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How To Use The REAL Power of the Internet So You Can Finally Stop Working So Hard!

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Do you have an online business or want to have one? If so, there is a **hidden danger** which you must avoid ... and a hidden opportunity which you must **avoid overlooking**.

Both the danger and the opportunity can be summed up in one phrase - **The Power of Automation**.

It's true; **automation is the REAL power of the Internet**. The shrewd and effective use of automation is what separates the big fish from the tadpoles, no matter what they are selling. **It is this power** that can **take your online business from flat to fat** in a very short period indeed.

After more than a few years online, and after having both struggled desperately and succeeded nicely, I will be so bold as to say that **the correct use of automation will be the main factor** that determines the success or failure of any online business.

It really doesn't matter if your business sells physical products, information products, business opportunities, health-related products, investment advice, or any other product or service imaginable.

Automation will make your business better.

Let me be very clear. Automation is more important to your success than **any other one factor**. More important than great copywriting, although compelling words do sell products. More important than having a better idea, although innovation is important. More important than the size of your Rolodex, although having strong contacts never hurt anyone.

The Incredible Power of Automation

What will help you succeed quickly, or consign you to forever own one of those sites that holds promise but fails to deliver, will be primarily how well you **understand and use** automation.

What Is It And How Can You Begin Using It Now?

With that said, **what exactly is automation**, and (more importantly) **how can you begin to use it** in your online business today?

Automation can be **defined this way** - letting a computer remember to do something that you would otherwise have to do yourself.

If it sounds simple, it is. And it's something you can do in your business starting now for a surprisingly low (about \$20 a month total) cost.

You are familiar with automation now because **you are on the receiving end** of the automation equation.

- When you receive selling messages from online marketers, you are experiencing the automation of an **autoresponder**.
- When you receive a link to the download page for a product you just purchased, you are experiencing the automation of a **shopping cart**.
- When you receive visitors from your Google AdWords pay per click marketing campaign you are experiencing the automation that Google employs called **contextual-based advertising**.
- When you read an **e-zine**, you are usually reading words that were written days or weeks (sometimes months) ago.

You've seen automation at work in many other ways as well.

Here are but **a few of the online tools** that allow you to use this incredible power - the power of automation.

- Autoresponders.
- Shopping carts.

The Incredible Power of Automation

- Pay per click programs like Google AdWords.
- Automatic submission programs.
- Search engine optimization services.

Again, those are but a few of the tools. New tools are being invented (tools such as automatic blogging scripts) but the basic tools above are the ones that will help you succeed online over the long term.

In addition, **you don't need many tools to succeed.** I know very successful marketers who do everything through their shopping carts, and other businesspersons who use ten or more scripts to get the job done.

Now that we've overviewed a few of the tools, let's look at **some of the tasks that you can automate.** Automating these tasks gives you the free time we all want to enjoy life, find more opportunities, work on self-improvement, or whatever you want to do with your life.

Each of these tasks can be completely automated, or the time needed to perform them dramatically reduced.

- Placing classified ads.
- Submitting your site to the search engines.
- Publishing an ezine.
- Running a pay per click advertising campaign.
- Selling backend products to customers.
- Following up with visitors to your site to make more sales.
- Creating joint ventures to sell more products.
- Posting to your blog or website.
- Finding content to make your site more attractive and useful.
- Sending renewal reminders for a membership site.
- Filling orders directly from your site via a download page.
- Filling orders via a third party such as drop shipping.
- And many more.

If you are not taking maximum advantage of these tools now, you are cheating yourself of the free time you deserve!

Remember, **working on the Internet is different!** Much like an author who writes a book and sells it once, or an actor who performs once but is paid many times based on residuals, the Internet can create **a residual income** for you IF you work it right.

The Incredible Power of Automation

Please note: I am **not** speaking about a business opportunity or MLM. Although those businesses are fine, I'm speaking about the power of automation making it possible for almost anyone to **create a passive, residual income** on the Internet selling products or services by using the power of automation.

Our goal should always be to **do the work once and be paid many times based on that work**. This is the power of automation, and it is within your grasp today.

To NOT take advantage of this power means throwing away what may possibly be **THE biggest blessing of working online** – the ability to earn money without having to be **directly involved** in the transaction that earns the money!

How Can You Begin Using It Now?

Now for the \$64,000 question – **how can you use automation** in your business and experience the time and money freedom that the Internet offers?

Good question. There are many ways to use automation in an online business, but for the purpose of this report, we are going to look at **the top three**.

Mastering the **BASICS** of any business and executing those basics flawlessly is 99% of success. An online marketer who **DOES** nothing more than have a content-rich site and who follows up with visitors and customers will outsell (and out-earn) the person who is on the cutting edge of any trend every time.

Master these three and you won't need to learn anything else to succeed wildly online. Master these three and your business will be **stronger** than ever before. Master them and you will be in position to experience the **time and money freedom** that only the Internet (or being a rock star – but I'm figuring that's out for you) can bring.

The Incredible Power of Automation

Here are the big three areas you must automate to succeed online.

- Automate Your Marketing & Advertising
- Automate Your Business Administration
- Automate Your Customer Service and Follow Up Tasks

In the following weeks, we are going to take an in-depth look at each of these big three areas. We'll look at **specific tactics** you can employ in each area, as well as **tools (both paid and free)** that you can use to gain more free time than ever before, while hopefully watching your sales increase as well.

Anyone who fails to use the power of automation properly will be destined to working **far too many hours for far too few results**, and have accomplished little more than trading an offline job for an online job ... one that they will grow to despise just as they despised their offline job.

The good news is that **you do NOT have to be trapped** on the endless treadmill of disappointment, where you trade too much time for too little money, and only grow to resent the Internet as yet another place where things sound "too good to be true".

Use the power of automation wisely and you can look forward to **a long and happy future**, full of new order notices and plenty of free time to pursue what makes you happy.

In the following weeks we will dig deeply into exactly how to get more done in less time, and take advantage of the most incredible commercial power ever seen ... automation.

I hope you enjoy the series.

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The Incredible Power of Automation

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