



Ready to find out what tools millionaires use? I was surprised by a few of these. Not only do I include some that have been mentioned in the interviews, but also some discussed off the air. The personal suggestions they gave me that you have never gotten to hear!

# 5 Tools Millionaires Use in Their Businesses

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## #1 Business Model Generation

[Business Model Generation: A Handbook for Visionaries, Game Changers and Challengers](#)

Whether you are starting a new business or already have a business, this model has been mentioned countless times. It's not your typical New York Times bestseller book either.

It's a detailed book (and an [amazing iPad App](#)) that walks you through your business model. I know it doesn't sound sexy; "Woo, I want to go through my business model!" **But it's critical.**

This book is driven by data from hundreds of businesses and acts as a handbook to create your business model canvas.

(Fun fact: My literary agent was the literary agent on this book. He told me it is selling extremely well in 26 countries to this day!)

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## #2 Clarity.FM

### [Clarity.FM](#): Your Lifeline that Instantly Connects You with Battle-Tested Entrepreneurs

This resource was actually created by one of the millionaires I interviewed, Dan Martell. When I started researching it, I found out that quite a few of the millionaires I already interviewed are on it!

Over and over millionaires suggest asking someone who has already done what you want to do. Clarity.FM is a great platform for that.

You can search for experts, and give them a call. It's charge by the minute, so if you only have a 5-minute question it's cheaper!

Want a bestselling book? Call up a bestselling author and ask them how they did it.

I've used it; it was simple and I received amazing advice. (And remember, I interview millionaires, so I am used to getting a lot of advice!)

It's not free, but it can be an amazing investment if you need strategic battle-tested advice. It's not just another book that gives you advice and doesn't know your true situation!

It's also a great networking tool, allowing you to meet amazing people.

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## #3 Email List Software

### [Aweber Communications](#)

This sounds simple but when I looked at all of the millionaires I've interviewed, **almost all of them collect email addresses!**

(The others have wholesale businesses, or business-to-business services like trucking, but they probably have a contact management system that handles their contacts' email addresses too.)

Millionaires collect email addresses because it's a way of connecting with leads, prospects, and customers that is free! If you had physical addresses it would be very costly to send mail. It is also one-to-many. That means you can write one email and send it to thousands, saving you a lot of time and money.

Note: Some of these resources are free, and some aren't. Those that are paid resources are affiliate products or services, meaning if you buy them, I get a commission at no extra cost to you. Please know that I have personal experience with all of the following resources, which is why I recommend them. ☺

Are you collecting email addresses yet?

If so, good job! You are already doing what millionaires do. (Stay tuned for new interviews because I love asking what is working in collecting more email addresses!)

If not, my favorite (and inexpensive!) email software when you are starting is [Aweber](#). They have great tutorials on how to use it and how to get started. You can also use [MailChimp](#), which is free for the first 500 subscribers.

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## #4 Guest Posting

Off the air, I usually have a chance to ask for help from my amazing guests. When I have online marketing millionaires on the show, I always ask about traffic.

How do I increase my traffic even more?

Rand Fishkin, Neil Patel, and Syed Balhki all said the same thing. Guest Post.

My response was, “Really?!” I’ve done some guest posts but haven’t seen it as a huge tactic. It’s a double punch though. You will get branding & people on your email list AND you get the SEO value for it.

Even if you don’t have a blog you can guest post. All you need is a single page that offers something of value and asks for an email address. For example, if you have a business that sells a product, create a 10% off coupon when someone signs up via email. Or if you are selling a book on Amazon, give away the first chapter free in exchange for their email address.

If you are wondering how you can land a guest post, even if you don’t have a blog, check out this resource by Ramit Sethi. He has a great blog called ***I will teach you to be rich***, where he [explains his guest post process](#). I send all my clients to read this and do what he says!

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## #5 Help A Reporter Out

### [Help a Reporter Out: Free Publicity](#)

HARO (Help a Reporter Out) is a tool that helps connect journalists with experts.

When I first started and didn't know where to find millionaires, this was the first tool I used. I didn't know how many millionaires would respond. I thought that I might get a couple. I ended up scheduling over 30 millionaire interviews from HARO.

Not only did I connect with 30 millionaires, I also have been featured on MSN, Fox Business, Success Magazine and many more from HARO!

Millionaires use this as a tool because it's an easy and free way to connect with journalist and content creators online. Even if you aren't in a big name publication, it's a great way to be mentioned on a blog or podcast with it's own following.

If you sign up as a source, you will get emails every day of reporters looking for experts. Scroll through them quickly and reply quickly if you want to be noticed. You can also sign up as a reporter. This is what I did to have access to all of the millionaires. I posted a query of what I needed, and shortly after got many emails. If you do any content marketing, you can get amazing stories and experts at your fingertips!

For a template, and the exact emails that have gotten me press, check out the [video presentation I did at New Media Expo all about how to get press!](#)

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## Action Item:

**Pick ONE of these tools to implement today. If you don't do it today, it will probably get lost with all of your other to do's!**

**Each of these only takes minutes to start. Sign up for one of them, or buy the book, or email someone a guest post idea. Go to it now**

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# BONUS:

## Top 3 Books Millionaires Recommend

### E-Myth Revisited

[The E-Myth Revisited: Why Most Small Businesses Don't Work and What to Do About It By Michael Gerber](#)

*You Will Learn: The life of a business from entrepreneurial infancy, through adolescent growing pains, to the mature entrepreneurial perspective, the guiding light of all businesses that succeed. Plus the distinction between working IN your business and working ON your business.*

*What [Brad Schy](#) said, "I'd say if you're an aspiring entrepreneur, that you should read Michael Gerber The E-Myth. I would absolutely recommend that. Now I wish I had again implemented everything that he said. "*

# The Dip

## [The Dip: A Little Book That Teaches You When to Quit \(and When to Stick\) By Seth Godin](#)

**You Will Learn:** If your goal is even worth the hassle. Maybe you're in a Dip—a temporary setback that will get better if you keep pushing. But maybe it's really a Cul-de-Sac, which will never get better; no matter how hard you try. This book helps you determine which one you are in.

*What [Michael Port](#) had to say: "One of my colleagues Seth Godin wrote a great book called The Dip. It basically makes one big point. He says there's this American idea that you never should quit anything you do. The person who doesn't give up always wins. He says actually that's not necessarily the case. Sometimes quitters do win. That's different. That's not contradictory to the concept of the pursuit of mastery, what I'm suggesting earlier. It's not about dabbling. It's not about a little bit of this, little bit of that, little bit of this. It's about having the fortitude to look at what you're doing and identifying the dip, as he calls it."*

# Rework

[Rework: A Better Faster Way To Succeed in Business By Jason Fried and David Heinemeier Hansson](#)

**You Will Learn:** A better, faster, easier way to succeed in business. Read it and you'll know why plans are actually harmful, why you don't need outside investors, and why you're better off ignoring the competition. The truth is, you need less than you think. You don't need to be a workaholic. You don't need to staff up. You don't need to waste time on paperwork or meetings. You don't even need an office. Those are all just excuses.

Co-written by [David Heinemeier Hansson](#) a previous guest here!

*What [Brenton Hayden](#) had to say, "My favorite book is Rework. They have a chapter in there "Fire the Workaholics." If you're working too hard, you're not doing it right. That's not to say not to work hard, but you need what I call clarity breaks. If you're tired, don't work anymore. If you're frustrated, stop working. If you're angry, don't write anymore emails, don't do anymore work, your work will always be affected by that. If your project is taking significantly longer than you had anticipated, it is probably time to cancel that project or see if there is something that you've got that is an MVP of a viable product."*

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Hope You Enjoyed the Tools. Stay Tuned for a new  
Millionaire interview on Millionaire Mondays!