certain instances bit for business things. It's a



resource hog, Chrome. I don't have this anymore, but I ran a memory management plugin.

**Ray:** Yes, what was it?

**Speaker 2:** My stats, something like that, and it would show me how much free memory I had at any given moment. If I ever had Chrome open, it was always by far the number one user of memory, and so I looked online and people are like, "Yes, Chrome is a memory hog." I learned about why, basically other web browsers like Safari and stuff, there's a bunch of stuff that web pages need to be done to be loaded properly.

Safari and other web browsers will do that for like all web pages no matter how many tabs you have open, like these core elements are being done under like in one area. Chrome isolates it out to every tab. If certain resources scripts need to be ran, and you have like five tabs open, it will have five different independent resource.

**Ray:** Wow.

**Speaker 2:** The reason for this is more stable. If one page causes a crash in the script -

**Ray:** It won't crash all your tabs.

**Speaker 2:** - it won't crash the whole browser. However, it's a freaking resource hog.

**Ray:** Which is really important if you have one of the new Macbook Pros.

**Speaker 2:** Right, because you couldn't upgrade your memory.

**Ray:** Which was one of the mistakes that Apple made which I'm sure they'll correct next time around.

**Speaker 2:** I'm sure they will because they've received quite a shellacking. Is that the word?

**Ray:** Yes. All right, Ijournal, mostly everyday so I use a journaling program called Day One.

**Speaker 2:** When I journal, I don't do it everyday, but when I do it, it's Day One.

**Ray:** It's just aesthetically pleasing, easy to use, and it keeps it separate from your other documents.

**Speaker 2:** It can be synched to all your devices.

**Ray:** It's pretty nice. I occasionally use something called Byword.

**Speaker 2:** I don't even know what that is.

**Ray:** It's a distraction free word processor, but now Microsoft Word has distraction free mode.

**Speaker 2:** Yes, totally good. Which they originally took away, and I don't think this was me, I just think enough people did and I did, I submitted feedback, and say, "Hey, give us focus mode back. I really like focus mode."

**Ray:** Yes. I don't use Byword as much as I used to. TextWrangler is my text editor of choice. What do you use?

**Speaker 2:** I just use TextEdit when I need to just randomly work on some text.

**Ray:** I'm trying to think why did I start using TextWrangler instead. I remember why, it's back in the days when if you wanted to wrap your email at a certain width, it was the easiest way to do it. Just hit Select All. Then, I got used to using it and so I never changed. It's a good text editor if you're not totally satisfied with TextEdit. I use Dragon Dictation software.

**Speaker 2:** I don't ever dictate.

**Ray:** I'm not the world's greatest typist, so I can speak a lot faster than I can type, and it works pretty well for me. Although, here's an interesting fact, the Dragon Software that I run on my computer is like cost me a couple of hundred bucks, and Dragon Anywhere which only runs on iOS devices and is \$15 a month has a way higher accuracy rate.

**Speaker 2:** Wow.

**Ray:** I don't understand why, but that's been my experience. Then, I occasionally use iMovies for editing YouTube videos, things like that, although I've started now just making myself use Adobe Premier because I needed to learn how to use it.

**Speaker 2:** Yes, I used to use iMovies for things like that, but I don't anymore. I pretty much exclusively use Premier for anything.

**Ray:** I don't need to learn how to use it, I just want to. What I need to do is let somebody else do the editing, but some things I just like to do. Why? Because I like it. Photoshop, I use that quite a bit.

**Speaker 2:** In case you missed it, Premier is on the list. We both use Premier.

**Ray:** Yes, and photoshop which is not as hard to use as people make it out to be. Here's what I would recommend, don't try to like take a course and learn everything about Photoshop, just grab a YouTube video that shows you how to do the thing you need to do right now. Like if you need to cut out a background from a picture, there's plenty of YouTube videos that'll show you how to do that.

**Speaker 2:** Tons. Just Google how to remove background in Photoshop.

**Ray:** I've just learned a ton of things about Photoshop that way.

**Speaker 2:** Yes, me too.

**Ray:** For camera stuff, because I got this question quite a bit, we use an icon to shoot our in-studio videos, a D5200. My current YouTube video and other usages DSLR is the Canon 80D. It's a stupid name, 80D. It sounds like Attention Deficit Disorder.

**Speaker 2:** Yes, it does.

**Ray:** 50mm lens and 18 to 55 are the most relevant ones. I use a Rode Videomic Pro for the shotgun mic on the camera, and then for a podcast, I'm using a Heil PR40 microphone right now. You're using?

**Speaker 2:** A Audio Technica ATR2100.

**Ray:** And they sound really different, don't they?

**Speaker 2:** Very different.

**Ray:** Not different at all, really?

**Speaker 2:** No, they sound very similar.

**Ray:** Pretty much the same. Only the difference is, the Heil PR40 is a \$400 microphone.

**Speaker 2:** And the Audio Technica is a \$50 microphone.

**Ray:** You figure out which one you would prefer. Just think of it this way, you can get four Audio Technicas, no.

**Speaker 2:** No, more than that.

**Ray:** Eight. You get eight Audio Technicas for the price of one PR40.

**Speaker 2:** But if you have an eight person podcast -

**Ray:** You have a problem.

**Speaker 2:** I'm not sure how successful it's going to be.

**Ray:** Well, you must be [unintelligible 00:39:13] because he has eight people in his podcast.

**Speaker 2:** Okay, we can say it would be like a panel discussion.

**Ray:** Yes, exactly what it is. Okay, let's see -

**Speaker 2:** MDX Compressor Limiter Gate.

**Ray:** Yes, it's the multicom pro XL MDX model 4600. You know what, you really don't need one of this. It's pretty handy but you can do all this in -

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**Speaker 2:** Audition. That wasn't on the list.

**Ray:** That was not on the list.

**Speaker 2:** Adobe Audition.

**Ray:** That's our sound editing software. Bar none in my opinion, it's the best.

**Speaker 2:** Yes, it's good. Just get Creative Cloud. Adobe Creative Cloud, just get it.

**Ray:** Yes. Don't gripe and moan about the membership. It's much better than it used to be because you just automatically gets the upgrade and you get all the software, come on.

**Speaker 2:** Yes, way better than how I used to operate.

**Ray:** Come on. All right. We have a -- we use a mixing board which is a -

**Speaker 2:** Isn't it a Macee?

**Ray:** Yes. I was just looking for the model number. 1402V0Z4. Very meaningful to you I'm sure. los stuff that we use. This is for iPads.

**Speaker 2:** One second. Because there's a missing piece there, how do we get the sound from the board into the computer to record? While we used to go straight into an audio recorder, now we're using your Griffin iMic to do the stereo left and right in but what we're moving towards is we will have, I'm hoping a four-channel audio-digital interface.

**Ray:** Now why is that important. Explain that.

**Speaker 2:** Because like for us we have a two-person podcasting. Really we'd only a need two-channel for you and I but four gives you more flexibility but allows you then in adobe audition to map four inputs on the mixer to four different tracks in adobe audition so you can independently adjust compression, noise. You could edit my voice independently of your voice.

**Ray:** Right. If we step on one another or if I talk when you're talking in other words -

**Speaker 2:** Or something happens with the levels and like you're way louder than me in the recording.

**Ray:** Right. Or there's a buzz on my channel and there's none on yours, then you can fix all that independently. It just gives you a lot more room to work and perfect that sound of yours.

**Speaker 2:** We're going to be beginning one of those very soon. Something we should have done a long time ago.

**Ray:** Yes. Okay. Now is that all on that?

**Speaker 2:** I think so.

**Ray:** Okay. Let's move to IOS apps that we use. I mean I'm not going to list every app that I use. I'm just going to list the ones that I use the most and then if I've left something off this list, you can add stuff that you use. I use something called focus time on my iPhone. It's an app that's designed around the idea of the pomodoro technique which is really just blocks of time that you're going to work and do nothing else. If I'm going to write, I do a pomodoro as it's known.

That name comes from the Italian word for tomato.

**Speaker 2:** Really?

**Speaker 2:** It started with somebody in Italy, I guess this is the story, decided that they would use tomato timer because they have these little kitchen timers that look like tomatoes. They would use that to time themselves like I'm going to do nothing but write for the next 30 minutes. They set the timer for 30 minutes. They write and do nothing else. No email, no telephone calls, no conversations, nothing except writing. It's just a way to focus your energy and do deep sustained work for a certain period of time. That's the way to get the most amount of work output done by the way.

I set the focus time timer. It's a timer specifically made for this purpose. I set it for 42 minutes of work and 18-minute break. That comes up to an hour. Why do I use those numbers? I don't know. I heard somebody else say they use it and they said 45 minutes seem too long and 40 minutes didn't seem like enough so I decided on 42. Also, I know that 42 is the answer to the ultimate question.

**Speaker 2:** Right. It is.

**Ray:** Bring your towel and don't panic. Okay. For listening to podcast, I use overcast. Do you listen to many podcasts?

**Speaker 2:** Not a ton. The only one I listen to fairly regularly is the Cato daily podcast. I just use the app lap.

**Ray:** You actually turned me on to that podcast which I love. It's short and it's meaningful.

**Speaker 2:** It's meaningful. If you don't know, Cato Institute is -- I don't even know how you would describe them.

**Ray:** Think tank?

**Speaker 2:** Think tank, policy analysis. They are libertarian but basically they analyze politics from a libertarian perspective. I mean the podcasts are like anywhere from 10 to 25 minutes. It's one issue real quick, real short, real insightful and that's all.

**Ray:** I think it's -- I don't agree with everything they say but it's intellectually rigorous and there's not a lot of name calling or rhetoric that would start arguments.

**Speaker 2:** Honestly the podcasts are probably, even though they're obviously coming from a libertarian background, they're probably one of the more even-keeled -- people to listen to.

**Ray:** Now what do you want to bet we get more comments about this last tow minutes than anything else we've talked about the whole time.

**Speaker 2:** Probably.

**Ray:** Okay. Moving on. To track my habits, things that I'm trying to cultivate as a daily habit or weekly habit, I use a program called habit list. I got ridiculous. At one point I had 40 habits I was tracking and I realized, Okay. Nobody can institute 40 habits at one time. That's just crazy Ray. That was crazy Ray. More sensible Ray is only working on four habits right now.

**Speaker 2:** You haven't mentioned Dragon anywhere.

**Ray:** Yes. My fitness pal is my nutrition tracker.

**Speaker 2:** It's a good one.

**Ray:** Do you use one?

**Speaker 2:** I have not recently but when I used it, it was lose it. We were both using it but my fitness pal seems like a good one.

**Ray:** I like both of them I switched to my fitness plan because my brother who lives on the other side of the country uses it. We can friend each other and the egg each other on.

**Speaker 2:** Have you decided that if you don't lose a certain weight by a certain time you're going to donate to the Nazi party?

**Ray:** I'm not going to use that technique. Not with that particular -- I might choose another political party but not that one. Maybe that will get more comments.

**Speaker 2:** Yes. Right.

**Ray:** Okay. I use olive trees bible study software. I know there's other software that people will say is more sophisticated like logos but here's the deal. Olive trees if free and then you can add on resources for very inexpensive prices instead of -- I mean logos is great but it's really expensive.

**Speaker 2:** Yes. Honestly, logos is -- I mean on a computer at least. It's too resource hungry. I don't use it anymore.

**Ray:** I agree. It really bog my computer down.

**Speaker 2:** They keep trying to get me to upgrade and I'm like, "You know what? As soon as you create a version of logos that doesn't feel like I'm working in Molasses, I'll think about it."

**Ray:** Yes. It just doesn't make good use of the resources that computer -- study by olive trees, it's fast. You can customize your library very inexpensively. I've got a lot of resources that I had in logos but for much less money in -- I just like it. Give it a try if you're looking for good bible study software. I use the kindle app although not as much as I used to. I've gone back to reading real books.

**Speaker 2:** I have too.

**Ray:** There's just something about a real book.

**Speaker 2:** Well, a lot of the stuff I like to read I like to highlight and underline. I know you can do that in your Kindle but it's so much more honestly satisfying to flip through your pages and see all of your notes and stuff that you've written into the -

**Ray:** Well, I realize I used to index. I create a custom index in my books. If there's an idea I like, like on the inside front cover or the fly pages in the front -- I don't if know they are really called that.

**Speaker 2:** That's a good idea. I never thought of that.

**Ray:** Just make notes on what page this particular thing is on.

**Speaker 2:** Oh. That's cool. I like that idea.

**Ray:** Any other IOS apps that you're really into?

**Speaker 2:** Ooh. They're productive and useful for what we do. We use film make pro when we're shooting from our phones. That's a big one. It's a great camera app that allows you to control virtually every aspect of your camera on your phone. It's probably the biggest one that I use repeatedly for business stuff.

**Ray:** Then mind-mapping software which I forgot about. I use mostly mind jet pro, mind manager from mind jet. Although I also use mind node and mind meister.

**Speaker 2:** You really like mind maps.

[music]

**Ray:** Yes. They work with my mind very well. That's about it. Those are the apps and tools that we use to make stuff.

**Speaker 2:** Those are the pencils we use to write our books.

**Ray:** Yes.

**Speaker 2:** All right. If you found the show helpful, please subscribe to the show in iTunes via the Apple podcast apps. The best way to boost the ranking that you get in front of more people. Make sure to leave your name and your website in a review when you do that.

**Ray:** So we can mention you.

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**Speaker 2:** So we can mention you and we will because we did mention that we can. If you'd like a transcript and the show notes, please go to [rayedwards.com/269](http://rayedwards.com/269) and they will be there.

**Ray:** Yes.

**Speaker 2:** Do you have a quote with a note.

**Ray:** Let's have a thought. It's not the pencil. It's not the app. It's not the computer. Or as they say in music, it's not the gear.

**Speaker 2:** It's the ear.

**Ray:** Yes. Peace to your house.

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**[00:49:15] [END OF AUDIO]**