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# THE PRODUCTIVITY PACK



100+ Powerful Tools  
and Resources to  
**SIMPLIFY & AMPLIFY**  
your Contracting Business

By: Dwight Cliff Jr. and Dwight Cliff Sr.  
[www.cliffandcliff.com](http://www.cliffandcliff.com)

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By Dwight Cliff Jr and Dwight Cliff Sr

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Cover & book design by Dwight Cliff Jr



**D**ear Contractor:

On behalf of Cliff and Cliff, we would like to **THANK YOU** for purchasing **The Productivity Pack**. You have made a commitment to the simplification and amplification of your business and we want to commend you for that.

Each year hundreds of contractors go out of business from a simple lack of knowledge. On the opposite end a very select group of contractors are enjoying comfortable profits while also running a simplified contracting business. We want you to join us in the second group.

Cliff and Cliff, was founded for the benefit of contractors just like you. In 1995, Dwight Sr., started his contracting business and after a strong 15 year run was on the verge of losing his home and everything he owned. Right on time, Dwight Jr., joined the family business after graduating from engineering school and working for many years with different nationally known contractors. Dwight Jr., was not only able to save the family business but also simplify the business, amplify their profits and along the way discovered systematic UNFAIR ADVANTAGES that can work for any contractor. Instead of keeping this knowledge a secret Dwight Jr and Sr, decided to establish Cliff and Cliff to help as many contractors that are willing to learn.

Please enjoy & don't forget we are here to help. If you have any questions not covered in this booklet you are invited to email us at [Contact@cliffandcliff.com](mailto:Contact@cliffandcliff.com) . We have dedicated our business to educating contractors and we will be happy to help you in every way.

Again Thank you and we Wish you Our Best,

Dwight Cliff Jr / Dwight Cliff Sr  
Cliff and Cliff



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## Operations and Production

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## Home Builder Pro Calcs

### DESCRIPTION

- With over 400 DIY calculations and unit conversions, Home Builder Pro Calcs lets you quickly and easily solve a variety of home construction calculations from your iPhone or iPad.

### AVAILABLE FOR or ON:

- iOS Devices
- Android Devices

### PRICE

- \$4.99/ One Time Purchase
- You may need to copy and paste the link into your browser
- <https://apps.apple.com/us/app/home-builder-pro-calcs/id437282128>

### HOW WE USE THIS APP AND ITS UNIQUE STRENGTHS

- We use **Home Builder Pro Calcs** to help figure out measurements out in the field. For example we have used the stair calculator function to help figure out our rise and run for simple stair builds. We also use this app to help figure out the pitch of the roofs with its built-in sensor angle feature.

This app also has calculations for loans & leases, concrete & paving, electrical, floors, walls and ceilings, foundations, framing, heating & a/c, hour's estimates, landscaping, masonry, roofing and materials.



## HOVER

### DESCRIPTION

- HOVER is an app that uses pictures taken through its app and converts them to a 3D model of the house with accurate exterior measurements.

### AVAILABLE FOR or ON:

- Windows Computers
- Mac and iOS Devices
- Android Devices

### PRICE

- Starting at \$20/ Roof Only – Good for quick roof measurements
- Starting at \$40/ Complete – Good for detailed measurements and impressing the homeowner with a 3D model of their house.
- **NOTE:** We have paid up to \$100 to get measurements for certain properties. We consider this a cost of doing business and sell this as a service to our clients.
- You may need to copy and paste the link into your browser
- <https://hover.to/>

### HOW WE USE THIS APP AND ITS UNIQUE STRENGTHS

- We use this app to get takeoff measurements of large exterior projects where we will be replacing siding and roofing. This app allows for a trainee by themselves to safely and accurately take measurements of a project. No more climbing on ladders and stretching out a tape measure to come up with exterior measurements.
- You can use this app as a sales tool. You can show your clients what the exterior of their home will look like after the exterior remodel is complete. HOVER includes products from different exterior product manufactures from roof shingles to siding.





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## Marketing and Social Media

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## Fiverr

### DESCRIPTION

- Fiverr is an online marketplace for freelance services. There are over 300+ category of services available. If its digital and you need it done, chances are there is a service provider that is available on Fiverr.

### AVAILABLE FOR or ON:

- Windows Computers
- Mac and iOS Devices
- Android Devices

### PRICE

- Pricing varies depending on your needs
- You may need to copy and paste the link into your browser
- #AD
  - <http://www.fiverr.com/s2/62e24655e3>

### HOW WE USE THIS APP AND ITS UNIQUE STRENGTHS

- We have used Fiverr to get documents and logos designed. We have also had voiceovers completed. If I can find it locally, I always give Fiverr a look to see I can find a provider.



## Canva

### DESCRIPTION

- Canva is a graphic design platform that allows users to create graphics for social media, presentations, flyers and other visual content.

### AVAILABLE FOR or ON:

- Windows Computers
- Mac

### PRICE

- Free – Limited Version
- \$9.95/ Month – Canva Pro
- You may need to copy and paste the link into your browser
- <https://www.canva.com>

### HOW WE USE THIS APP AND ITS UNIQUE STRENGTHS

- We have used Canva in the past. It is an awesome platform with many different uses. We typically browse Canva for inspiration nowadays. Check out the free version before purchasing Canva Pro.



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## Management and General

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## Google Keep

### DESCRIPTION

- Google Keep is a note-taking app that can be synchronized with the Google Keep mobile app on your phone and computer. Google Keep offers a variety of tools for taking notes, including text, list, images and audio.

### AVAILABLE FOR or ON:

- Windows Computers
- Mac and iOS Devices
- Android Devices

### PRICE

- Free with limited access with a Gmail account
- \$6/user/month – Basic
- \$12/user/ month – Business
- You may need to copy and paste the link into your browser
- #AD
  - <https://referworkspace.app.goo.gl/HsgR>

### HOW WE USE THIS APP AND ITS UNIQUE STRENGTHS

- We use Google Keep in a variety of ways.
  - To track notes from projects that we are working on.
  - To store a collection of pictures of old advertisements
  - To hold on to passwords and codes
  - To keep memorable quotes handy
  - This app is very versatile



## iOS Notes – Scan Feature

### DESCRIPTION

- The Notes app is available on iPhones, iPads and iPod touches. The Notes app can be used to capture a quick thought, create checklists, sketch ideas, and more. And with iCloud, you can keep your notes updated across all your devices.

### AVAILABLE FOR or ON:

- iOS Devices

### PRICE

- Free with the purchase of an iPhone, iPad, and iPod touch
- To access the scan feature.
  - Open the Notes app> Start a new note> Select the camera icon> Select the scan documents option> and then hold your phone over the document that you want to scan.
- You may need to copy and paste the link into your browser
- <https://support.apple.com/en-us/HT205773>

### HOW WE USE THIS APP AND ITS UNIQUE STRENGTHS

- The most used feature for us on the Notes app that is native to the iPhone is the scan feature. This feature is probably the best unknown feature available in the notes app. The scan feature is like having a little computer scanner in pocket at all times. You can scan most any documents and it turns them into a PDF file and ready for distribution.
- This app has come in handy many times. Instead of writing information from a document down, you can use the notes app, scan the document and send it to yourself or anyone else via text message and/or email.
- You can even scan multiple documents at once send them as one file.



## Upwork

### DESCRIPTION

- Upwork is an online platform that allows you to contract professionals from around the world to help you with graphic design to data entry and much more. Upwork is great for outsourcing task.

### AVAILABLE FOR or ON:

- Windows Computers
- Mac and iOS Devices
- Android Devices

### PRICE

- Pricing varies depending on your needs
- You may need to copy and paste the link into your browser
- [www.upwork.com](http://www.upwork.com)

### HOW WE USE THIS APP AND ITS UNIQUE STRENGTHS

- We use Upwork to find individuals to help us out with logo creation and flyer designs, but this is probably some of the most basic uses for Upwork. Browse the website and see what all they have to offer.



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## **ACCOUNTING & CLIENT FINANCING**

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## TripLog

### DESCRIPTION

- TripLog Mileage provides accurate mileage tracking for tax deductions and mileage reimbursements for individuals, small business and big business.

### AVAILABLE FOR or ON:

- Mac and iOS Devices
- Android Devices

### PRICE

- Free with limited features
- \$4.99/ Month Professional
- \$5.99/ Month Professional Plus
- You may need to copy and paste the link into your browser
- <http://trplg.co/128659>

### HOW WE USE THIS APP AND ITS UNIQUE STRENGTHS

- We have used TripLog for about 5 years and it has been a game changer for us. We install TripLog on all of our phones and it automatically tracks when you are in a vehicle during business hours and allows us to track our business mileage. Gone is the guessing; and now we have correct mileage information at the end the year for tax deductions. This app pays for itself.



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## Continuing Education & Great Resources

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## Podcast - Earn your Leisure

### DESCRIPTION

- Earn Your Leisure (EYL) gives you a behind the scenes financial views into the entertainment and sports industries as well as highlighting backstories of entrepreneurs. Rashad Bilal and Troy Millings is the host of Earn your Leisure.

### AVAILABLE FOR or ON:

- Mac and iOS Devices
- Android Devices
- YouTube

### PRICE

- Free
- You may need to copy and paste the link into your browser
- <https://podcasts.apple.com/us/podcast/earn-your-leisure/id1450211392>

### HOW WE USE THIS APP AND ITS UNIQUE STRENGTHS

- EYL is one my favorite podcast to listen to. They have stories from entrepreneurs of many different backgrounds. Some of the guests are not media-trained and are not super-polished but they are all successful in their given fields and this makes them more relatable. Take a browse through their diverse catalog and see if something catches your mind.



## Book - E-Myth

### DESCRIPTION

- The E-Myth book explores the idea that people who understand the technical work of a business can successfully run a business that does the technical work. After finishing reading this book, you will understand the gaps in knowledge needed to run a successful business.

### AVAILABLE FOR or ON:

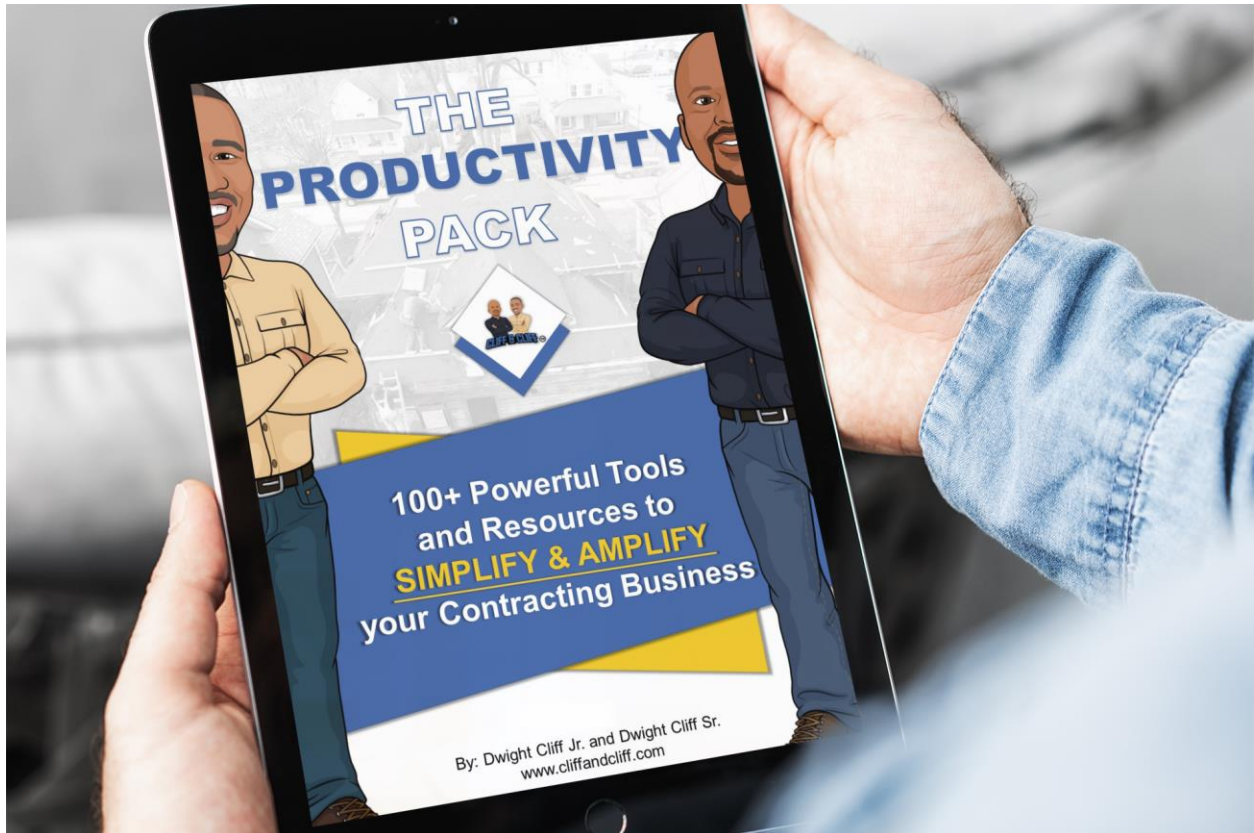
- Amazon
- Audible

### PRICE

- \$8.99 – Kindle
- 10.89 - Paperback
- You may need to copy and paste the link into your browser
- #AD
  - <https://amzn.to/32nTwCx>

### HOW WE USE THIS APP AND ITS UNIQUE STRENGTHS

- After reading E-Myth, I understood why our business was struggling to grow and identified flaws in our business model. E-Myth is a book that will completely shift your mind as a business owner. This book is essential to every entrepreneur starting or currently already in business and struggling to scale.
- I suggest getting the hard copy of this book because it is one of those books that you want to refer back to regularly.



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