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**5 Ways To Automate Your Site**

**By Larry Johnson**

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Automating your online business is one of the most important steps you can take to insure your success on the internet.

If you have been on the internet for any time at all, you know that there are just too many tasks to do each day to be really efficient and productive with them all.

Learning to delegate some of those routine, daily activities is one way to insure your site's success and to give you much more time in the day for the most important task which is that of promotion and marketing your site.

HERE ARE 5 SIMPLE WAYS TO AUTOMATE TODAY:

1) USE AUTO-RESPONDERS:

Probably one of the best-known and popular ways to handle routine messages to inquirers is the use of auto-responders.

It is simple and easy to set up your messages which usually involve several follow-up messages to remind your visitors what you are offering and how to find your site again.

Here are some free ones:

<http://www.freeautobot.com/> (ad free also.)

<http://www.getresponse.com/>

<http://www.sendfree.com/>

<http://www.sendthisfree.com/>

### 2) MAILING LIST MANAGEMENT:

If you are trying to run your own newsletter, handling the process by yourself can eat up a lot of valuable time.

In the beginning this may be possible, but as your list grows and the tasks involved keep multiplying, your time demands will increase also.

There are lots of ways to manage a mailing list including installing your own scripts and purchasing your own software.

Weigh the pros and cons, but be sure and check out the possibility of \*farming out\* the responsibility to a mailing list service.

Here are some to consider:

<http://www.ezinedirector.com/> (free and paid versions)  
<http://www.mail-list.com/>  
<http://www.zinester.com/> (free and paid versions)

Free ones include:

<http://groups.yahoo.com/>  
<http://www.topica.com/>

### 3) USE SOFTWARE:

There are many software options available depending upon your work online.

Here are some possible software applications available. Just do a search online.

- ~Creating links to your site and others.
- ~HTML editors
- ~Ad swaps
- ~Promotion
- ~Subscription management
- ~Survey forms

### 4) PAYMENT SYSTEMS:

Well, this is just a no-brainer. It is just too simple not to do this one.

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Having an automated payment system that allows you to accept credit card payments for your products or services and is something that everyone has to have to be successful online.

Here are a couple of third-party ones that I use and recommend:

ClickBank-- <http://www.ClickBank.com/>

PayPal-- <http://www.PayPal.com/>

### 5) AD TRACKING SYSTEM:

If you are going to advertise your products and/or services online, then it is critical that you track your results.

Knowing how many hits you got to your site is nice, but it won't take care of your questions like, "Where did my traffic and sales

come from?"

Here are some ad tracking systems. (Some offer free versions.)

<http://www.BusiToolz.com/>

<http://www.hypertracker.com/>

<http://www.adminder.com/>

Implementing these five time-saving helpers is a very important benchmark in moving your business into a phase that will free up some time to insure your success online.

Best of luck with your promotional efforts.

Larry Johnson, author

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### **Automate, Automate, Automate**

#### **By Richard Grady**

The key to running a successful and efficient online business is to automate as much of your work as possible:

Automate your order-taking process...

Automate your payment methods (credit card/Paypal etc)...

Automate as much of your delivery process as possible – eg. automatic printing of shipping labels and invoice/order details...

Automate your subscriber list sign-up...

Automate your 'help' and 'faq' systems – use email 'autoresponders' to answer common queries...

Automate EVERYTHING you possibly can...

If there isn't a software program available to do a certain task, get someone to write it – this is not as expensive as you might think. I recently hired a programmer to write a simple script to automate part of my credit card processing routine. It was a custom script and the cost was just \$45.00! Check out sites such as like

and

if you need help finding a programmer.

The more of your tasks that are dealt with automatically, the more time you will have.

And what should you be doing with that time?

Well, its up to you, but my advice is spend it developing new products and websites – it is much better to have 5 websites bringing in \$500 a month each, than one site bringing in \$2500. With more sites, your risk is spread so if for any reason sales dry up on one site, it is not the end of the world (however, if that is your only site, it may well be!)

How many other industries allow you to build a business and then leave 70% or even 90% of that

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business running on 'autopilot'?

I know what I am talking about – my online businesses bring in over six figures a year, yet I can deal with the maintenance of all of my sites in less than an hour a day and this is simply because most tasks are automated. The only time I need to 'get involved' in a transaction is if something goes wrong – and hey, it's a computer so this does happen from time to time :-)

Now, despite the above, I actually work anything from 10 – 15 hours a day, most days and 90% of that time is spent developing new products and websites.

Let me share a simple formula for online success with you: Develop product Develop website  
Automate as much as possible Market website/product Maintain website and go back to step 1 and repeat

It takes time and it is hard work, but the rewards are excellent. The Internet is probably the only chance you will have to run multiple businesses at once and still be able to take huge chunks of time 'off' whenever you want.

Don't fall into the trap of starting to do the day to day tasks manually – you might be able to handle the workload with 100 visitors to your website each day, but when the hits start rising you will have problems. It is much easier to automate everything from the start than to try and implement systems on a website that is up and running (and generating several hours of work each day).

And of course, there is nothing like waking up in the morning to find that your website has generated sales while you were sleeping – this is a reality and happens everyday to millions of online entrepreneurs around the world – why not you?

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Richard Grady has been helping people earn online since 1998. Find out more about Richard at:

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