

EPISODE 176

# REVOLUTIONIZE YOUR SMALL BUSINESS WITH THESE MUST-HAVE TOOLS

*SYSB PODCAST WITH*

**PAUL MINORS**



## REVOLUTIONIZE YOUR SMALL BUSINESS WITH THESE MUST-HAVE TOOLS

WITH PAUL MINORS

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In this episode of Scale Your Small Business, host Jillian Flodstrom interviews Paul Minors, a productivity expert who discusses the role of various tools in helping small businesses grow and become more efficient. These tools include Asana, a project management tool designed to streamline processes and improve efficiency, Pipedrive, a customer relationship management (CRM) tool that allows for the complete tracking of client interactions, and Zapier, a tool that allows for automation between different apps and websites.

Paul advises small business owners to set aside time to work on improving systems and processes in order to increase efficiency and capacity. He also emphasizes that it is not necessary to be highly tech-savvy in order to effectively use these tools, though there may be a learning curve involved. It is important for business owners to find the right tools that work for their specific needs, as different businesses have different requirements. Paul also stresses the value of slowing down in order to speed up, as taking the time to properly learn and utilize productivity tools can lead to long-term benefits for a business.

In addition to using these tools for his work, Paul also uses Apple Notes for miscellaneous notes and ideas that are not related to a specific task or project. For long-term storage of files, he prefers file management systems like Dropbox or Google Drive. It is important to use tools for their intended purposes and to seek out the intended use as recommended by the developers in order to avoid overwhelming and messy organization. Paul's website is a valuable resource for individuals looking for guidance on how to use Asana and other productivity tools to grow their small businesses.

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LEARN MORE ABOUT PAUL MINORS HERE:

Website: [paulminors.com](http://paulminors.com)

## KEY TAKEAWAYS



Productivity tools such as Asana, Pipedrive, and Zapier and how they can help small businesses grow and become more efficient

The importance of setting aside time to work on improving systems and processes in order to increase efficiency and capacity

The role of personal discipline in forming good habits, such as setting reminders and thinking about the next action to take with a project or client

The value of slowing down in order to speed up and properly learn and utilize productivity tools

The importance of finding the right tools that work for a specific business and its needs

The difference between using tools for their intended purposes and using them in ways that may be overwhelming or unnecessary.