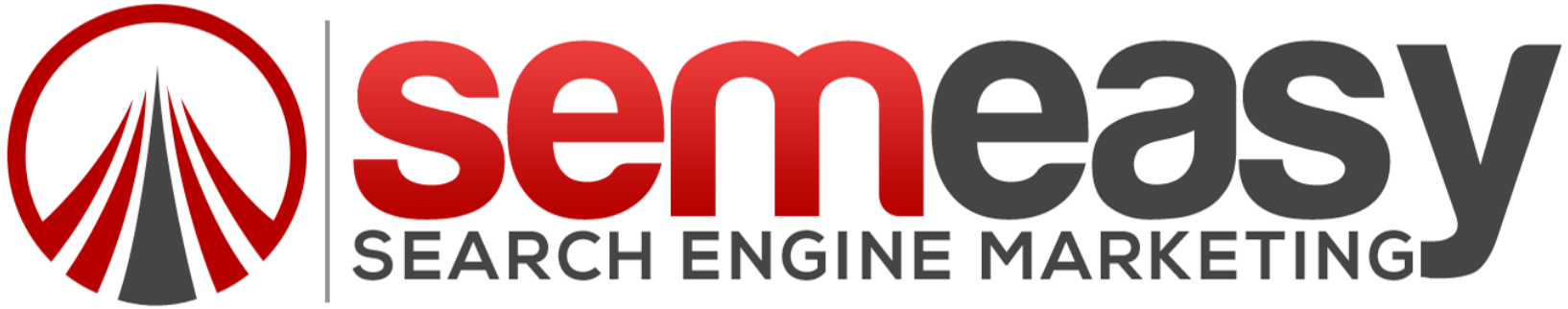
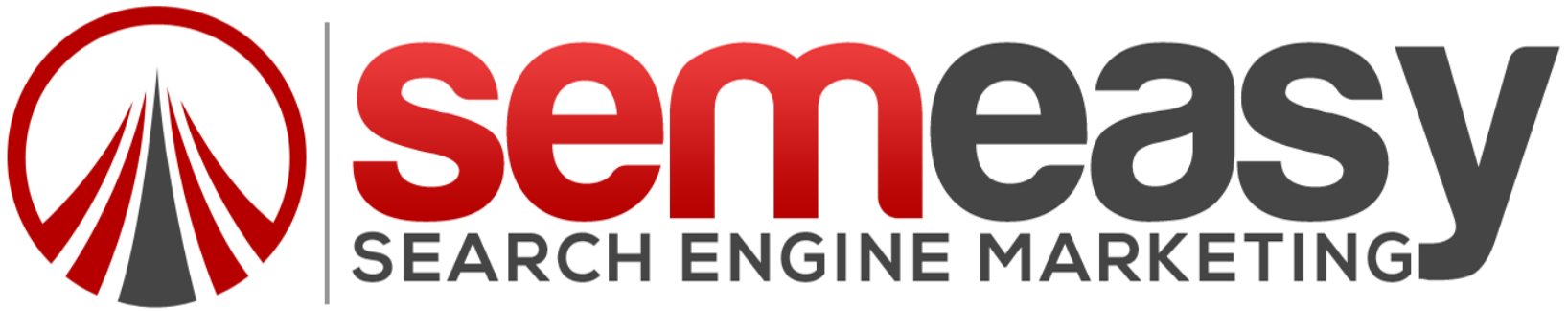
Automate Your Business:

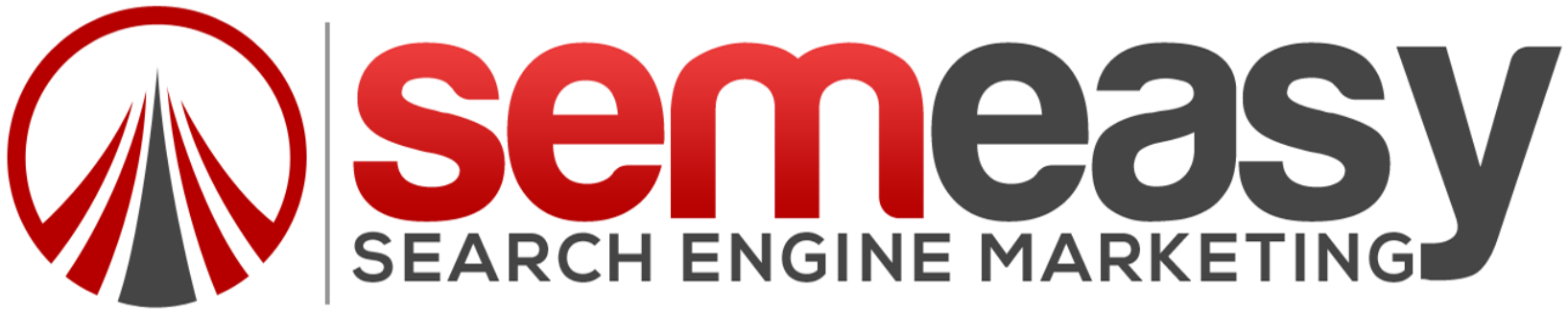
Soft and Hard Systems



Why Do We Need To Automate?

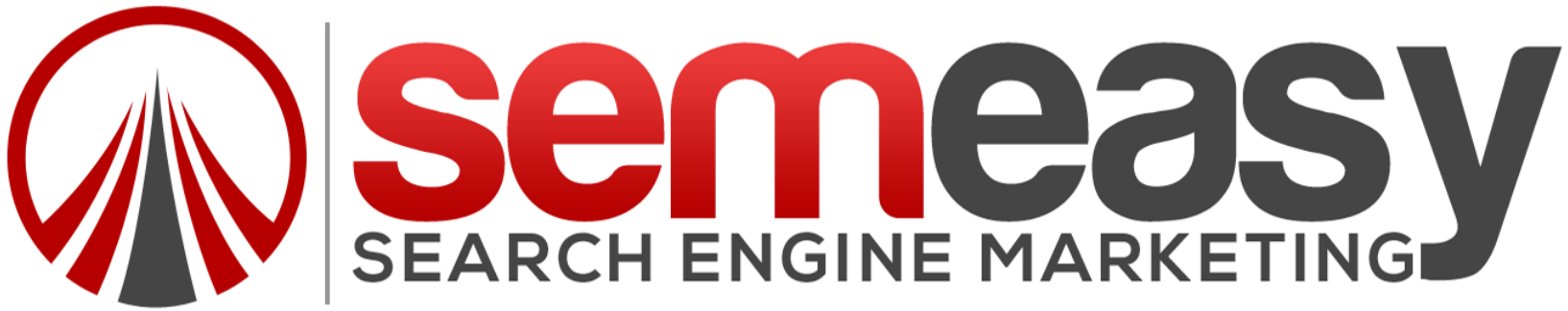


Every Business Starts With The Exit Strategy….



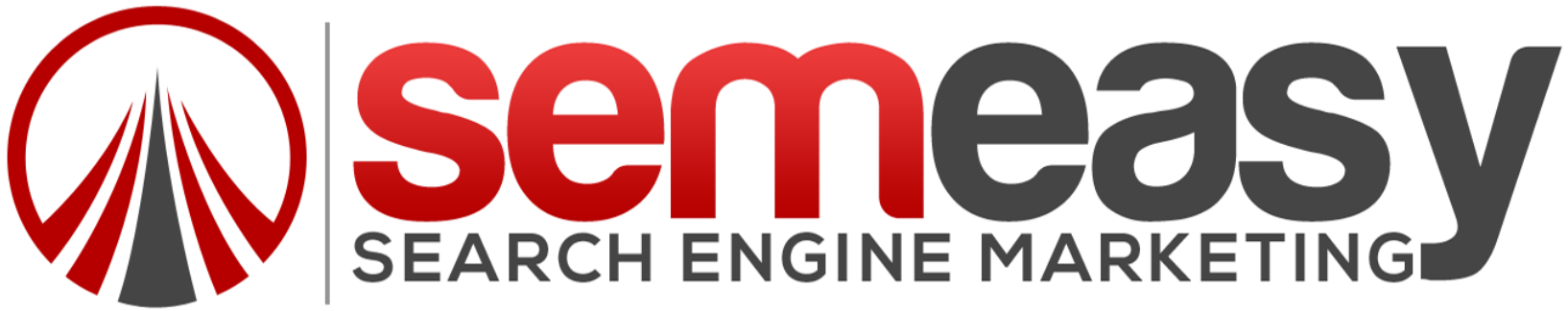
Reasons To Automate:

- Make a Business Easier To Run
- Free Up Time
- More Efficient: Less Mistakes
- Growth
- Scalable
- Same results – Time after Time

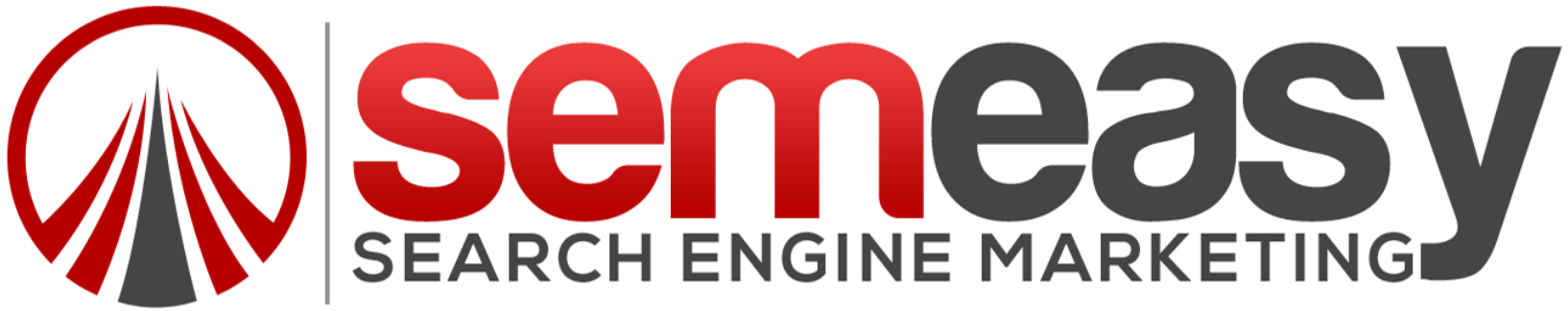


Reasons To Automate (cont.):

- Allows You To Understand Your Business Model
- Easier Testing and Tweaking
- Makes Your Business A Product
- Increase Value Of Business
- Exit Strategy!

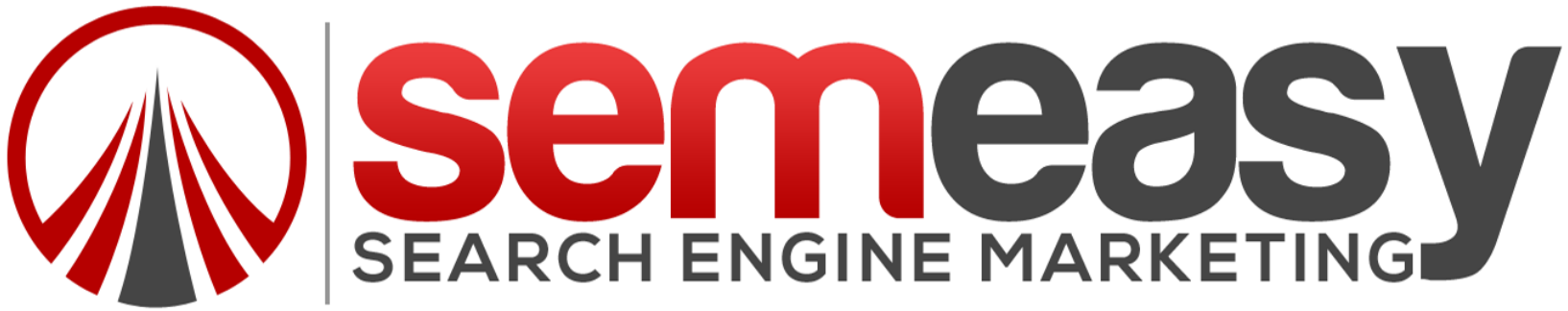


It takes the **“YOU”** out of the equation!

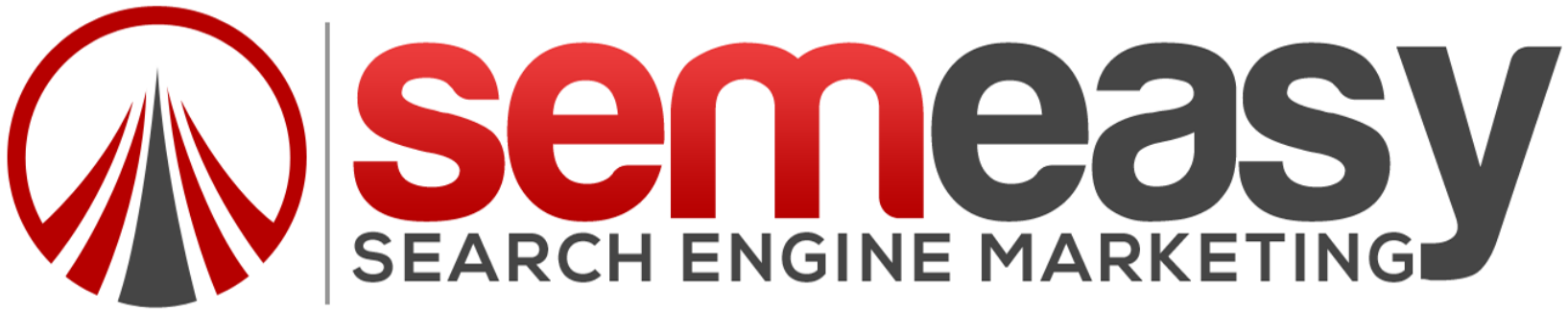


A Typical Business Story!

Sally and the Pie Shop!
(The E-Myth)

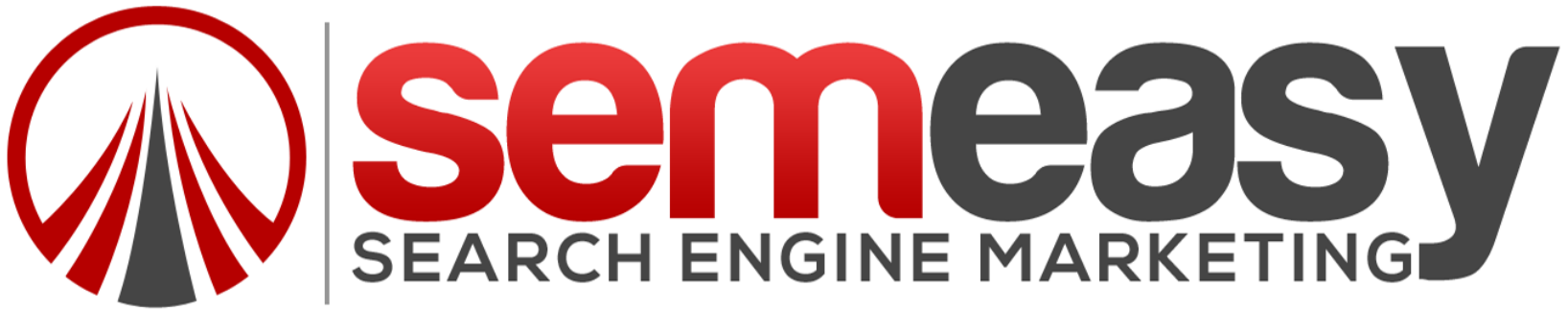


What Are The Parts Of A Business?

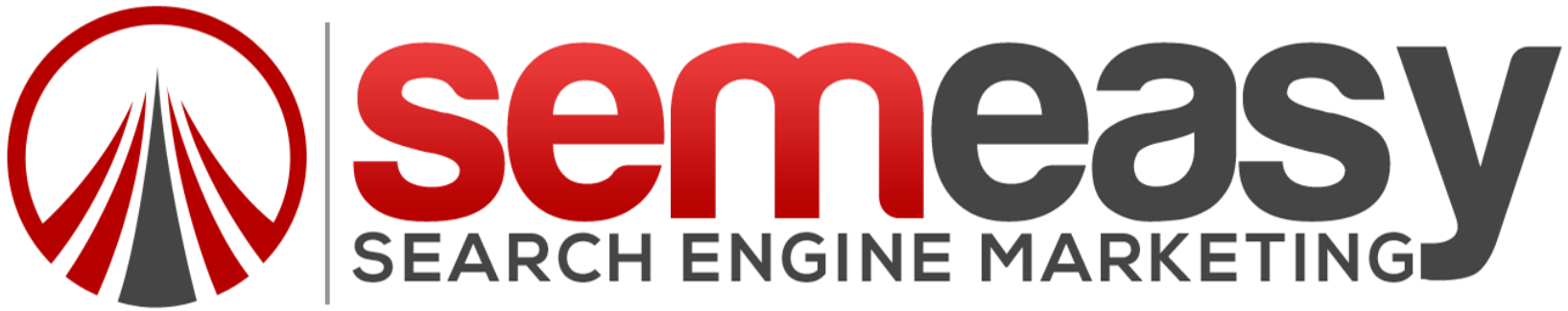


What Are The Parts Of A Business:

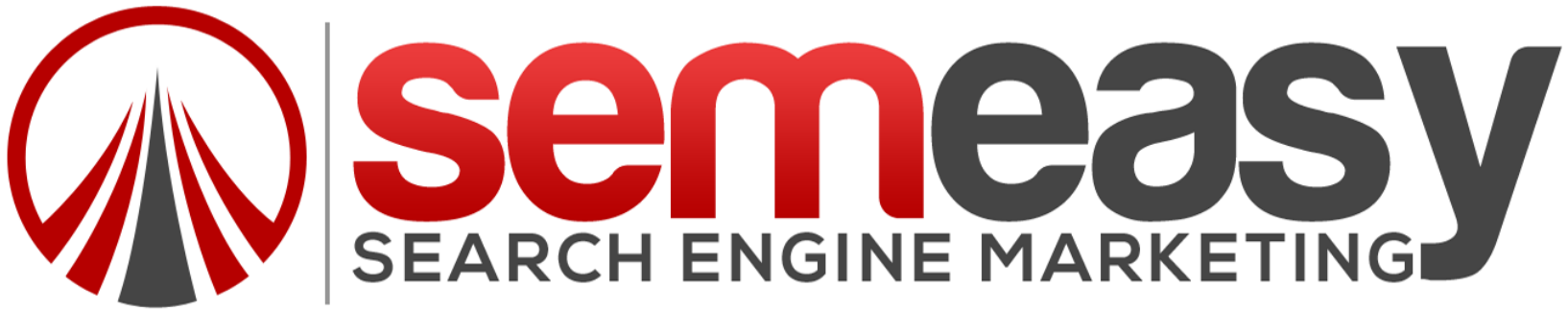
- Entrepreneur
- Manager
- Technician



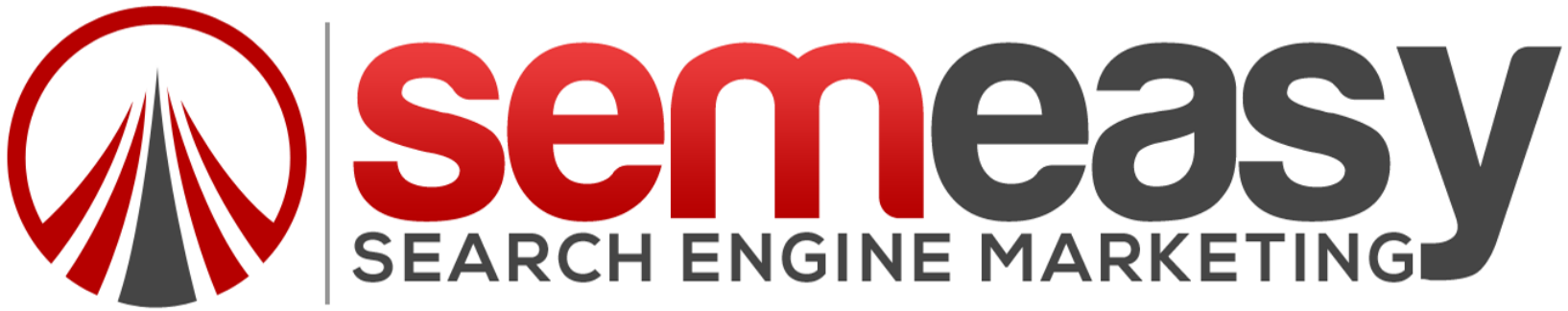
What Is An Entrepreneur?



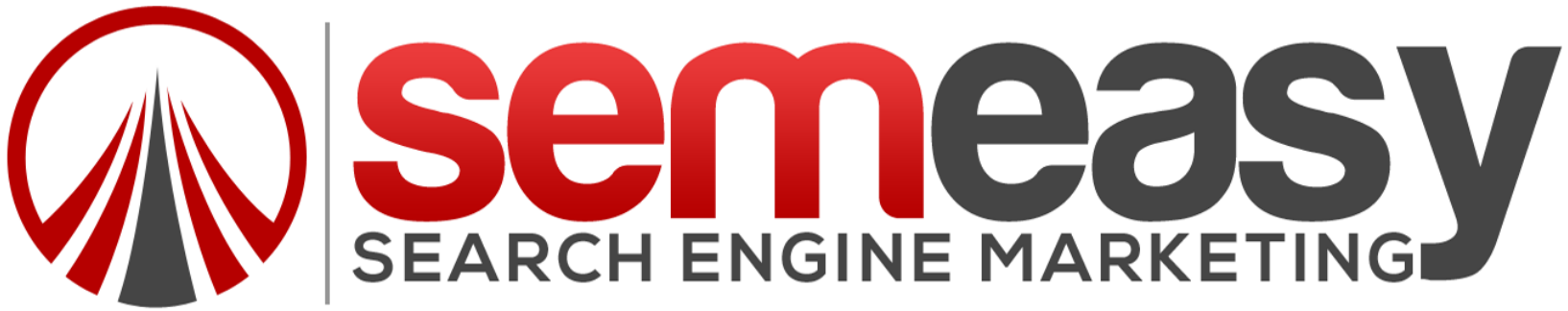
What Is A Manager?



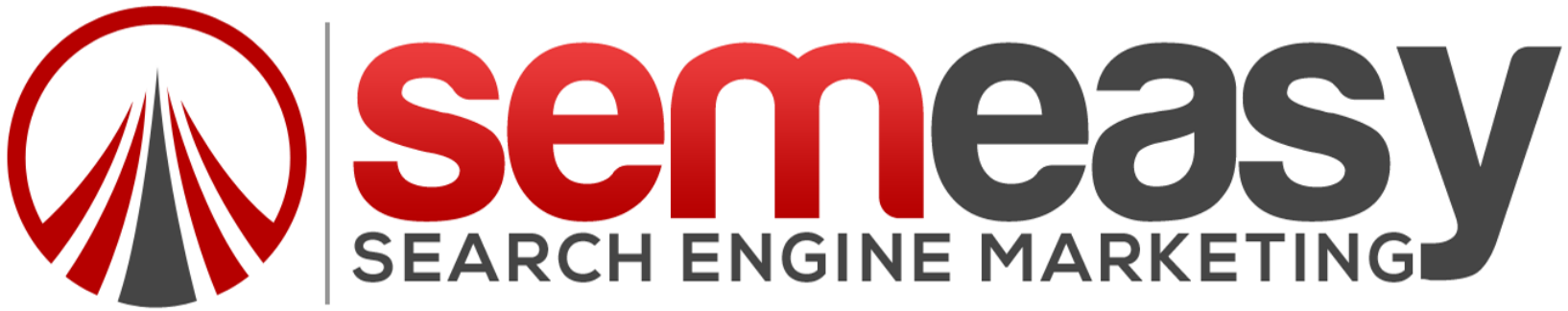
What Is Technician?



How Do We Automate?

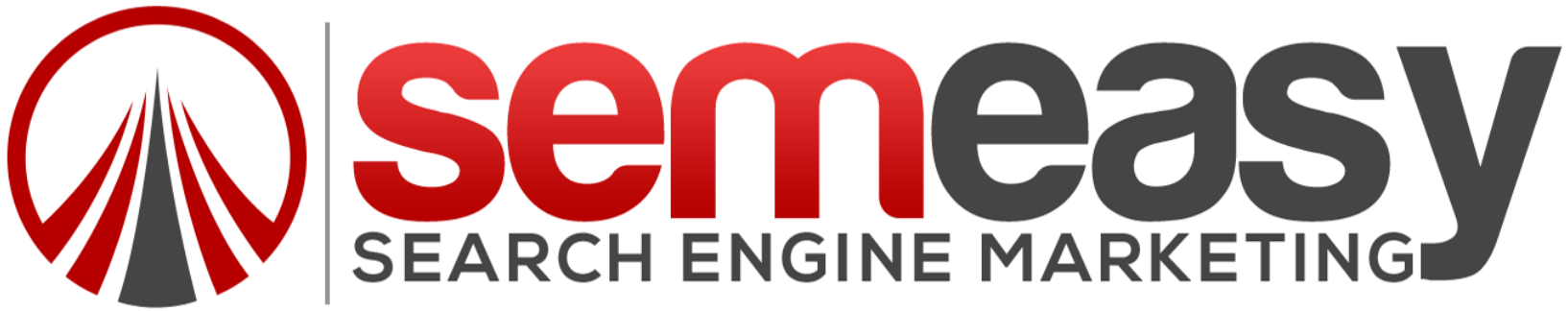


First Question We Ask Is What Do We Need To Automate?



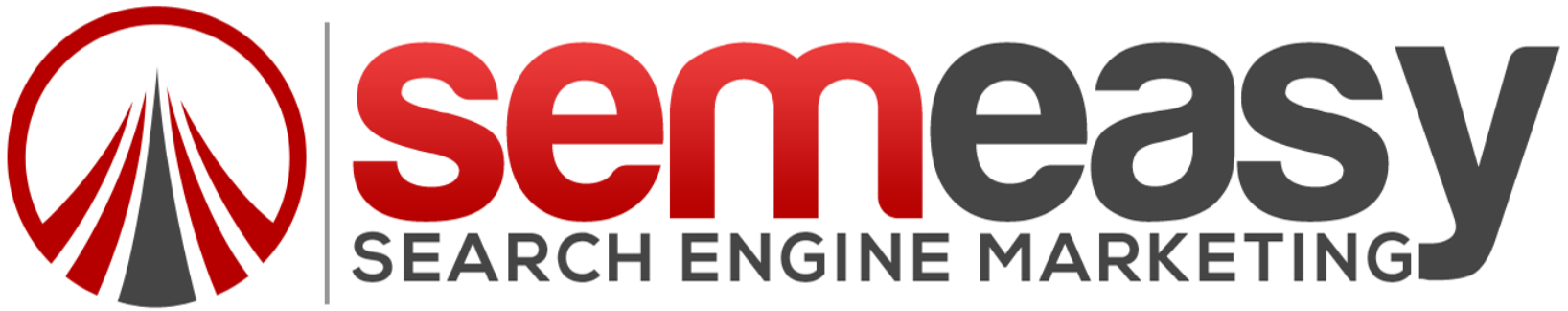
EVERYTHING!

BUT WE NEED TO KNOW WHAT EVERYTHING IS!



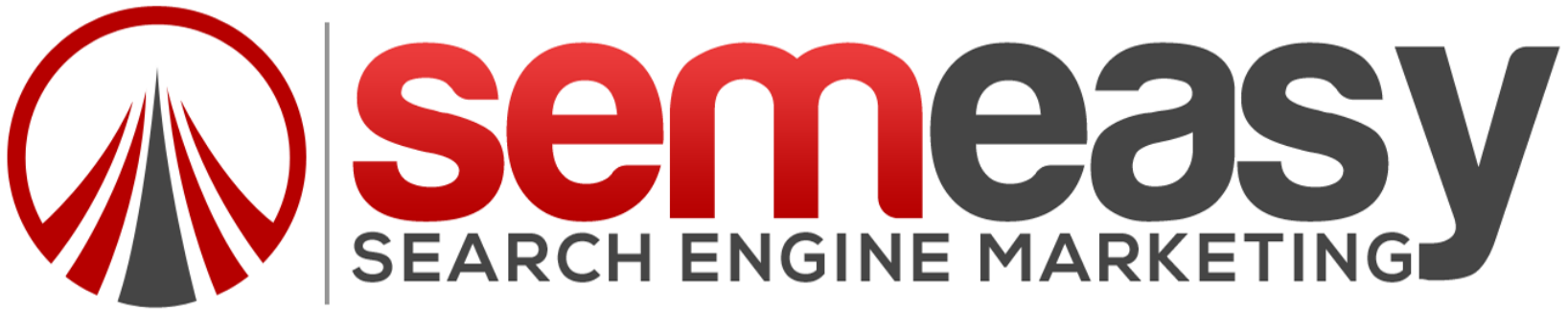
Starting Point:

Micro steps



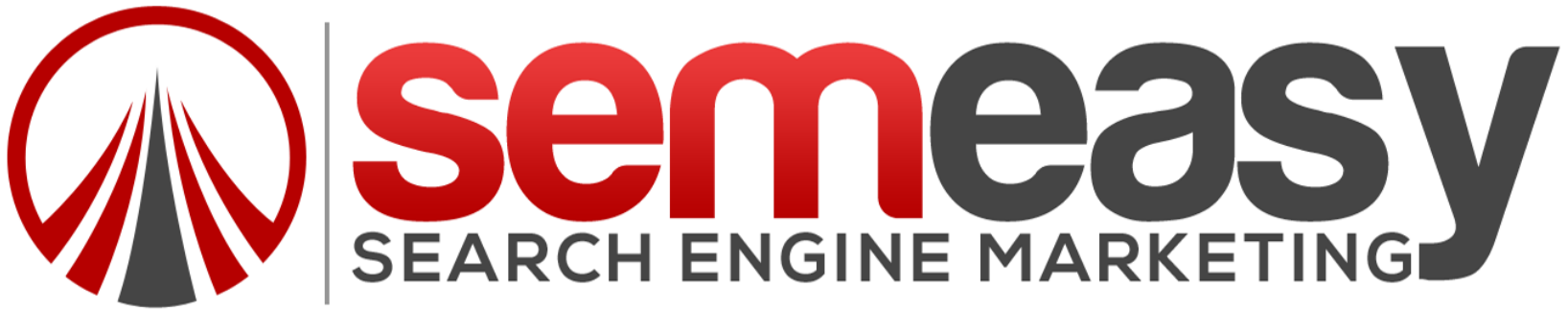
Brand New Notebook

Break everything down to microsteps



The Soft System:

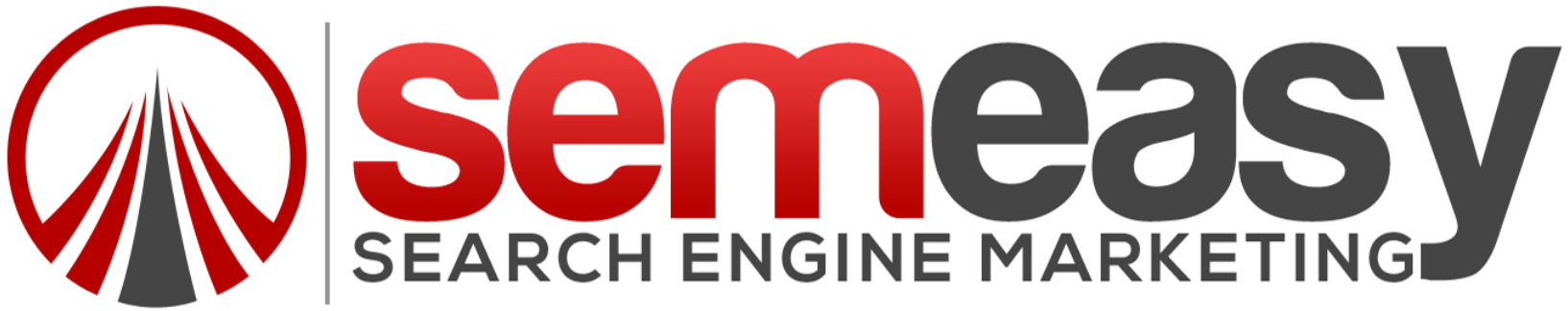
This is a system that is written down and followed by employees (VA) or a series of scripts (iMacros - Bots)



The Soft System:

This is the understanding your business phase, the tweaking phase, the grasping what is going on in your own business!

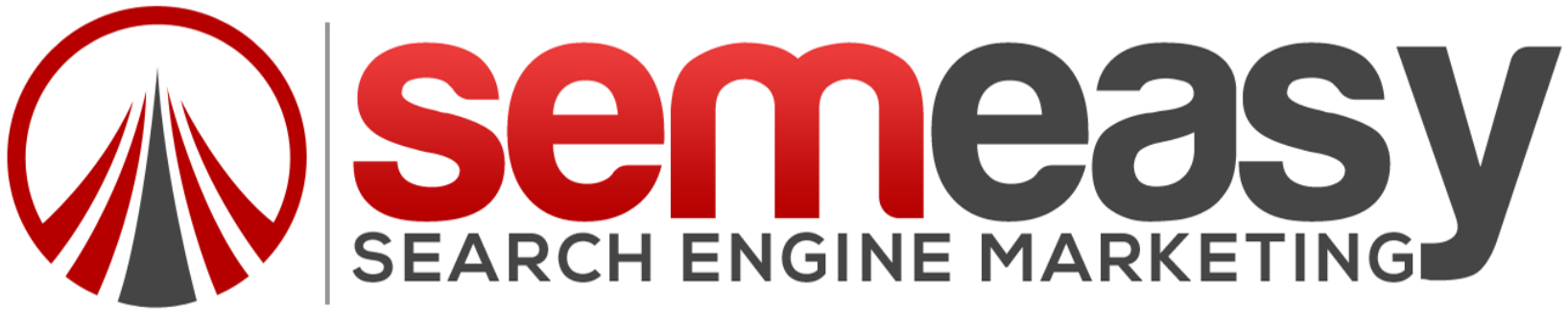
The is the outline for your hard system



The Hard System:

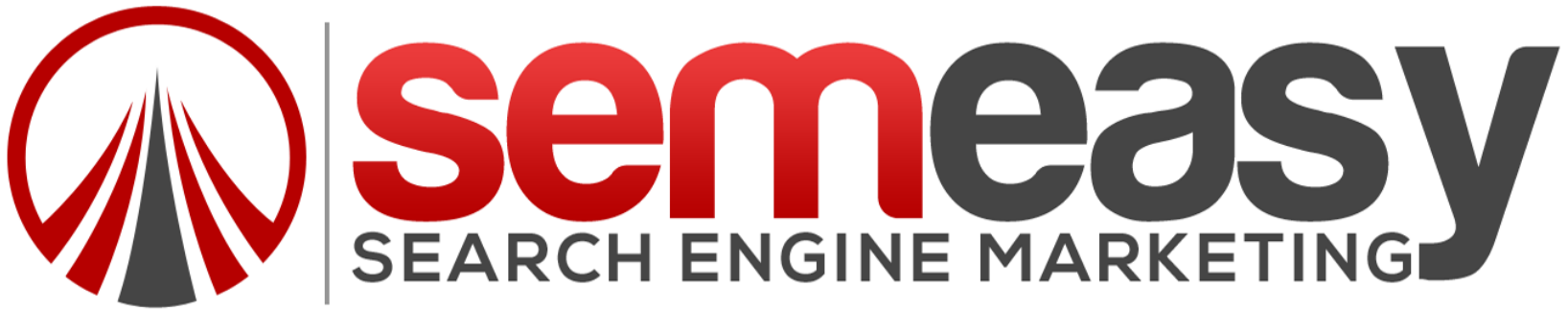
When The Micro Steps Are Threaded Together.

A software that handles everything from A to Z

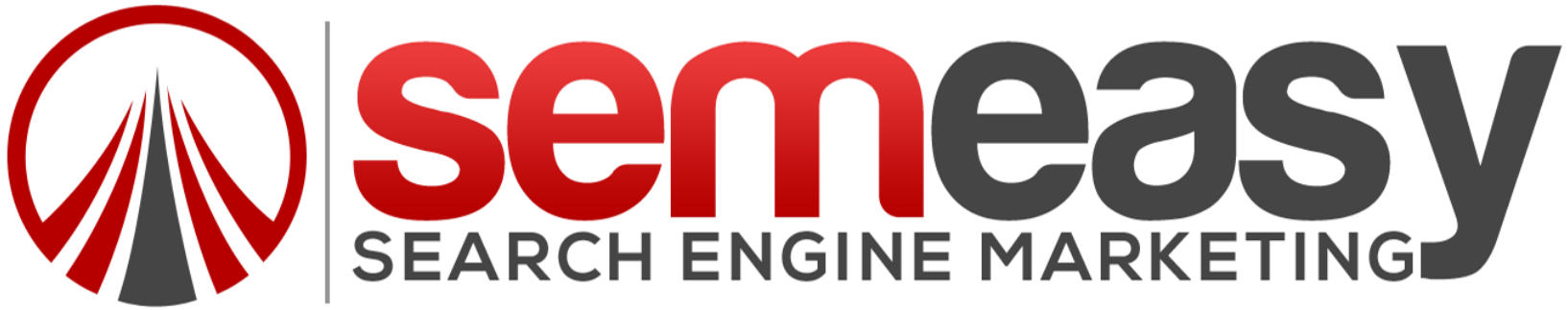


Example:

Ray Kroc - 1954



McDonald's
®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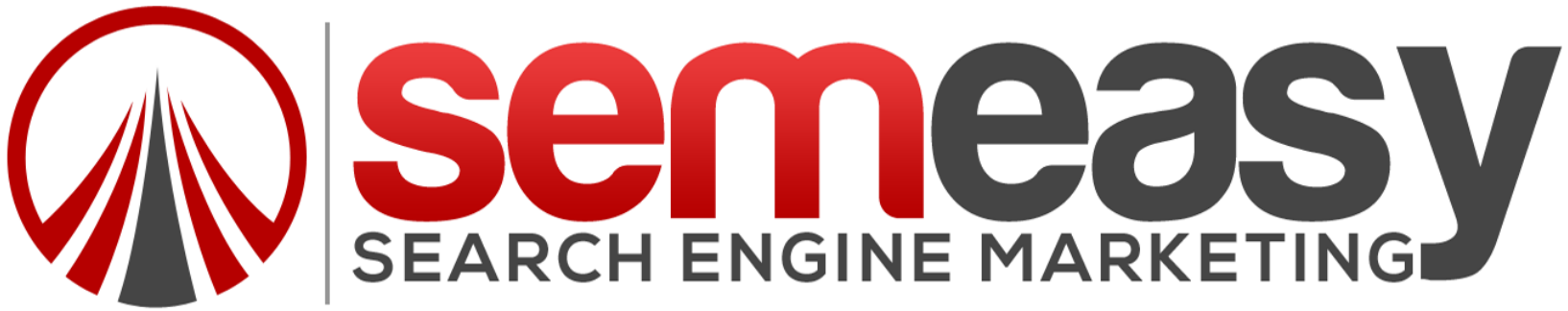
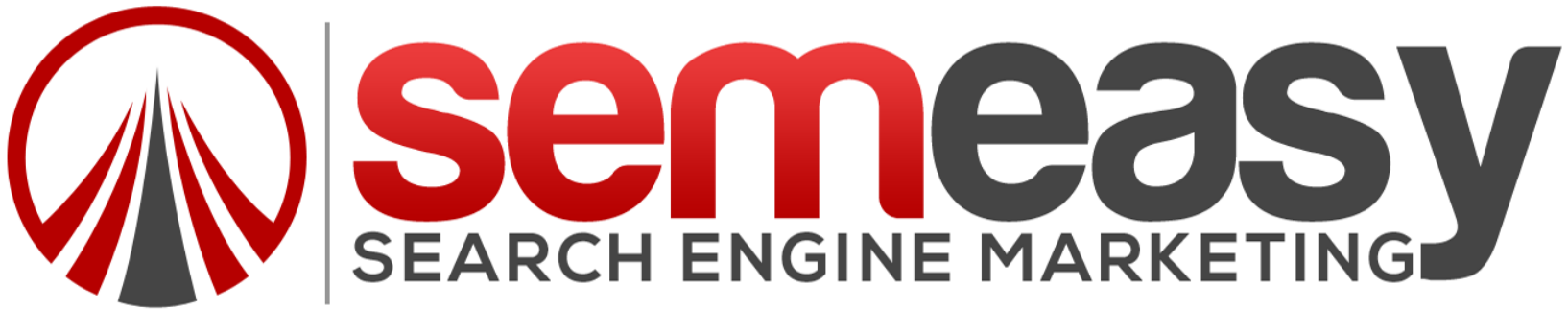
What tools do you have?

- Excel
- Notepad ++
- iMacros
- uBot
- WinAutomation
- Tons of others, plus ones that have been built already by others



Explanation Of Macros:

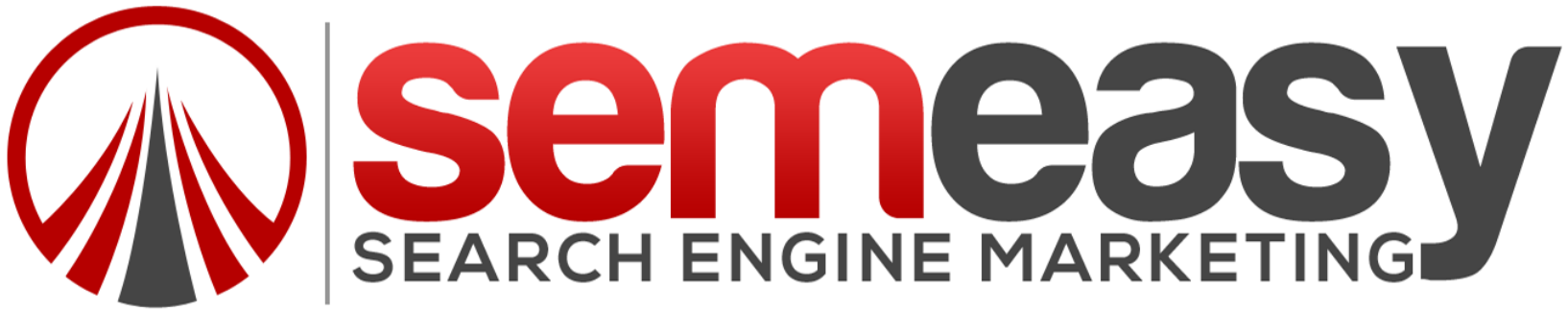
- They Can Automate Repetitive Tasks
- Automation For Web
- Automation For Local Tasks
- Crossover between both



Workers – Virtual Assistants

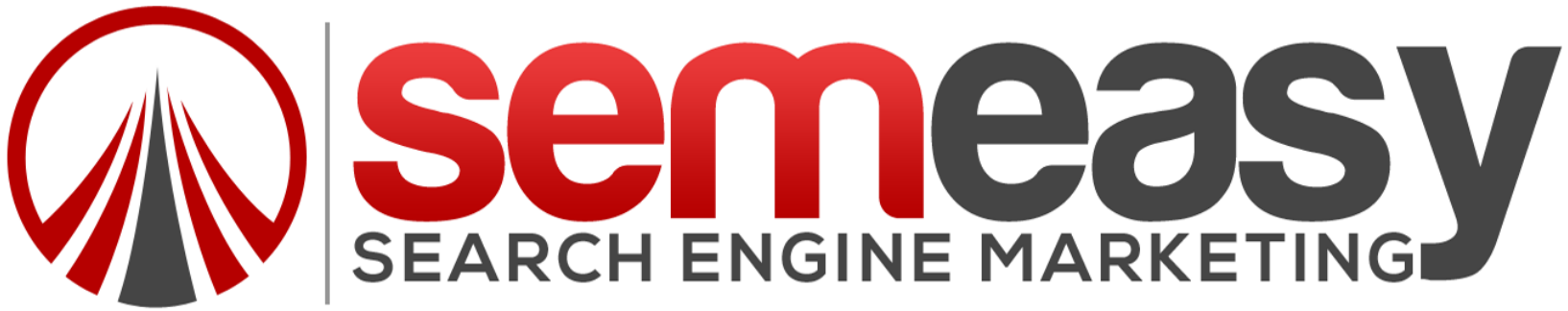
Once you have your system fully documented, then you may want a worker to start to automate these tasks… Automation simply means that you are not doing the work…

- http://www.onlinejobs.php
- oDesk
- Freelancer
- Etc…



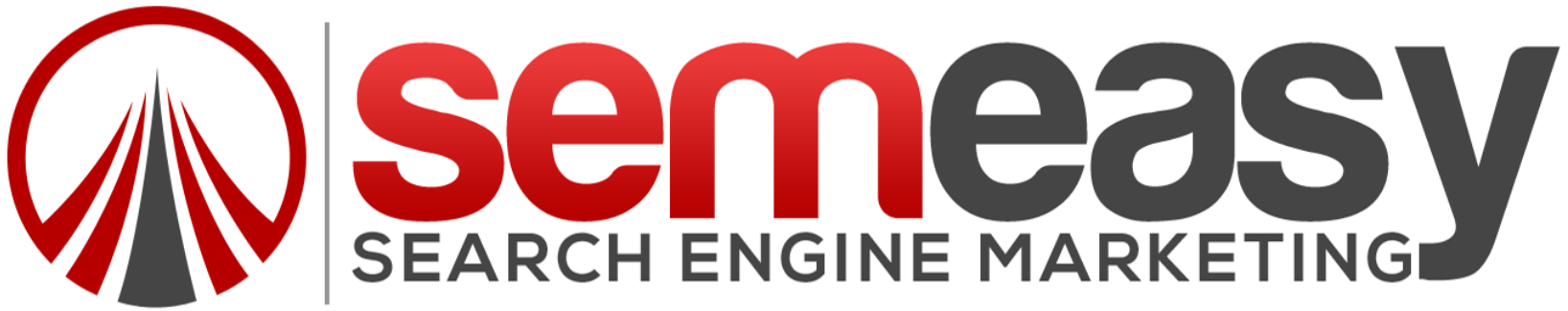
iMacros

- http://imacros.net/
- Works with Chrome and FireFox



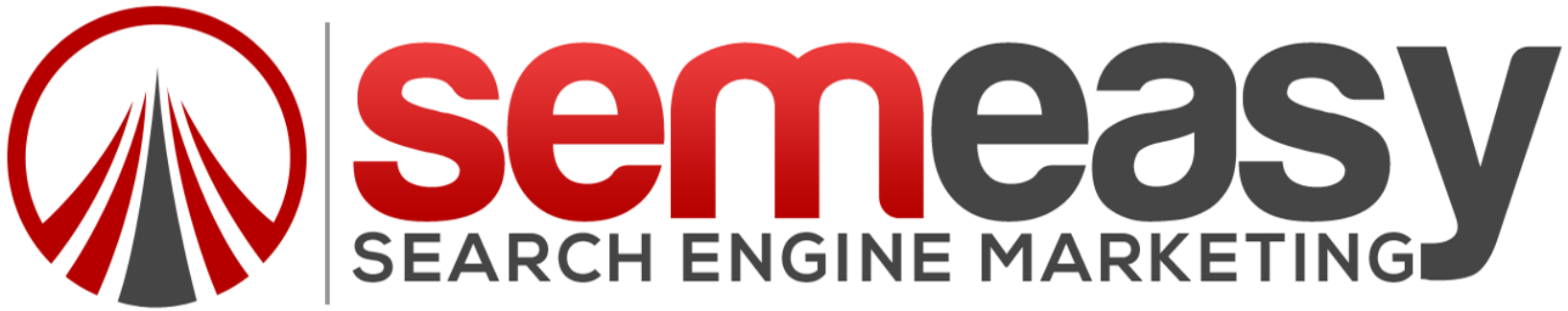
Notepad ++

- http://notepad-plus-plus.org/download/
- Text File Automation



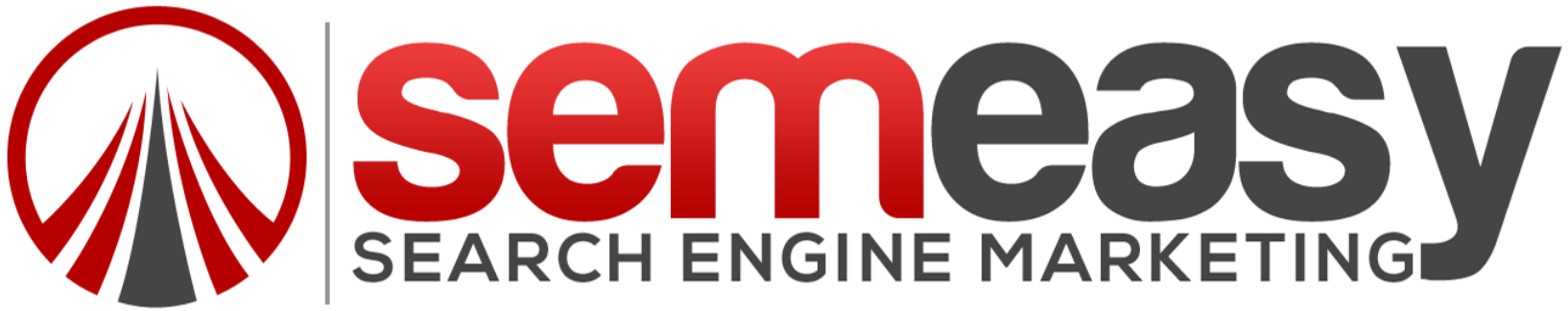
uBot

- http://www.ubotstudio.com/
- Creates an .exe file that can be run locally
- Will Allow You to Crossover From Local Files - Web



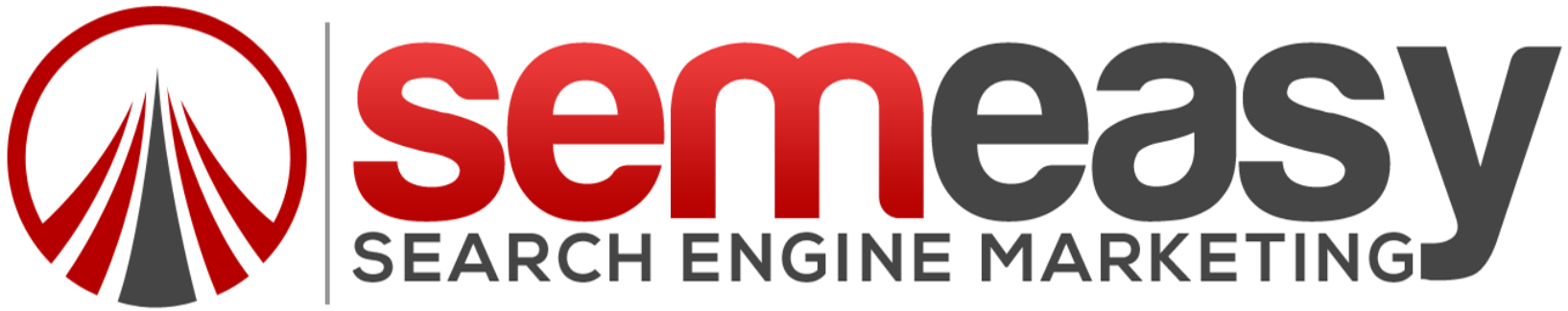
WinAutomation

- http://www.winautomation.com/
- Creates an .exe file that can be run locally
- Will Allow You to Crossover From Local Files – Web
- A little more flexible – Works With Microsoft Products



Other Software:

What are you needs? Maybe it already exists!



http://serpbook.com/

Simple yet Effective Solution

SerpBook's powerful rank tracker enables you to quickly gather keyword rankings and share them with all of your clients. You and your clients can access your keyword rankings from any device with internet access.

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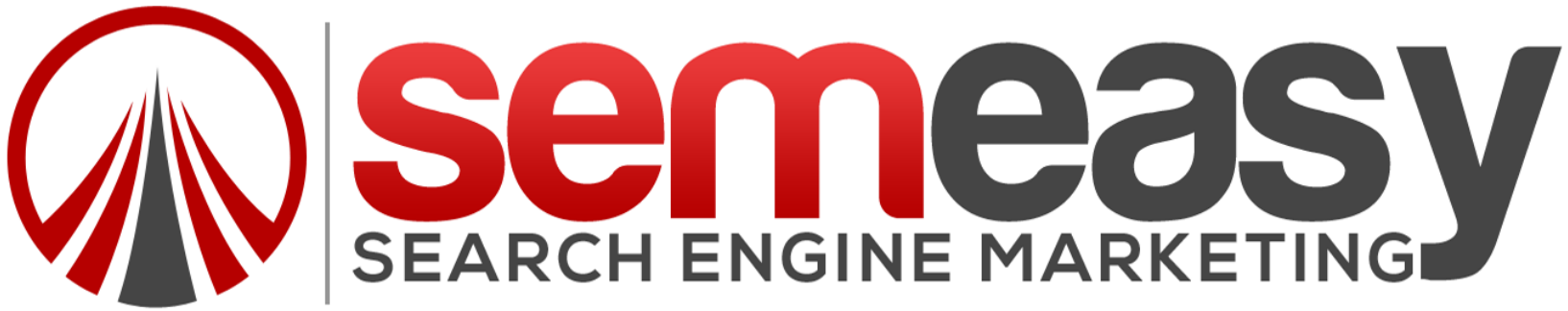
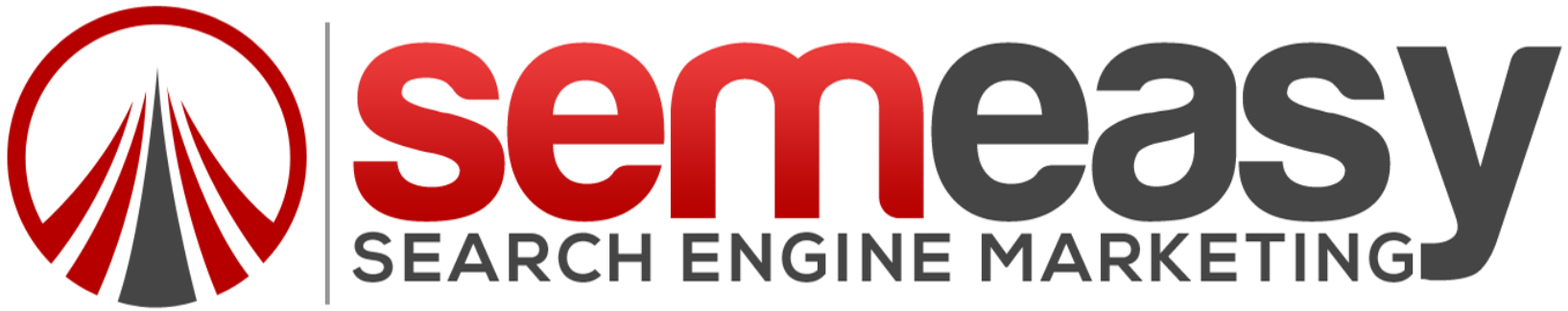
Main Take Away!

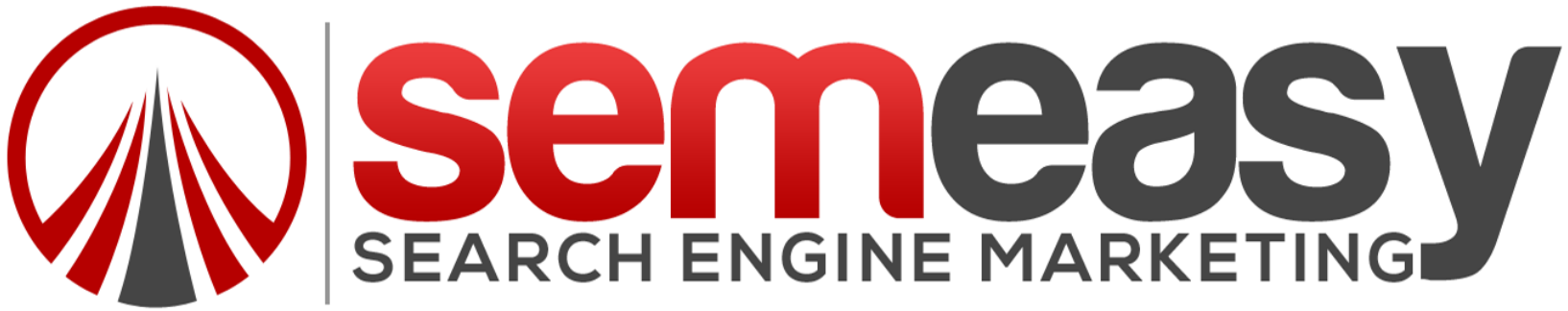
Learn, Grow and Scale Your Business…



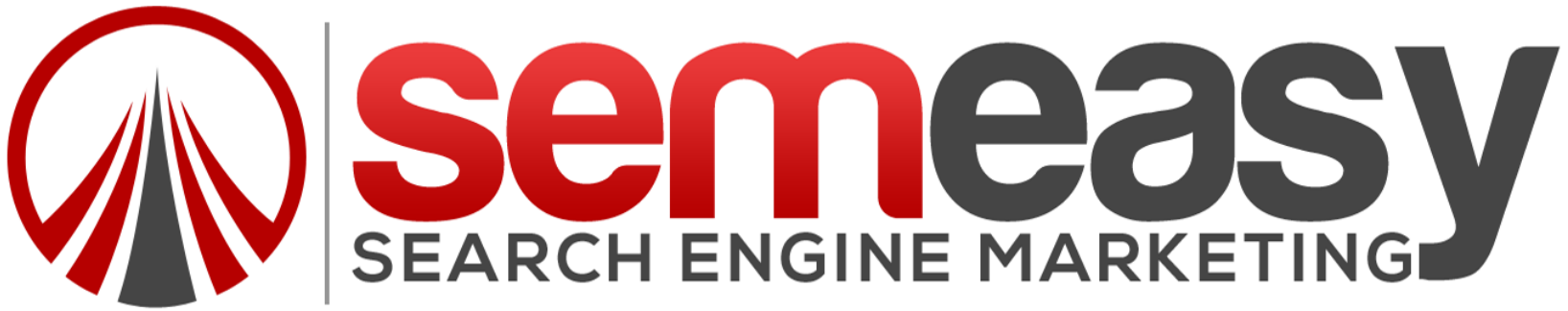
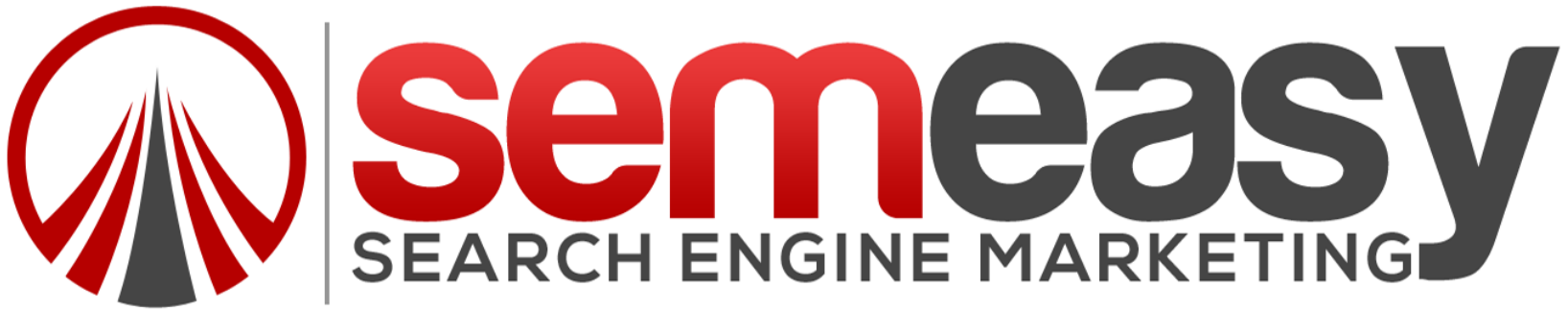
Document, Tweak and Automate!



Soft System to Hard System



Control The System Not The Tasks



QUESTIONS?