



# BETH ZIESENIS

**Author • Speaker • Nerd** (Not necessarily in that order)

## CERTIFIED SPEAKING PROFESSIONAL

Beth Z is not a technology futurist... she's a technology TODAY-ist. She guarantees your attendees will leave the session with practical tools they can use right away to become productive employees, top sales people, impactful marketers and less stressed humans. Beth Z has earned the Certified Speaking Professional (CSP) designation from the National Speakers Association, the speaking profession's highest earned international measure of professional platform competence. It's kind of a big deal.

**"Best presentation of the convention! She provided more useful information in this program than I picked up on all other sessions combined. And she made it fun. Perfect!"**

## MEET YOUR NEW NERDY BEST FRIEND...

Since her first Motorola RAZR flip phone, Beth has made a verb out of the word "nerd." She's here to help you filter through thousands of apps, gadgets, widgets and doodads to find the perfect free and bargain technology tools for work and home. Although the only real trophy she ever won was for making perfect French fries at McDonald's in high school, Beth Z has been featured on Best Speaker lists by several organizations who write best speaker lists. She has written a whole shelf of books on apps and has spoken to more than 100 thousand audience members just like you. And if you're puzzling over why she goes by "Beth Z"... it's because she only finds about three people a year who can pronounce her last name.

### HOT TOPICS

- Lights, Smartphone, ACTION: Videos for Social Media, Marketing and Communication
- Easy Cybersecurity Tips and Tricks
- Powered Productivity: Super Tech Tools to Get Stuff Done
- Hello, My Name Is Alexa: Programming Digital Assistants for Customer Service & Communications

**"Beth understands that craftspeople are only as good as their tools. And these are the new tools, the tools for a new generation of work!"**

Seth Godin, Author, *Linchpin*

### THE NERD PERKS

- Simple flat-rate pricing
- A professional anti-diva speaker
- Games, giveaways and giggles
- Valuable attendee handouts and takeaways
- Versatile and customized sessions





## Apps for Your New Year's Resolutions

- **Exercise More:**
  - Wakeout! - iPhone App of the Year 2020
- **Save Money**
  - Prescription Prices, Coupons & Pharmacy Information - GoodRx
  - Shop. Earn. Get Cash Back. | Rakuten
- **Lose Weight:**
  - Calorie Mama Food AI - Food Image Recognition and Calorie Counter using Deep Learning
  - Centr | Workouts and meal plans by Chris Hemsworth and his team of experts
- **Stress Less:**
  - Calmaria - Focus / Breathe / Relax
- **Get More Sleep:**
  - Loóna - Get in the right mood to sleep
- **Manage Money Better:**
  - Budget Tracker & Planner | Free Online Money Management | Mint
  - YNAB. Personal Budgeting Software for Windows, Mac, iOS and Android
- **Focus on Centering:**
  - Insight Timer - #1 Free Meditation App for Sleep, Relax & More
  - 28 Benefits of Gratitude & Most Significant Research Findings
  - Gratefulness.me: life with the Vision Board
- **Learn Something New:**
  - MOOC List | Find Free Online Courses and MOOCs from the Best Providers
  - Jumprope
  - Duolingo - The world's best way to learn Spanish
  - Speekoo, Learn a language, Travel the world

# Be a Nerd for a Year

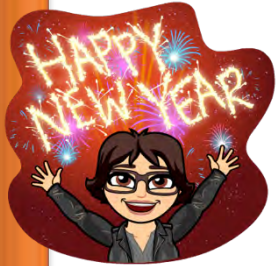
## 12 Months of Tech Tips, Apps and Fun

This handout has almost 200 apps and tools.  
Keep it handy all year long to take  
tiny steps toward better technology.

*©Your Nerdy Best Friend 2020*



# january



1. Let's start the new year tackling our resolutions! Eating better this year? Use Calorie Mama's artificial intelligence capability to snap a picture of your plate to track nutrition. **caloriemama.ai**
2. #NerdyResolution #2: Exercise more. Everybody loves MyFitnessPal and all the related apps, or get going with Couch to 5K by Active. **myfitnesspal.com • active.com/mobile/couch-to-5k-app**
3. #NerdyResolution #3: Spend less money. Create a budget and stick to it with Mint, or let Digit sneakily sock away money you won't miss. **mint.com • digit.co**
4. #NerdyResolution #4: Research says we give up on Resolutions by Jan. 12. Not you! Stay on track with habit-building tools like Habitica and Way of Life. **habitica.com • wayoflifeapp.com**
5. The Third Thursday of Each Quarter is "Get to Know Your Customer" Day. Look up contacts with Crystal for (creepy) insights into their personalities. **crystalknows.com**
6. If you're starting a new year looking for a new job, check out Resume Worded and Zety for help with your resume. **resumeworded.com • zety.com**
7. The last business week in January is Clean Out Your Inbox Week. If you prefer texting to answering emails, try the conversational email tool Spike. **spikenow.com**
8. More Email Help: Check out ProtonMail if privacy and security are the most important characteristics you seek in an email platform. **protonmail.com**
9. Celebrate "National Plan for Vacation Day" (last Tuesday of this month) by exploring destinations with Skyscanner. **skyscanner.com**
10. It's almost Super Bowl time. Don't miss a word of the witty sportscaster banter and color commentary. Point Tunity at the screen and the audio will play on your phone. **tunity.com**

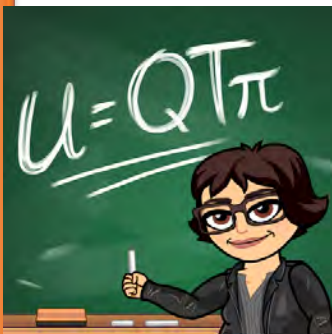
# february

1. Don't let the winter weather wreck your travel plans this month. The Dark Sky weather app is unnervingly accurate. The What The Forecast?! weather app is unnervingly naughty. **darksky.net** • **nightcatproductions.com/whattheforecast**
2. There is a site for weather nerds. It's called Weathernerds. Because of course it is. **weathernerds.org**
3. Don't let ads and popups ruin your web-surfing experience. Install Adblock Plus to prevent tracking, ads, malware and more. **adblockplus.org**
4. Don't print out all the ads and messy links from a webpage. Print Friendly blocks them out. **printfriendly.com**
5. Enter your email address for your free report!"... nahhh. Use a fake email from EmailOnDeck, Burner Mail or Mailinator. **emailondeck.com** • **burner.io** • **mailinator.com**
6. Sites loading s.l.o.w.l.y? Check your internet speed instantly with Fast.com from Netflix. **fast.com**
7. The Great Backyard Bird Count is this month! Use eBird and Merlin Bird ID to identify birds in your area, then report your sightings on the official site. **gbbc.birdcount.org** • **ebird.org** • **merlin.allaboutbirds.org**
8. Has your email been hacked? Check it on Have I Been Pwned? **haveibeenpwned.com**
9. Use Signal Private Messenger when you really, really, really don't want anyone to read your messages. **signal.org**
10. Happy Valentine's Day!  
Nerdy pickup lines: "You auto-complete me." "This place must have free Wi-Fi because I'm feeling a connection." And my fave... "Talk nerdy to me."  
**#NerdHumor**



# march

1. We celebrate National Foreign Language Week in March. Try instant translations with **Google Translate, Microsoft Translator** and **iTranslate**. In the Google Play and App Stores
2. Learn a new language with Beelinguapp, Busuu and Duolingo. **beelinguapp.com • busuu.com • duolingo.com**
3. Now that you can "parlez-vous" a little "français," practice your language skills with Tandem and HelloTalk. **tandem.net • hellotalk.com**
4. Asana has won all kinds of awards for project management, and it has a full-featured free version for small groups. **asana.com**



5. March 1 is **Pi Day!**  
3.14...159265359... Get it? It's also Einstein's birthday.

6. Get help! You can't do everything alone. Try Fancy Hands for small tasks, Fiverr for help with graphics and Upwork for larger projects. **fancyhands.com • fiverr.com • upwork.com**
7. Turn off everything for Earth Hour this month. **earthhour.org**
8. Use PaperKarma to unsubscribe from catalogs and other junk mail that blankets your kitchen table. **paperkarma.com**
9. More ways to cut down on unwanted mail: DMAChoice, Catalog Choice and OptOutPrescreen.com. **dmachoice.org • catalogchoice.org • optoutprescreen.com**
10. Rich Skrenta was 15 when he wrote a "dumb little practical joke" computer program that we now recognize as the first computer virus. Thanks, Rich. Protect your devices with the free antivirus tools from Bitdefender, Avast and AVG. **bitdefender.com • avast.com • avg.com**

# april

1. When's today's soccer game? Cozi lets you see the family calendars and projects.

**cozi.com**

2. Got milk? Divide up the household shopping tasks with Grocery iQ and Out of Milk.

**groceryiq.com • outofmilk.com**

3. Your emails are boring. Spice them up with video using BombBomb, Dubb and Loom.

**bombbomb.com • dubb.com • loom.com**

4. Wave Accounting is perfect for personal and business accounting work -- plus you can use it to track receipts. And it's free. We love free.

**waveapps.com**

5. April is National Pet First Aid Awareness Month. There's an app for that: Red Cross Pet First Aid.

**text "GETPET" to 90999**



6. Fonts, fonts and more fonts! Check out Dafont and Font Squirrel for every font you'll ever need. And they're free. We love free.

**dafont.com • fontsquirrel.com**

7. Identify a mystery font with Matcherator, Identifont and WhatTheFont.

**fontspring.com/matcherator • identifont.com • myfonts.com/whatthefont**

8. April is National Garden Month. Identify plants in your yard with **PlantSnap** and creepy crawlies with **Picture Insect**.

In the Google Play and App Stores

9. Find the time of day and location with best lighting to take better pictures with PhotoPills.

**photopills.com**

10. The Third Thursday of Each Quarter is "Get to Know Your Customer" Day. Find emails for new contacts with Hunter. **hunter.io**

# may

1. The taxi guy says, "Where to?" And you say, "I have no idea" and start searching for the hotel confirmation. Solve that problem today with Triplt or TripCase. **tripit.com • tripcase.com**
2. How many times have you forgotten to note your work mileage? Track trips automatically with Everlance or MileIQ. **everlance.com • mileiq.com**
3. International Noise Awareness Day was last month. Use the SoundPrint app to measure ambient sound in public places and find a quiet workplace to have coffee. **soundprint.co**
4. Bet you'd look great animated! Make your own Bitmoji or create a cartoon with Pixton. **bitmoji.com • pixton.com**
5. There's nothing like a birthday greeting that puts your friend's face on James Brown's animated body. JibJab is the best. **jibjab.com**



6. Surfing: If you don't want anyone to know you're searching for "Sheldon Cooper naked" pictures, use DuckDuckGo for private surfing. And if Google doesn't have the answer, Wolfram|Alpha will. **duckduckgo.com • wolframalpha.com**
7. Let's talk project management. Basecamp is the grandfather of online project management tools, but Freedcamp is free. **basecamp.com • freedcamp.com**
8. Your project management system should have a "Pirate Mode." Try Trello. **trello.com**
9. Notion and Monday.com are both super choices for both project management and office communication. **notion.so • monday.com**
10. Everybody needs a scanner app. Try Genius Scan, Scanbot, Tiny Scanner or TurboScan. **thegrizzlylabs.com/genius-scan • scanbot.io • appxy.com/tinyscan • turboscanapp.com**

# june

1. June 2nd is Leave the Office Early Day! Use Slydial to leave a message for your boss. The service lets you call straight to voicemail on mobile phones so the person can't pick up. **slydial.com**
2. Kids out for summer? Keep track of 'em.... We don't like to call Life360 a stalking app, but it tracks your kids wherever they go, so.... **life360.com**
3. Bark offers social media monitoring for your kids to watch for bullying, dangerous activities, suicidal behaviors and more. **bark.us**
4. Qustodio helps families manage screen time and content filters to keep the World Wide Web a safer space. **qustodio.com**
5. You need a VPN (virtual private network). Don't argue with me. Check out ExpressVPN, NordVPN and 1.1.1.1. **expressvpn.com • nordvpn.com • 1.1.1.1.**

6. Mean people suck. Protect your devices from malware and ransomware with Malwarebytes. **malwarebytes.com**
7. Dang it, people! Do something about your passwords! Check out password managers such as LastPass, 1Password or Dashlane. **lastpass.com • 1password.com • dashlane.com**
8. Grab your phone for that walk or run and earn donations for charities with Charity Miles, or log your dog walks with WoofTrax to earn money for pet charities. **charitymiles.org • wooftrax.com**
9. Need a new logo? Use Looka to do it yourself, or hold a contest on 99designs and DesignCrowd. **looka.com • 99designs.com • designcrowd.com**
10. Now that you have a new logo, get a mock-up of your new graphics on coffee mugs, t-shirts and more on Placeit. **placeit.net**



# july

1. Nerds will rule the grill this Independence Day when you use Cave Tools BBQ Recipe app **cavetools.com**
2. If you were late to work this morning, download Alarmy tonight. It's the app that annoys you awake. **alar.my**
3. Has your partner accused you of snoring? Prove him wrong with SnoreLab. **snorelab.com**
4. The Third Thursday of Each Quarter is "Get to Know Your Customer" Day. Ask their opinions with a fun survey. **surveyanyplace.com • typeform.com • google.com/forms**
5. How do you pronounce GIF? Remember the correct way with this saying: Choosy Programmers Choose JIF. **#NerdTrivia**



6. Is Google tracking your location? Is your Facebook profile public? Download the Jumbo app to audit and fix privacy settings. **jumboprivacy.com**
7. Feel safer walking alone with Noonlight, a button that alerts authorities of your location in an emergency. **noonlight.com**
8. Travel Tools: CityMaps2Go and HERE WeGo are international maps with transit options and travel insights. **ulmon.com • wego.here.com**
9. Planes, trains and automobiles: Learn about transportation options for travel anywhere with Rome2rio. **rome2rio.com**
10. Neither snow nor rain nor heat nor gloom of night will keep you from your vacation when you use Weather Route for your travel forecast. **weatherroute.io**

# august

1. Image Mania: Turn your images into a social media-worthy mosaic with EasyMoza or Picture Mosaics.  
**easymoza.com • picturemosaics.com**
2. When you need to crop an ex out of the family photo, try GIMP or Pixlr instead of Adobe Photoshop. #FreelsBetter **gimp.org • pixlr.com**
3. Ever take a great picture of your kid that has an exit sign in the background? Upload it to Remove.bg. The background immediately disappears. #Mindblown **remove.bg**
4. Google Photos uses artificial intelligence to find and group to finally organize your photo albums. **google.com/photos**
5. Use ACDSee and Forever to organize and store your photos in albums you can share. Slidebox is a handy photo album organizer for mobile devices.  
**slidebox.com • acdsee.com • forever.com**



6. Grandparents Day is a month away. Surprise your loved ones by scanning old pictures with Photomyne or PhotoScan.  
**photomyne.com • google.com/photos/scan**
7. Don't want to scan all the old photos yourself? DigMyPics will do it for you. **digmypics.com**
8. How many emails does it take to schedule a committee meeting? Simplify group scheduling with WhenIsGood.net and Doodle.  
**whenisgood.net • doodle.com**
9. Your old phone can help others with zero effort from you. Check out BOINC and Folding@Home.  
**boinc.berkeley.edu • folding.stanford.edu**
10. Don't let your old phone sit in the junk drawer. Turn it into a security camera with Alfred.  
**alfred.camera**

# september

1. Discover a new brew with the Untappd app on National Beer Lover's Day on Sept. 7th.

**untappd.com**



2. Not a beer lover? Try Vivino to discover and track your favorite wines, or Wine Picker to figure out great pairings for your meals.

**vivino.com • winepicker.co.uk**

3. More wine fun! Living Wine Labels uses augmented reality to bring wine labels to life. It's hours of fun at bars.

**livingwinelabels.com**

4. Transform that JPG into a PDF on the fly with Zamzar. **zamzar.com**

5. The Third Thursday of Each Quarter is "Get to Know Your Customer" Day. Send them a fun hello with Postagram or Felt.

**sincerely.com/postagram • feltapp.com**

6. Attention, Spreadsheet Nerds! Google Sheets lets you ask for answers to your data questions in natural language. **google.com/sheets**

7. Even Beth Z's NerdWords newsletter includes a tracking pixel to see when and where you open her emails. Ugly Email blocks the tracking in Gmail. **uglyemail.com**

8. Check your kid's math homework by looking at the problem with Photomath -- you STILL don't need to know algebra!

**photomath.net**

9. Sept. 24th is National Punctuation Day. Grammarly can help you celebrate properly.

**grammarly.com**

10. What do you say to comfort a grammar nerd? "There, their, they're."

**#NerdHumor**



# october

1. Celebrate Back to the Future Day Oct. 21 or 26, depending if you use the date shown in the original or the first sequel. **#NerdTrivia**
2. Depending on your location, ParkMobile, ParkWhiz and SpotHero can help you find and pay for parking. **parkmobile.io • parkwhiz.com • spothero.com**
3. Before you pull out of that primo parking spot and leave time on the meter, use SpotAngels to let someone else know to come snag it. **spotangels.com**
4. Handwritten notes are the best (but they take too long). Use Handwrytten Notes and Greetings to send real pen-and-ink letters via robotic handwriting machines. **handwrytten.com**
5. For a colorful, artistic touch, send a handwritten card crafted by the artists on Punkpost. **punkpost.co**

6. Let's Automate! Day 1: Use Alexa Skill Blueprints to create your own set of Q&As for caregivers. **blueprints.amazon.com**
7. Set up IFTTT to make your phone ring when you need to get yourself out of a boring meeting. **ifttt.com**
8. IFTTT has a ton of automations, but Zapier has a ton plus a whole lot more. **zapier.com**
9. Apple's Shortcuts help you automate tasks on your phone just by asking **Siri**. Android users, check out Tasker. **tasker.joaoapps.com**
10. We're almost at the end of National Pizza Month! Celebrate by creating an automation between IFTTT and Dominos. **ifthishendominos.com**



# november

1. Track money and save it! Scan your receipts on the go with Expensify, Receipts by Wave and Smart Receipts.

**expensify.com • waveapps.com • smartreceipts.co**

2. Everlance, Stride Tax and Hurdlr all track both mileage and expenses. **everlance.com • stridehealth.com/tax • hurdlr.com**



3. Both the Rakuten and Honey extensions check for coupons and deals every time you go shopping online. Yay money!

**rakuten.com • joinhoney.com**

4. If your loyalty cards outnumber the keys on your keyring, use the Key Ring app to store them electronically and track savings.

**keyringapp.com**

5. Save at the gas pump when you use GasBuddy to find the best gas prices. **gasbuddy.com**

6. The third week of November is Geography Awareness Week! Test your geography skills with GeoGuessr. And learn all about the world with National Geographic's MapMaker Interactive. **geoguessr.com •**

**mapmaker.nationalgeographic.org**

7. Where do your customers live? Upload addresses to BatchGeo or Google My Maps to visualize where your business is.

**batchgeo.com • google.com/mymaps**

8. It's holiday shipping season. Use Slice to automatically track packages plus keep an eye on price decreases for refunds. **slice.com**

9. You know you're getting a new phone for the holidays. Donate your old one to Secure the Call or Cell Phones for Soldiers.

**securethecall.org • cellphonesforsoldiers.com**

10. My computer suddenly started belting out "Someone Like You." It's a Dell. **#NerdHumor**

# december



1. Turn memories into movies for the holidays. Grab 10 or so pictures and video clips and let Animoto turn them into a cool montage.  
**animoto.com**
2. Adobe Spark Video will let you do quick voice-over movies with stock images and templates.  
**spark.adobe.com**
3. Doodly, PowToon and VideoScribe let you create those cute whiteboard animation videos.  
**doodly.com • powtoon.com • videoscribe.co**
4. Just sit back and let Apple and Google make movies for you. Both platforms take photos and videos from your albums to create cool mashups, videos and collages.
5. That new big screen TV... will it fit on your wall? Use the Moasure app to find out.  
**moasure.com**

6. Holiday travel season... AllergyEats, Find Me Gluten Free and HappyCow will help you find meals for food allergies and preferences.  
**allergyeats.com • findmeglutenfree.com • happycow.net**
7. Find pet-friendly businesses and hotels with BringFido and Petswelcome.  
**bringfido.com • petswelcome.com**
8. Use Hopper to track airfare prices for your trip home for the holidays. Or try Matrix Airfare Search to access Google's super-charged airfare search engine.  
**hopper.com • matrix.itasoftware.com**
9. It's not wasting time if you're learning something, right? Improve your vocabulary on Free Rice to earn donations for charities.  
**freerice.com**
10. Do a kind deed today: Use Be My Eyes to help the visually impaired. **bemyeyes.com**

A portrait of Beth Z, a woman with dark hair and glasses, wearing a red top and a dark jacket, smiling. The photo is tilted and placed on the left side of the page.

# About Beth Z

## **Beth Z is an Author, Speaker and Full-Time Nerd**

She has written 6 books (and counting!) on tech tools you can use right away to be more productive, efficient and awesome.

Beth Z has spoken to more than 100,000 attendees at events in North America and beyond.

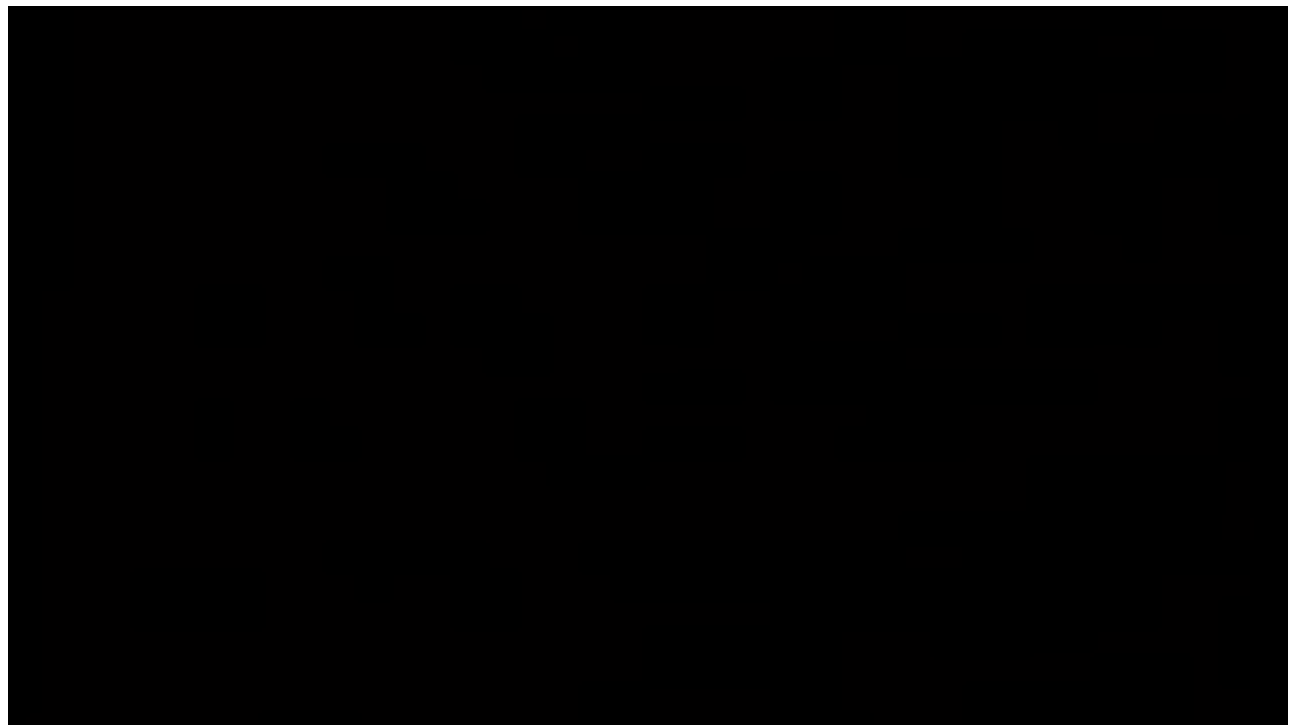
Contact us to bring Beth Z to your event or to purchase her latest books.

[beth@yournerdybestfriend.com](mailto:beth@yournerdybestfriend.com)

# #HelpfulButCreepy



1



2

## Calculations

# Google Sheets

AI Data Tool

3

## Calculations

# Photomath Microsoft Math Solver

AI Calculator

4



5

**Automations**

**IFTTT & Zapier  
& Smart Speakers**

**Multi-App Automators**

6

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**Meeting Transcriptions**

**Let's Otter!**

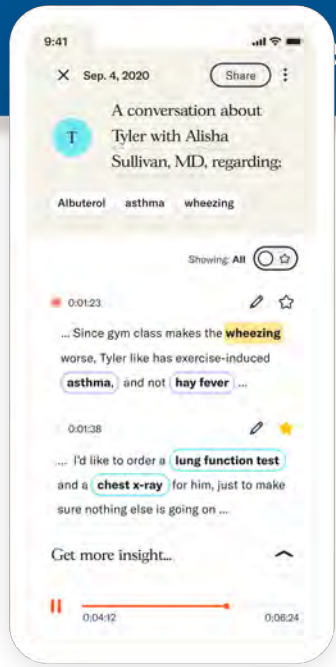
**AI Meeting Recorder**



8

# Meeting Transcriptions

## Abride AI Medical Meeting Recorder



9

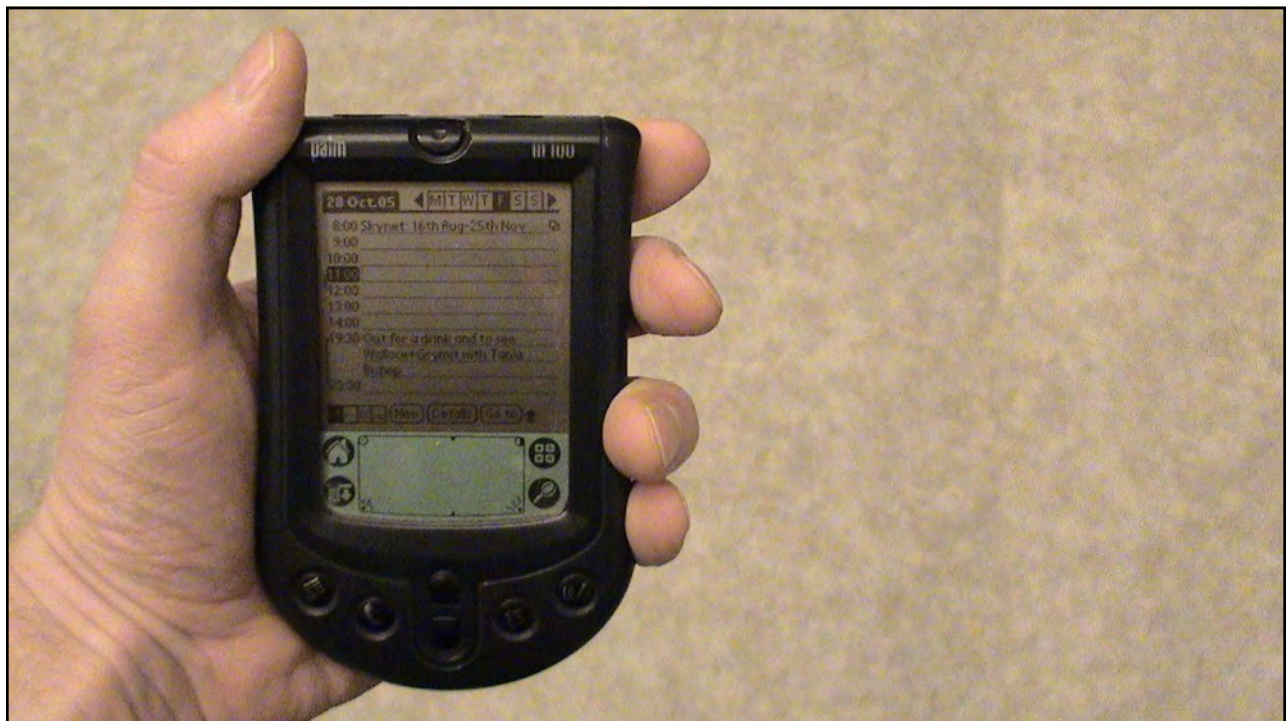


## Time Saver

# Videoticle

**Turns YouTube Videos  
Into Articles**

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# Meeting Management



## AI Meeting Scheduler

# X.ai




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## Mary, Greg | Coffee

**WHEN** Tue Mar 03, 2015 4:00pm – 4:30pm PST

**WHERE** 77 Geary Street, Suite 500, San Francisco, CA | Greg's Office

**WHO**

-  Greg Morgan Host
-  Mary Adler Guest
-  Amy Ingram Assistant to Greg

Invitation from **x.ai** — a personal assistant who schedules meetings for you

# ment

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## Email Management

**Gmail**  
The Most Awesome  
Email Tool

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## Email Management

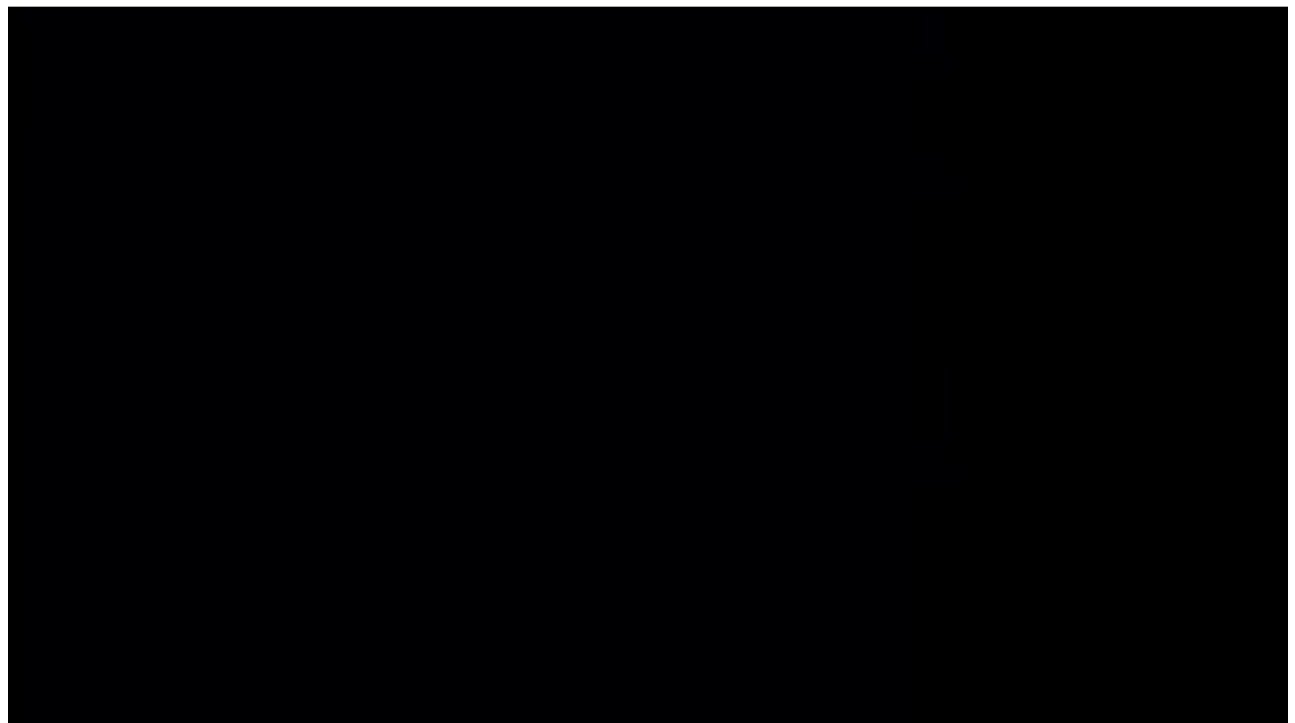
**Spike**  
Chat-Based  
Email Tool

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## **Ad Blockers**

**Jumbo Privacy  
App to Manage Social  
Media Privacy and More**

17



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## Graphic Tools

# Magisto

## AI Video Tool



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## EasyMoza



- **EasyMoza**  
Cheaper mosaic tool

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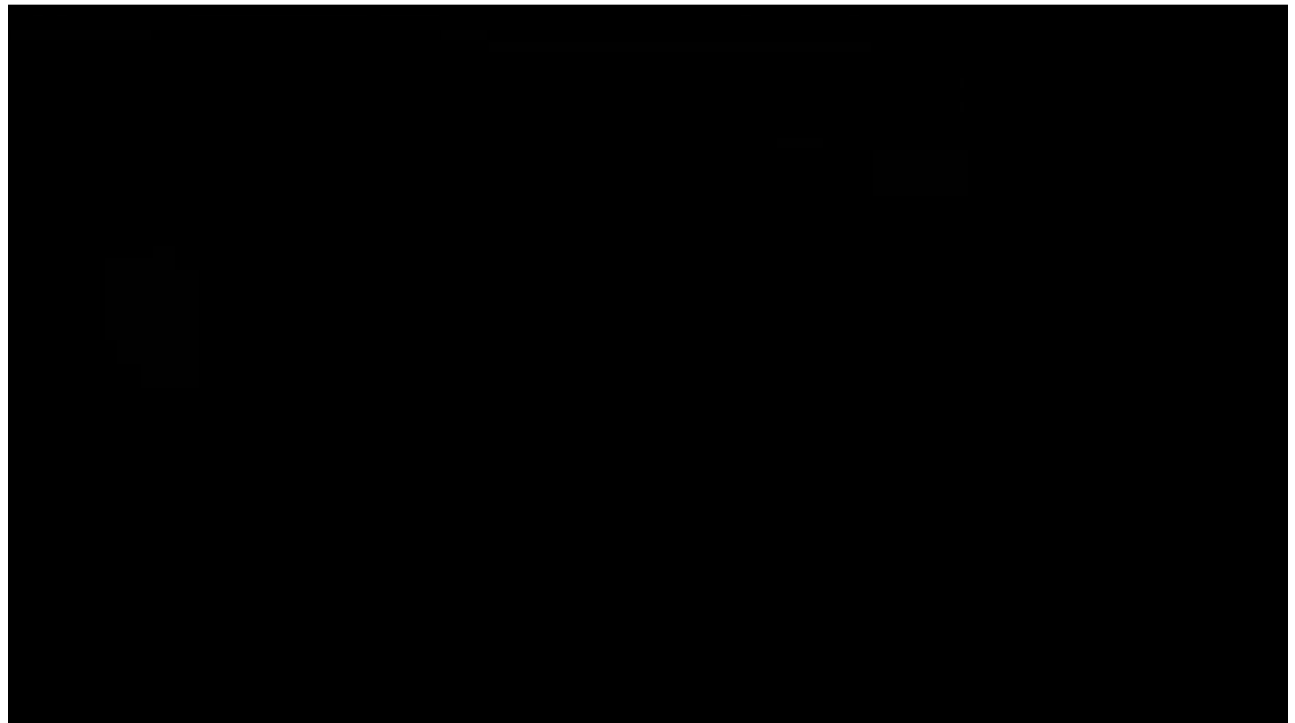
- **Picture Mosaics**

Mosaic video

- **Mosaically**

Mosaic for printing

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# Psychology Tools

# Crystal Creepy Personality Tool

## Crystalknows.com

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**INFLUENCER**

**Beth Ziesenis** ✓  
Head Nerd at Beth Ziesenis



ENTHUSIASTIC OPTIMISTIC VISIONARY



Beth tends to be decisive, forward-thinking, and spontaneous with a natural aversion to rigid structure.



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 What Comes Naturally to You



---

RALLYING ENTHUSIASM  

CHARISMA  


QUICK DECISION MAKING  

CREATIVE THINKING  



A FAST WORK PACE  



Beth is an optimist and works with enthusiasm. Her passion and enthusiasm are infectious and a great morale boost to any team. Quick to make friends, Beth has excellent social skills and is a naturally persuasive person. She is charismatic, expressive, and high energy.



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 In a Meeting with You



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LOOSEN UP  

CAST AN EXCITING VISION  


ALLOW TIME FOR BRAINSTORMING  

SHOW EXCITEMENT FOR NEW IDEAS  

AVOID TOO MUCH FORMALITY  

When meeting with Beth, treat her like a friend. Start with small talk and personal conversation before making your point. Give her time to brainstorm or think-out-loud, as too much structure in the meeting may cause her to lose interest. Follow up with a short, friendly summary of your main points and important takeaways.

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**EXECUTOR**

## Troy

Troy prioritizes achievement, pursues goals aggressively and methodically, and doesn't like when someone makes a decision on his behalf.

SKEPTICAL

PRAGMATIC

CONFIDENT

**SHARE REPORT**

27

## What Comes Naturally to Troy

EFFICIENCY

DISCIPLINE

ENSURING QUALITY

CRITICAL THINKING

PERSUASION

Troy is comfortable with conflict and enjoys productive argument. You can count on him to speak up and offer constructive criticism if it helps create efficiency. Troy is a disciplined worker and is confident in the accuracy of his work. Don't take it personally when he says something bluntly and be direct if you need something from him.

28

## When Speaking to Troy

BE BLUNT AND LOGICAL

STAY ON TOPIC

AVOID SARCASM

SKIP THE SMALL TALK

EXPECT INTERRUPTIONS

Troy prefers to keep conversation as brief as possible and has little patience for chit-chat. Don't be offended if he ends the conversation abruptly. Take a casual but assertive approach with him and avoid interrupting him if he is concentrating on a task.

29

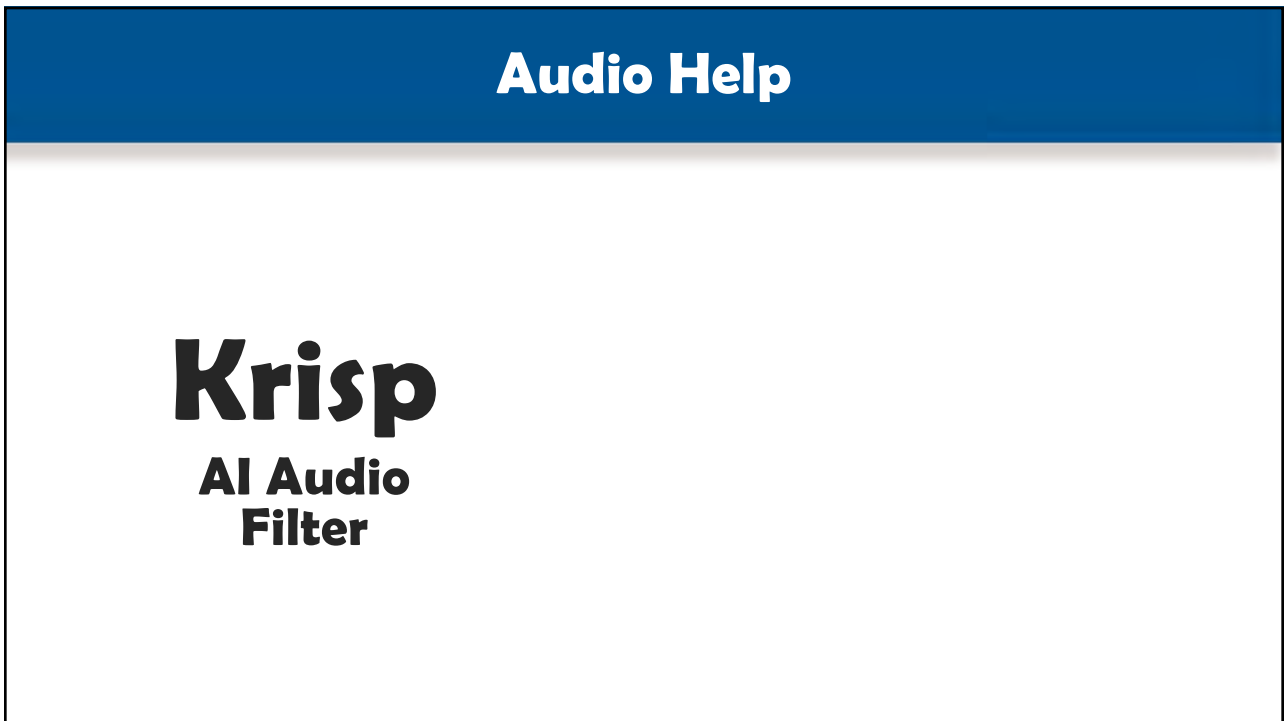
## Psychology Tools

**WoeBot**  
AI Mental Health  
Counselor

30



31



32



33



1

**A Day in  
the Life of a  
NERDY  
Professional**

@NerdyBFF

a day in the life

2

**wake up!**

Alarmy  
Most Annoying  
Alarm Clock

World's most annoying alarm app

Sleep Time  
Sleep Monitor and Alarm

@NerdyBFF a day in the life

3

**first email**

Crystal  
Creepy Personality Tool

@NerdyBFF a day in the life

4

What Drains You

- NITPICKING
- NOT BEING HEARD
- MICROMANAGING
- BEING TOO CAUTIOUS
- ROUTINE TASKS

Beth resists formality and considers it limiting to her creative expression. She can become stressed when involved in a meticulous project or repetitive tasks. She might take nitpicking personally and will avoid blunt criticism from her teammates. If she feels like she doesn't have a voice, Beth will shut down.

- ENTHUSIASTIC
- OPTIMISTIC
- VISIONARY

Beth tends to be decisive, forward-thinking, and spontaneous with a natural aversion to rigid structure.

5

When Speaking to Troy

- BE BLUNT AND LOGICAL
- STAY ON TOPIC
- AVOID SARCASM
- SKIP THE SMALL TALK
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Troy prefers to keep conversation as brief as possible and has little patience for chit-chat. Don't be offended if he ends the conversation abruptly. Take a casual but assertive approach with him and avoid interrupting him if he is concentrating on a task.

from him.

6

# get going

FollowUpThen  
Email Manager

@NerdyBFF a day in the life

7

# interview

x.ai  
Find a Time to Meet

@NerdyBFF a day in the life

8

## Mary, Greg | Coffee

**WHEN** Tue Mar 03, 2015 4:00pm – 4:30pm PST

**WHERE**

77 Geary Street, Suite 500, San Francisco, CA | Greg's Office

**WHO**



Greg **Morgan** Host



Mary Adler Guest



Amy Ingram Assistant to Greg

Invitation from **x.ai** — a personal assistant who schedules meetings for you

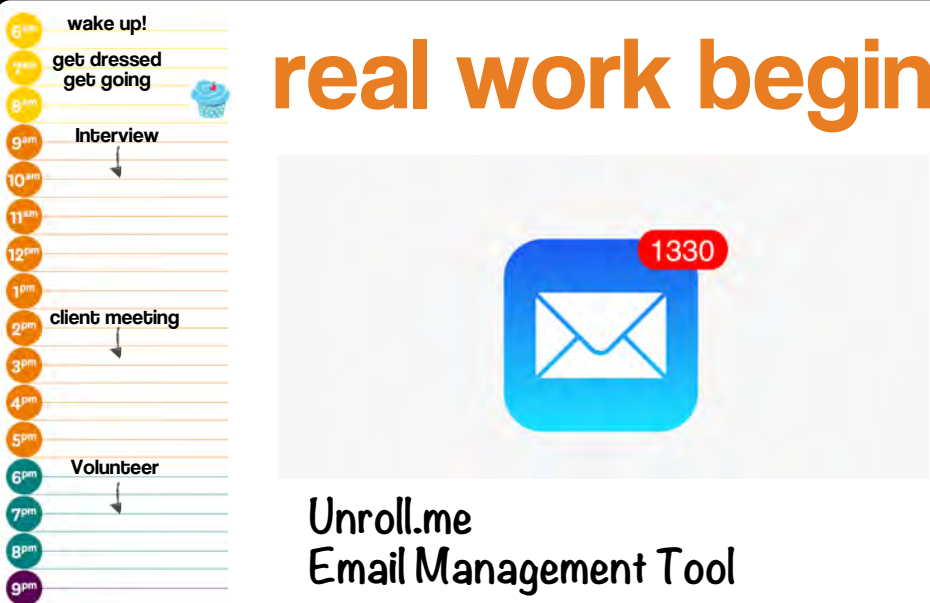
9



**comeet.me**  
**Asynchronous Meetings**

10

**real work begins**



Unroll.me  
Email Management Tool

@NerdyBFF a day in the life

11

**who has the most unread emails?**



@NerdyBFF a day in the life

12

**real work begins**

Krisp.ai  
AI Audio Help

@NerdyBFF

13

**real work begins**

Abridge  
Medical Appointment Recording

a day in the life

@NerdyBFF

14

# morning crisis

New device sign in

Your Uber account was used to sign in on the following device. Please review the details below to confirm it was you.

Date & time of login: Jul 19, 2019, 12:18:34 PM PDT  
 Login country: Argentina  
 Login city: San Luis  
 Type of device: iPhone  
 IP address: 45.178.1.29

**HavelBeenDwned?  
Breached Email/  
Password Database**

@NerdyBFF a day in the life

15

# mmm...Lunch!

textingstory.com

Johnny Mom

Life 360  
Family-Finding Tool

Message

@NerdyBFF a day in the life

16



17

Videoticle  
Turns YouTube Videos into Articles

@NerdyBFF

a day in the life

18

# working away

Recipe

**if this then that**

Trigger Action

IFTTT and Zapier  
Multi-App Automators

@NerdyBFF a day in the life

19

# working away

## Pomodoro Technique

@NerdyBFF a day in the life

20

**client meeting**

6am wake up!  
7am get dressed  
get going  
8am  
9am Interview  
10am  
11am this and that  
12pm lunch break  
1pm  
2pm client meeting  
3pm  
4pm  
5pm  
6pm Volunteer  
7pm  
8pm  
9pm

**Otter.ai**  
AI-Powered Recording

@NerdyBFF a day in the life

21

**another crisis**

Slydial  
Goes Straight to Voicemail

@NerdyBFF a day in the life

22

**volunteer**

6am wake up!  
 7am get dressed  
 get going  
 8am  
 9am Interview  
 10am  
 11am this and that  
 12pm lunch break  
 1pm  
 2pm client meeting  
 3pm  
 4pm crisis management  
 5pm  
 6pm Volunteer  
 7pm  
 8pm  
 9pm

EasyMoza  
 Cheaper Mosaic Tool



@NerdyBFF a day in the life

23

- **Picture Mosaics**  
 Mosaic video
- **Mosaically**  
 Mosaic for printing

@NerdyBFF a day in the life

24

- Alarms & Sleep Monitoring
- Maps & Directions
- Email & Scheduling
- Collaboration & Communication
- Outsourcing
- Workouts
- Automation
- Security
- Online Meetings
- Shopping & Recommendations
- Graphics & Multimedia

@NerdyBFF a day in the life

25

Noonlight  
Personal Safety

# last crisis

@NerdyBFF a day in the life

26

# nerdybff.com/ sayno



@NerdyBFF

a day in the life

27




## Handouts

Text **NERD**  
to **66866**

LifePhoto

28

# five questions for a pandemic world

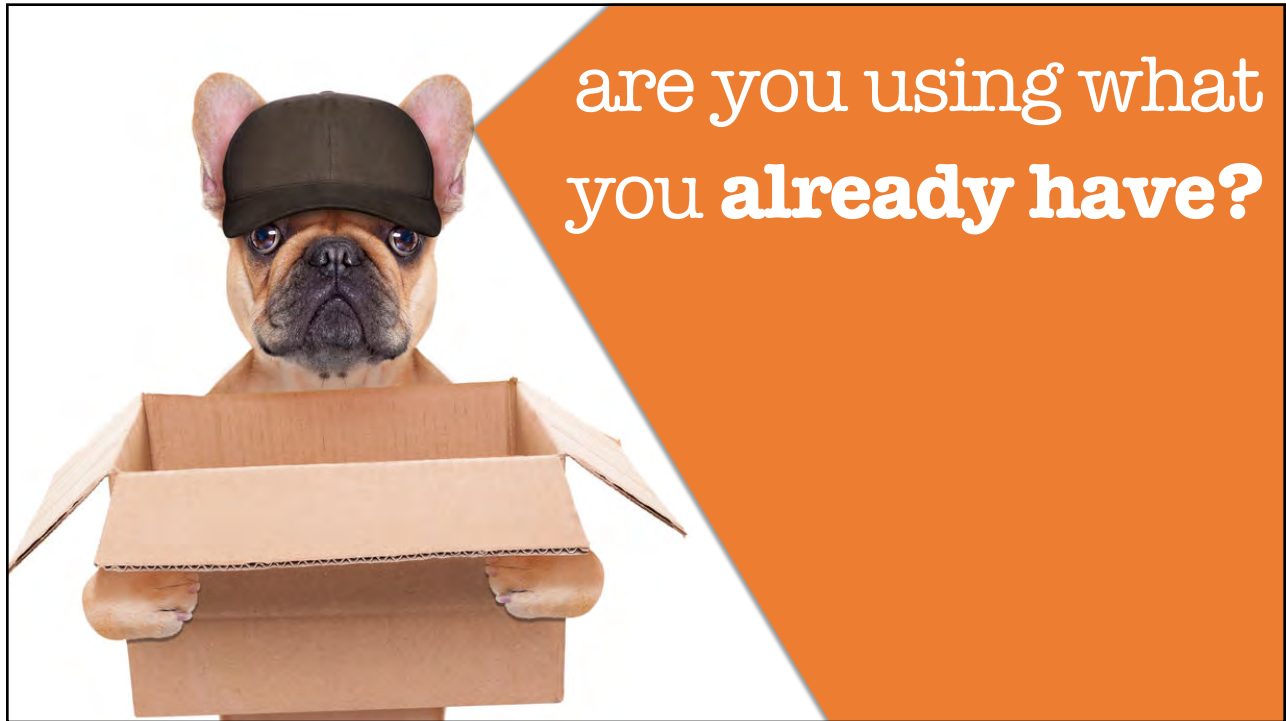


@nerdybff

1



2



are you using what  
you **already have?**

3

are you  
using what you  
**already have?**

# **Repurposing**

- **Lumen5**
- **Designrr**
- **Magisto**

4



are you  
taking things  
**off** your plate?


5

- **IFTTT & Zapier**
- **Smart Speakers**
- **Smart Phones**

# **Automation**

are you  
taking things  
**off** your plate?

6



are you making  
**online safety**  
a priority?

7

- **LastPass**
- **Zoom**

are you making  
**online safety**  
a priority?

**Security**

8

are you taking care of **yourself?**



9

are you  
taking care  
of **yourself?**

**Self Care**

- **Gratitude**
- **Abridge**

10



11

**•Time Boxing**  
**•Pomodoros**

**Focus**

are you learning  
how to **focus**?

The slide features a white background with a large orange trapezoidal shape at the bottom left. The text "are you learning how to focus?" is written in white lowercase letters within this shape, with "focus" in bold. To the right of this shape, the word "Focus" is written in large, bold, black uppercase letters. On the left side of the slide, there is a bulleted list with two items: "•Time Boxing" and "•Pomodoros", both in bold black text.

12



13



14

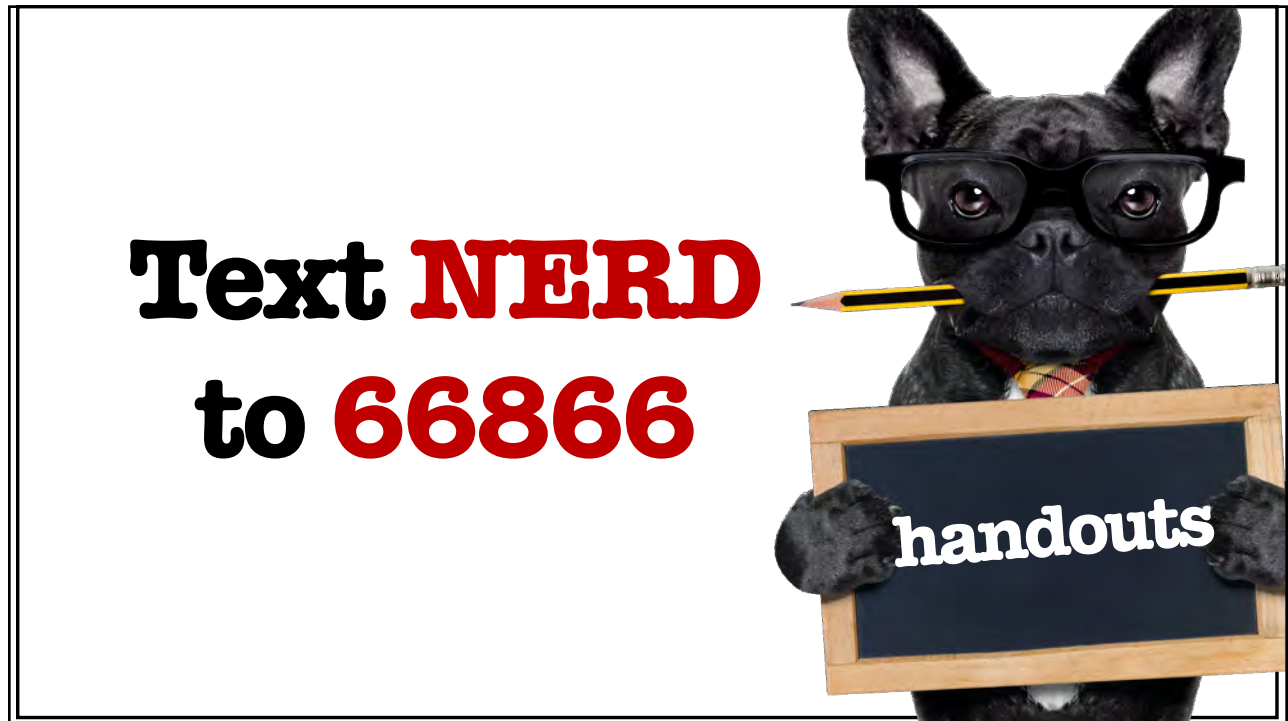




1

# how to be **human** with **technology**

2



3

### Four Things

be aware  
be attentive  
be sane  
be memorable

A Venn diagram consisting of four overlapping circles. Circle 1 (orange) is at the top, circle 2 (pink) is at the bottom left, circle 3 (blue) is at the bottom right, and circle 4 (green) is at the top right. The numbers 1, 2, 3, and 4 are written in white inside their respective circles. To the right of the diagram, the phrases "be aware", "be attentive", "be sane", and "be memorable" are listed vertically, each in a color matching its corresponding circle.

4




5



6

# be aware



**INFLUENCER**

**Beth Ziesenis** ✓  
Head Nerd at Beth Ziesenis

ENTHUSIASTIC   OPTIMISTIC   VISIONARY

Beth tends to be decisive, forward-thinking, and spontaneous with a natural aversion to rigid structure.

7

# be aware

## What Comes Naturally to You

RALLYING ENTHUSIASM   CHARISMA

QUICK DECISION MAKING   CREATIVE THINKING

A FAST WORK PACE

Beth is an optimist and works with enthusiasm. Her passion and enthusiasm are infectious and a great morale boost to any team. Quick to make friends, Beth has excellent social skills and is a naturally persuasive person. She is charismatic, expressive, and high energy.

8

## be aware

### In a Meeting with You

LOOSEN UP  

CAST AN EXCITING VISION  

ALLOW TIME FOR BRAINSTORMING  

SHOW EXCITEMENT FOR NEW IDEAS  

AVOID TOO MUCH FORMALITY  

When meeting with Beth, treat her like a friend. Start with small talk and personal conversation before making your point. Give her time to brainstorm or think-out-loud, as too much structure in the meeting may cause her to lose interest. Follow up with a short, friendly summary of your main points and important takeaways.

9

## be aware



EXECUTOR

### Troy

Troy prioritizes achievement, pursues goals aggressively and methodically, and doesn't like when someone makes a decision on his behalf.

SKEPTICAL

PRAGMATIC

CONFIDENT

SHARE REPORT

10

## be aware

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11

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12



13



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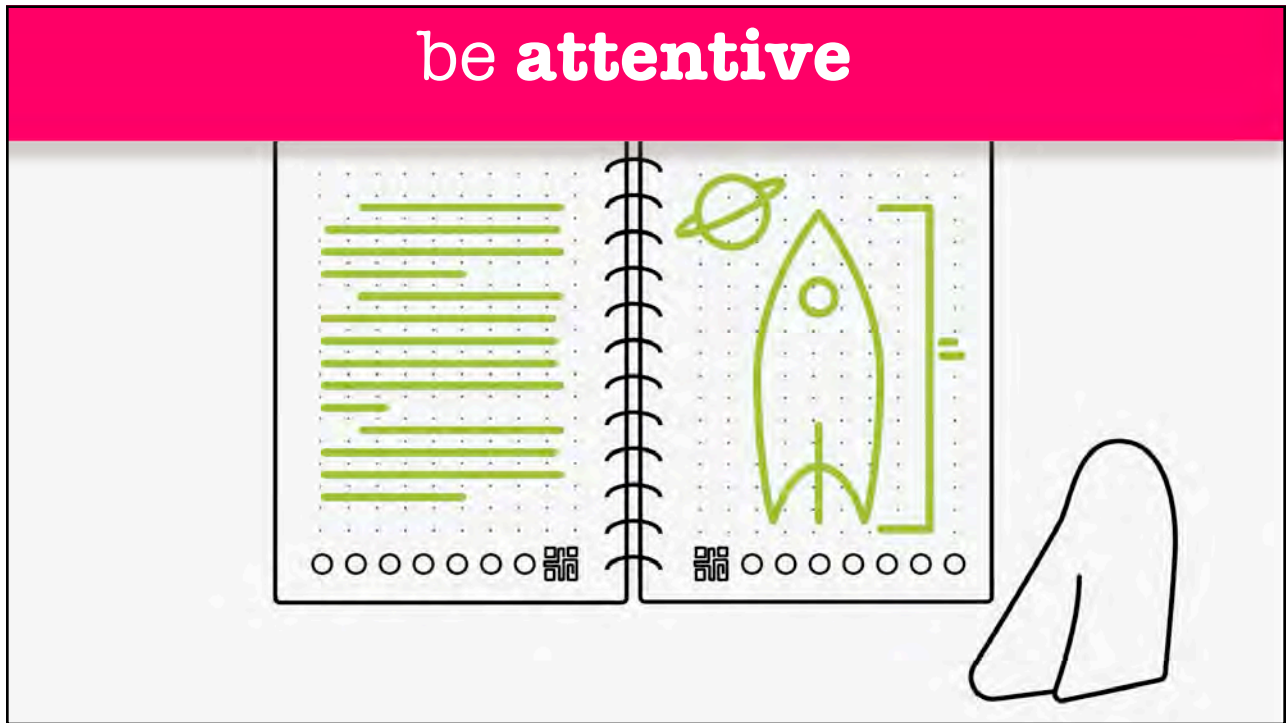


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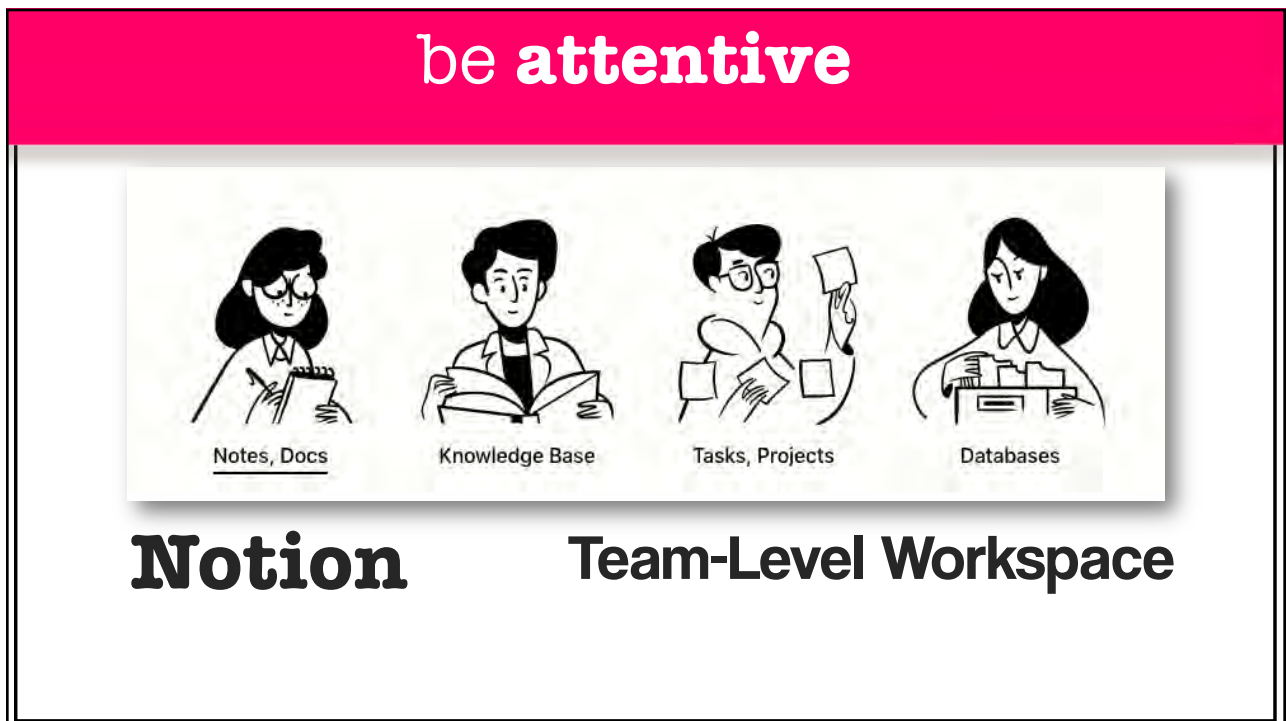
**be attentive**

**Otter.ai**  
**Abridge**  
AI Meeting  
Recorders

16



17



18

**be attentive**

**Loom**  
**Dubb**  
**BombBomb**  
**Video Emails**

2020?

**Beth Ziesenis** <beth@yourmerdybestfriend.com>  
to twright, Molly, event+692676.248c - Thu, Oct 10, 4:19 PM (12 days ago) ☆

Tracy,

I know we didn't get to work with you this year, but last we spoke, you were hopeful for 2020. I had some ideas...



Watch Video (01:22)

View this video here: [perdytf.dubb.com/u/9heLEV](https://perdytf.dubb.com/u/9heLEV)


19



**be  
sane**

20

be sane



**Woebot**  
**Intellect.co**  
AI Counselors

21

be sane



**Gratitude**

- Felt App
- Reach Out

22

# be memorable



23

# be memorable



**EasyMoza**  
**Cheaper mosaic tool**

24

be memorable

# Picture Mosaics

Mosaic video

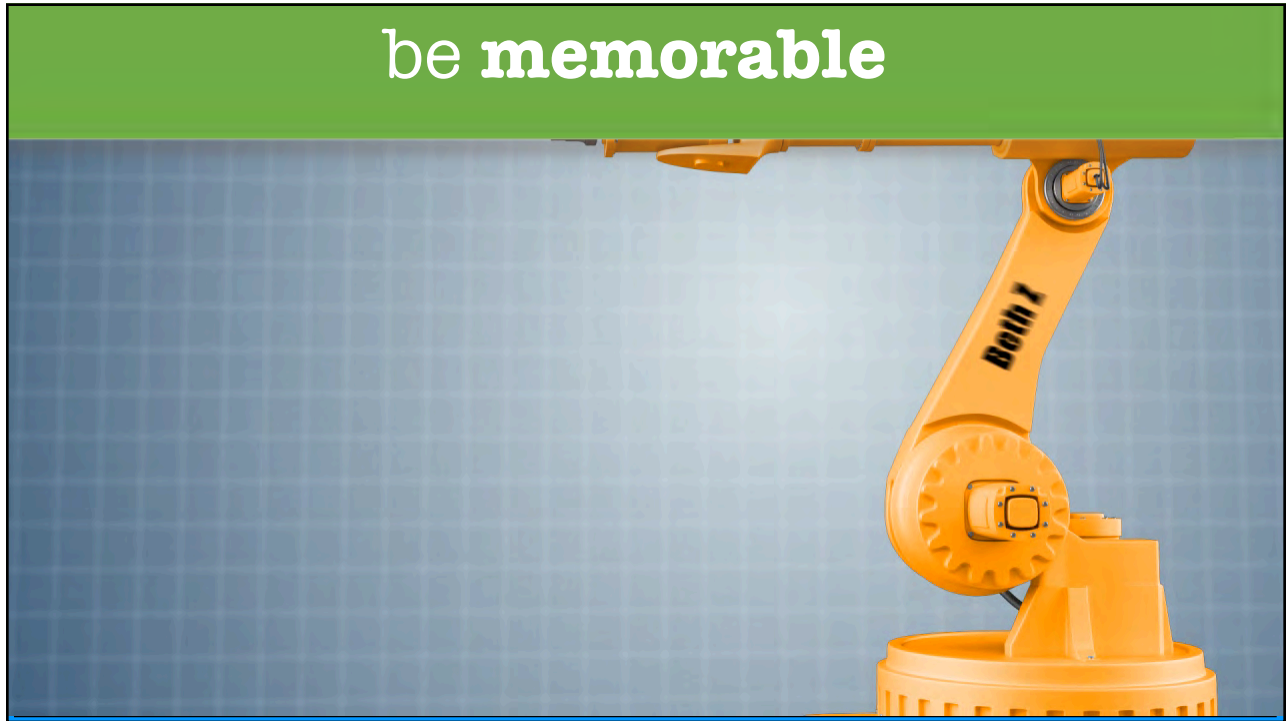
# Mosaically

Mosaic for printing

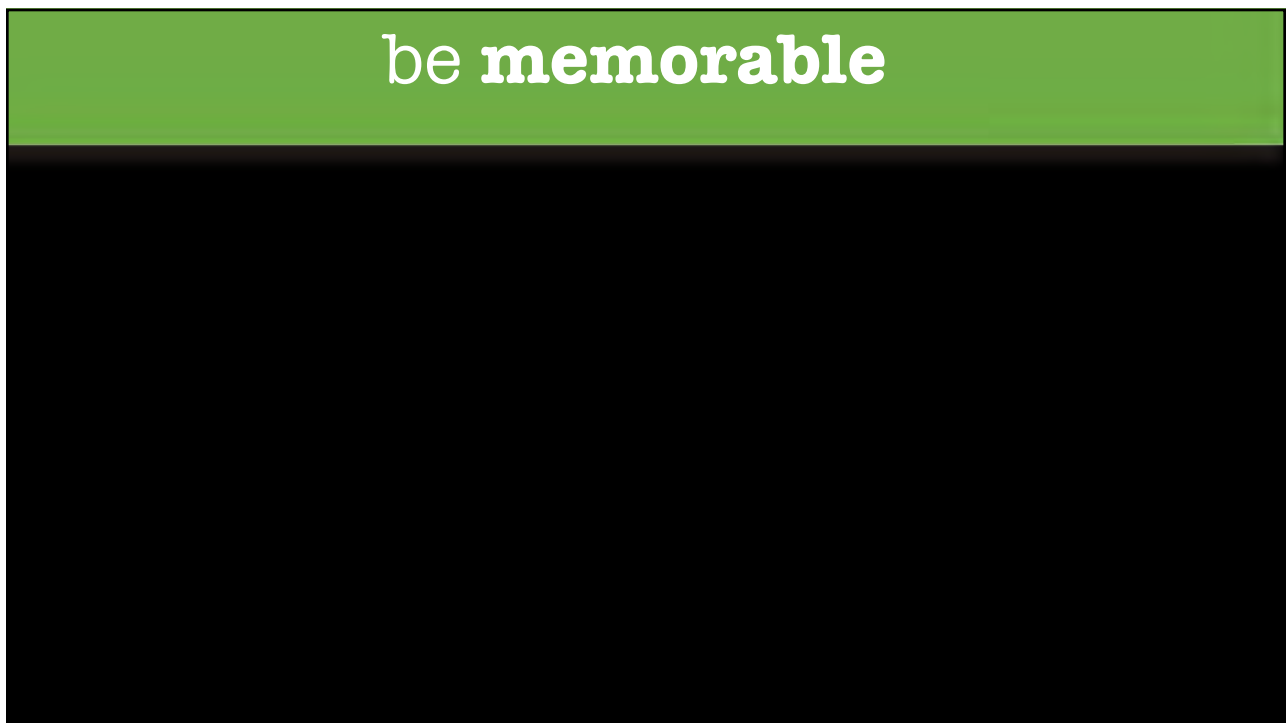
25



26



27



28



29



30



1



2



3

With endless articles online offering productivity advice, how to separate the wheat from the chaff? We brought some method to the madness. We scoured hundreds of articles online and found the top 100 most frequently cited tips. We then ranked them using their overall score on the below stats.

The result? The definitive top 100 productivity hacks. Which ones work for you?

**Each tip is organised by:**

Category:      ⚙️ Admin, ⚡ Distractions, ✉️ Email, 🏠 Environment, 🚩 Goals,  
 🗣️ Meetings, ⌚ Time Management, 🧡 Wellbeing

Utility:        ★ How useful it is, scored out of 100

Difficulty:    📊 Determined by combining scores for the complexity and  
 required willpower of each tip

4

## 01. TIME-BOXING

★ 100

📶 3

⚙️ TIME MANAGEMENT

Time-boxing will improve your life. At the core it's simple: assign a fixed period of time to a task, schedule it and stick to it. It works because it touches on so many aspects of behaviour: single-tasking and focus to achieve more and feel less stressed, prioritising work to observe deadlines, frequent feelings of accomplishment, and being transparent so people can see what you're doing and help. The tricky bit is chunking the tasks and estimating how long they'll take, but this skill improves rapidly with practice. Key to this is time-boxing into a shared calendar and taking commutes, meetings, and other commitments into account.

5

## 05. CONTROL YOUR DEVICES

★ 82.6

📶 3

⚡ DISTRACTIONS

Don't let them control you. We check our phones between 150-221 times a day, depending on which study you're reading. Even having your phone in sight, without touching it, has been shown to reduce performance in tests, according to a study at the University of Southern Maine. Clear your desk of distracting devices and see how much more you get done, with fewer distractions.

6

# 10. CONTROL SOCIAL MEDIA

★ 65.2    📶 3    ⚡ DISTRACTIONS

Taking a sneak peek at what your friends are up to on Facebook during the working day is common. But social media can be a toxic distraction. One click of a photo can quickly escalate to 20 and unthinkingly uploading content can get you into trouble. Take control, don't let social media control you. Schedule "social media time" into your calendar for 5 minutes twice a day. By setting aside time to check social media, you can limit its impact on your day.

7

# 21. SOUND & MUSIC

★ 50.0    📶 1    ⚡ DISTRACTIONS

Research proves that people who listen to music generally finish their tasks faster and are better at generating good ideas in comparison to those who don't listen to music. However, pop music interferes with information processing and reading comprehension, so be selective with what you listen to while working, and save the top 40 chart bangers for non-working hours. Instead, try listening to white noise or ambient sounds, which have been proven to help with concentration. There are plenty of sound generators out there; try Noisli, a fantastic free background noise generator for both productivity and relaxation. Great when you need to block out a noisy environment.

8

## 06. TAKE SHORT BREAKS


★ 78.2

📊 2

🤝 WELLBEING

Building regular, short breaks into working time increases focus and productivity, studies have shown. One popular way to implement this is the Pomodoro Technique, named for the tomato-shaped timer used by the method's creator, Francesco Cirillo. You use the timer to break work up into short periods, usually 25 minutes, with regular micro-breaks of around 5 minutes. Play around to find what timings suit you best.

9



**RescueTime**

# Time Boxing

- **Calendar**
- **Plan**

10



**Forest**

**Distraction Management**

- StayFocusd
- Krisp.ai

11



12

## Closed Captioning

# Videoticle

Turns YouTube Videos  
Into Articles

13



**Brain.fm**

**Sounds & Music**

- **Focus@Will**

14



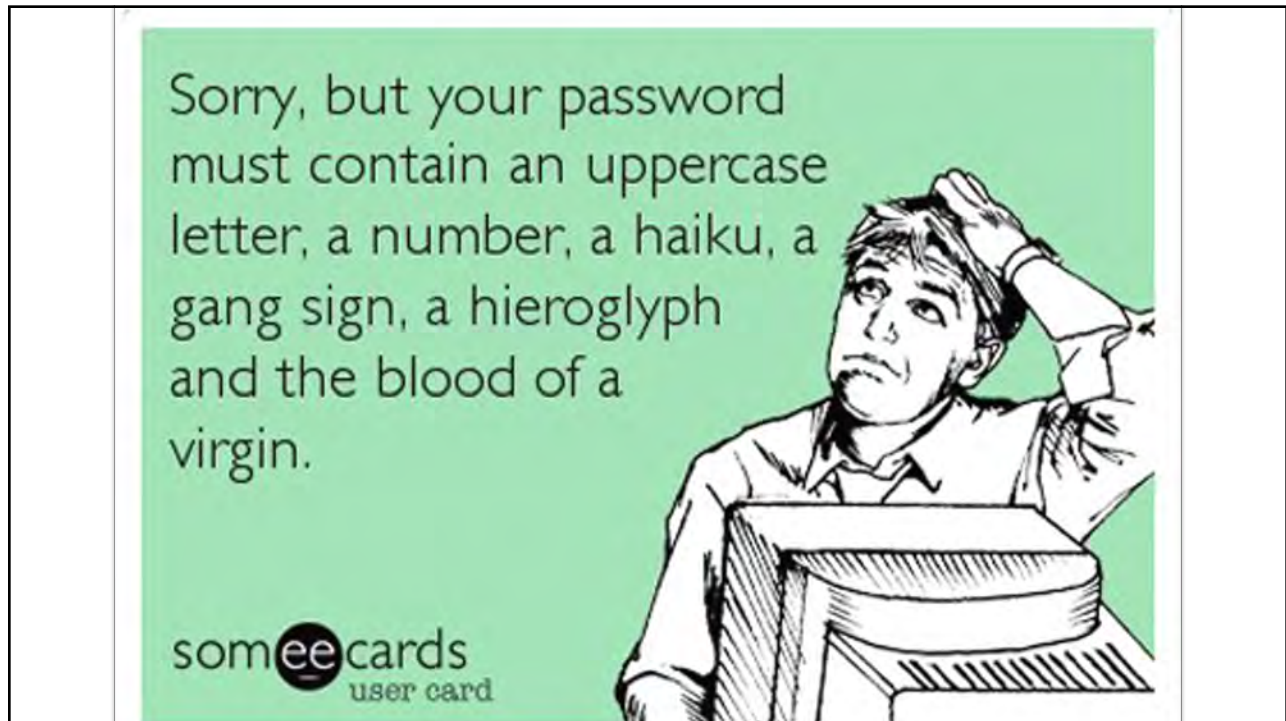
15

## 95. PASSWORD MANAGER

★ 26.1    📶 2    ⚙️ ADMIN

We're drowning in passwords these days, and often pointlessly waste time retrieving forgotten or lost passwords. Try using a password manager like Dashlane, which will generate secure passwords for you and allow you to quickly, easily and safely access all your accounts, pain-free.

25



26

## Online Security

**What is the best practice for keeping a password safe, according to the government?**

**Source: Digital Identity Guidelines from the National Institute of Standards and Technology, U.S. Department of Commerce**

27

## What is the best password practice?

- A** Change every 30 days
- B** Use complex passwords
- C** Create long passwords
- D** All of the above

28

## Online Security

!;--have i been pwned?

Check if you have an account that has been compromised in a data breach

check if you have an account that has been compromised in a data breach

**Email and Password  
Breach Checker**

29

## Online Security



# LastPass

## Password Manager

30

## 28. RUN MEETINGS WELL

★ 47.8

4

MEETINGS

More often known as time-wasting, sleep-inducing group torture sessions, meetings are frequently badly run. It's a lose-lose and a waste of everyone's time. However, if run effectively, meetings can be a powerful tool for team motivation, morale and (you guessed it) productivity. Set a clear agenda for the meeting, and set goals at the end with clear assignments, so everyone knows what they need to do by the next meeting. You can also banish devices, send out important information in advance, be more selective about attendees, and merciless with timekeeping.

31

## 82. LISTEN ACTIVELY

★ 34.8



MEETINGS

Active listening: a perpetually underrated superpower. We may take for granted that we listen and are listened to over the course of a conversation, but you'd be surprised how little we actually retain: research suggests that its only 25 - 50% of the things that we hear. Active listening ensures that you are fully focused on the speaker and therefore properly taking in what they are saying, rather than half-listening to the buzzing in your own head. Not only will it improve your productivity, it will also improve your relationships – you can't go wrong!

32



# Let's Be Honest

33



## Meeting Management

- Adam.ai
- Otter.ai
- Comeet.me
- Abridge

34

## 04. MOVE!

★ 82.6    📶 3    🤝 WELLBEING

Moving does a lot for you. It gets the blood flowing round your body, can break you out of that daydream and helps stir creative thoughts. It's good for you and the perfect tonic to our desk-bound lives. Try a wearable that alerts you when you've been inactive for too long. Or take a walk for that call, or even that meeting.

39

# 27. SLEEP

★ 47.8

📶 3

🤝 WELLBEING

We all know sleep is holy, essential for the proper running of every bodily function. Sleep deprivation raises stress hormones, and wrecks your ability to concentrate, control impulses, emotionally regulate, retain information, and basically everything important for productivity, and functioning as a human being in general. Do your health as well as your work a favour, and get a proper night's sleep, every night.

40



## Get Some Exercise & Sleep

- Wakeout
- Loóna

41

# 14. BREATHE

★ 56.5

📶 2

🤝 WELLBEING

With increasing workloads, varied work, colleagues in multiple timezones and devices pinging all around us, it's no wonder we're a more stressed workforce than any before. We need simple ways to decompress. Breathing is the simplest. If you feel your mind buzzing with too many things and it's spinning out of control... focus on your breath and try to slow your breathing down a little. Just 90 seconds can be enough to get you out of the cycle of automatic negative responses and the resulting physiological reactions. Better still, find 10-15 minutes a day to meditate. Amongst many other things, meditation helps us to gain better control of our mental meanderings and leads to happier, more useful and more productive thoughts. Try the Headspace app.

42



## Stress Relief

- Calm
- Headspace
- Insight Timer

43

# Stress Relief

- IFTTT & Zapier
- Smart Speakers

44

**60. SHOW COMPASSION**

★ 39.1      📊 3      🚩 GOALS

When you feel helpless...help someone else. In doing so, not only are you making the world a better place, you are empowering yourself and reinforcing your (perhaps weakened) self-belief.

45

# Gratitude

1. Text Someone
2. Share Here

46

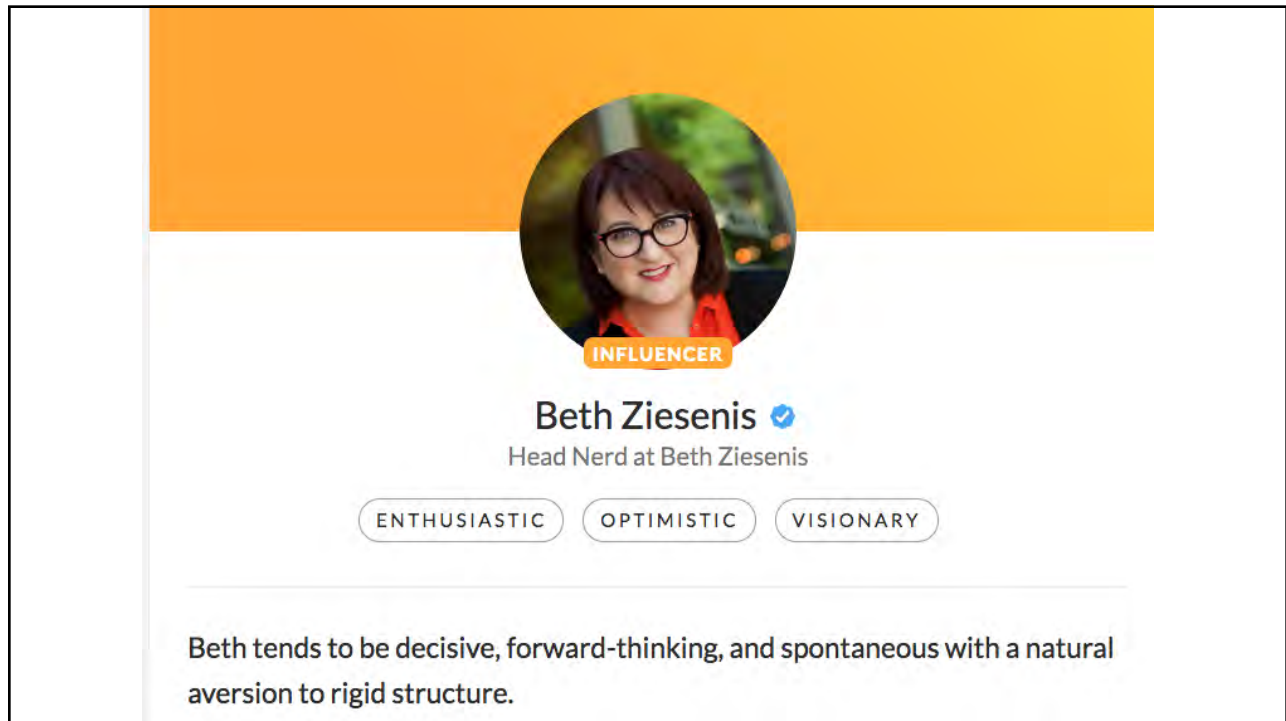
## Relationship Management

# Crystal

Creepy  
Personality  
Tool

**Crystalknows.com**

47

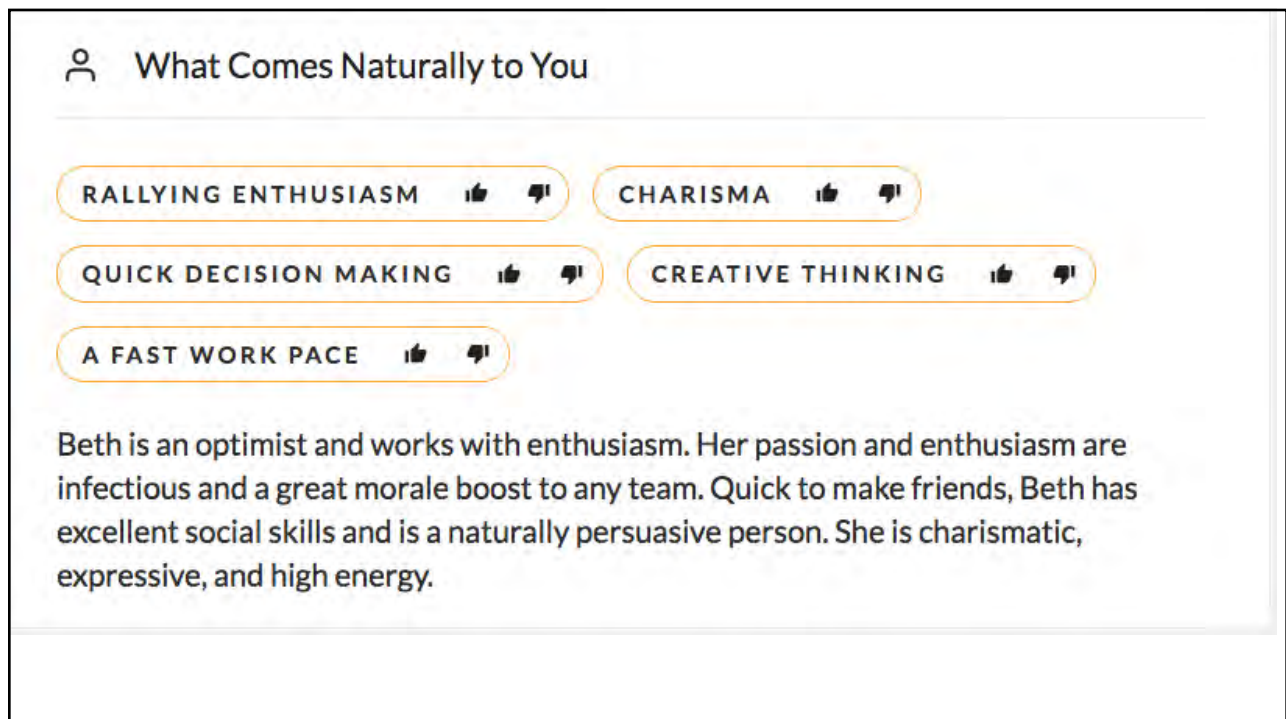


**Beth Ziesenis** ✓  
Head Nerd at Beth Ziesenis

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48



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QUICK DECISION MAKING 👍 👎 CREATIVE THINKING 👍 👎





A FAST WORK PACE 👍 👎



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49



 In a Meeting with You

---

LOOSEN UP   CAST AN EXCITING VISION  



ALLOW TIME FOR BRAINSTORMING  

SHOW EXCITEMENT FOR NEW IDEAS  


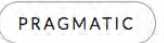

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50

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EXECUTOR   

51

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53



**Pomodoro  
Technique<sup>®</sup>**

• [Marinaratimer.com](http://Marinaratimer.com)

54

<b>Call connections</b>	<b>Clear out your inbox</b>	<b>Work on project</b>
<b>Pomodoro PARTY!</b>		
<b>Take that tech step</b>	<b>Write a thank you</b>	

55

# 03. SAY NO

★ 91.3 📶 2 🤝 WELLBEING

Stop trying to please everyone! It's much easier said than done, we know, but by overloading yourself with work, not only do you risk being unable to complete tasks and meet deadlines – the quality of ALL of your work is affected. Sometimes it's best to politely decline so that you can focus on the most important work. If you do it right, colleagues will understand and respect you for it.

56

# nerdybff.com/ sayno



A collection of colorful buttons with various humorous 'no' phrases:

- I'll Get Right On That
- My Mom Says No
- Let Me Think About It
- Don't Think So
- An International No
- My Therapist Is Against It
- Just. No.
- Not Gonna Happen
- No. Really.
- I Don't Think So

57



**Handouts!**  
text **NERD**  
To **66866**



1



2

**Adding videos to your email can  
increase click rates by 300%.**

**Martech Advisor**

3

**Using videos on landing pages can  
increase conversions by 86%.**

**Wordstream**

4

**The average user spends 88% more time  
on a website with video.**

**Forbes**

5

**LinkedIn users share video 20 times more  
than other content.**

**LinkedIn**

6

In 2019, users spent a weekly average of 6 hours 48 minutes watching online videos – up 59% from 2016.

Limelight

7



8

# Collages and Video Montages

@NerdyBFF

9

- **Magisto**  
AI-powered  
video clip  
editor



@NerdyBFF

10



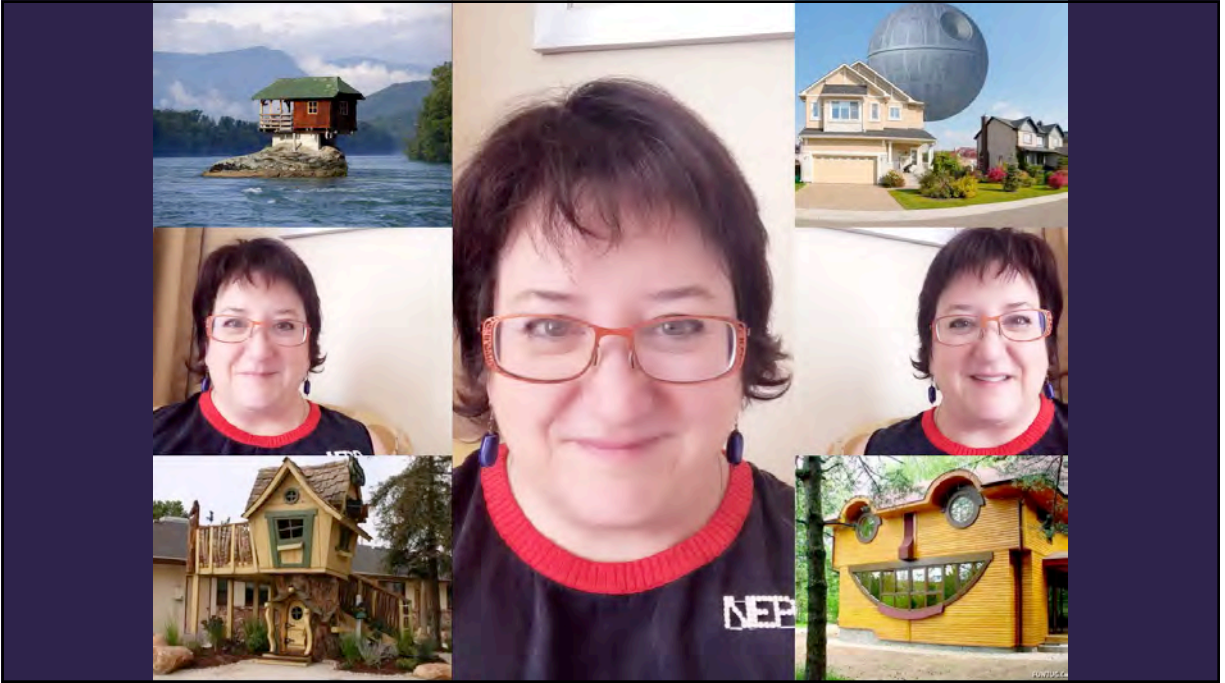
11



12

The Unexpected  
Telecommuters...

13



14

- **PicPlayPost**  
Video collage tool

@NerdyBFF

15



## Hands On!

Breakout groups:  
make a montage with  
Magisto or PicPlayPost

16



- **EasyMoza**  
Cheaper mosaic tool

17

- **Picture Mosaics**  
Mosaic video
- **Mosaically**  
Mosaic for printing

@NerdyBFF

18

## Other Montage Sources

- Facebook
- Apple Photos
- Google Photos
- Canva



@NerdyBFF

19

## Explainer Videos

@NerdyBFF

20

- **PowToon**  
Classic animated video  
maker

@NerdyBFF

21

**Video Editing**

@NerdyBFF

22

- **iMovie**
- **Windows 10 Video Editor**
- **WeVideo**
- **Wave.video**
- **YouTube**
- **Descript and Type Studio**

@NerdyBFF

23

- **Doodly**  
**Downloadable animated  
video maker**

24

- **Biteable**

Online animated and  
storytelling video maker

25

- **Prezi Video**

Cool slide-over-video tool

<https://prezi.com/v/k4i4ictfo4i/>

26



A woman with long blonde hair, wearing a black patterned dress, is holding a white clapperboard in front of her face. The clapperboard has a colorful top bar with the text 'Picture' and 'Sound' and a grid for 'ROLL', 'SCENE', and 'TAKE'. Below the grid are fields for 'Director', 'Camera', 'Date', and 'MOS DAY'.

# Hands On!

Breakout groups:  
Try out Picture Mosaic,  
Biteable, Prezi, Doodly or  
PowToon

27

# Other Videos

@NerdyBFF

28



29

- **Adobe Spark Videos**  
Stop-motion-ish video templates

30

- **Lumen5**

**Buzzfeed-type videos from  
blog posts**

@NerdyBFF

31

- **Placeit**

**Product Mockups  
and Social Media Posts**

32




ROLL SCENE TAKE  
Director  
Camera  
Date MOS DAY

# Hands On!

Breakout groups:  
Try out Lumen5, Placelt  
or Adobe Spark

33



**What kinds of  
videos would work  
well for you  
at work?**

**At home?**

101 Video  
Ideas

@NerdyBFF

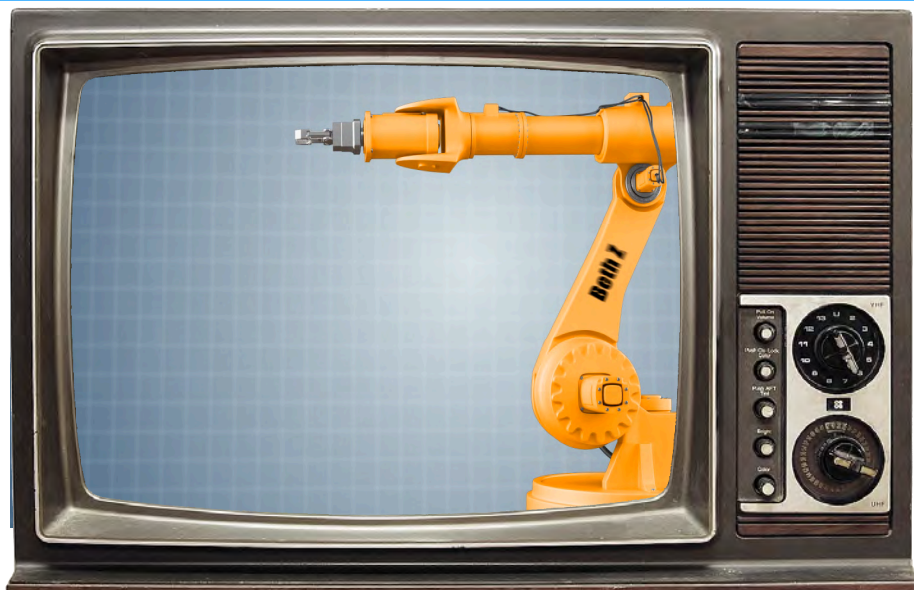
34

# The Ultimate Tool



@NerdyBFF

35



@NerdyBFF

36



37



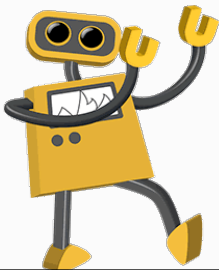
38

**This is Old Man Steve**



39

~~stop~~ ~~driving~~  
~~everybody~~ ~~out~~  
**robots will**  
**rule**  
**the world**



40



A woman with long blonde hair, wearing a black patterned dress, is holding a clapperboard in front of her face. The clapperboard has a colorful top bar with the number '12' and '3.0'. Below the bar, there are three columns labeled 'ROLL', 'SCENE', and 'TAKE'. Underneath these columns, there are fields for 'Director', 'Camera', and 'Date'. The text 'MOS DAY' is visible on the right side of the clapperboard.

# Hands On!

Breakout groups:  
Search FIVERR for  
resources to make the  
videos you want and  
share resources

41

# POP QUIZ!

@NerdyBFF

42

You post this meme to promote your deluxe open house event...



@NerdyBFF

43

Why is that meme “fair use” under copyright law?

- A** We found it online
- B** Everyone uses Star Wars
- C** We're a small business
- D** It's not “fair use.”

@NerdyBFF

44

# Personalized Videos

@NerdyBFF

45

## Video Email Tools

- Loom
- CloudHQ
- Dubb
- Bombbomb

@NerdyBFF

46

## Screencapture Tools

- **Snagit**
- **Camtasia**
- **Awesome Screenshot (Chrome)**
- **Reflector (mirror devices)**

@NerdyBFF

47



**Remove.bg**  
Instant  
background  
remover

**Download All Photos**  
Chrome plugin to umm,  
download all photos

**Unscreen.com**  
Background remover  
for video

48



# Hands On!

Make a tiny little video and remove the background on Unscreen

49

**85% of Facebook videos are watched with the sound off.**

**What effect does closed-captioning have?**

Source: 2018 Instapage A/B Video Captioning Tests

@NerdyBFF

50

## What happened when captions were added?

- A** Average reach increased 16%
- B** Reactions were 17% higher
- C** CTA clicks were 26% higher
- D** All of the above

@NerdyBFF

51

## Closed Captioning

- **Temi and Rev.com**  
Easy, super fast  
transcription  
for super cheap
- **Otter.ai**
- **Facebook**
- **YouTube**



@NerdyBFF

52



# Video Studio

[yournerdybestfriend.com/2019/01/11/building-a-video-studio/](https://yournerdybestfriend.com/2019/01/11/building-a-video-studio/)

@NerdyBFF

53

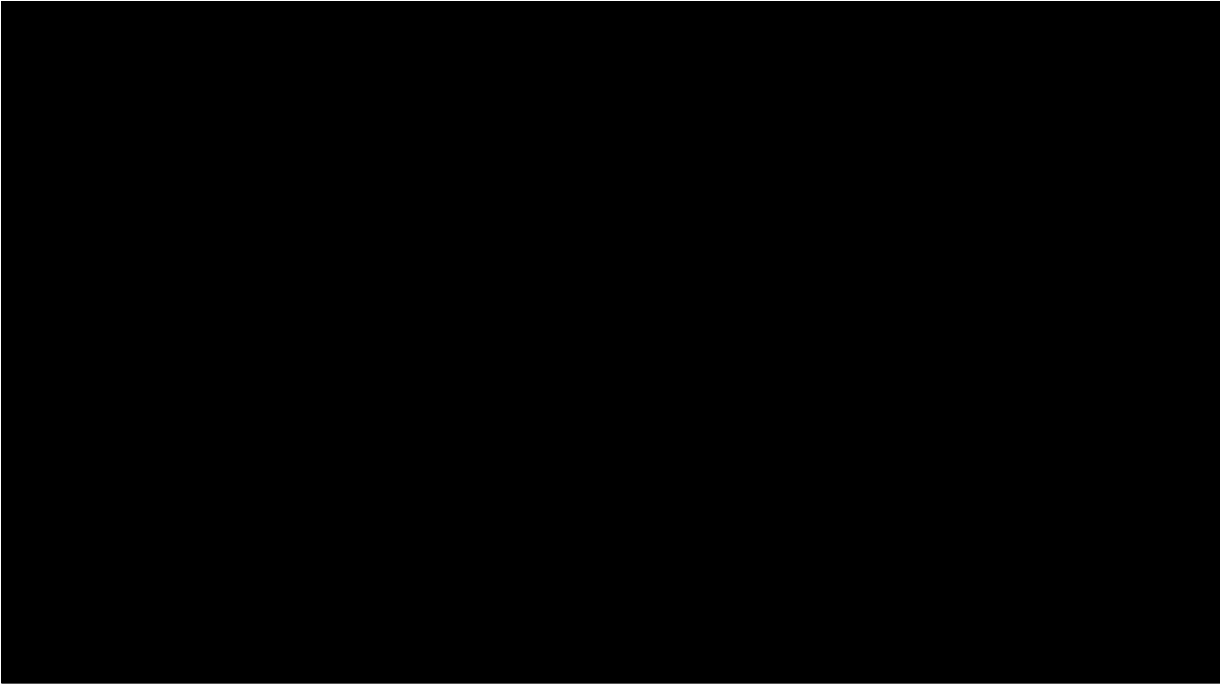


# Multimedia Organization

- Google Photos
- Apple Photos

@Nerdy

54



55



56



4

**The average professional spends 3+ hours a week in meetings.**

**Source: Doodle State of the Meeting 2019**



5

## How much time is wasted?

- A** 1 of the 3 hours
- B** 2 of the 3 hours.
- C** All. Of. Them.



6



7

## Avoiding Meetings

**Microsoft  
Teams and  
Slack**

**Workplace  
Communication  
Portal**



8



9

## Avoiding Meetings

# Monday.com and Notion

Workplace  
Communication and  
Organization  
Platform



10

Manage  
any project



11

## Avoiding Meetings

**Comeet.me**

**Asynchronous  
Meetings**



12

**Workers report  
checking work email  
3+ hours a day.**

**Where are they  
checking them?**

**Source: 2019 Adobe  
Consumer Email Survey**



13

## Which of these is the most frequent?

- A** In bed
- B** In the bathroom
- C** While working out
- D** In a conversation



14

## Top Five

- 1. Watching something 35%**
- 2. While at a meeting 33%**
- 3. On the phone 30%**
- 4. In bed 28%**
- 5. In the bathroom 23%**



15

# How many unread emails do you have?



16

## Email Management

**followupthen**  
Email Scheduling  
Manager



17

## Email Management



# Unroll.me Email Subscription Manager



18

## Meeting Management



# AI Meeting Recorder



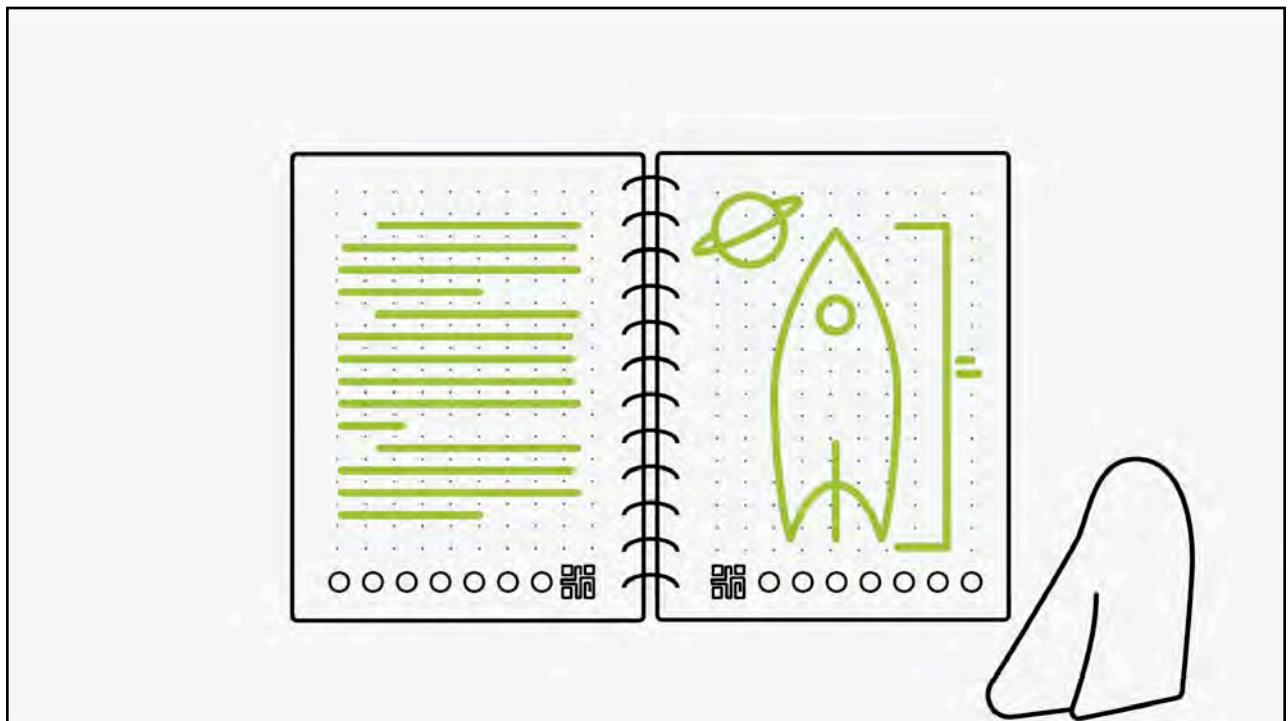
24

# Meeting Management

**adam.ai**  
Meeting Agenda  
Manager

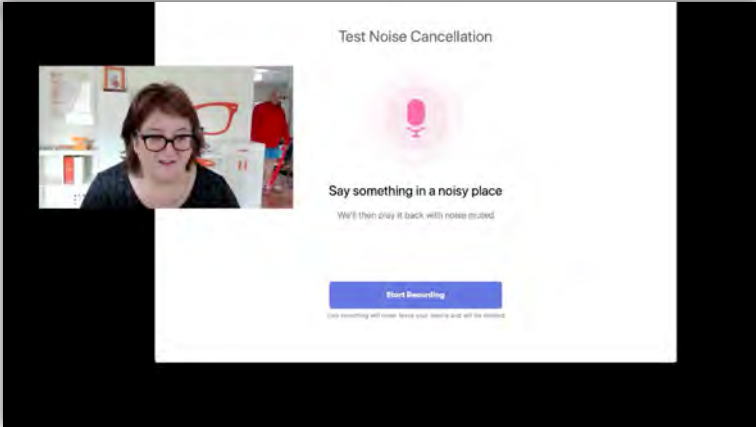


25



26


# Audio Help



Test Noise Cancellation

Say something in a noisy place  
We'll then play it back with noise muted

[Start Recording](#)

 **Krisp**      **AI Audio Filter**

27



28

## Audio Help

# Videoticle

Turns YouTube Videos  
Into Articles



29

## When was “Selfie” the Word of the Year?

- A** 1997
- B** 2005
- C** 2013
- D** 2017



30

## Relationship Management

# Loom and Dubb

Video Emails



31

## Relationship Management

# Snagit & Screencast-o-matic & usebubbles.com

Screencapture  
Tools




32


# Relationship Management

## Crystal Creepy Personality Tool

**Crystalknows.com**



33




**INFLUENCER**


**Beth Ziesenis** ✓  
Head Nerd at Beth Ziesenis





ENTHUSIASTIC   OPTIMISTIC   VISIONARY





Beth tends to be decisive, forward-thinking, and spontaneous with a natural aversion to rigid structure.





34

 What Comes Naturally to You


RALLYING ENTHUSIASM   CHARISMA  

QUICK DECISION MAKING   CREATIVE THINKING  


A FAST WORK PACE  





Beth is an optimist and works with enthusiasm. Her passion and enthusiasm are infectious and a great morale boost to any team. Quick to make friends, Beth has excellent social skills and is a naturally persuasive person. She is charismatic, expressive, and high energy.



expressive and high energy  
 excellent social skills and is a naturally persuasive person. She is charismatic,  
 infectious and a great morale boost to any team. Quick to make friends, Beth has







35

 In a Meeting with You

LOOSEN UP   CAST AN EXCITING VISION  


ALLOW TIME FOR BRAINSTORMING  

SHOW EXCITEMENT FOR NEW IDEAS  

AVOID TOO MUCH FORMALITY  


When meeting with Beth, treat her like a friend. Start with small talk and personal conversation before making your point. Give her time to brainstorm or think-out-loud, as too much structure in the meeting may cause her to lose interest. Follow up with a short, friendly summary of your main points and important takeaways.

friendly summary of your main points and important takeaways  
 as too much structure in the meeting may cause her to lose interest. Follow up with a  
 conversation before making your point. Give her time to brainstorm or think-out-loud,



36


SHARE REPORT



## Troy

Troy prioritizes achievement, pursues goals aggressively and methodically, and doesn't like when someone makes a decision on his behalf.

EXECUTORSKEPTICALPRAGMATICCONFIDENT




37

### What Comes Naturally to Troy

EFFICIENCYDISCIPLINEENSURING QUALITY  
CRITICAL THINKINGPERSUASION

Troy is comfortable with conflict and enjoys productive argument. You can count on him to speak up and offer constructive criticism if it helps create efficiency. Troy is a disciplined worker and is confident in the accuracy of his work. Don't take it personally when he says something bluntly and be direct if you need something from him.



38

### When Speaking to Troy

- BE BLUNT AND LOGICAL
- STAY ON TOPIC
- AVOID SARCASM
- SKIP THE SMALL TALK
- EXPECT INTERRUPTIONS

Troy prefers to keep conversation as brief as possible and has little patience for chit-chat. Don't be offended if he ends the conversation abruptly. Take a casual but assertive approach with him and avoid interrupting him if he is concentrating on a task.

Task: assertive approach with him and avoid interrupting him if he is concentrating on a task.





1



2



3

**After an  
interruption,  
how long to get  
back on track?**



**Source: studies by Gloria Mark, Ph.D.**

4

## How long to get back on track?

- A** 3 minutes
- B** 23 minutes
- C** 53 minutes
- D** 103 minutes



5

## Task/Project Management

**Microsoft To Do**  
Task List Tool



6

## Task/Project Management

**Trello**  
Task List/Project  
Management



7

## Task/Project Management

**Notion**  
Dynamic Workspace  
for Projects and  
More



8

## Time Management

# IFTTT & Zapier & Smart Speakers

Multi-App Automators



9



10

## Time Saver

# Videoticle

Turns YouTube Videos  
Into Articles



11

**Workers report  
checking work email  
3+ hours a day.**

**Where are they  
checking them?**

**Source: 2019 Adobe  
Consumer Email Survey**



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- 1. Watching something 35%**
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- 3. On the phone 30%**
- 4. In bed 28%**
- 5. In the bathroom 23%**



14

# Who has the most unread emails?



15

## Email Management



**Unroll.me**  
**Email**  
**Subscription**  
**Manager**



16

## Email Management

**followupthen**  
Email Scheduling  
Manager



17

## Email Management

**Gmail**  
The Most Awesome  
Email Tool



18

## Email Management

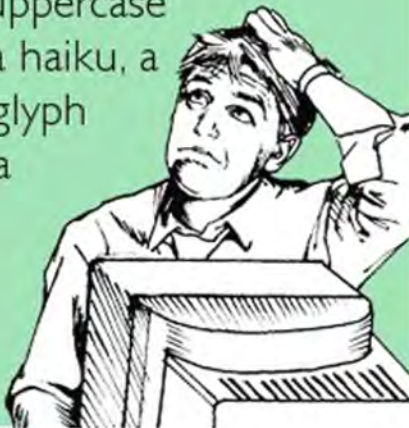
### Spike Chat-Based Email Tool



19

## Online Security

Sorry, but your password must contain an uppercase letter, a number, a haiku, a gang sign, a hieroglyph and the blood of a virgin.



someecards  
user card



20

## Online Security

**What is the best practice for keeping a password safe, according to the government?**

**Source: Digital Identity Guidelines from the National Institute of Standards and Technology, U.S. Department of Commerce**



21

## What is the best password practice?

- A** Change every 30 days
- B** Use complex passwords
- C** Create long passwords
- D** All of the above



22

## Password Management

# Have I Been Pwned?

Email and Password  
Checker



23

## Password Management

**LastPass**  
**1Password**  
**Dashlane**  
Password  
Management Tool




24

# Ad Blockers







## What are you seeing from Taboola and OutBrain?



25

From The Web


Sponsored Links by Taboola

 <p><b>White House Investigating Origins of Malia Obama's...</b> <small>Essence</small></p>	 <p><b>30-Somethings Are Ditching Delivery for This Dinner Hack</b> <small>Eater for Plated</small></p>	 <p><b>7 Outrageous Credit Cards If You Have Excellent Credit</b> <small>NextAdvisor</small></p>
 <p><b>The Top 15 Ugliest Celebrity Spouses</b> <small>POPHitz</small></p>	 <p><b>20 Things Women Should Stop Wearing After Age 30</b> <small>RantChic</small></p>	 <p><b>9 Celebs Who Are Hiding Their Face With Makeup</b> <small>TomorroWoman</small></p>

26

## Ad Blockers


**Ad Block Plus  
Ad Blocker**



27

## Ad Blockers

**Jumbo Privacy  
App to Manage Social  
Media Privacy and More**



28

## Email Security

### True or False?

**Larger companies are more likely to receive email threats than smaller companies.**



**Source: Symantec**

29

## Email Security

**False.**

- **1-250 employees:  
1 in 323**
- **1001-1500 employees:  
1 in 823**




30

**Email Security**

**Phishing  
Quiz**

phishingquiz.  
withgoogle  
.com




31

**Email Security**

**Burnermail  
& Blur**

Disposable  
and Fake  
Emails



32

## Email Security

### Gmail Trick

youremail  
+untrustworthy  
email  
@gmail.com



33

## Meeting Management

**How long does it  
take for people  
to respond to a  
meeting request?**

**Source: Doodle State  
of the Meeting Report 2019**



34


## How Long to Respond to Meeting Request

- A** 6-12 minutes
- B** 6-12 hours
- C** 6-12 days
- D** 6-12 days after the meeting




35

## Meeting Management



**X.ai**

**AI Meeting Scheduler**






36

## Mary, Greg | Coffee


**WHEN** Tue Mar 03, 2015 4:00pm – 4:30pm PST

**WHERE** 77 Geary Street, Suite 500, San Francisco, CA | Greg's Office

**WHO**

-  Greg Morgan Host
-  Mary Adler Guest
-  Amy Ingram Assistant to Greg

Invitation from **x.ai** — a personal assistant who schedules meetings for you



37

# Meeting Management

# Adam.ai

## Meeting Management and Agenda Tool



38

## Audio Help

**Krisp**  
AI Audio  
Filter



39

## Meeting Management

**Comeet.me**  
Asynchronous  
Meeting Tool



40

## Focus Tools

**How did the  
Pomodoro  
Technique get its  
name?**



43

## Focus Tools

- A** an Italian garden
- B** a recipe for spaghetti sauce
- C** a tomato-shaped kitchen timer



44

## Focus Tools

# The Pomodoro Technique



45

## Stress Management

**How many messages  
can we process  
in times of stress?**


**Source: Stress Management Society**



46

## Stress Management

- A** three
- B** seven
- C** eleven





47

## Meeting Transcriptions

Let's Otter!

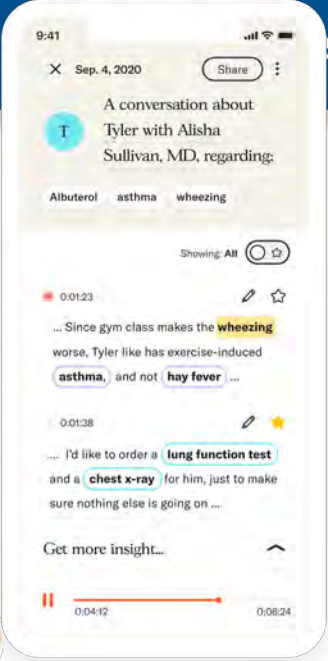
AI Meeting Recorder



48

# Meeting Transcriptions

## Abridge AI Medical Meeting Recorder



The screenshot shows a mobile app interface for a medical meeting transcription. At the top, it displays the time 9:41 and the date Sep. 4, 2020. Below this, there's a header for a conversation about Tyler with Alisha Sullivan, MD, regarding Albuterol, asthma, and wheezing. The main content area shows two transcription segments with timestamps. The first segment at 0:01:23 discusses gym class making wheezing worse, mentioning exercise-induced asthma and hay fever. The second segment at 0:01:38 discusses ordering a lung function test and a chest x-ray. A progress bar at the bottom indicates the current position in the recording.

49

# Stress Management

## Meditation and Mental Health Tools

# Calm & Headspace



50

## Stress Management

# WoeBot

AI Mental Health  
Counselor



51

## Stress Management

# Gratitude



1. Text someone
2. Share gratitude



52

## When was "Selfie" the Word of the Year?

- A** 1997
- B** 2005
- C** 2013
- D** 2017




58

## Relationship Management

# Dubb BombBomb

### Personal Video Email



59


# Relationship Management

# Crystal Creepy Personality Tool

## Crystalknows.com



60




**INFLUENCER**

**Beth Ziesenis** ✓  
Head Nerd at Beth Ziesenis











ENTHUSIASTIC   OPTIMISTIC   VISIONARY

Beth tends to be decisive, forward-thinking, and spontaneous with a natural aversion to rigid structure.




61

### What Comes Naturally to You











- RALLYING ENTHUSIASM  
- CHARISMA  
- QUICK DECISION MAKING  
- CREATIVE THINKING  
- A FAST WORK PACE  

Beth is an optimist and works with enthusiasm. Her passion and enthusiasm are infectious and a great morale boost to any team. Quick to make friends, Beth has excellent social skills and is a naturally persuasive person. She is charismatic, expressive, and high energy.




62

### In a Meeting with You


- LOOSEN UP  
- CAST AN EXCITING VISION  
- ALLOW TIME FOR BRAINSTORMING  
- SHOW EXCITEMENT FOR NEW IDEAS  
- AVOID TOO MUCH FORMALITY  

When meeting with Beth, treat her like a friend. Start with small talk and personal conversation before making your point. Give her time to brainstorm or think-out-loud, as too much structure in the meeting may cause her to lose interest. Follow up with a short, friendly summary of your main points and important takeaways.



63

SHARE REPORT




EXECUTOR

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SKEPTICALPRAGMATICCONFIDENT




64

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65

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- AVOID SARCASM
- SKIP THE SMALL TALK
- EXPECT INTERRUPTIONS

Troy prefers to keep conversation as brief as possible and has little patience for chit-chat. Don't be offended if he ends the conversation abruptly. Take a casual but assertive approach with him and avoid interrupting him if he is concentrating on a task.



66



71

# questions for a pandemic world



@nerdybff

1



2

- **Comeet**      **Video Conversations**
- **Loom**
- **Bombbomb/Dubb**

are you truly  
**communicating?**

3



are you really  
**listening?**

4

are you  
really  
listening?

# Listening Tools

- **Otter.ai**
- **Krisp**

5

A photograph of a brown and white dog wearing black-rimmed glasses. The dog is holding two rotary telephones: a green one in its right paw and a blue one in its left paw. The dog's expression is neutral. The background is white.

are you learning  
how to **focus**?

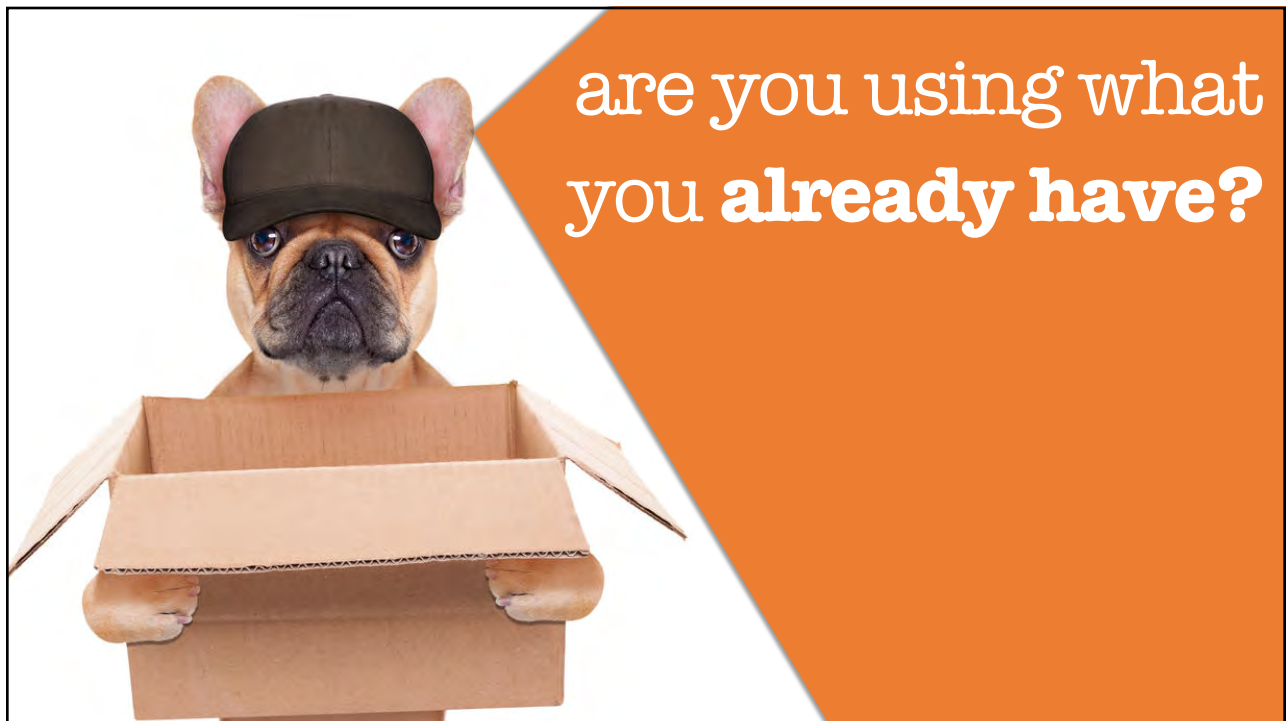
6

- **Time Boxing**
- **Pomodoros**

## **Focus**

are you learning  
how to **focus**?

7



are you using what  
you **already have**?

8

are you  
using what you  
**already have?**

# Repurposing

- **Lumen5**
- **Designrr**
- **Magisto**

9



are you making  
**online safety**  
a priority?

10

- **LastPass**
- **Zoom**

# Security

are you making  
**online safety**  
a priority?

11



are you  
taking things  
**off your plate?**

12

- **IFTTT & Zapier**
- **Smart Speakers**
- **Smart Phones**

# Automation

are you  
taking things  
**off** your plate?

13

are you taking care of **yourself**?



14

are you  
taking care  
of **yourself?**

# Self Care

- **Gratitude**
- **Abridge**

15



16

thank  
you!

**Beth Z**  
**your nerdy  
best friend**



17

**Text NERD**  
**to 66866**

handouts



18

# Tech Tools For Self-Care



@nerdybff

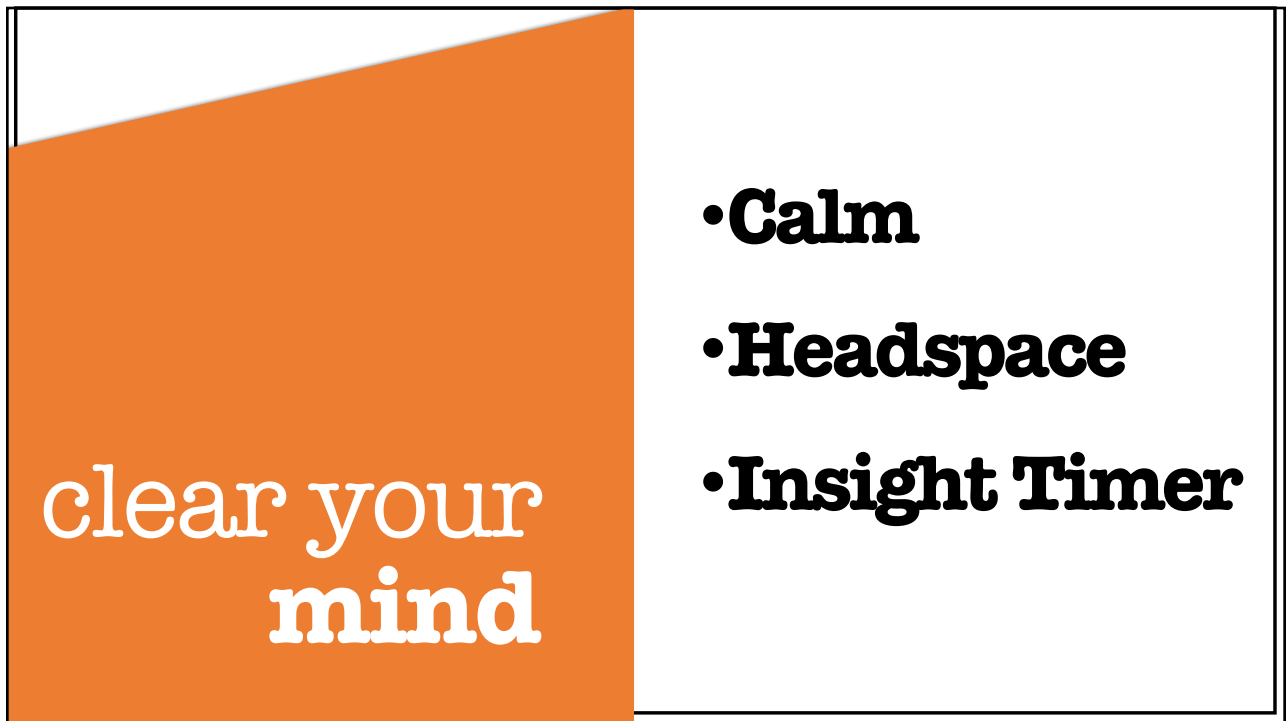
1



2



3

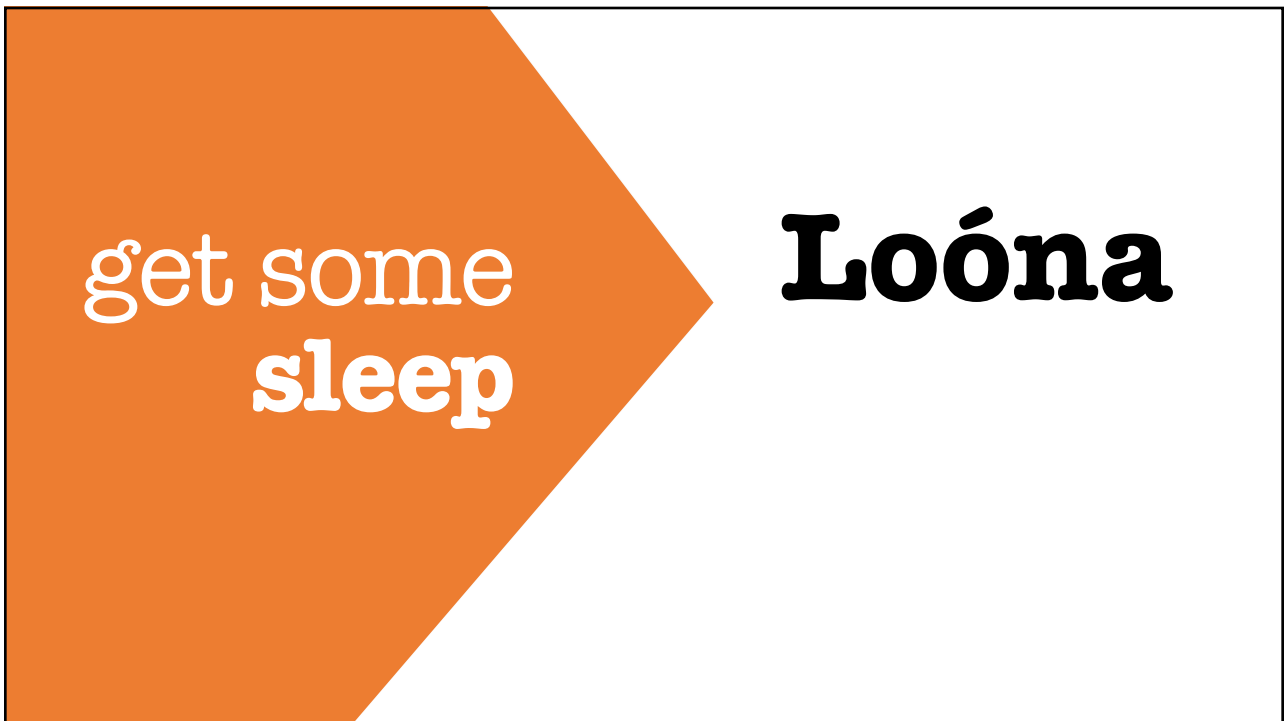


4



get some  
**sleep**

5



get some  
**sleep**

**Loóna**

6



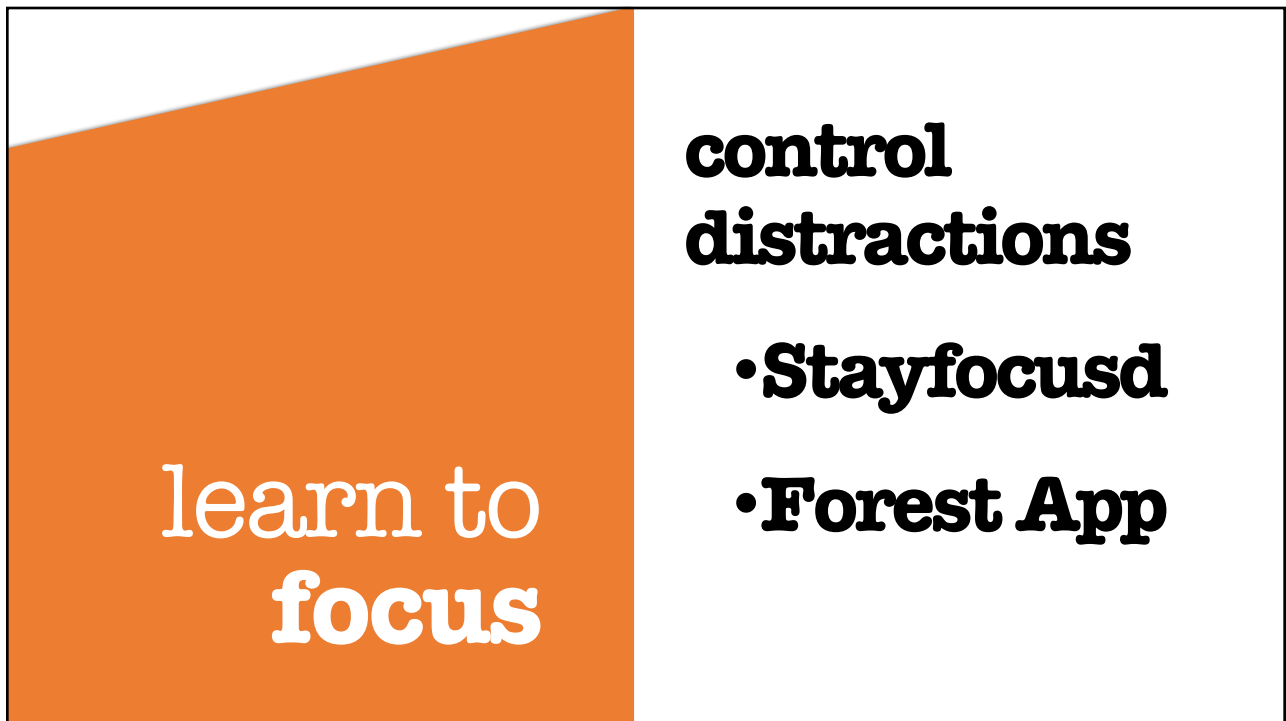
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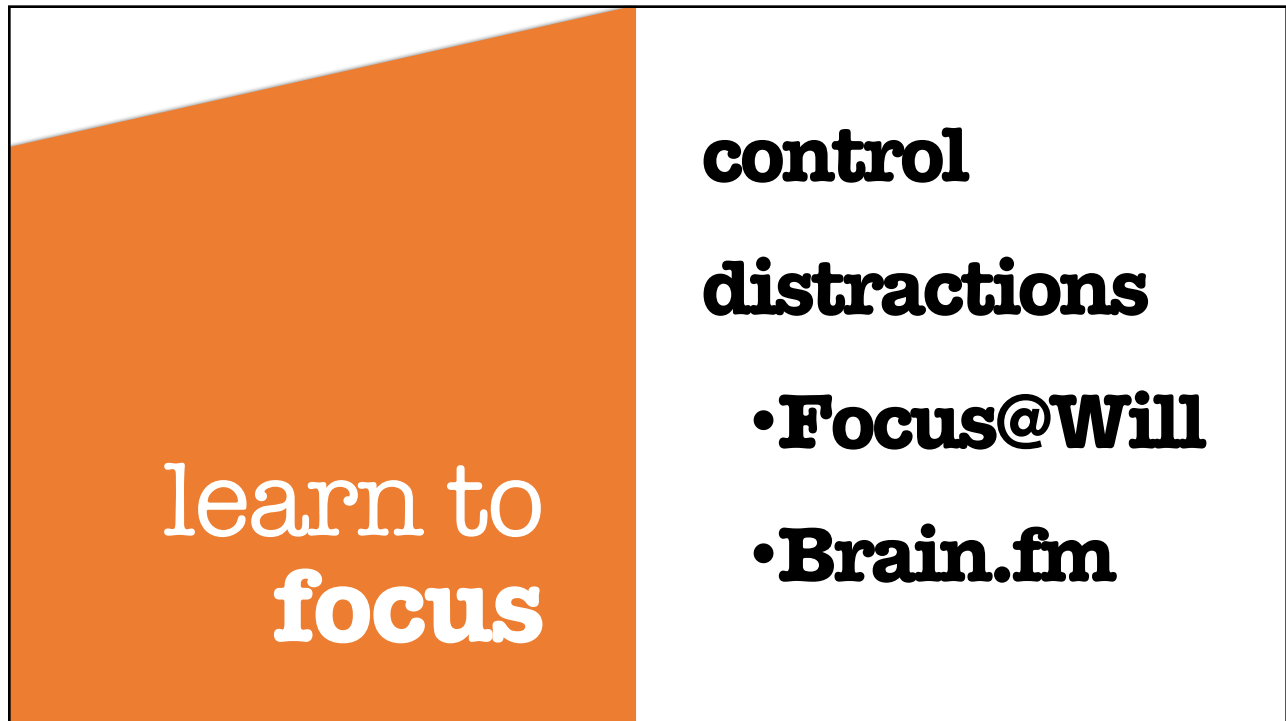
8



9



10

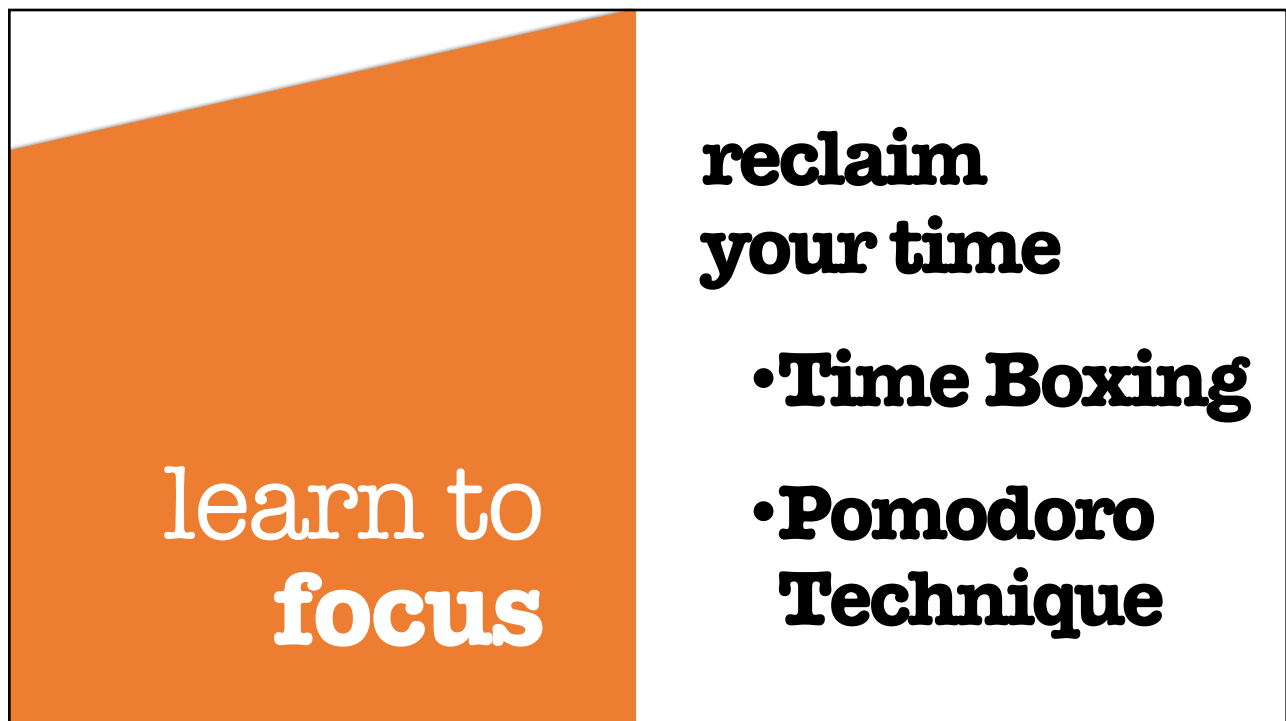


learn to  
focus

**control  
distractions**

- **Focus@Will**
- **Brain.fm**

11



learn to  
focus

**reclaim  
your time**


- **Time Boxing**
- **Pomodoro  
Technique**

12




13

- **Gratitude Happiness Journal**
- **Felt App & Kudoboard**
- **ShareTheMeal**



A large orange shape, similar to the one in the previous slide, is positioned on the right side of the slide. It contains the words "practice" and "gratitude" in white, lowercase, sans-serif font, stacked vertically.



A small circular icon in the bottom left corner of the slide, featuring a cartoon owl wearing glasses and a bow tie, similar to the owl in the first slide.

14



15

learn to breathe

- **The Breathing App**
- **Stretch Reminder**
- **Increase Your Heartrate**

A slide with a white background. On the left side, there is a large orange triangle pointing towards the center. Inside this triangle, the text "learn to breathe" is written in a white, lowercase, sans-serif font. To the right of the triangle, there is a bulleted list of three items, each in a bold, black, sans-serif font. In the bottom left corner, there is a small circular logo featuring a cartoon character with glasses and a blue shirt.

16



17



18

listen  
better

• **Krisp.ai**

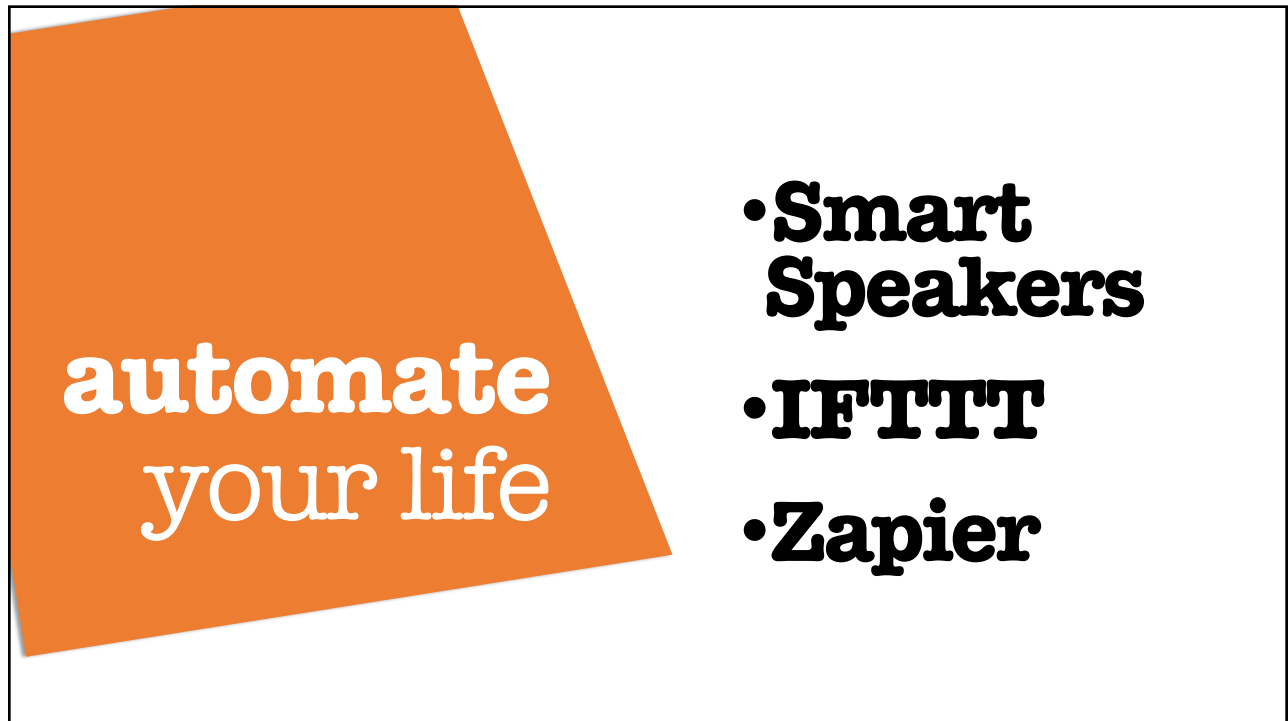


19

autochatte yourself



20



automate  
your life

- **Smart Speakers**
- **IFTTT**
- **Zapier**

This slide features a large orange triangle on the left side containing the text 'automate your life'. To the right of the triangle, there is a list of three items: 'Smart Speakers', 'IFTTT', and 'Zapier', each preceded by a bullet point.

21



learn to  
outsource

This slide features a photograph of a small brown and white dog wearing glasses, a white shirt, and a colorful striped tie. The dog is holding a yellow pencil in its right paw and a spiral notebook in its left paw. To the right of the dog, there is a large orange triangle containing the text 'learn to outsource'.

22

learn to  
**outsource**

- **Fancy Hands**
- **Fiverr**
- **Upwork**



23



just  
say  
**no**

24

just  
say  
no

**nerdybff.com/  
sayno**



25

**nerdybff.com/  
sayno**

I'll Get Right On That   My Mom Says I   Let Me Think About It

Don't Think So   An International No   My Therapist Is Against It

Just. No.   Not Gonna Happen   No. Really.   I Don't Think So



26



27



28

# **No More Zoom Bombs**

Zoom Security Settings  
You Need to Check  
Right Now

**Beth Z**  
**Your Nerdy Best Friend**

## Zoom Security Settings You Need to Check Right Now



Newsflash: Zoom bombing is still a thing. This week I was in a session that was hijacked by horrible people sharing porn, racist language, disgusting images and vile language. Here's how you can avoid the same issues.

*Note: some of these settings and options are for different levels of Zoom subscriptions, so you may have more or fewer, depending on your account. I have an enterprise-level account through my association. That means that I have more security features but not all of the admin-level decision-making options.*

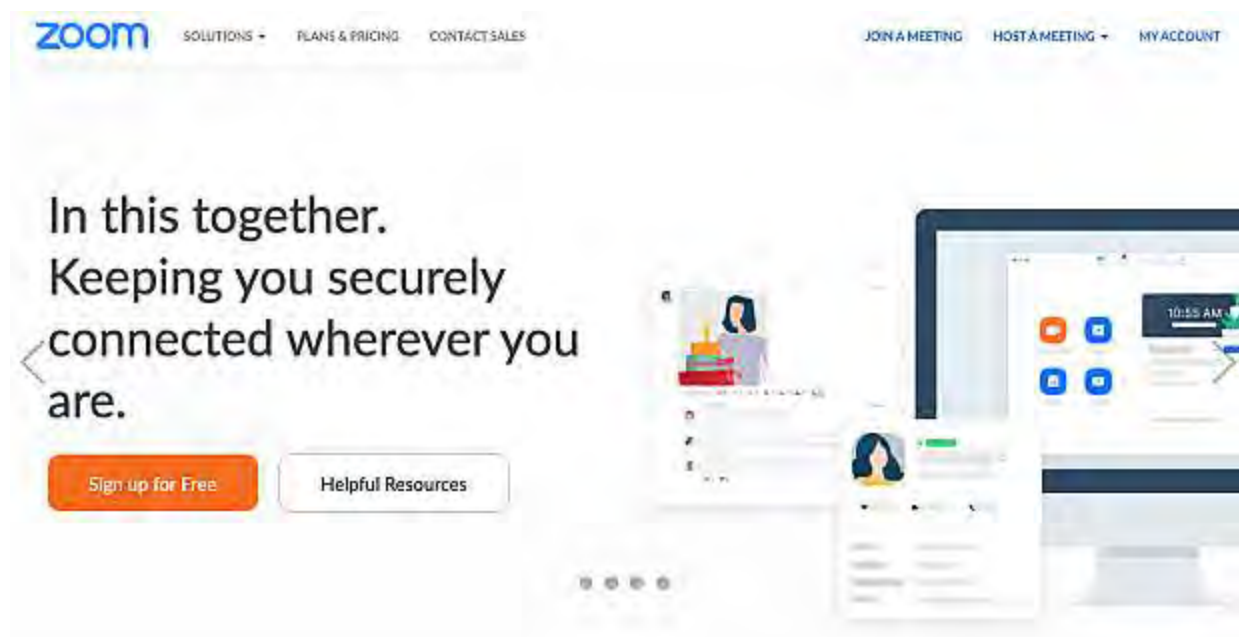
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# Enable General Security Settings on Zoom.U.S

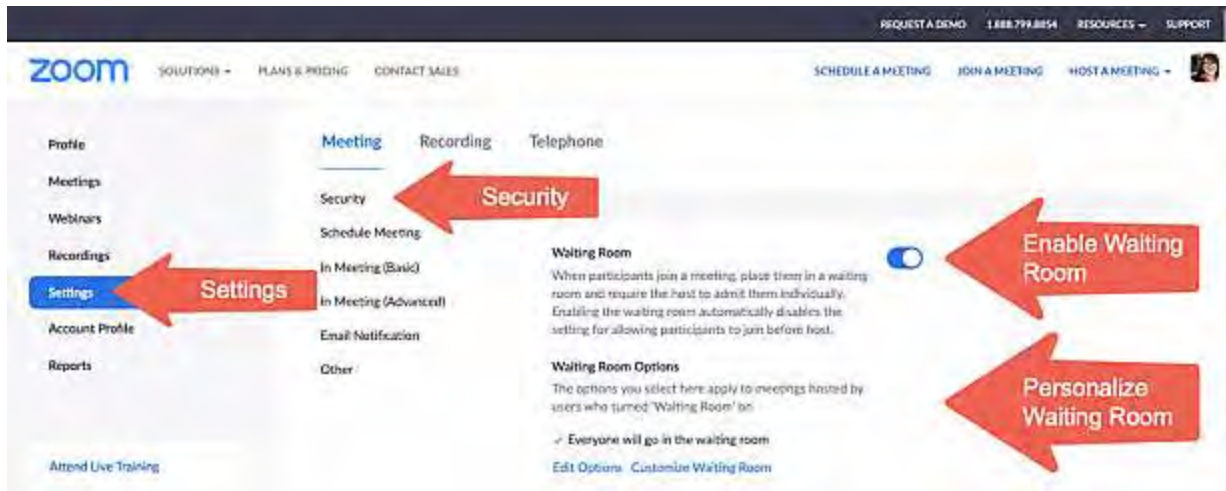
Login to your account on [Zoom.U.S](https://zoom.us) and go to settings.

Note: you don't have to have a Zoom account to join someone else's meeting, so you may not have one yet. Just sign up for the free version.




## Enable Waiting Room


You can also personalize the waiting room with a welcome note and graphic.




### Require Passcodes


Go down the list and require passwords for the meetings you set up.


**Require a passcode when scheduling new meetings**   
A passcode will be generated when scheduling a meeting and participants require the passcode to join the meeting. The Personal Meeting ID (PMI) meetings are not included.

**Require a passcode for instant meetings**   
A random passcode will be generated when starting an instant meeting

**Require a passcode for Personal Meeting ID (PMI)** 

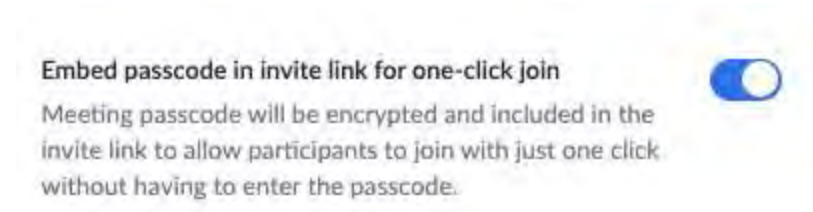
Only meetings with Join Before Host enabled  
 All meetings using PMI

**Webinar Passcode**   
A passcode will be generated when scheduling a Webinar and participants require the passcode to join the Webinar.

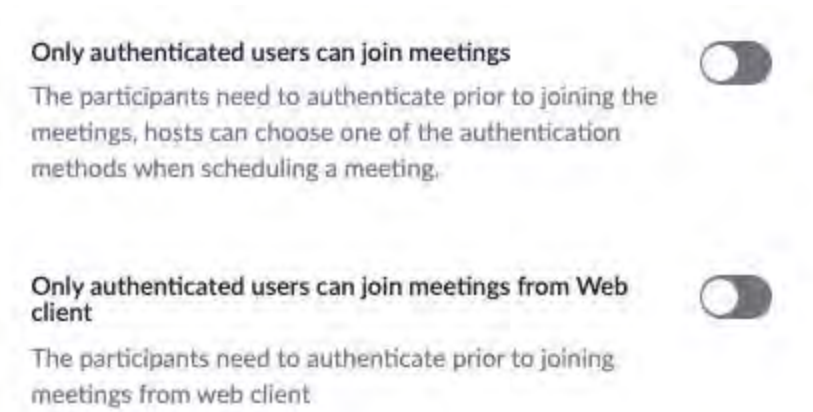
**Require passcode for participants joining by phone**   
A numeric passcode will be required for participants joining by phone if your meeting has a passcode. For meeting with an alphanumeric passcode, a numeric version will be generated.

## Zoom Security Settings You Need to Check Right Now

The last passcode setting is a little tricky. It will embed the passcode in the join meeting link. If you enable this, anyone with the link can join. It's best to send the invite with out the passcode embed, but that can confuse some of your invitees, who will write you frantic, "I can't find the passcode!" messages.

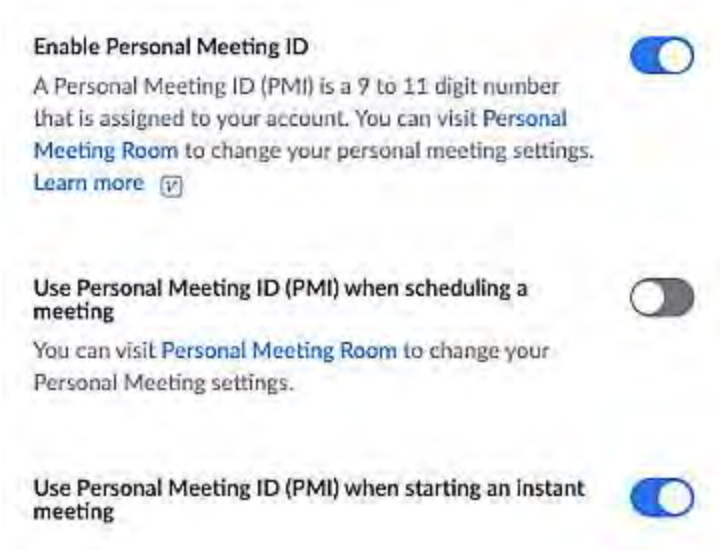


You can also limit a meeting to authenticated users in the paid versions, which means that the Zoom participants have to have an account and login, and you can even restrict it to certain domains.

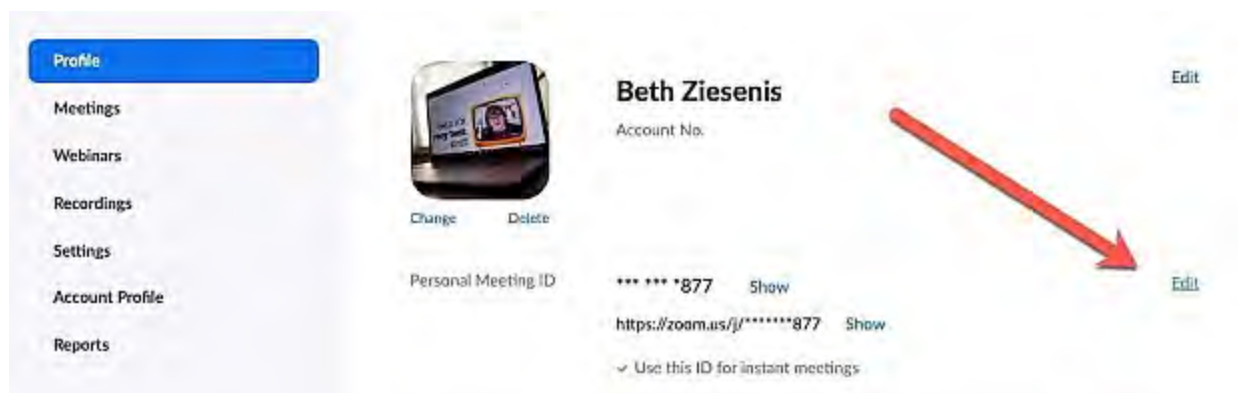


## Control Your Personal Meeting ID

When you have a Zoom account, you have a Personal Meeting ID (PMI). I use mine for client and colleague meetings, but when I schedule a larger event with people outside my circle, I use a randomly generated one.

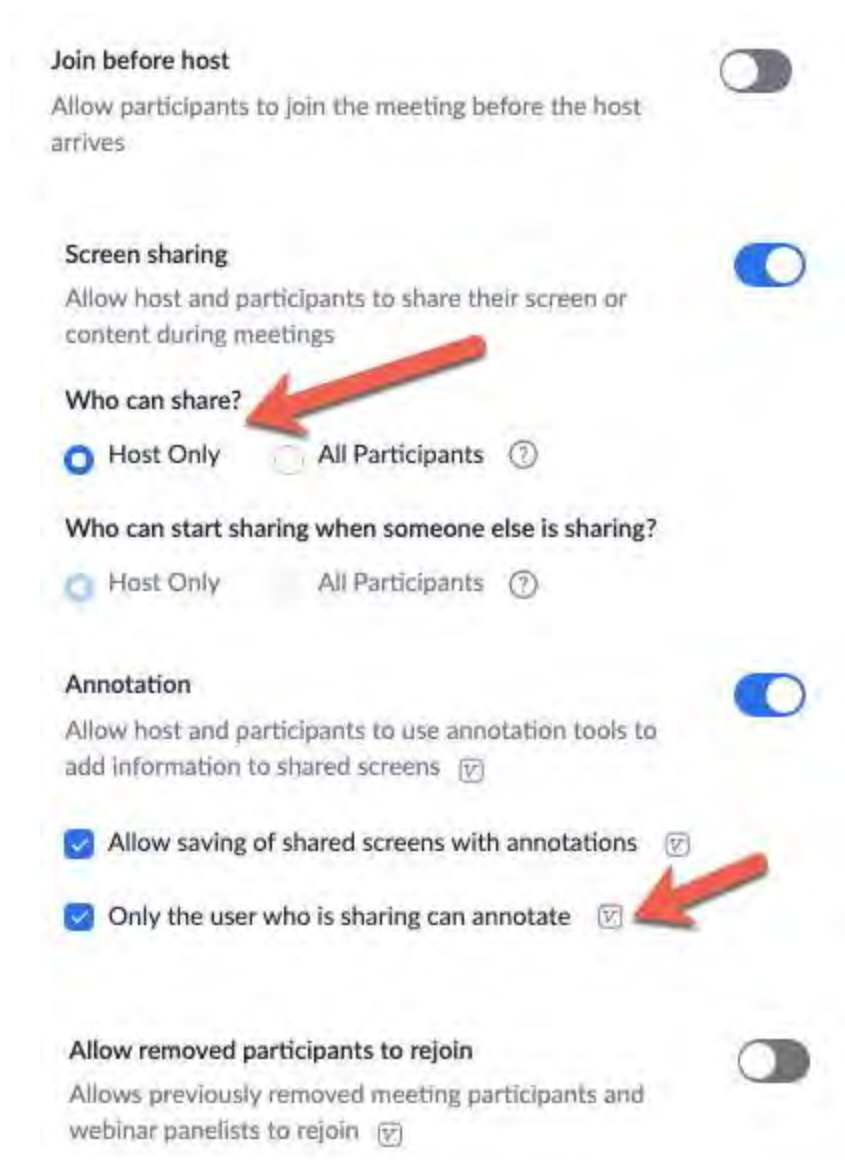


NOTE: Never, ever put your PMI link on a public site. Zoom bombers find these links and keep them in their databases to do horrible things. If your PMI has been out there or shared a whole lot, you can generate a new one with some paid subscription levels.



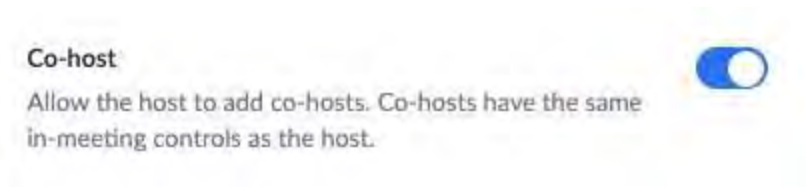
### Control Your Participants

During the latest Zoom bombing, so much was happening so quickly that I was scrambling to fix problems and didn't even see other things that were happening. Don't be like me. Fix these settings:



### Enable Co-Hosts

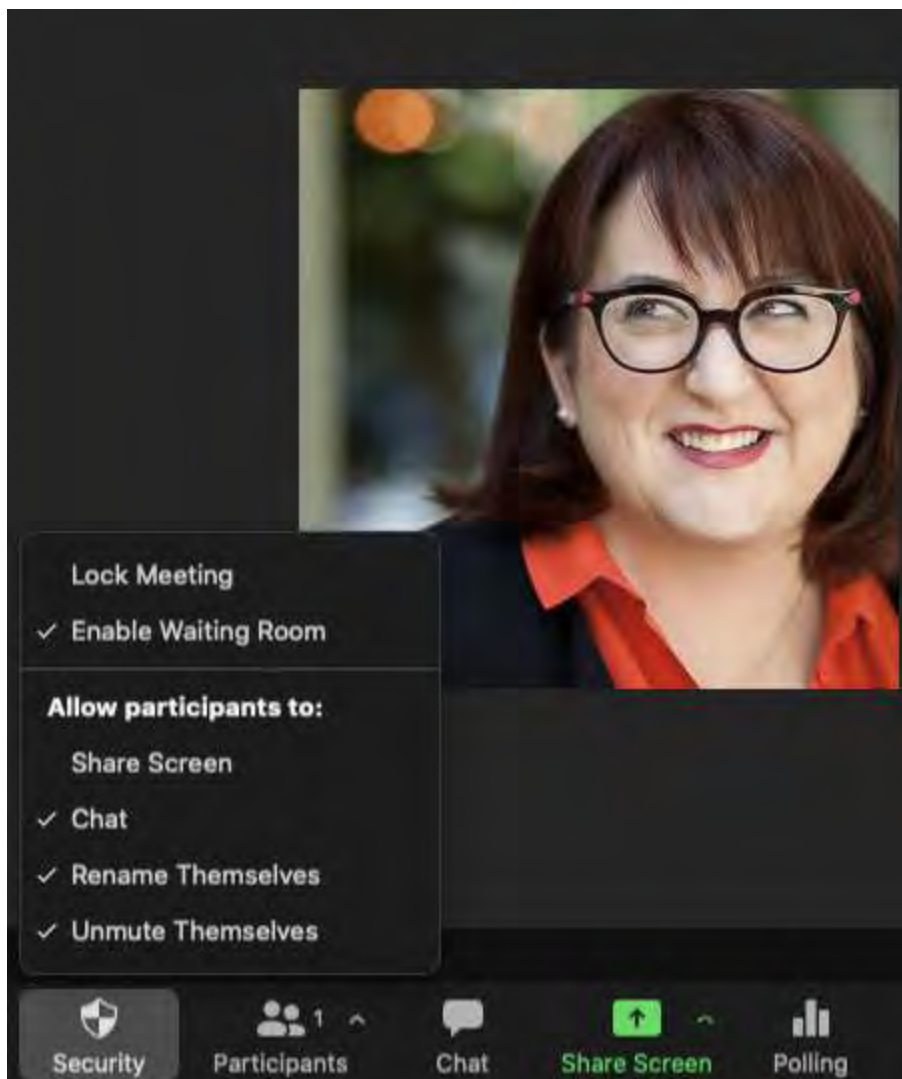
The session that was Zoom bombed was a lesson about Zoom itself (go figure). Thus I asked the coordinator to make me the host. The account did not have co-hosts enabled, which means that when the chaos started, I was the only one who could kick people out. And things were so crazy I couldn't even figure out who to kick out.



### Verify Security Once You Start the Meeting

Your general security settings will be applied to every session you host, but you can also switch some settings once the event starts.

If you're having a small meeting with invited participants, you can lock the meeting after everyone arrives.



# Need a virtual speaker?

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Check out Beth Z,  
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