**[JULY 14, 2018](http://productivetherapist.com/list/) BY**[**UGUILFORD**](http://productivetherapist.com/author/uguilford/)

The Making of a Productive Therapist

This is my current 2018 list of gear, software and services that allows me to be efficient and productive on a daily basis.

I hope you find something useful here that will make a serious difference for you.

*Disclosure: Some links in this blog post are affiliate links. This means that at no additional cost to you, I may get a commission if you make a purchase. Thanks for your support in this way!*

Ok, let’s jump right in!

**Some seriously good software**

[Gusto](https://gusto.com/r/oTRlX/?utm_source=reflink)

I never thought it would be possible to actually say I love my payroll software. [Gusto](https://gusto.com/r/oTRlX/?utm_source=reflink) just makes everything so easy, from hiring to firing and everything in between. Their customer support is amazing, the software is super intuitive and it was even designed with fun little rewarding messages. If you are looking for a payroll service, [Gusto](https://gusto.com/r/oTRlX/?utm_source=reflink) is a great choice.

[Evernote](https://evernote.com/)

[Evernote](https://evernote.com/) is my external brain that syncs with every digital platform. I have over 7400 notes in there! These days I mostly use Evernote with my Fujitsu ScanSnap scanner to rid my life of paper. Everything gets fed into my scanner and uploaded straight into Evernote. Not ideal for anything client related of course, but a super useful tool.

[Boomerang for Gmail](http://productivetherapist.com/boomerang/)

This handy little piece of software allows me to schedule emails for the future and bring back emails that I need to follow up on. Something I wouldn’t want to live without and I wrote a whole blog post on it [right HERE](http://productivetherapist.com/boomerang/).

[WeekCal](https://www.weekcal.com/)

Simply put, [WeekCal](https://www.weekcal.com/" \t "_blank) is the best iPhone calendar app that I have ever used. For one simple reason, it just has a great week view that allows me to quickly see everything. That’s about all I have to say about that one. Probably never switching calendar apps.

[LastPass](https://www.lastpass.com/)

This is one absolutely necessary tool for modern life. I have about 10,000 passwords that I can’t remember and apparently it’s a bad idea to make them all the same! [LastPass](https://www.lastpass.com/) safely and securely stores all that info and makes it easy to log into any site. You only have to remember your one master password. Incredibly handy and worth the couple bucks per month.

[SimplePractice](https://ter.li/apug)

I love SimplePractice and have been a faithful customer and advocate for many years. It’s not perfect, but it gets better all the time. Check out my full review [right HERE](http://productivetherapist.com/simplepractice/).

[Text Expander](http://productivetherapist.com/textexpander/)

Another one I don’t want to live without. This tool saves me from typing the same bits of text over and over again. I program keyboard shortcuts to expand portions of text that I use every single day. So great! Here is my full post on [TextExpander](http://productivetherapist.com/textexpander/" \t "_blank).

[Todoist](https://en.todoist.com/)

One of the best task managers out there. I use this for myself and my team of virtual assistants. I put everything in [ToDoist](https://en.todoist.com/" \t "_blank). It keeps my whole life and business organized and prioritized. Works on every platform. It is just really good and easy to use.

[Grasshopper](https://grasshopper.com/)

[Grasshopper](https://grasshopper.com/) is a virtual phone system that makes it easy for me to add extensions, separate my business from personal calls and run my business from my smartphone. Overall, it’s been great with some issues. I might be switching soon to phone.com because they are billed as being HIPPA compliant and have great customer support.

[Active Campaign](http://productivetherapist.com/email-marketing/)

This is one of the absolute best email marketing software platforms out there, especially for business owners who want to level up their marketing without paying a ton of money. Read my full review [right HERE](http://productivetherapist.com/email-marketing/).

[QuickBooks Online](https://quickbooks.intuit.com/)

I’ll be honest, I don’t like [QuickBooks](https://quickbooks.intuit.com/) very much at all. It makes me a bit anxious at times trying to sort out (seemingly) complicated accounting issues. However, with a good bookkeeper it is an essential tool to track all my income, expenses and profits.

[Quip](https://quip.com/)

[Quip](https://quip.com/) is basically what Google Docs/Sheets wants to be when it grows up. Super simple, but powerful document sharing and messaging. I use it to run two businesses and I don’t know how I would operate without it. Really nice mobile apps as well.

[ScheduleOnce](https://www.scheduleonce.com/pricing?refcode=UGP122)

There are many online scheduling apps out there, but I think this is one of the best ones. Cuts down on email/phone tag and makes it quite easy to schedule calls with other professionals and potential Productive Therapist clients. You need this. Check out [ScheduleOnce](https://www.scheduleonce.com/pricing?refcode=UGP122" \t "_blank).

**Game changing services**

Paid advertising

If you really want to grow your practice paid advertising through Google and Facebook is a no brainer. However, it’s not easy to find the right provider and you can quickly lose a lot of money. I use my good friend’s company [WSI Smart Marketing](https://wsismartmarketing.com/) and they are my secret weapon.

For all my therapist peeps, I heartily recommend [Unconditional Media](http://unconditional.media/)for Google AdWords and [Fortitude FB Ads](https://www.facebook.com/fortitudesocial/) for all things Facebook.

Virtual Assistants

You know I love virtual assistants and have been using one (or more) for almost 7 years now. Easily one of the best business decisions I have ever made that allows me to go on vacation, get more done and just get my life back. There are so many options out there, but The Productive Therapist is the go-to place for mental health providers who want to get some game changing support. Ok, that’s my plug for this post. LOL.

Bookkeeper

Unless you really dig QuickBooks and all things accounting you should not be messing with it. Outsource that stuff. I use the assistant of my CPA and that seems to work out well, but I’m considering trying the services from [Belay Solutions](https://belaysolutions.com/). More on that in a future post.

Graphic Designer

True story. Right out of high school I was accepted into a couple awesome art schools and I was planning on becoming a graphic artist. Then I took a counseling 101 class and the rest is history. I love working with my graphic designer on everything from logos to flyers. So much fun. Check out Giesla [right HERE](http://giesla.com/). She is technically a digital collage artist, but has done great work for many of my therapist friends.

**Man, I love gear!**

[Post it notes](https://www.post-it.com/3M/en_US/post-it/)

Decidedly low-tech, but these are awesome for quick notes and paper based to-do lists. For some reason I still love Post-it notes and use them daily.

[Moleskine Notebooks](https://us.moleskine.com/en)

For a digital nomad, I can’t seem to get away from the feel of pen and paper. I think [Moleskine](https://us.moleskine.com/en) makes some of the best notebooks and I keep several around for brainstorming, inspiration and general note taking.

[Fujitsu Scansnap](http://www.fujitsu.com/us/products/computing/peripheral/scanners/scansnap/)

I have been using this scanner for so many years! It is ridiculously easy to use and makes living the paperless lifestyle so easy to achieve. This little guy paired with Evernote is awesome. Highly recommended!

[Gather desk organizer](https://ugmonk.com/2017/05/26/gather-the-minimal-modular-organizer-that-cuts-through-the-clutter/)

This is a new addition to my productive desk setup. Jeff Sheldon is a really cool designer and he does t-shirts, desk accessories and more. I like this organizer so much that I gave one away to my email list last month.

[Philips Hue light bulbs](https://www2.meethue.com/en-us)

These smart lightbulbs are so freakin’ cool! Paired with the Amazon Echo Dot in my therapy office I can turn all the lights on and off with my voice. Totally unnecessary, but really fun and my clients dig it.

[Portable chargers](https://www.amazon.com/Anker-PowerCore-Portable-Double-Speed-Recharging/dp/B01JIWQPMW?ref=ast_p_ep)

It might seem obvious, but it’s hard to be productive if your phone or laptop battery dies. Ugh! I dig these portable chargers by a company called [Anker](https://www.amazon.com/Anker-PowerCore-Portable-Double-Speed-Recharging/dp/B01JIWQPMW?ref=ast_p_ep). There are a lot of options out there, but these are good quality and fairly cheap.

[Amazon Echo Dot](https://www.amazon.com/dp/B01DFKC2SO/ref=ods_xs_dp_oop)

I bought the first Alexa powered Amazon device when it became available in 2014. Easily the best personal assistant with more personality than you can imagine. I use these devices in my kitchen, bedroom and therapy office. Pretty affordable and quite handy.

[MacBook Pro](https://www.apple.com/macbook-pro/)

I am an unashamed Apple fanboy! I am crazy productive on my over priced MacBook Pro and I would not want to be without it. The touch bar is not all that helpful, but the finger print sensor is great for security because I do have a lot of sensitive data on my laptop. Plus, it’s just a beautiful piece of tech.

[iMac](https://www.apple.com/imac/)

Last year I splurged on a 27″ iMac and it was a great purchase. I can get a lot more done with all that screen real estate and the computer looks great on my desk. I am all about minimalism and having an all-in-one computer is pretty cool.

[Apple AirPods](https://www.apple.com/airpods/)

Simply beautiful and functional wireless headphones. They connect to multiple devices, come in a self-contained charging case and just work really nicely. Yes, a bit expensive, but overall totally worth the purchase price.

[iPhone](https://www.apple.com/iphone-x/)

I couldn’t leave my precious iPhone off of this list. However, if I was to cross over to the dark side of Android phones I would go for the Google Pixel 2. I have been buying iPhones since 2007 (the first one). More than any other phone the iPhone X has increased my productivity with the larger screen and quick gesture based navigation. Love this little piece of metal, glass and microchips!

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