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**"How To Automate Your Sales"**

**By Al Martinovic**

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Are you capturing your prospects email addresses and using a follow-up system?

There are different ways to capture an email address. You can put a form up on your site to have people join your list or use popups or exit popups, to just name a few.

The 2 most important aspects of capturing an email is:

1) Create an effective headline –

Your headline will strongly determine whether your prospect will "opt-in" to your list or not. Make your headline enticing.

2) Offer a freebie of value –

Offering something for free (a free ebook, a free report, free software, etc.) of perceived value in exchange for their email address.

Don't offer a freebie that can be found all over the web. Make it different and unique so it can only be found on your site.

Once you have captured your prospects email address you can run them through your autoresponder which will have pre-written messages that you have already created. Create at least 7-14 messages to ensure a better response.

What's great about autoresponders is that you only have to set it up once. Once you are done your autoresponder works for you 24/7 whether you are online or not. It is an automated sales machine!

If you are not capturing email addresses and using a follow up system on your website, you are losing money! Autoresponders are an important piece to your sales puzzle.

## "How To Automate Your Sales"

Al Martinovic is the publisher of the Millenium Marketers Newsletter. Get my FREE Report "How One Tool Can Increase Your Sales By 437%" by subscribing Today!  
mailto:almartinovic@aweber.com?subject=article

### **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 business running on 'autopilot'?

## "How To Automate Your Sales"

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:

Free wholesale search engines: UK–

and US

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Automate, Automate, Automate  
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