



AUTOMATION DOMINATION

how and why you need to implement automation in your business

RECOMMENDATIONS



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why you need AUTOMATION

- You should look to automate before you delegate
- Automation is the cheapest most effective employee you can have in your company
- Once you've set it up, it requires little maintenance and the ROI is really high
- Anything that requires you to do LESS should be a priority

things to AUTOMATE

- Email Auto Responders
- Appointments & Call Schedules
- Lead Generation
- List Warming
- Newsletter
- Sales & Marketing Funnels
- Product Fulfilment
- Customer Service
- Behind the Scenes :: Operations
- Engagement & Re-Engagement



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recommendations

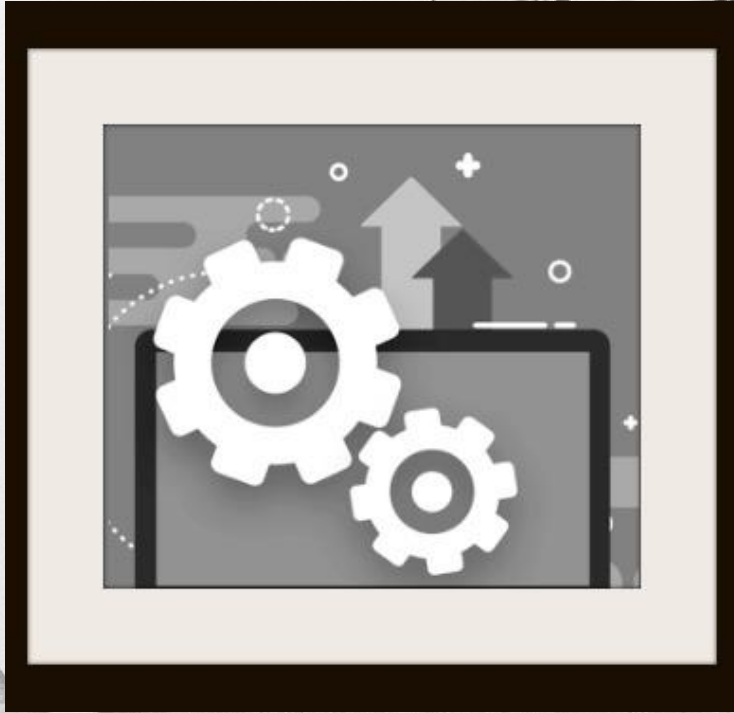
I have included a list of the **automation tools** I use with all of my clients.

I have also included a list of the **custom campaigns** that I have designed to get the desired results and automation using Infusionsoft.

Take a look and see how **automation can change your business!**



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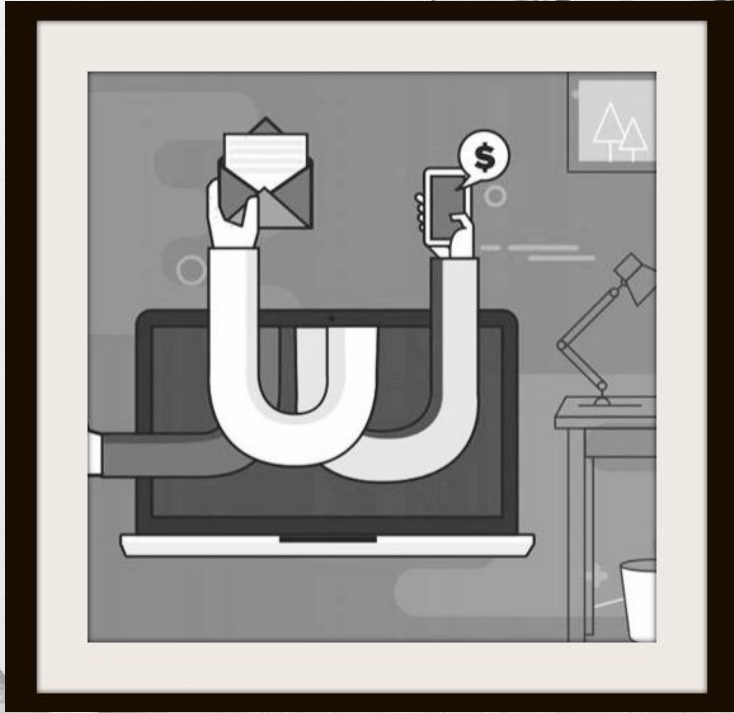


autoresponders

- Helpscout

Helpscout integrates with Infusionsoft and acts not only as a way to send out emails automatically when someone emails you, but also as a support ticket manager.

This makes running a business much easier and less stressful when you can manage your support issues from one dashboard that is synced with your CRM.



appointments & calls

- Schedule Once
- Infusionsoft
- Google Calendar
- Gmail

Schedule Once is the best call scheduler I have used. You can give out a link and on the backend have the whole process automated with Infusionsoft and Google Calendar.

lead generation

- Lead Magnets
- Challenges
- Quizzes
- Surveys
- Free Call
- Community
- Newsletter
- Webinars
- Video Series
- Free Course
- Demo
- Free Trial
- Contest
- Discount

These are the ways I would recommend gathering leads for your business. Set these up in an evergreen format that allows for them to run all the time and people can opt in whenever they want. Giving you a lead generation machine that is automatic.



lead generation

- Choose Jarvis
- Meet Edgar

These are two options for evergreen promotion of any lead generation campaigns that you have set up. You just have to write up the posts once and these services will recycle the posts to make sure you are always driving fresh leads into your funnels

- LeadPages
- Click Funnels

Use one of these to set up easy landing pages that sync with Infusionsoft to drive leads into your business.

- Infusionsoft

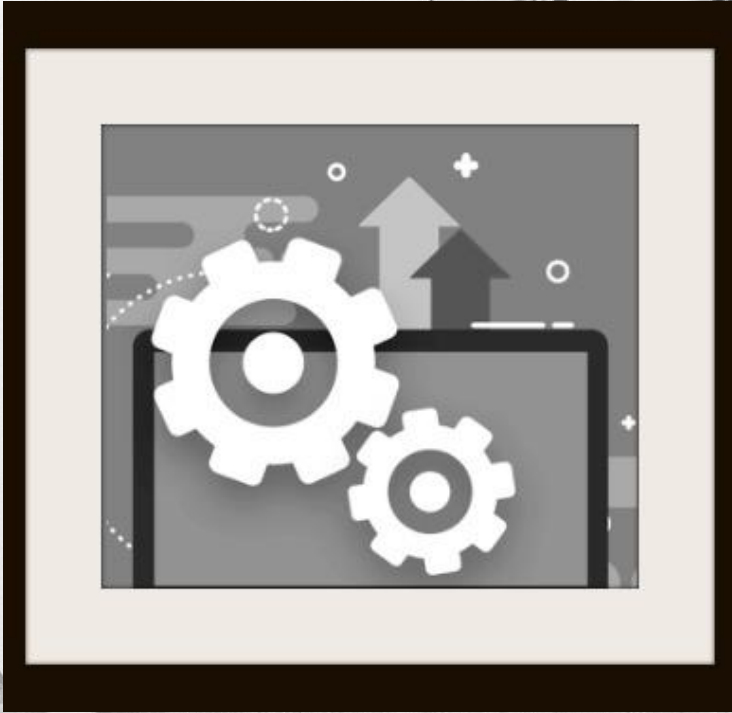
This should be your go-to CRM for business automation.

- WebinarJam
- Easy Webinar

Use one of these to set up an evergreen webinar that drives sales and leads to your business.



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list warming

Here is a list of the custom campaigns that I offer to complete this type of automation.

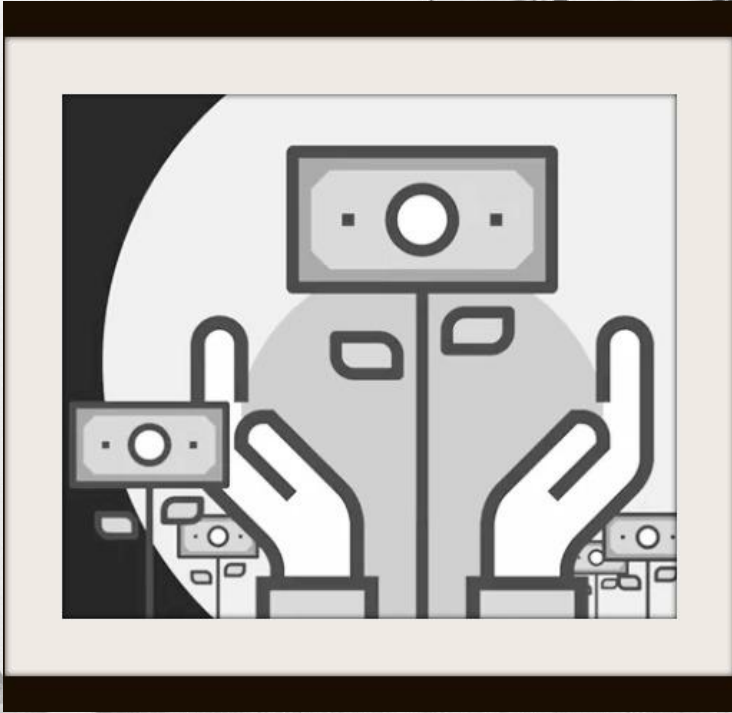
- Infusionsoft
 - Lead Generation Funnel
- Infusionsoft
 - Evergreen Newsletter Campaign
- Infusionsoft
 - Follow Up Campaign



newsletter

Here is a list of the custom campaigns that I offer to complete this type of automation.

- Infusionsoft
 - Evergreen Newsletter Campaign



sales funnels

Here is a list of the custom campaigns that I offer to complete this type of automation.

- Infusionsoft
- Sales Funnel Campaign



product fulfilment

Here is a list of the custom campaigns that I offer to complete this type of automation.

- Infusionsoft
 - Membership Fulfilment Campaign
- Infusionsoft
 - Tripwire Fulfilment Campaign
- Infusionsoft
 - Product Fulfilment Campaign



customer service

- Helpscout

Helpscout integrates with Infusionsoft and acts not only as a way to send out emails automatically when someone emails you, but also as a support ticket manager.

This makes running a business much easier and less stressful when you can manage your support issues from one dashboard that is synced with your CRM. With helpscout it allows for you to have many different email inboxes and different autoresponders for each inbox, allowing for more customized automation.



behind the scenes

Here is a list of the custom campaigns that I offer to complete this type of automation.

- Infusionsoft
 - List Re-Engagement Campaign
- Infusionsoft
 - Lead Quality Campaign
- Infusionsoft
 - Lead Engagement Campaign



business automation

If you have any questions on implementing any of the things we have talked about today, please email me:

courtney@courtneybedore.com

If you're ready to take the plunge and invest in automation, set up a call here:

<http://meetme.so/want-automation>