



MY MILLIONAIRE FRIENDS: COACHING CALL #12 Millionaire Automation

Participants in this call are Sheri McConnell (SM); and various Audience Members (AM).

SM: Hello and welcome, this is Sheri McConnell, president and founder of My Millionaire Friends. And you can find My Millionaire Friends at www.my-millionaire-friends.com. And this week we are at our final and last week of coaching and this is coaching session number twelve. And we will be talking about millionaire automation. I will finish up a little bit on millionaire systems that we didn't get done last week for about ten or fifteen minutes. And then I will spend the rest of the time discussing automation and the power of that and why every mid six-figure and seven-figure businesses and beyond have a lot of automation built into their companies and definitely systems. And you'll know that after I finish today, you'll know how systems and automation definitely overlap.

First of all, before I go to that, I wanted to just take a moment since this is our last coaching session and just let you know that it was my pleasure spending these twelve weeks with you. I sincerely hope that you will stay in touch and plug into the weekly Friday Q&A for the rest of the year. I am there for you and ready to serve you and share my knowledge with you. But I also want you to take advantage of that masterminding that you can do there with a lot of the very, very talented people that I'm lucky enough to attract through the companies that I run.

And so definitely plug into that. If for some reason, you realize one week that you haven't been getting reminders, all you have to do is visit the Web site and visit the "Contact Us" page. Send us a support email or call that toll-free number and it could just be an email problem. So I definitely want to make sure that you stay connected. And I just want to remind everyone that building and growing a company isn't easy but I promise you that this journey that you are taking and that you will be taking is worth it in every way and the end result is pure freedom. And not just financially but in your life.

And mainly that freedom is a freedom to create and to add value to the things that you are doing. And it will just excite you and you will feel more alive each week as you take this journey. And what I can tell you is part of the being alive on this journey is fear. And fear will creep back into your life and it's a lot of accountability to be making decisions and to be the one in charge of the results. That's what we do a lot of time in life. We get on autopilot and we're not in charge of the results in our life. And that



sometimes can be easier but you sure don't get the freedom and all the benefits that you get from running your own company.

So definitely plug into the Q&As. I will be there for you and will help you along the way as you build your companies. Okay. So I wanted to make sure that I ended the call with a sincere thank you, because it definitely has been my pleasure coaching you along the way these last twelve weeks.

So let's talk about one last systems section that I didn't get to cover last week. And as we talk about these millionaire systems. Today, when we talk about automation, we are going to be covering technology systems in full. But I did want to back up for just a few minutes and talk about one of the most important systems in your business and/or businesses, and would be your product and service development systems.

And as you know, when we covered the six different millionaire business models, one of those business models was information products. And what has been so wonderful in the types of companies that I run, these virtual companies, has been those products and services that I've been able to weave together. Sometimes they are definitely just products. But a lot of times, I'm offering products with a little service added on as a bonus or some type of support, like those Friday Q&As I just mentioned. That's a service.

But with the information products, there's a number of ways to use information products in your companies. And I want to give you a few of these ideas. These again are systems and these information products definitely support the systems of me acquiring new customers, so customer acquisition. And they allow me to build a relationship also. So giving new subscribers a way to build a relationship and educating them – that's one use of an info product. And I use that as a system. Every free report that I put out, PDF document, every teleseminar that gets transcribed – technically that's an info product. But I view it as a bigger part of my system also in that it is doing these things to keep my companies automatically moving forward.

So when new subscribers come into that marketing funnel, I'm educating them about my companies and I'm building a relationship with them and that's part of my system. I also use info products to send as a follow up to potential customers or members I meet while I'm networking. So I'm always out there building that list but I know with my list (I will talk about that technology in a few minutes) the automation is going to be putting these potential customers through a process, an automated process, a system that will allow them to network with each other and also network with me on a whole. Usually not one-on-one but in group sessions or teleseminars.



Info products will also sell as standalone products on my Web site and at my events. So they are definitely products within themselves, if I want them to be. And then for me, I also own those membership-based businesses. Remember that was one of the six models that we covered? And I definitely take pieces of info products, pieces and I incorporate them into the full membership benefit package. So you'll see products and services that sometimes will have stood alone in the past and then once I run the course with that particular product or service, I will group it into a membership benefit package in some of my companies. It just depends on the company and the product or service.

Another use of info products, and this is one that is very much automated – I pretty much just hand it over and it gets done with those particular companies and it doesn't even cost me anything – they are paying for it – is when I give info products to strategic partners as product bonuses. And I do this quite often. I get approached to do a lot of joint ventures with people and they are doing the Amazon campaigns, which is where if you purchase that book through Amazon that day you get, you know, 26 different bonuses from all of these industry experts.

So that's another way that my product and services, in this particularly information products that I already have in my company, serve me in a systematic way. So they are all working. And once I pass on that PDF product and some of these things I sell for, you know, a couple of hundred dollars depending on what the other experts are donating to those strategic partnerships – that's how I choose what I'm going to donate to it – but once I hand that over to that person who is handling that particular joint venture, that campaign, they go and post it on their Web site. They do the digital delivery. They do the promotion. Usually I'm sending one email on that particular day for that particular campaign and they are paying for everything else, all of that promotion.

So it really, really pays to develop products and services. Not only to sell but also to have. You'll use them in joint ventures. You'll use them for your new subscribers to build relationships, you'll use them as follow-up for people you meet. Because remember, when you are out there networking. You're not there to sell anything at that point. You're only getting them on the list and you are getting them on the list by helping them by starting that relationship and it doesn't matter what industry you are in, this works. Because most of the industries we're serving, they all have some type of problem or issue or need. The problem does not always have to be a negative thing. It can be positive things that they need but you are just the person there to help them and educate them.



In my product and service development system – so I've talked about how I've used info products in the system of development. But the most common question I get from people in start up and especially people new to writing information products or writing is "Where do I find content?" And so the first question I ask them is "What kind of content do you already have?" meaning different types of industry professionals have a lot of content already available to them on their hard drives. And it just depends on where you are coming from and what your industry is. You can start from scratch and just start where you are at with the things that you know by doing an assessment of the things that you know, and your passions and things that you already know.

But here, if you are already working in an industry, you already have a business, lots of that content is already on your hard drive. So here is some places to look on your hard drive. Handouts from previous speaking events. PowerPoint presentations from those previous speaking events. Any type of project notes. Groups of articles you've written for a targeted audience. You could also have audios of your speaking events, you could have those transcribed. Another one would be a list of resources for a targeted audience. You might come up with a list of resources or things that you are commonly referring to people when they come to you and ask questions. And then – excuse me – you could also come with a group of contacts that you've compiled for a certain market. I've also seen that.

So here are just some of the inventory and the content ideas that you might already have on your hard drive and you can compile and start to brainstorm in that way. One of the examples is the audio interviews that we have transcribed. These transcriptions are offered as free reports and then we also have sold those reports together in manual form too. And we've done this in many different ways.

What I can tell you with information products and using them to build relationships is as the Internet evolves, things, what you do will certainly change along the way. So as more and more people came along to use the free report, then you saw a lot of people starting to do free CDs. That's kind of the trend right now. You saw a lot of video starting to be used. So as you run these virtual companies, you don't have to do everything. But you do have to evolve along the way. Your company will get stuck if you don't update your Web site every few years with a new look. If you don't do new things – things go at a much faster pace online and do, to stay competitive you really have to stay plugged in with your products and services and do those updates and develop new freebies and new reports.

Don't get overwhelmed with that. I know a lot of people – and I felt this way, I remember feeling this way too when I first started the companies. And just



thinking, getting so overwhelmed at the fact that it was so hard to create everything. I didn't even want to think about having to do updates down the road or having to stay competitive when you're creating everything from scratch. It can be really overwhelming.

So I really just want to let you know that every few years, as part of your daily job, it will be to go back and really tap back into what the industry's doing and stayed plugged in to what the latest and greatest is. And a lot of that will come from joint ventures you are doing, and then networking, and you'll know if your competitive or not. And your customers – the great thing about customers is they certainly let us know too.

And then remember, we talked about this in some of the earlier weeks. Your bottom line won't lie. So if you are out there marketing like crazy, some of the key things that might be wrong may be that a lot of what you're doing or something that you're doing that's really out there in a big way might be very outdated and you're just not getting the responses that you should be.

So definitely have someone who is an expert with online marketing and online company building look at that and give you feedback. And that person can usually do what I call "laser focusing" or laser coaching and just point out two or three tweaks. I know when I've done one-on-one coaching in the past, I was able to have people make changes. They would make them the next day and later that week, they would see changes in the amount of subscribers they were getting. They would see changes in their bottom line.

And when I was telling them to do these tweaks, and I do this all the time, they wouldn't believe that that would make such a significant change and then time and time again, they would come back and say "I did that and I already started seeing changes." So, sometimes you just don't think that these things make as big of a difference that they do and definitely plug in with those experts and get that help. Have people look at what you are doing. And that's part of your team – remember? You cannot be successful without the feedback of all of those team members and your coach or your mentor. That's one of your team members.

Okay. So let me talk about a few things that you can develop as far as those products and services that you will plug into your company and this will be part of the system again that gets you new subscribers, that helps you be a valuable strategic partner, helps you follow up with customers after they are in your list and on your list and it also helps you bring in additional income via the individual sales.

So first of all, it could be books or ebooks. Printed books are one of the most valuable tools because remember as the president of the National Association



of Women Writers, I have books sent to us on a daily basis that we don't even ask for. Many, many of those unfortunately go in the trash can. We send emails to ask people to stop sending them. What happens a lot of times is that we get on a publisher's list and the publishers will just send us every book for every author that they are doing. And if that's not even in our market, we don't need those here.

And with our particular companies, we're only paying attention to the members who are joining and promoting them. So it's just kind of crazy when you get into the industry of how much gets sent to you when you are in these industry things. But what I can tell you from the standpoint of where I sit in that chair as the founder and president there, that every person I've ever booked for any type of speaking, every person that I go back and joint venture with, all of those people stood out in my mind and stayed in the forefront of my mind and my team's mind as an expert because they had a printed book.

So you will be amazed how many things happen for you as you move forward and build your company if you can get a printed book about your expertise out into the world. And that's a big project. But it's a project that you can do literally one year and it will serve you for a decade. I pull people on that their book is six and seven years old. Just depends. That tool will never go away. It's a very valuable part of your overall system.

So begin thinking today what kind of book you can get out into the world. That may be a project that gets finished two years from now. But there's a lot of ways to get nonfiction books done very cost effectively, inexpensively doing similar types of self publishing. So if you want more information on that, go to www.naww.org and download that free report there and that will give you a lot more information on traditional publishing and self publishing.

An entire different topic, of course, for this call. But I can tell you that printed books are one of the most valuable things that you will put into your products and service systems that will bring you more and more business. The way that I use them, it's not the individual sales of the book that are a lot of income. It's all of the business that those books bring me and all of the other partnerships and speaking engagements, so on and so forth, that those books bring me. They are pure leverage and they still have, even with the ease of getting a printed published book out because it was just wasn't easy about 15 years ago. It was impossible. You only had traditional methods. Even with the ease of the way you can get a book out today, it's still one of the most valuable tools that you will have.

Virtually, ebooks and special reports are excellent, again, for the freebies and the building of relationships with your customers. Let me take a quick drink.



And then for some high-level products and services, again look at the system. Have that visual in your head. Are those home study courses, those manuals and those CDs. Maybe that's a live course you put together and develop along the way. There's lots of different ways to take teleseminars and turn them into transcripts and CDs and to develop product down the road. Now, there's a lot of strategy that goes behind that. How you are going to package it and brand it and what you're going to be known for and you might not be ready for that.

But at the point that you, that system in your company, again will all bring you revenues in lots of other ways. And this is the mindset of that seven-figure entrepreneur. This is the way we think, we understand that the systems, all of these come back and work and really just build up a lot of momentum to bring a lot of business into your company. And then as all that business is coming into your company, then you have that team.

So I'm really pulling you back to some of the other classes we had in this program. That team is going to help you serve those customers, get the products and services out to them and help you do what do you best, which is shine and do what you enjoy doing. So all of this works together and this is the mindset to understand how these systems work together.

So let me give you a few ways that teleseminars can be used in your system of products or services. You can use them for free, so you use them for marketing and generating new customer acquisition, getting them into your marketing funnel, letting them know a little bit about you and starting that relationship. You can use teleseminars and transcripts and CDs if you choose to convert them to that as standalone products and services.

If you have membership packages, you can also include them in there. You can use teleseminars as part of a larger telecoaching program, just like what we are doing here today. You can also do a group of them as a virtual event so you'll see us doing that once a year over at the Association of Web Entrepreneurs and also the National Association of Women Writers. And if you are wanting to learn more, again, about writing, marketing and publishing your book we are having a telesummit come up on April 23rd and 24th, 2008. We do that. Again, we do telesummits once a year. But even if you're listening to this after that point, you can go and get the audios and the workbook there. And you can go to www.naww.org to do that or just www.nawwtelesummit.com. And you can sign up for that there.

So I just wanted to mention that. But it's also a great example, of course, of you to look at what you can do with a virtual event. And I can tell you these virtual events that we put together are one of our best list growers all year long. We really put a lot of work into them and marketing. A lot of behind-



the-scenes stuff. We ask our affiliates to promote them. The affiliates – again, it's a free event – but once the affiliates send that out there, the little links track when those people join after the event or if those people buy products and services. So they are excellent things for affiliates to promote.

The other thing that we do is my virtual team goes out there and finds partners for me to partner with. Regarding these events. Because the speakers are so good, when you do these virtual events in your industries, you can also use this system as pure leverage. And all the leverage of all the speakers that I've put together there, that the team helped me put together – that's all leverage that will go out there and it will attract that information.

So there are really wonderful ways to grow your list and expand your reach. And then again, the experts themselves will be promoting the event. They all have lists that are quite large. And it's just an excellent way to grow your business. Because of the amount of work we do, once a year, but I also think we get a better response because we don't do them too often. So that's one of the things to consider. And again, if you want to look at an example of one of those and sign up for it, you can go to www.nawwtelesummit.com.

Okay! So that's just a real quick overview of some of the product and service development systems that are within a virtual company. And I can really spend a lot more time on that. But I want to make sure that we get to automation. I want to talk about four key areas. I want to take a quick breath. And there's four key areas that I want you to think about automation in your virtual companies. Most of these, I consider these automation. Some of the things that I'm going to talk about, they are automation once they get set up. So do understand that they are not automated from the beginning. You will be delegating or doing these things yourself to get them set up. But once you're set up and then you move forward, they are definitely automated. So some of it is delegated to get started.

But the four key areas are, one: building your list. So we are talking about that opt-in box and that freebie. That's one of the key areas of automation. You want people to always be coming into your funnel. Every day, I want to get everyone to where, you know, 50, 60 people a day are coming into your marketing funnel. And you're not even doing the work for that. All these systems are out there because you just show up for work and you do these steps. In your life, you do some marketing and some promotion every day just like you are brushing your teeth and then it all just starts to work together after momentum and time. And it can be six months to a year but give it six months to a year for the momentum to start to build up. But consistency really, really is valuable.



So some of the benefits to you and your business, and I just – Mitch Meyerson, he has a new book out on online marketing strategies, I believe, I'm sorry, I don't have the name in front of me. But he talks a lot about automation in there. And just really kind of talks about it in a way that I think people who aren't in this industry like we are can understand it when they are coming from outside of it.

And so what he says is when you automate your daily tasks, you have more time to focus on growing your company. And that makes sense to all of you. Best of all, your money-making activities don't grind to a halt and you don't have to hire or train any staff. So remember, you always want to automate something instead of delegating it because it's much cheaper if you can just automate it. I think computers mess up less than people. And computers still mess up. The systems will still mess up. But much less often than people do.

So when your business becomes automated, your presence becomes optional, leaving you time to take those vacations and make money at the same time, and we've talked about that. With most systems, you can quickly and easily check your sales or orders or any kind of response or feedback and, you know, we talked about the Internet is competitive and it's a changing marketplace. And the right strategy combined with these automated systems really is what gives you the edge with your competitors. So there is some upfront time invested. There's upfront cost invested if you have the virtual staff doing a lot of this for you.

But that automation serves you and that software is just pure leverage again. And so on that leveraging triangle, these things that you can set up once – remember, whenever I'm doing any kind of autoresponder and we talked about this, I'm always thinking not to put something time sensitive in there if I don't have to or, you know, can this serve me in many ways going forward. So I'm really getting as much leverage out of my time and my money as I can.

And again, we want these things to be working for you, all of these systems. If we can automate our systems, then they are working for you while you're out speaking, bringing new business in, writing that book and it just makes your time more valuable and the results exponential. That's the key piece.

Okay. The four key areas. One was building your list. Two. Another key area again is marketing and building relationships. So this is the task like the autoresponders that go out that tell people what to expect next. To click on this to get this particular product. To call at this particular time. To log in to this particular page. Those autoresponders really end up being, back when I first started my first companies, I was the one doing. I had many, many, many less customers back then and I handled them one by one and I gave



them such wonderful customer service. I knew all of my members by name when I first started there in my first year. And that quickly change.

And it was so hard for me to grow, and those first years were hard because I had to run my companies completely different than I did early on. And I started to not know what everybody's name was. And I started not to know all of their Web sites. I wasn't able to visit every member's Web site like I used to in the early years. I wasn't able to just really bond with them in the ways that I did when I first started the companies.

And that's part of growing. And that's a seven-figure company, things do get much faster and things get automated and you will definitely change as you run these companies. And you really have to just be clear in your strategies and what you want. What is the end in mind? And I definitely wanted a company that produced a certain amount of income and gave me a lot of freedom. And part of what I was giving away in those early years was my freedom. Because I had very little time left over to grow the company or to learn because of the amount of time I spent talking one on one with my customers.

So I had to get to a point where I was willing to grow and grow the companies in that way. So that's a key area of automation is the marketing. And the building relationships. And you can do the building of relationships. You don't have to do it one on one. You can do it through your newsletters and your blogs and your autoresponders. And just know how valuable that is and how fast you can build your companies.

And I just kind of wanted to share a little bit of what it was like when I didn't have those things and I wasn't automating a lot of what I was doing. I was doing one email at a time, or returning phone calls one at a time back then.

The third key area of automation is the payments and the digital delivery. Also, I remember before I had so many wonderful assistants, and also when things were really tight financially and I didn't just even want to invest in something that was \$100 a month, this was very early on. Sending ebooks one by one when someone would pay by Paypal. I would just send these things one by one. I would go once a day and send things back that the people purchased, if it was a digital product and nothing was automated. And I was okay with that in the beginning because I just wasn't ready to grow the company.

And it's just your mindset. Remember when we talked about the leveraging triangle? It's your mindset in all of this. So you can automate these things. You can run these companies quite simply. And you just have to work with someone and plug into programs like you're doing here but keep plugging



into the Q&As as you get ready for each of these steps. Because there is always something I can tell you that will make it easier, I promise, and as you are going through your journeys, know that we are all going on these journeys at the same time and we are all going to have different resources. All of us in this program and who will be in this program during the rest of the year, they're going to be out there plugging into other programs and learning other things.

So come back to those masterminds and bounce things off people and you will be surprised just how fast you grow your companies. I cannot put enough emphasis on that today, to do that.

Number four. That last key area of automation that I want you to focus on is the product and service delivery. And we're going to talk about some technology systems around that to do this. One of the product and service delivery things that I can tell you right away is the www.mimeo.com. And I call them my invisible team. If you'll remember, when we talked about teams in two of the earlier weeks in this program.

But the drop shipment, again, those were things that back when we started, we only had Kinko's. That system is completely automated now. Unless I am ordering something that needs to be updated or is completely new, once that's put up there once, it never has to be put up to the system again. So either I or the team will upload that to www.mimeo.com and then all we do is go in there and just click how many we need the next time, those products. And these are information products. But that system is just automated. The amount of time that it saves and the automation of it being drop shipped to the customer is amazing. So I can't tell you enough about what we have in this virtual industry as a competitive edge.

You know, I work with lots of companies that are service-based companies and they quickly become not service-based companies after they just keep working with me because they do not have a competitive edge. They will be there struggling. And it just breaks my heart to see them just really hitting their heads against the wall with the frustrations of what it is to work in a service-based business with no type of automation and no type of passive income coming in. It doesn't free them up to grow and it doesn't free them up to enjoy their life at all.

And they are making some money but they definitely are stuck at the place they are because they don't have time to grow and to spend time on building their team. And all of the other things that we've talked about in this program. So you know, you definitely are going to have some services in your companies and you can see that me being here on this phone call is a



service. That's definitely going to be weaved in there and it's the best way for your customers to get to know you one-on-one.

But I would say that would be 30 percent of what you do. The other 70 percent needs to be ongoing products and service, I mean, ongoing products and information products and other types of passive income, whether that be real estate or whatever you're doing. Go back to those six models. That has to be in there for you to really keep growing. You have to have that time freed up to do the networking and to be brilliant and to tap into your brilliance. And each of you have that. Sometimes our life has just forced us onto autopilot and we're not getting to tap into it. So remember that.

Okay. So let's talk about the technology systems. And these systems are the key to your automation. I want to talk specifically about the technologies that are going to help you automate all of the things that we've talked about in this program. And what I can tell you is that your success in building that mid-six figure company and that seven-figure company will depend on your ability to embrace and just be flexible with technology and just to go with the flow. There are only so many hours in the day and even if you delegate automation through technology again is a lot cheaper in the long run.

So here's some of the technology systems that I use to run, particularly my membership-based companies but these work with all types of companies. And make sure to look in your vendor Rolodex. Remember, it's right there on your member log-in page. And you'll see a lot of these companies listed there and a lot more companies that even the ones I have time to talk about today.

Now, the last time, and I'm thinking if I've added on any new technologies lately. But the last time I added the technology systems up, I was spending about \$200 a month in the cost of these systems. So that's like the cart system, which is about \$100. My Audio Acrobat systems is \$19 a month, it's nothing. I'm trying to think of some of the other automated systems that I'm using.

And when I went through and added those up, I got around \$200 a month and that's so inexpensive when you consider the companies that we're running here. We're running a seven-figure company, and that's insane. And even if I was up to \$500 now, and I'm just trying to think off the top of my head if we've added anything new, it's – so when you're thinking about the cost of adding on \$100 cart system, just know that that's an investment that if you are breaking even in the early, that first year, that you adding that system on will help you grow your company so much faster. You are setting everything up from the beginning in a more streamlined method.



Now, that's just what I pay to the companies that I own. That does not include the delegation. I spend thousands of dollars in the virtual team and things like that. And we've covered teams. And that's a lot by the hour and things are getting set up in the systems. But just the systems themselves are very inexpensive. When you consider what they allow you to do with that. Without that technology, I could not do all of the things that I've talked to you guys about.

So depending on your growth and your advancements in technology and the advancements of the technology itself, you will always want to be on the lookout for new ways to streamline the processes in your companies. So what I tell people is to be a geek as much as you can, it literally pays off. If that's just not your cup of tea, and it's not my cup of tea. I definitely like to learn about new technologies but I also get pretty exhausted from doing this for so long and sometimes I'm like – "I don't learn anything else." Hopefully you'll be able to find someone on your team and recognize that as a strength right away and be able to develop a long-term relationship with them and really be able to plug them into your company in that way and really utilize that strength.

Because I can tell you, it's been amazing to have that on my team when I found that three or four years ago. Before that, I was struggling trying to learn all these technologies myself and do these things myself. And it just wasn't something that I enjoyed. So if you can find someone that enjoys learning about technologies and they love testing them out and playing with them, that's a key person on your team.

So some of those systems that really save me hours and hours a week, allow me to literally make money – I mean, when I can do, let's start with Outlook. It's one of the systems I use and I use it for email, contacts, the task that I actually have to get done. I use it for my calendaring system and I use it for the notes section in there too. So not only is it able to help me time manage, manage my time management, it helps me manage some of the customer service – not a lot of it – but it does help me. People will email me for payment links and obviously that affects my bottom line. It helps me manage programs that I'm doing. For instance, because I do set up groups and occasionally with smaller groups when I am doing some group coaching, I can do that outside of the cart system. But as far as like ongoing things within my companies, the advertising or the people who want to post things to our Web sites, we get that – 30 or 40 of those a day.

Within email, one of the best tools I have and I can tell you about is doing multiple signatures right there within your email. And you just do a right click after you've created that signature and you can select a signature. So, for instance, we have one on advertising. We have one on people who want to



post things to the Web site. We have one on all the different companies. And I can just do a right click, select a signature and then hit send. If things need more than that and I can't do a templated type thing, then I forward them on to support, again, that's delegating but that's not automation.

So automating through email – I've just found Outlook to be a wonderful program for that, technology-wise. Contacts also, you can download membership databases from Constant Contact. You can download your Practice Pay Solutions which again is my cart system. And all of that will download right into Outlook also. So that's some great things about using the contacts in that section as it will download from other systems.

I also use the task feature in Outlook to do a lot of my strategy planning and to document things in there so I will have different headings under tasks that say "three months," and "six months" and "current." And I will put different projects and tasks in there so in one view, I can see what I have coming up and it just gets me motivated. When I show up at the desk every day, it gets my mind quickly targeted to what I need to work on.

So I flip back and forth from my calendar and my tasks in Outlook to help me stay on track with all the different things I have to get done. What I can tell you before I started using Outlook, there was a lot of overwhelm in my life. I used to be a big pencil-and-paper person and my time management just was, I was struggling to stay focused and to not be overwhelmed. And Outlook took every part of my life, it took my personal life and my business life and it made it all seamless. And I know that's why I get three to four times as much work done as most people. And that doesn't even count what I delegate. But just because I've gotten so focused and really perfected my particular system, over the last three or four years, and using Outlook.

I have – if you go to, I believe he calls himself the Software Magician, he actually has a DVD program with six different DVDs and it's all on Outlook for the entrepreneur and how to use Outlook as an entrepreneur. It's a couple of hundred dollars program, but I invested in that because Outlook is such a part of my life as far as a technology system that helps me run a profitable company. It's that important to me. So if you need more information on that, again, I can't remember his name. It's the Software Magician, so how bout that for branding? He did a good job there? But you'll find him by just putting in the Software Magician. And he has a course called Outlook for the Entrepreneur, and it's a DVD so you just put those right into your computer and you watch videos on how to use your Outlook. So I think that would be very useful for a lot of you who are new to Outlook.

Okay. A few things about the calendar in the Outlook system. And again, today we are talking about automation. These are the ways that my life is



automated and yours can be too. The drag-and-drop features in the calendaring system are very valuable because you can have an appointment and the appointment can also be a task or a project that you're working on. You can click on it, open it up, put notes in there. I put call-in information in there. I copy and paste things from other emails and put it into an email for a meeting that's coming up. You'll really start to use your calendaring system as a way to quickly manage the flow of information in your life.

And when things don't occur on that day or you don't get them done, or the meeting's cancelled, you just drag-and-drop it to whatever day you can get to it or that it will happen. The drag-and-drop calendar features also have a reminder pop up. So it reminds you when a meeting is coming up. You can set it to 15 minutes or five minutes or whatever that reminder needs to be for you. You can color code things in your calendar which is really great. I have all of the teleseminars, they are all orange, so on and so forth.

Another valuable piece and huge timesaver is to be able to set things up as recurring appointments. So you go in and you set the appointment one time, you tell it the time, you say it recurs six months, the next six Wednesdays at the same time, and you set it all up and you don't have to write it manually or do anything for the next six Wednesdays. So it's a very, very powerful timesaver.

Again, there's a note section in there. Things that I coach a lot on, I'm constantly telling people things that they need to learn to be able to do powerful copywriting on their Web site. There's just a bunch of things that end up coming up, again over and over for me with my customers and in life, and I have those in my notes section in Outlook. So every time I need to tell somebody about that, it doesn't have to come straight out of my head. I can just go click on that note, open it up and look at those notes real quick and say, as I'm right there on the phone with them and tell them what I know they need to know. Very, very powerful.

Okay. Another technology system, that if you've called our toll-free number, you'll hear professionally recorded messages on there and it's been powerful as far as time management. And that's that voice mail system, also an 800 number which is very important for running a national virtual company and that's what I've been coaching all of you on. My particular system is something called www.onebox.com. What I think is really powerful about this system, this technology system, is it will do a lot of different things in one system – hence the name! And it's also affordable.

Now my particular system, I have four different lines on there. And they do a little bit extra and it's called the "receptionist package." And it's \$49 a month but you can get just a one phone number system with one particular, if you



only have one company that I think it's around \$15 a month. So you don't have to have as expensive a system as I do to manage my companies. But you can. So this company will grow with you. So check that out there and it's www.onebox.com.

Now the piece that's really powerful about it is it comes with a toll-free number and then it will allow your emails and your faxes and your voice mails all to go to an email interface. And I don't even use the One Box interface. I have all my One Box stuff forwarded to Outlook. But what it does, is it converts, for instance, a voice mail to a mp3 file so that I can listen to my voice mails that would normally be on the phone. I can listen to them right there in the email system over at Outlook.

And then it also will convert your faxes, which would normally come through your manual fax machine and sit there on your fax. This system will automatically convert that to a PDF document. So I did away with a lot of the paper in my life because I just open it up, for instance, I get a lot of speaker agreements. I don't ever even print those out, I do as a "save as" and I save their PDF speaker agreement right in that particular speaker's folder on my desktop there. I don't ever even have to print things out and I am able to save them, it's called a "paperless company" if you will.

So we do a lot of things that way because of this One Box technology system. It really automates a lot of different things. And if some of it is confusing, what I'm talking about, when I first tell people about this system they say, "What?" So you really have to get over there and play with it. But it will also take your emails and if you want to call in on the phone, say you are out of town and you can't get to the Internet. If you want to call in on your 800 number and push your code in, it will read your email to you. And so it will do a voice automated type thing and actually read your emails to you. So the system goes back and forth whatever way you choose to access it. Whatever is most convenient for you, it will let you get your information that way. So it does a lot of different types of conversion, you know, the PDFs and the mp3s.

And it just really makes life so much easier because you don't have all these different pieces of information you are getting in different areas, your voice mail system on the phone and your faxes on your fax machine and your emails over here. It's all in that one place. The other piece that's so powerful for the time management again is the system allows you to batch, return calls. It allows you to delete calls. And I do it all on Outlook. So I don't even have to log in at One Box. I have all the One Box stuff forwarded to Outlook, so again everything comes to Outlook for me which makes me more efficient.



Again, the system and this automation is what allows me to work the least amount of hours with the most amount of freedom involved and financial benefit. And if I'm not working ten hours a day, obviously we are all going to have more energy for working less hours and have more time to tap into the brilliance that we talked about.

Okay. Another really important system that helps me in the area of strategy but also, you know, to get all my taxes paid and all those different things. A big part of what we do here at My Millionaire Friends is the wealth planning. And so QuickBooks has been a very powerful system for me in that area. I love it. And have been in love with it since my second year in business. And I was using Excel the first year and one of my friends kept pushing me, "Oh, you need to get on QuickBooks!" and I'm so glad when I did. I love the reports functions. And over the years, I've learned as much as I could about it to the point where I had to delegate to a bookkeeper and decide I didn't want to learn anymore about it.

So I know enough to get in there and pull reports and do a lot of strategy planning. Using QuickBooks with your CPA person and your bookkeeper. Even if you don't have that in the beginning. Have that vision that those will be key team players when your company grows. And know that QuickBooks will be that technology tool that allows you and your CPA and your bookkeeper to all work together to manage that financial side of your business.

And it's a really powerful tool. The cart system that we use also downloads into QuickBooks. And your bank will download into QuickBooks, like your bank reports and different things like that so it's a big time, a wonderful system for the automation of that big section of your business.

Let's see. Another really powerful technology system for virtual companies is Audio Acrobat. And you can look them up at my link for that which is www.naww.audioacrobat.com or you can just go to www.naww.audio.com. And, you know, definitely the teleseminars which are so many ways to add a personal touch and put you as part of the brand in your company. Not only can you record all of the teleseminars and turn those to audio files and create products from them, you can add audio on to your Web site and you can start to build that relationship with people and customers who visit you when you are sleeping.

There are lots of different ways to use Audio Acrobat. You can also use it as podcasting, which is the iTunes players and the different podcast players out there – Audio Acrobat, when you save any kind of audio file as a podcast and they do a lot of training there at that company. Their system actually automatically syndicates that particular podcast. It's like a radio show if you



will. It will syndicate it to a number of directories. So the Audio Acrobat is a wonderful tool especially when you consider that it's only \$19 a month there.

Another system, if you are not ready to do your newsletters. That one thing that I say you must do on a weekly basis to really get the results I want you to get, if you don't want to use the cart system yet because you do need some help to get that uploaded, using a virtual assistant who has that skill is my recommendation. But if you're not ready to do the newsletter, what they call "broadcast" within the cart system yet, you can use www.constantcontact.com. And I used that for years and found that really, really easy to use.

So a lot of people are using www.constantcontact.com. And you can check that out there. And they have many, many, many templates. Whatever system you use, make sure that you're doing a newsletter at the very least. I want you to be doing a text-only broadcast which you can do in the cart system yourself. It's very easy. And I want you to just start communicating with your customers, even if you have ten right now, or – and they are not even customers yet and you just have ten people on your list. I want you to start communicating with them every week in some way.

And that communication, that newsletter, can be as simple as a 1 paragraph tip each week. And start with that and build upon that. Just that repetitive service to the people on your list. If you have the list there, it's much easier to build it. If you're waiting until you get all these wonderful things in place as far as this gorgeous Website and the product developers and all that, and then you start building your list, you could waste six months to a year. Start building the list as soon as you can and use the Web site cart service. That service, what I use, is www.nawwcart.com or it's www.professionalcart solutions.com. It's a company called Practice Pay Solutions.

Now when you go out there, just so you have a little history – there's a lot of different cart systems that look exactly the same. They all have different brand names. So the same system that I use is the same system that you might have seen it named Automate Web Solutions, I believe it's Mitch Meyerson's company. There's another one, www.1shoppingcart.com. There's www.kickstartcart.com. There's www.practicepaysolutions.com. All of those are the same cart system, the same technology, just a different branded name.

Those particular people who own the companies, like Mitch, went and paid I believe up to \$10,000 to own a brand to that. And they built their own companies around that. Again, I want you to kind of know about these things because that's a mindset where they invested – remember Loral talked about



you build your cash machine and you take cash from that cash machine and you invest in another opportunity. And that's how you start to build wealth. And that's where all these different branded cart systems come from but they all have the same infrastructure and the same technology behind them. And it's a very powerful automated technology that runs most of what you will do virtually.

So if you plug into one of those early on, again, you can go to www.nawwcart.com to see the ones that we use, you will just so be so happy with everything that automates. Again, it automates the autoresponders, those broadcast emails which are your newsletters. It automates the affiliate program managements, all of that link tracking and people coming in and giving me their information so they can be my affiliates. It automates all of that.

It automates any type of links for the product delivery. For that digital product delivery. Those information products. It does a lot more. It can track your ad campaigns. You can put endless products in there. You can have them recur. The payments can recur on things that you are doing. It really just do a lot in one system and I believe I am paying \$99 or, I think it's \$97 a month for that now. I think you can get it a little cheaper if you're not using the affiliate program module, the last time I looked.

Okay. One of the other systems that you'll need. But you really won't think about this early on, this technology, and it's your Web site merchant account. Again, I use www.authorize.net. But you really only set that up in the beginning. Then it will link to your cart system and then you are off and running. A lot of people, in the meantime, they use Paypal. I do pay a lot of people with my Paypal account but that again is linked over to the merchant account. So a lot of those can be kind of confusing in set up. That's why it's great to have virtual staff in the beginning help you set all of these things up to get them going.

Quick breath. And I'm going to go for about ten more minutes for those of you who have to leave the call. You'll have to listen to this later on the audio file if you're on the live program right now. But, obviously, if you've looked at any of my Web sites, you know that WordPress.org is a huge part of the technology that I use in my companies. It helps me manage so much content and helps all my members log in to their benefits right on the site. This technology offers my customers the ability to go to any of my Web sites and search for key words on that Web site. Any type of archives say that we blogged about that particular member in that past. They can go and type in their name and find anything that we've ever run on them.



Because, remember, you're in a business – any business that you have. You're in the business of serving your customers. So any time you can use a technology that helps your customers lives be easier and it's affordable for you, that's going to help you build a profitable and sustainable business. Sustainable being that your building what will be able to have a higher net profit long term if you can keep more of your money. And if you can find the best technology that can do the most for you and your customers at the lowest price, then you are going to have more money at the end of the day.

And if you can take what money you have left over at the end of the day and reinvest a portion of that in your company and reinvest a portion of that in another cash machine, that's how you are going to build wealth and build a strong company at the same time. I'm simplifying it but I really want you to see what the overall strategy is with that.

Let's see. So again, the WordPress.org is very, very valuable for me. The search engines love the blogging. I have some things that I can blog about and within a few days they are listed at the top of the search engine when I do a key word search on them. Not so in some of the html Web sites at all. So you just don't know how powerful that format is. If you have a Web site and you already love it and you spent a lot of money on it, definitely think about adding a WordPress.org blog to what you are doing currently in some way, just to get more traffic.

And look at all the Web sites that we have and you can see how you can take that blogging format there and convert it to a Web site where you can't even really tell that it's built on a blogging format and that's what's really great about WordPress.

Let's see. If you have a membership-based business, there's a few technologies I would like to mention. If you're thinking about using that business model. And first of all, www.memberclicks.com is a technology that will help you manage the membership customer management part of your business. You can also look at something called www.amember.com. www.amember.com is a subscription and management product or a technology. And what it does is it links up everybody in the cart system when they join. And this really keeps track of people who need to renew and it has to be linked to your cart system and your Website. So it's kind of a bridge that's in between.

We do a lot of stuff just with the cart system. But we have to do some stuff manually. And I just delegate that out. Because when I have already done so many things since 2001 before some of the membership-based technologies came along. And so I interviewed people with AMember for about an hour one day and there was a lot of connecting and – I forget how they worded it



– but there was a lot of mapping out that they would have to do to get AMember customly connected to my particular Web site structure I already had in place and was using with all of these members already.

So we decided just to stay manually and to put dates and milestones and where we do all our delegation to go in and run a report and take off people who hadn't renewed. That's somewhat of a manual process. And I just delegate that out and pay for it. Now the reason I am telling you that is because if you are building a membership-based business or you are going to have any type of membership program within your current business. You will want to think about using AMember from the beginning with your cart system. And that's again just for those of you who want to use that particular business model in your company.

You could also use something like MemberClicks. I have a friend, Melanie Benson Strick and there's a lot of entrepreneurs out there who use that system also. It costs a little bit more and you pay the cost on a monthly basis versus AMember is a one-time set-up cost. So there's a few pieces to that.

And what I can tell you is, especially with membership-based businesses – I'm an expert in that area – there are so many new technologies that are popping up all the time on the Internet because of the different trends on the Internet. And when someone sees a trend, they develop something to serve that particular customer base. So be plugged into the technologies. Keep networking. Plug into ongoing ways to gather information to keep you competitive in your business.

And staying on top of technologies, as far as knowing what exists out there and reviewing what it costs, is just really important to the profitability of your business. And that's what this cost has been about. Is staying, really automating as much as you can in your company and just thinking in that mindset so you do that from now on. Because I want you to have a business that doesn't burn you out, that lets you have a lifestyle and lets you have a lot of choice.

Once of my favorite parts of the year is summer and that's because I really can unplug and take a lot of work, you know, take the laptop out to the pool area and sit at the clubhouse and watch my kids in the pool and get some emails done here and there. But I can really unplug for three or four hours a day, every day in the summer, and really spend a lot of time with my kids. And keep my businesses running pretty steadily. Luckily, it's a slow time in the summer for everybody so they don't run as intense as they do the rest of the year. But that's a lifestyle business. And I couldn't do that without the



automation. And the way I did it in the old days, I was just stuck at the computer ten hours a day. So a really, really important part of this class.

And I really just want to teach you how all of this can run from a high-level standpoint. Working with your team members, you get into the nitty-gritty – my overall opinion is that you try to use, to sum up this class, try to use the least amount of technologies to get the job done. Be willing for it to not run perfectly. Because what I can tell you, is if you add on another technology thinking that you are going to build the perfect company, that technology won't work with three other pieces of technology you are using.

And I've done that in the past and I've spent a lot of money doing that. I would add on something only to find that this new system we were using didn't work with three other systems that I was already using. And so those were valuable lessons to me in the beginning. And I really want to point that out to you. If you are running a company and you are profitable and you have some manual pieces that you wish you could automate and you plug in another system, I can guarantee you that three or four other things won't work when you plug that system in.

So really use the least amount of systems you can. And don't get caught up in trying to use all the bells and whistles that exist. Use what you need to to get the job done. Balance that with trying to improve as you go along. And then most importantly, the visual look of your Web site and your brand will be one of the most important pieces that you can spend money and technology on. So I'd rather see you have a gorgeous Web site and have some of the other things be manual. Because the gorgeous Web site is what is going to bring a lot of the business in to your companies, so that's my overall view of that.

Let me take it off Q&A and see if anyone has any questions. Okay. I'm here and I can take a few questions and then we'll have to end the call because we are a little over on time today.

AM: Hi, Sheri. This is Cindy from Ohio.

SM: Hi Cindy!

AM: For One Box, can it accept faxes through and put them into a PDF, but how do you go about sending a fax through that? Can you? Is that possible?

SM: You know, I have not used a manual fax in years so what I do, I have a flatbed printer that scans. And I just scan things to PDF. So when I put things on the flatbed printer, and I push scan, I just do a little drop down



that says "email" and it sends it to my computer. And then my computer converts it to a PDF automatically. So I think that technology just understands that most people aren't using faxes. And so I haven't used a manual fax in years.

AM: Okay.

SM: And so most people, I just changed the bank stuff over recently and you know, took the whole document and contract that I had to sign and scanned it right in and sent it right back. Just PDF. Does that make sense?

AM: Yeah.

SM: I think it makes more sense when you're using it than it does when I tell you. But – a lot of people ask me to fax them something and what I simply do is tell them, if I'm doing that myself – a lot of times the virtual staff does it. I just simply tell them that I don't own a manual fax and haven't in years. And I will scan it and send it by email. And they are like, "Oh! Okay." Most of the time those people love that because they don't even have to walk to the fax machine that is down the hall. Depending if you're doing it to an office. And they will say "Oh, that's cool."

But they are just used to most people not having that technology or thinking in that way yet. So you really don't need a manual fax machine. I have to educate people along the way to update them a little bit as I'm working with people. So as long as you are willing to say, "I'm going to send it by email. It will be a PDF document." But most people that I work with are working in that same way anyway.
So I hope that helps.

AM: Yeah, it does. Now, the AMember? Does that work with all the systems you have, that you suggest us to use?

SM: I didn't hear the last part of that question. The what?

AM: The AMember.

SM: I heard AMember but – AMember works with the cart systems.

AM: Yes.

SM: And that's the way it's meant to be used. As to be a bridge between the purchase links and the cart system. And it just manages the members.



AM: Okay. Thank you.

SM: You're welcome. And you can google AMember and then – if you want something that really lets you put people's pictures up, gives the members a lot more ability to play around with it, MemberClicks is really good for that. And it costs a lot more because you are getting a lot more, you know, visual technology out of it.

AM: I have a question, Sheri.

SM: Yes.

AM: Do you have any QuickBooks templates that would be easily duplicable for just like categories of management? I see that one of my big – in the wealth planning – to keep those reports functioning as simple as possible.

SM: No. They are built in. So I have never created anything fresh in there. They are actually built in. That's one thing about QuickBooks.

AM: Well, what I found for me. Was that I needed to know a lot more to separate out what was personal, what was business, what was this, what was what – those kinds of templates, categories.

SM: Okay. I don't use QuickBooks for personal. It's all business for me.

AM: Okay.

SM: My personal stuff is in the bank and we do a few individual planning reports and different things in Microsoft Word. You know, that snapshot picture we have, I think I call it "Financial Status" and we just update that on a monthly basis. So I do some pieces of that but we use American Express and American Express does reports for us automatically –

AM: Right.

SM: -- automatically and different things like that. But QuickBooks for me is all business.

AM: Okay.

SM: And one more question. Okay, that's it. I really, really again enjoyed everyone. And I look forward to talking to each of you and going along the journeys with you as you build your businesses this year in 2008.



And I encourage you again to call in on those Friday sessions. And I will talk to you again soon! Take care everyone.

AM: Bye.

SM: Bye.

[End of Audio]