



# NERD MARKETING

## Travel Tools

*These are some of my favorite travel tools. Feel free to click through and check them out. Be sure to use my affiliate links so that the Nerd Fan Club can order pizza this week. In fact, please always use my Amazon affiliate link. The Club thanks you.*

## Communications

1. [Slack](#) for overall team communication. It gets you out of your inbox. With a great mobile UI, in a pinch, I know to check Slack, not email. I can even set alerts based on the channels that are most important to me (i.e., #Office Jokes and not #Paid Search).
2. [Skype](#) to call anywhere. It is such a pain to get your mobile to work reliably on the local networks, I'd just default to using Skype and their local dialing feature.
3. [Evernote](#) for docs and dossiers. I'm a big believer in unified apps to hold all of my information, especially ones that have great search functionality. All my tickets and receipts and SOPs and notes went into Evernote. I could share them with my assistant or wife as appropriate.
4. [Worldwide101](#) for a personal assistant. This is like 'One Ring To Rule Them All'. If you want to start with one thing on the list, start here. Step one: get a personal assistant. Worldwide101 makes that easy. Step two: give them everything else. Where to start? Managing travel, calling banks, paying contractors, scheduling, making reservations ... I could go on and on. Tell

them Drew sent you, and you'll get 20% off your first month.

5. [Loom](#) for screen-sharing. Why the hell would you want to do this? I've found it's the quickest and easiest way to get your point across. Much faster than banging out an email, more visual and easy to explain too. I use them to assign tasks to my assistant.

## Inbox Management

6. [SaneBox](#) for email management. The filtering options are great. Spend a few weeks dialing in your folders and you'll never have more than 10 emails in your inbox at any one time. Pro tip: delegate access to certain folders to your assistant.
7. [Boomerang](#) for follow-ups. Have you ever sent a task out via email only to have the recipient never get back to you? The days go by and you forget to follow up? I use Boomerang to prevent this. I can tick a few boxes and--voila--if the recipient hasn't followed up it floats it back into my inbox so that I can be a dick and check back-in. Pro tip: Boomerang also acquired Inbox Pause which now allows you to pause all incoming emails for predetermined intervals. This prevents you from getting into endless back-and-forth conversations via your inbox. Other options: [FollowUpThen](#).

## Project Management

8. [Omnifocus](#) is hands-down my favorite project management software. I'm a big GTD user, and I love the ability to add items quickly to my inbox, organize projects from the killer online apps, and run my weekly reviews. When I was traveling, I set contexts like "Wifi" so I would only see task items that were immediately relevant to me at the time.
9. [Trello](#) for tracking projects. The one problem with Omnifocus is that it's single-user. If you are working on a team, you need something else so that you can track everyone's progress. Trello is easy and has an offline-capable mobile app, but there's a million out there. [Teamwork](#) (where I was CMO) is where you will end up when you outgrow Trello or have more complicated projects.
10. [Xero](#) for bookkeeping. If you have a business, you need to track financial performance. I love Xero because it connects to Zapier and Slack. As a result I

can set up alerts in Slack for new invoices or bills I need to pay or really anything. It helps make Slack into a great unified business dashboard. Pro tip: Get a bookkeeping VA off of [Worldwide101](#) to run it for you. They know Xero and can plug right in to reconcile it and keep it ship-shape. Again, don't forget to tell them I sent you to get the discount.

### Travel Apps:

11. A **second passport** for flexibility and freedom. I talk about this on the podcast but there's no better Plan B than having foreign citizenship. That and the security lines can be a breeze. For more information start over at [Sovereign Man](#).
12. [Tripit](#) as your travel dossier. I like having my flight reservations, hotel info, and rental car confirmation numbers all in one place. Tripit does this so you don't have to go sifting through emails at the reservation counters. You grant it access to your inbox and it just pulls everything it needs.
13. **SIM cards** for (cheap) internet access. I knew I needed to figure out international dialing after my first cell phone bill showed up. If you travel outside the US, the US carriers will just beat you up on costs. As soon as you land, score a \$20 SIM card at the airport, pop it in, and you'll thank me later. For jetting around Europe, I used [Vodafone](#)--it worked everywhere, and I appreciated the English app.
14. [Makespace](#) for storage. If you plan to full-on bounce like we did, you might want to drop your place on Airbnb. In our case, that meant we had to clear all our belongings out of the house. Makespace makes that easy. First, they drop off a heap of green storage boxes. You fill them, then schedule a pickup through the app. Makespace then picks up the boxes, brings them to a storage center (who knows where), photographs them, and loads the photos into your app. This means you can get granular with your delivery later on. Maybe you just want the box with legos delivered, but you want to keep the box with VCR tapes in storage. Easy with Makespace.
15. [Quintessentially](#) for babysitting. This was a big one. Everywhere we went we needed babysitting. Quintessentially is a luxury concierge that covers almost everything you'd need while traveling. While they were great for getting tickets to events, tours, and things like that ... they were hit or miss when it came to babysitting. Worked in the major cities, less so in the

random-ass small towns. There we defaulted to asking our Airbnb hosts.

16. [Chase Sapphire Reserve](#) for purchases. This is the ultimate travel card. You get triple points for travel related expenses (airfare, cars, etc.). You get TSA Pre and Global Entry to speed through airports. And you get Priority Pass membership to make waiting for your flight a lot easier. Accrue points today and redeem them for travel tomorrow.
17. [Croissant](#) for coworking. Croissant is a promising app. It allows you to check into a number of coworking places across the US under one membership. And they just expanded to Berlin. I use it and love it here in the States, I just wish they'd go global. I get it, it's hard, and there's a lot of ground to cover. But worth keeping an eye on, especially if you hang in Berlin a lot (BTW, I recommend doing this!).
18. [Google Photos](#) for photos. It's not really a "travel" tool per se, but man--we take 1,000s of photos along our trips and got tired of bonking out on Apple Photos drive space on the iPhone. Photos has won the photos game largely because of 1) automatic backups, 2) ability to share across accounts instantly (hello, wife, please do not look at my Vegas photos, and 3) a crazy-spooky searchability ("Son + beach + St Lucia") will pull up the exact photos you want.
19. Travel Specific Gear:
  1. [AirPods](#)
  2. [Roost laptop stand](#) with [apple remote keyboard](#). I experimented with a Microsoft one + iPhone 6s+ but didn't cut it.
  3. [Quip](#)