



MY MILLIONAIRE FRIENDS: COACHING CALL #11 Millionaire Systems

The participants in this teleclass are Sheri McConnell (SM); and various Audience Members (AM).

SM: Hello and welcome! This is Sheri McConnell, founder and president of My Millionaire Friends dot com and that is www.my-millionaire-friends.com and you can find us on the Web there. And this week you are listening to coaching call #11. And this week we're talking about millionaire systems. These are all the systems that you create in your business and not only in your business but also in your life. And definitely for entrepreneurs, I find if you create systems that work in both of those places then you are a lot more sane, even if you don't have children. It seems like women still, you know, even in the corporate world, I know for some reason women ended up doing a lot of the parties and a lot of the different helpful-type activities that just seemed to consume our time. So we just naturally end up becoming the very resourceful people in society. And we definitely benefit from systems in every way.

So let me go ahead and put the call on mute real quick. Okay, so we're muted now and that makes our line a little bit quieter. So this week again we are talking about millionaire systems and then in the last week of the program, in coaching call #12, we will talk about millionaire automation. So mostly next week what I'll be focusing on technically is one of the systems I am not covering today and that is the systems on technology. So I'm going to leave that system and that set of systems for the topic next week on millionaire automation.

So, as I go through all of this, that is how it will lay out. I actually have six different systems I consider in my particular businesses and so I'm going to cover five of those today. And then we will leave that last one for next week and we'll really dig into automation and end the course at that point.

So. Let's talk about, first of all, what a system is. A system is a set of things, actions, ideas and information that interact with each other. And then in doing so, they alter other systems so they overlay each other and they affect each other. And my introduction to systems was actually in social work, when I was getting my bachelor's in social work, and we had an entire class that we took in that degree, and it was about the systems, how the family overlaps the societal system and the school system overlaps those systems and how they each came together to be the person's environment. So it was very, very interesting and so I love looking at systems in every part of our



lives and I really have found them very, very useful to use them in my businesses.

So what you'll be doing, you will be creating and running a very large system with many smaller systems in your business. That's why I love org charts, that's why I love any kind of visuals, that's why I love mind mapping because I find all of those so useful in keeping me on top of my systems and actually reminding me what I need to get done. So I don't know if you all heard me on a call last week, I think it was in the Friday Q&A, we don't record those. And one of the ladies asked me about people on my team. And it was really great because the thing I have on my desktop is actually a org chart of this system of my team. So that visual keeps me accountable, knowing who I have open positions for, who I'm going to be hiring, but also – all the people on my team. And it reminds me of what I'm doing on the bigger picture. And it kind of keeps me on target. So I love having that there.

The system will also be a place of connection for the many passionate minds in your chosen niche. So if you think about that, whether you know it or not, when people sign up for that freebie on your Web site, they are starting to go through your system. The system that you've set in place to introduce them to your company. Maybe they heard about you on a teleseminar. Sometimes people hear about you on a teleseminar. And that's the beginning of the system. And then they go to sign up for that freebie and go through the system that way.

So there's lots of different types of systems and I've actually broken them down into six different systems. Again, we're going to talk about five of those today. So you'll actually – actually, I wanted to give you a resource. One of the favorite people – and many of you have heard of him, Michael Gerber, and he created the book, wrote the book called *The E-Myth Revisited*. And it's all about systems. And what he said is, in short everything is a system.

So when you start to look at your life in that way and you really start to understand everything is a system. And when you start to feel chaotic or overwhelmed, fall back on the system. Fall back on the process. Think, "How can we do this in a very simple way? What can we get rid of that just doesn't need to be done, that doesn't affect our ROI?"

And I think it was Stephanie Frank who we had on and she talked about, and I'm not going to get her phrase correct, exactly correct. But she talked about how she wanted to do something the easiest way in the least amount of steps to get it done and that was just how she thought. And that is very similar to the way when you read Tim Ferriss' book, which I sent you, *The Four Hour Work Week*, you really want to bring things down to the most



simplest form and create a system. What's great about those systems again is the delegation piece.

So you can start taking things off. And you can start to feel more confident, that should you go on vacation or get sick or you know, just get completely burned out and need to disappear for a week, you have a system that you can hand over to people. Because as your businesses grow, and as you need to take better care of yourself because you will get exhausted after doing all of these dynamic things. Entrepreneurs just work as a very high level. It will become really important that you have those systems so that they can keep working for you, those autoresponders and those Web sites, all of those are the systems that let your customers come in and get to know you.

Those audio programs. You know, we were talking about before we started recording, I have an audio I did last week and I'm still getting emails from people listening to that free teleseminar. So it's out there doing all this work for me. It's very viral. And it's very much a part of the lead generation system that we'll talk about today.

So systems are required in all areas of your business for two things. Stability and then growth. And what's great is that if you can make them efficient, duplicable, adaptable and scalable, those systems are really going to work for your business. So what you'll want to do again is strive to implement simple and effective strategies and let's talk a little bit about some of the systems.

So first of all you have your customer service systems. Then you have your time management systems. You'll have your technology systems which we'll cover next week in automation. You'll have your customer management systems which is a little bit different to me than your customer service systems. You have your promotional and your lead systems. Those are a very important part of your business. It's what keeps new people coming in, long-term relationships. And then you have your product and service development systems.

And so when you start to look at all of these different systems in your company, you can really start to break down all the different things that you're doing. For me, that helps with overwhelm. And so it really, and you can even break those particular systems down into further systems and you can keep mind mapping this. I want to try to keep it simple today so I'm going to do an introduction to systems, and dig in a little bit with each one. And then I want to take it off mute here at the end and I really encourage you to ask some really good questions, if they come up, about maybe stuck points in your business and maybe we can work out a system right here in a



laser coaching session or bring it up in the laser coaching on Friday, whichever way that you feel most comfortable with.

So let's dig in first of all to our customer service systems. And what I tell everyone is you must make building relationships with your customers a priority in your business. Especially when you're running a virtual or online business. Because many of the systems that I'm going to talk about can be implemented and delivered by setting up autoresponders. Autoresponders, excuse me, and we use something that's – it's a different type of cart system that's branded with many different names on the Internet. So you will actually see most of us out on the Internet using the same cart system, it's just got a different name stamped on the same-looking cart.

The one that I use is at www.practicepaysolutions.com/naww and a lot of the different systems that I use are right in that cart that I use to run my business and take care of my customers. And just depending on different places I was at in my business, I really was moving towards getting everything in the cart. When I get to talking about email newsletters, I'll let you know that I didn't always use the cart system for that because there were some definite issues there and I had to hire that piece out.

So let me, let me go ahead and start talking about one of my favorite systems to take care of my customers. And within the customer service systems, the reason I put them here, these are the types of systems that allow you to communicate with your customers in four different areas. Giving feedback – you want them to be able to give feedback to you. Showing appreciation is number two. Providing education, that's you providing education to them or my companies, my speakers. And, four – letting them promote to other members and subscribers. The customer service system allows them to easily do that and also to benefit with affiliate revenues if they choose to do so.

So what I want to do is focus on some of those systems. So the first one is something I call, it's www.onebox.com and spelled out it's O-N-E-B-O-X dot com. And I love the system. I found this way back in, I think, 2001 and I've kind of stuck with the company through all these years. It offers a lot of different things and it's a system if you call our toll-free number, and I'll just go ahead and put that in the transcript so you can call and listen: that toll-free number is 866-821-5829.

But what it lets you do, first of all, it lets you have a very professional message system that you can pay a one-time fee and have a person do professional recordings for you and it's very inexpensive, 25 dollars. So I actually have four different lines on there for each of the companies so you can push and go to the company you want. So I actually had her record four



different messages. But most of you will just need her to record one. Should you choose to do so, you also make the recording yourself. But I just found it really professional to have her do so. I don't even know who she is, I paid online and they did it all.

But since you're running a global company and you're running a virtual company, it is extremely important that you have that toll-free number. The other piece, when we get into time management systems – this toll-free number, this particular system, and they have some similar systems out there but I don't know of anything that has all of the functionality that this one does.

Depending on the number of lines you need, the system – the last time I checked – was about \$15 up to about \$50 a month. So I have a number of lines so I'm using the \$50 a month program. A few of the pieces of the system – first of all, it is a voice mail system so there is no live phone system. It's all done out on the Internet and it goes to your email inbox. So for instance, your voice mails that your customers leave, those actually get converted to mp3 files, audio files, and they are sent to you through email. Which is amazing. Because you know I've talked about time management and I've talked about systems. The system that I use is that everything comes to me through my email. So it's a very, very efficient – I don't have to get on the phone and check messages or anything like that. I don't have to pay a virtual assistant to do that for me.

The other thing is, your faxes are also converted to PDF documents. And those are also sent through that same system, to your email. If you are out and you're traveling and you don't have access to email, what this system will also let you do is call in and check your messages. And so you can check recorded messages. You can actually listen to your voice mail. But should you want to listen to your email, the system will actually read your emails to you through the phone. So it's a very neat system in that way also.

You can use the www.onebox.com interface if you would like to or you can have it all forwarded to wherever you're getting your email right now, which is what I do because I use Outlook and it's one of my favorite systems that keeps me very efficient. So I actually have everything at www.onebox.com forwarded over to the Outlook system. And the same with all the different emails and support buttons and different things you will see on all of our Web sites and in our newsletter. All of its forwarded to Outlook so everything's in one place and I don't have to remember to check anything everywhere. You know how that – just having to remember to do ten different things everyday will leave you exhausted and not have enough time to get those ten things done! Forcing yourself to remember these things.



So that's one of my favorite systems and it's been very important to keeping things streamlined and easy. The other piece is it really falls and connects with your time management systems that I'll talk about in a few minutes. Because it lets you return the calls when you have batched that particular time to return customer service calls. And so I do all of that when I'm in a certain frame of mind. Sometimes, when I can't get back to these people, all I have to do is forward the email. It will take the wav file with it, the audio file with it, and I can forward it on to my customer support team and have them call them back.

Most of the time, people just send emails and a lot of that goes to customer support and they are handling it anyway. A lot of the time, people are doing voice mails and emails, so they reiterate the same thing they said on a voice mail, just because they feel more confident that we will get it that way. And so a lot of those just get deleted because there's repetition and tracking in other ways.

So, a very, very wonderful tool and also – what's really great about it – it lets you weed out all the vendors. As you become more successful with your companies, you are going to get approached on a daily basis by a handful of people every day who will be trying to sell something to you that you don't need and you know you don't need it. But they won't tell you who they are. And so I've just gotten in the habit, if someone doesn't tell me who they are and what they need, I don't call them back. I just delete it. And I'm very confident that if someone really wanted to talk to us, they would let us know who they are and what they needed. Otherwise, you can just know that it's someone trying to sell you something. So it's great for screening also.

Okay, the next customer service system is that email newsletter. And so this system is really, if you think about it – all of our newsletters and the newsletters of your companies will be the main form of communication with your particular customers. And so you're going to use that newsletter in all four of those areas in your customer service systems. You're going to give them feedback. You're going to let them give you feedback. You're going to show appreciation to them. You might, you know, point out a certain customer or you might have a member if you're running a membership-based business of the month. You might do an interview that week of a particular member. There's lots of different ways you're going to use that newsletter to support your customers. You're going to provide education in it, of course. You will do that through articles and podcasts. And you can also let other members promote each other if you choose to take advertising. And there's a lot of different online newsletters that are doing that.

The next system that we use is those email autoresponders and this is in the cart. And I also have this set up in Outlook. So in my shopping cart's



autoresponder system, what this does is it allows me to easily, consistently deliver virtual products, that meaning the PDF documents or the audio files. It lets me deliver the receipts and the thank-you messages. So that's a way to support those customers with their passwords.

And what's great about this is you or your assistant can set these up one time. And then you just make the changes as needed. So what we have gotten really good at doing is when we are setting things up, not putting date-sensitive information in it, making things as general as we can so that they will serve us for years to come so that – sometimes we don't put 2008 Teleseminar in there. We just put "NAWW Telesummit" so that things can stay consistently useful and you don't have to go in and update them as much. You're still going to have to do that in some instances, but our mind – we are actually getting to the point where we have been doing this so long that we're trained to when we create stuff, can we create it in a way that we don't have to come back and touch it again?

So we have a number, we also have a number of autoresponder signatures set up in Outlook. And I've talked about this before, not sure if it's in this program. But in Outlook, you know, in your email in your day-to-day, you're going to get a lot of repetitive customer service-type questions. You can have a "Frequently Asked Questions" page, but even with those pages on your Web site, people will still email you. And so what we do is we have those responses saved in a signature file in Outlook. So all you do is open up an email and you'll have like your default signature, the one that you use most of the time that has like your name and the companies you own or whatever freebie report that you want them to sign up for.

But you right click on that signature and then you just save all your signatures when you set them up and you might need to get some help to do this, but once they are set up, you just do a right click and you can pick any of the signatures that you've saved. So they are really great ways to quickly respond to questions you get all the time with like two to three clicks. It looks like you sent an entire email but you didn't. And it's a really great customer service system. And I found it very useful – I swear, it must save ten, fifteen hours a week just for me alone and also the different ways, a lot of the customer support stuff you can also have set up.

What we did also to take care of our customers is another system we created, because just depending on the time of the year and how much we have going on, customer support will start to take up a lot of our company time. So what we had to do is create a customer support system that would forward to another email. We choose Google for that because it's Web-based. And then the virtual assistant created buttons and we put those buttons on the Web sites and in the newsletters and it says "Click Here for Customer



Support.” And then all of those emails go over to Google. And she goes on once a night, five days a week – we don’t check it on the weekends – and she answers those every night. And so that way she catches that day’s customer support issues.

So a lot of the customer support is going there. Some of it still does get through, just based on people hitting reply instead of going there. So it’s a really great way for you to start to outsource. And if you choose to take that back, you can simply just go to Google and answer your own support emails there. So it also lets me be flexible with my budget or, if times are slow, I completely take her off that. It really is a wonderful system that we put in place there and we are really liking that it’s there. It lets me be flexible. As things get busy, I still know that she’s taking care of it. As the budget tightens up or I’m creating a new company and the budget’s going that way. It lets me just be flexible with my delegation so it’s a great system.

So as far as email, I have those autoresponders in the cart system. We have autoresponders in a different type of way. But within the Outlook signatures, which is more for customer support, those individual issues that come up. And then we also have, where we took it one step further so that I could outsource and delegate that customer support and we did that a while back, a couple of years ago. We have that going to that Web-based place.

And what’s great about Google too, is as she answers everything, she just archives it so all the history is there. So say that I get a voice mail from a customer who is really confused and thinks that they should get something sooner, whatever the issue is. But people get kind of upset because they purchased something online and they are feeling like they might get ripped off because that happens, unfortunately. People are a little bit more tense about those kind of issues and so they want to call back right away.

So I can go over to Google and look at the history and see what exactly she’s done so far, and that’s great for me that I can go and see that because it is Web-based. So it’s a great system to help you support your customers.

A couple of other systems. We are not using these – we switched to Facebook groups. But you can also have online forums and boards. That will help you let your customers support each other, and they can help each other through these mechanisms that will let them network. So what an online forum or a discussion group is, it’s a mechanism that allows your customers to connect and support, help and educate each other. And really, it’s essential, especially in membership-type based businesses. And so I’ll talk about those here in a few minutes.



But what I did is because online forums, just the more than we've had social networking come and be the next thing – people are really enjoying blogging and responding to blogs and putting posts there and also different things like Facebook and LinkedIn. We really found, and I've been doing this since 2001, and back when I started my company discussion boards were just packed full. I had to have people come in and be moderators because they were so busy, they were just sucking up all my time.

But as the different social networking technologies came, in the last really couple of years, people have stopped getting on member forums. I've seen the most successful entrepreneurs out there with multi-million dollar businesses having trouble getting people to get on their forums. So what we did is we went ahead and we moved all that over to Facebook. I really believe you should never fight what your customers want. You should give them what they want. And if they are not getting on the boards and they are not getting on the forums any more, they don't want it. So you shouldn't try to create contests to get them there. You shouldn't try to give them points or anything like that that I've seen a number of different people doing different things to get people to log in there. Give the customers what they want. And so they want easier access and they want things like that.

So now you'll find our types of systems in that area over at Facebook and you can see these under, I believe it's under "categories" on all of our Web sites under categories. You will see Facebook group. And if you click there on any of the Web sites, that post – if you click on it will take you to the link that goes to that particular Facebook group. And then you can network with people who are either a customer or a member of that particular company of mine.

Or, a lot of them because Facebook, we chose to leave the groups open so they are also a marketing tool also for you. Because we have new people coming in there all the time who didn't know I existed. So it's almost like, you know, a newsletter in a way that you're starting a relationship with them but they are just coming from another lead. So it's really neat. It serves your customers but also generates new leads.

Okay! So let's talk about some of the Web pages and how those are actually customer service systems. Your "Member of the Month." If you have a membership-based business. That's a great way to support your customers and feature them and drive traffic to their companies. A "Frequently Asked Questions" page is a great system, mainly because this format just serves the customers so well and saves you endless hours of time answering those same questions over and over again.



So what you can do to get your Frequently Asked Questions page started is just start a document, a Word document, and as people start emailing you with all these questions and you're answering them, just copy and paste them and throw them into that document. And then you get a good page, two pages full, go in there and organize it and format it all and make your answers all have the same tenses, you know – rewrite it to where it's polished. But it's a really great tool and you'll find it very useful in saving you time. That system will actually save you time.

Your "Contact Us" page is a very important systematic page. People naturally go to that to find you. I know that doesn't sound like a system but you'd be surprised how many people don't make that page easy to find and, in that way, they are making it hard for people to contact you. I love, and I've done this with the National Association of Women Writers for years, I loved having an ongoing survey. And what I also do is give a discount to the members when they answer that survey. So it's also used as a way to encourage people to join, and it works. We have lots of people who join every week. They answer the survey first and then they join through the discounted link. What is great is that we get to get that ongoing information that helps us develop further products and services. So it's a system, it serves our customers, it lets them tell us what we need to know about what we're doing. But at the same time, it's also a moneymaker in that that discount does encourage people to go ahead and join, because everybody likes to save a little bit of money.

Blogs can be another system on your Web site. And it can be used in many ways. We use it more, with my membership-based businesses, we use it more as a community bulletin board. So we post a lot of the columns that our target market wants to read there. We put member news there. People have requests of the other members, we put that type of stuff there. And so what really keeps the Web site alive and on both of the membership sites, we keep the blog on the front page.

If you are creating a Web site that has – and you're using WordPress, which all of you know is what I recommend – if you have more of a type of Web site that is a product-focused/service-focused company like www.createyourgroup.com or www.my-millionaire-friends.com, what you do there is they just install something that switches the blog to not be the front page so your front page is more of a sales page and really focused on that product or service. So there are a couple of different ways to do it. I can tell you if you leave your blog the front page, people won't always go straight to the product or service you're trying to sell but there are lots of other ways to get them there as you all know.



But what's great about leaving the blog the front page is when you go to Google, like the same exact blog posting that you have on all four, say – you don't have four Web sites but I do, and so I've done that before and I've done the testing and the ones with the blog as the front page came up number one versus the ones with the blog not on the front page, that came up much lower in the search listings. And I thought that was really interesting.

So there's lots of different systems again, and we're definitely using our blog as one of our main systems to manage all the information in our companies and to also archive it in a way that our customers, again, this is a customer service management here system. So when they come back and they remember something but they don't know where it is, if they can go and put that phrase in the search box right there on the side of the blog site, they're not going to be emailing us. If they can find the information they want right away without having to contact customer support, it's very, very effective. So it saves us time and it makes the customer happy.

So I believe that the whole blog/Web site format, just that functionality of WordPress dot org is so amazing just as a customer service tool also. The whole functionality of that – and this gets a little bit into technology and automation – but the whole functionality of it is completely geared towards your customer. And that's why they love it. So definitely, if you're at the point where you are building a new Web site, you definitely want to entertain – definitely look at all the Web sites that we have because you can do them all quite different with a different look and you can switch the pages around. It doesn't have to be your blog as the front page. A lot of people are concerned that it looks too much like a blog and you know, you can switch those pages to not be the front page but you do a little traffic piece there that, you won't be as high as traffic is if it is the front page.

So, another important Web page that is part of your customer service system is your testimonial Web page. It's one of your most important pages on your Web site. As you know, people sharing their stories and sharing the work that they've done with you. Those are really, really powerful and it helps people feel more comfortable. So that serves your customers. Helping your customers feel comfortable before they test drive your services is just really, really important. So that's a system that you want to have on your Web site and in your companies.

A physical system that some of you may want to pull on and I just think it's a really wonderful way for you to connect with some of your mentors out there is creating an advisory board for your company. You don't have to be an official, you don't have to make it so official where you have them to vote on things or anything like that. You can simply have an advisory board of the



industry-type people. So say you have a copywriting business, you know. You would have the head copywriters, maybe Bob Bly would be on your advisory board or Laurie Morgan-Ferrero. You kind of get the idea, those are kind of industry-known people in copywriting.

And so what's great is you could get their advice about certain things that you're doing. You could send links to them. You could even sign up for their affiliate programs, that type of thing. But they're great for testing ideas on a smaller level. So maybe your advisory board is not also mentors. Maybe you create an advisory board of your actual customers. That's another great way to get feedback. Straight from the customers and the customers love it when companies pay attention to them.

So advisory boards can meet monthly, quarterly, annually and you could also have more than one advisory board. They could be different segments in your type of company or your niche. So, for instance, like a membership-based business, you could have an advisory board on events that you plan. You could have an advisory board that just focused on the membership benefits. So kind of get creative with that. If that's something that you find would make you more productive to have that kind of feedback and that kind of organization structure, system within your company, I say try it out.

I definitely have done that in the past. I just was so busy working and creating that I just tended not to use them and implement and plug into them. But I definitely think that there's a lot of ways and I've seen a lot of companies using advisory boards. You know that I like to do things easy, so what I would definitely recommend is that you set them up quite flexible and make it easy and fun for the people you have on it to participate.

Okay. So the next system I want to talk about is the time management system. I am going to see if you have any questions so far on the first set of questions. Okay, do we have any questions so far on the customer service management system?

AM: I just have one, Sheri. On the autoresponders. From the earlier things I read on your Web sites, etc, I investigated AWeber. Have you moved on from AWeber or is that something that's just not working for you?

SM: I've actually never used AWeber.

AM: AWeber?

SM: I know –

AM: It must have been Erin then.



SM: I love – you know, Robert Middleton who had one of the longest-running marketing newsletters out there I believe, he uses it. So there are a number of people out there who use AWeber. What I like about the cart system is that with technology and I actually worked in systems, as a systems analyst in the technology department at Verizon Wireless for three years. And the thing I took away from that experience was that in anything that you do having to do with technology, you just want to use the least amount of systems to get the most done. That's why I really resonate with the cart systems because it does like 10, 11, 12 different things for you that you need to get done in your business anyway.

So AWeber does a lot less things, so I just don't want to have more than one system if I don't have to.

AM: Okay, and that the One Box dot com?

SM: No. The One Box is the voice mail system.

AM: Okay.

SM: The cart system, which is Practice Pay Solutions, that sends your newsletters out, that sends your autoresponders out. Autoresponders are anything that, like after you click or purchase or sign up for a free class, you get that email.

AM: Okay.

SM: With the newsletters, what that's called within that system is broadcasting. So you can have automatic, you can schedule things for in the future like we do our newsletters. But you can also do broadcasts like I do this morning when I get up on Monday mornings, I remind this particular live group for My Millionaire Friends what we have coming up this week. So I can send the broadcast myself. I don't always have to have my virtual assistant to do it.

But that's for a few of the things. It will also deliver digital products like PDFs automatically through the purchase links. Everything links together in there. You can make all your product links there. You can set your products to have recurring payments. It's just endless the amount of what the particular system does. It lets you run an affiliate program. So it gives people the links and then they use those links and when people they refer click on those links, my systems track that and then I just go in and print out reports and pay everybody through Paypal. Because those systems are smart enough that they link it up with Paypal. So it's just endless of what this one system



will do for you. And that's quite honestly why everybody is using it out on the Internet.

AM: Okay, thank you.

SM: So it will do what AWeber will do. The last time I checked, AWeber was for sending newsletter and autoresponders, correct?

AM: Yes.

SM: And, so, you can use that. But you really want to use the system that will let you do your product links and just everything you want to do.

AM: Good to catch it now! Thank you.

SM: Yay! And that's an excellent question. I'm glad you brought it up. Because I didn't mention that today. Okay! Any other questions?

AM: Sheri, I had a question? Laurel in Philadelphia. You were talking about advisory boards. And I wondered, what the incentive would be, you know – other than getting a little bit of free publicity for someone to join an advisory board? Particularly if you were thinking about creating one with experts in your field who are more well known than yourself?

SM: For the business owner, the piece that can be really good for you, especially in start up is people sometimes will know those experts but they won't know you yet. And what you're leveraging is their brand and it can catapult your –

AM: Yeah, but – I'm sorry. What's the incentive for the people you're asking to join the board, you know?

SM: Really, they want to do it for networking in the same way, when they want to get to your customers. So it's a way for them to grow their businesses.

AM: So they get a little extra, a larger net.

SM: Right, right. Exactly. It's the funneling leads into their marketing funnels or their Web sites, or getting people to sign up. So a lot of people, I mean, almost anyone you ask is going to say "yes" to that depending on the amount of time you require them to invest in the rules and parameters you put around it. You know, the more you ask from them, the more successful person is more likely to say "no," just based on the ROI. But you can get



some really great experts in start up, especially if you don't require a lot from them. They are just really friendly about it.

AM: Okay.

SM: And I've done that before. And I got a lot on there. I just never used them because I was just always so busy!

AM: Yes. I can imagine that, yes.

SM: But even simply meeting with them twice a month or, excuse me, twice a year – just simply having the advisory board on your Web site and having that group of people there should the question come up, on behalf of the customer. They are there for you. They are there to answer your questions. And it looks really good on your Web site to have an advisory board of the experts in your industry, in your niche. Play around with it. And do your research, also, as far as what your competitors are doing with your particular niche, too.

AM: I'm thinking more for my clients, not for myself so much. You mean, meet with them physically or just do a conference call or something?

SM: It's completely up to you and how you want to use your advisory board.

AM: Right.

SM: Really, it's however you decide to use it and whatever you and your advisory board come up with.

AM: Okay. Thanks.

SM: Okay. So I'm going to dig into the time management systems. This is really an important part of the call. So let me put everyone back on mute. Okay. And I will be going over today, probably about ten, fifteen minutes. So again, if you aren't able to stay on the call and go over time with me, feel free to listen to the audio or read the transcript. Those should be up by the end of the week. The audio definitely, here in a few days, and then the transcript a little later.

Okay. So time management systems. Improving your time management systems. Really is one of the most fantastic ways to boost your bottom line. And you guys heard me talk about this. You don't ever see a millionaire who does not have this part of their life mastered. They have very strict parameters around their time management and they have no guilt around it.



They understand that it's a big part of why they are successful. So you feel that you hit a brick wall, focus on these time management systems. It will allow you to see and feel immediate results and move forward, through automation and delegation and by getting really clear yourself, you can manage your businesses effectively and profitably and still have their life full of freedom you deserve.

So these pieces I had to put in place, obviously over time as we had the fourth kid, the third kid and then the fourth kid and then the businesses kept getting crazier and crazier. This part of the systems, I had to really change constantly on. There's a program that, I don't believe we included this on here in the My Millionaire Friends program. I will have to look and see if we did. But I called it the Get Clear. And I do it about once a year. I did it over at the AWE. And I talk about getting clear and how to do that in relation to systems. And if we have time, I will go over that here in a few minutes.

So let's talk about easy and affordable ways that you can automate the business which will allow your team and you to get important things done in less time. And when I talk about automation, next week I'll actually cover some of the technology systems that I will use. But today I want to talk about the systems that we use as far as not the technology but the actual systems. So first of all, one of the first systems is your calendar. Automate scheduling and appointment reminders by using that recurring function so that you do not have to write things more than once.

So what you'll do when you are creating programs, obviously you want to keep those the same time as possible, so that's easier for your customers but it's also an easier way for you to manage ongoing appointments. If you are using a day planner and you are writing things in and you feel like you have mastered time management, then stick with your writing. But if you are struggling and you have not mastered this system yet with your company and with your life, definitely try using a computer tool for your calendaring.

Once I started keeping track of my time, I was surprised to discover how much I was spending by rewriting things over and over again, because I never get everything done that I have planned for that day. And I would rewrite it and sit down and get it into the next week. I'm one of those people that loved the little Daytimers, I loved using those but I was just wasting so much time. And as I got busier and busier, it was just unrealistic. So I did switch to an online calendaring system and I love it.

You know, there were days when I would get so consumed with my writing and be so deep in the process of serving the customer and being very excited about what I was doing, I'd forget to pick my kids up from school! So it was really, really bad. So what I love about the online calendaring system is the



reminders. So you put something in there, it pops up you know 15 minutes before you're supposed to do it, ten minutes before. I never forget to call in for my appointments anymore.

I just found that as I got busier and busier and had so many more opportunities in the business world, it became harder and harder to manage everything. And I owe everything to Outlook calendaring system. It lets me color code things. And this is within the calendaring section. I also love it for email and I've talked about that before. But within the calendaring section, all of my teleseminars are a certain color. So I can easily glance at the day and go "Oh! I have two teleseminars." All of my to-do's, I leave them as another color so it just really, visually after I've trained myself over time, that system really allows me to be quite efficient. So get in there and play with that.

Also within your inbox, using again this time management system, I do flags. So anything that comes in for email and that my customer support team forwards me that has to do with, you know, either a refund or people want to convert from one program to another. You know, we do that a lot over at the AWE. Those just get a green flag and they pop up to the section and I handle all of that once. I really just kind of ignore that until I batch that particular thing and I get in the cart system and take care of all of the finance type stuff all at once.

So it's really, really an efficient way using the Microsoft Outlook tools, you know, clicking on the flags when you need them to organize your email or never having to write something more than once. And as far as something you are doing, once you know – for instance, I had two or three things today that I know I am not going to get to. I will drag and drop those until I think I can get to them, which will probably, some of those things I am going to have to drag and drop a couple of weeks from now but it will be there in a couple of weeks and I won't forget it.

The piece that I used to struggle with is all those little notes on your desk and what this allows me to do is, once I write it in--an appointment is what it's called in Outlook and I write it in there and I leave it in there. I won't get to it but I can drag and drop it. That just lets my mind be completely free and focus on these other things because I know that I won't forget that. And there's just so many things that come up in a day. You can imagine.

I mean, there's product that has to be ordered on time to get it out, you know, two weeks from now there's events and phone numbers that have to be sent. All these things I'm trying to remember the virtual assistants to do on your behalf. So much to remember and that calendaring system just



keeps me right on target to get all those things done and to delegate those things to.

Because I have the four kids, and you guys have busy lifestyles too – I integrate the calendar with my personal life. So I have orthodontics appointments there for the kids. I have, you know, the annual appointment – you know I have four kids, and they all go to the doctor and get their annual physical at the same time. That’s coming up. And I’ve actually pushed that off a couple of weeks because I haven’t been able to get to it. But I know I’m not going to forget that. And I know that – actually, we even have to take our vacuum cleaner in for its little annual physical. We have one of those, that if it doesn’t get cleaned, they don’t honor the warranty. How do you remember stuff like that? If it weren’t for the Outlook calendar, I would never be able to remember all these things. So we laughed that our vacuum cleaner gets its annual physical at the same time as the kids do.

So, anyway. That’s how I keep a lot of that straight in my personal life and in my business life. I color code, I systematize and I batch things. And you really just have to get in there and play with it and develop a system that works for you. And I’m very, very adamant that as soon as you possibly can, after you get out of start up and kind of get out of that initial crazy ten hour a day building of the business, and kind of put some really strict parameters around your time management system. So for me, you will not see anything on those weekend days. It is just completely blank. I leave all that time for my kids. It flies by. We’re busy. We’re doing things.

The only thing that gets on a weekend space on my calendar is a kid-type function. So I don’t let work creep into that. And that was not the way it was in the early years. Things, I just felt like I had to get things done. And it would lead into the weekend. And before you knew it, I was working seven days a week. So luckily, a couple of years ago, I started doing that and it helped when I had my fourth kid because he doesn’t let you do anything on the weekends. But it’s the healthiest thing too.

So I really encourage you to turn everything off on the weekends if you can. I know in start up there’s just some pieces that have to get to get done to get things launched or to get your companies out there. But as soon as you can, within the first year, definitely going into the second year, start to look more long term and put some really barriers and boundaries on to that piece.

Multiple email signatures. We talked about that in Outlook. Those broadcasts, those autoresponders, those digital delivery – again, that’s time management. So marketing purposes, or announcements or fulfillment – by spending the extra time to get all of those things programmed in once in the beginning of the product creation or, we just got done planning the NAWW



Telesummit so if you all want to go sign up for that, we will be announcing that in today's newsletter.

It's over at the National Association of Women Writers and it's completely free. But we have a really wonderful line up there and it's got a workbook. We just set it up initially and now it's all done. We'll just be over there signing people up until we do it and then the rest of the year, after its over, people will keep signing up for that to get the workbook and the download. So it's really, really cool to use all of this technology. People will be building a relationship with that particular company for the rest of 2008 based on that work we did there one time.

So it's just a huge time management tool to have these systems that you understand generate leads. I'm going to talk about that next. So you can see how all my systems are overlapping each other. Not only are they saving me time, not only are they supporting my customers, they are growing my business. So if you don't use the technology and the automation, which we will get deep into that next week, you can't begin to grow these systems. The last two weeks are just so important in your six and seven figure growth. And if this is overwhelming, it should be – trust me, all of this stuff that we are doing didn't get set up just in one period of time. It's definitely an over-the-time continuous process.

You know, we only do one virtual event a year at those two companies for a reason! You know, it takes us about a month of off and on planning and securing the speakers and getting things in place and putting the workbook together. There's a lot of work involved in it. But once it's done, it's done and then it's out there working for us the rest of the year. So it's a really cool way to grow your business online.

The automated recurring billing, obviously one of my favorite pieces of my business. I used to do this manually. I used to send out invoices and all of this insane stuff through QuickBooks before I found a cart system that could do my recurring billing in an automatic way. So that's definitely one of the best systems that I can talk about. In the time management. I mean, I even as a membership-based business, we used to send out printed, not cardstock, but printed cover letters and we would send the form and they would have to fill in their credit card information and send it back in the mail. And you can imagine that our renewal rates weren't that high because, you know, not everybody has the time to put the stamp on the letter and get it back and life gets in the way.

And then the other piece is, it was a lot of money to do that. And we did it on a monthly basis, 175 a month over at the NAWW – that's our average on what we do on renewals every month there. And it was crazy. You know,



that's part of what I did for two days every month back in the old days. And all of that is automated now. So it's really, really neat to dig into the automation and then again, the huge timesaver. I forgot that I used to do that!

So things are definitely done different now. And I was okay with that back then because, you know, half of the people would renew even in that very manual way and I was okay with spending a couple of days like that and getting those things out. And we had machines that actually you would feed it through and it would fold it for you really easy and then my kid would stuff them and put stamps on them. That was just our system. So it definitely worked but not as efficient and quickly, and I definitely would – you can see by starting to use the technology and to automate things, how I was able to start the other companies and do all the different coaching and everything that I do today. I didn't do any of that back then. I just ran the one company which was the National Association of Women Writers.

Okay. Well let me talk real quick about that overview of getting clear, which I think is just a huge piece. This is kind of a bonus that I wanted to add on real quick. But what this program does, there is a program I created, I think three years ago and what it does, is it integrates time management and visioning techniques that I use to run these companies.

And there's a – I believe we still have a mind map of this, so if you send us an email, I will – probably in a couple of weeks, it will take me a while to get to those emails but I will try to send you that mind map. But let me give you just a quick overview. So it's an acronym for CLEAR. So C is for clearing the clutter, L is for lightening your load, E is for establishing your goals, A is for aligning your goals and then R is for realizing your potential.

So real quickly, what that program essentially is about is C – clearing the clutter. Clutter takes up physical space and it prevents you from taking that actual space for new opportunities. And I kind just gave you an example of that cluttered way that we used to do our renewals. And I apologize – there is someone outside with a motorcycle, if you can hear that. Clearing clutter, the easiest formula I can give you if you select a certain area, you sort through it, you move whatever that stuff is out and you put what's left into containers. Very, very simple process. Very useful. Again, you select the area. You sort through it. You move out stuff you're not keeping and then you put what's left into containers. It's the easiest way to clear clutter, and you're focusing on individual areas. That focus is what will help you do it quickly.

L – the second part of the CLEAR program is lightening your load. So the first thing you do is you take an inventory of all your responsibilities. Keep a log



of how much time you are spending on those. Then be accountable to your schedule and always focus on three top goals. So what I have people do is cut out everything that doesn't relate to those top three goals. So for me, I can kind of tell you, when I first started doing that – lightening my load, it was very, very hard to across the board say "I will not be on PTA anything anymore." It was very, very hard for me to tell my children, "I'm not going to Christmas parties anymore because it takes me two days to get to three different schools – now it's four – and I can't be everywhere at once. And girls, we're just going to have to do our own kind of stuff on our own time because we've got too many kids now." And they are in three different locations right now. Next year they will be in four different locations. So, you know, that was hard for me but it's what I had to do. It didn't relate to my top three goals.

The next piece is establishing your goals. So writing down your goals and evaluating them against your responsibility. Goals must be specific, measurable and realistic. So dream big but give yourself time to implement the goals instead of repeatedly doing "ready, aim, fire." Do "ready, aim, fire, fire, fire." And what that does it is gives you focus. So you focus on something, you get it done and then you move on to the next thing. And then when you do that, you're able to implement much quicker and see results. There's a lot of people that get things started. Not a lot of people that get things implemented and finish the project.

The piece about aligning your calls, which is the next part of the acronym. This is the part where you take those established goals and you create a timeline. And you map out start and end dates and you educate yourself. You assemble a team. We've talked about that on two of these weeks. We welcome criticism, that constructive criticism that helps us align our goals. We've had many meetings with our virtual staff where they are like, "Okay, they cry uncle and what I was up to was just too crazy" and they will give me some feedback and we talk about our process and the timeframe that is more doable for them. So that's been very helpful. That I actually help them keep my goals aligned according to a timeline.

I also hold them accountable. And I do this with everybody. I do this with, not only in my business world, but I do this with my kids and do this with the housecleaner and I do this with everybody. I ask for specific times. I don't leave things open ended. I found I cannot be efficient and I cannot stay true to my time management and my very precious little time that I have after all of these things that I do if people don't honor time.

So the way that I hold them accountable is by having them give me specific times. And just that one thing, by having to have people schedule things into your life, it's so tempting when you run a stay-at-home business. I have,



definitely have a lot of wonderful women in my neighborhood who are very active during the day, doing things that are not work related because a lot of women do not work in this neighborhood.

I've had to put up very strict boundaries but I don't baby sit and I don't do lunch dates because I am working from home. And there's so many pieces to aligning your goals with the time line but then just being very specific about the way that you phrase things. And people get it pretty quick – when I am coaching with people, the hardest part they have is just setting up those parameters and setting up those boundaries.

I interviewed a lady named Kendal Summerhawk a while back. And she trains horses. And uses horses, actually, to work with entrepreneurs. And she calls it just like having fences for your horses that keeps them safe and, she calls boundaries in your businesses are just like those fences. If you ignore the fences and you don't take care of them and they get broken, your horse is going to get away, the horse is going to get hurt and it's the same thing in your business. You have to have those fences up. You have to have those boundaries in place to take really good care of your company and yourself. And she went into it a lot deeper but it was really good.

The last piece of the CLEAR program is realizing your potential. And so what I tell people is that you are completely responsible for your success. Use leverage to increase your productivity and save time. And leverage is all of the time that, by using the time management systems, you actually create leverage in your life. Because you are using these different systems that we've talked about, you are leveraging that time on a triangle in much better way. The systems and the automation help you dig right into that leveraging triangle. Remember on the leveraging triangle, we have time, we have money and we have expertise. And these systems help you do that.

And that's why you're able to reach success so much faster. So you focus and you plan ahead and you take care of your most precious resource, which is you – you are the visionary of this company. If you're not taking care of you, you will not be able to run an amazing and wonderful company that you have the potential to run. And you have seen this on so many levels. You have seen this when you start to read the Business 2.0 and the Entrepreneur magazine and all the magazines with endless stories in there of entrepreneurs who will talk about their up and downhill – you know, they got really successful and then this happened and then this bad thing happened and then they learned from that and they were successful again. You'll hear those stories over and over and over again, and it really comes back to the systems and them not paying attention to those pieces in the business.



So don't give yourself or your knowledge or your time away unless you are completely okay with the consequences of doing so. And that's how you're going to realize your potential in that area.

Okay, I'm just going to go over really quick to the lead and marketing systems. And then we will spend next week getting deep into the technology systems. So let's talk about promotional and lead generation systems. I want to spend about ten or fifteen minutes on this and then we will see if we have time for Q&A.

Your Web site's sole purpose – and you have all heard me talk about this – is collecting that customer information and in it's exchange for a freebie. And that is an "ethical bribe" as I've heard someone call it. It's on every single page of your Web site. Another reason I love the blogging format. You must offer one or more of the following: either a free ezine or a free report. You can offer a free audio class or free access to a teleseminar that can be a live monthly one or a prerecorded one. And the reason you do this is because 99 percent of the people that visit your Web site will not purchase anything on the first visit. So it is crucial that you build that relationship with them. And you can't do this if you are not able to contact them again.

So the systems that you put in place will allow you to get them into your marketing funnel. Remember that your ideal targeted prospects are most often going to enter your marketing funnel via that freebie on your Web site. And I say "most often" because you'll also be collecting information offline at events and like I've told you, I print out, I actually have the lead generation pages built and I print those out and I also send people there. Two examples of those is www.nawwfreereport.com and then there's over at the AWE and it's www.awefreereport.com.

So that gets people into the marketing funnel. They sign up on those pages or I pass that printed page out at an event and people pass them back up and the virtual assistant enters them in and then they get the little confirmation email and they click on it and they are in the marketing funnel.

So let me go a little bit into the funnel. Understanding the funnel. Your prospects will move down the funnel as they join your groups or they purchase a product or service that you've created. And as they move down the funnel, you are continuously building a relationship with them by delivering those products and services. Now, the higher quality the products and service, the better trusting your relationship. The better you deliver on those with high quality, the more solid the relationship becomes. And as they move down that marketing funnel, they are also going to purchasing products and services at different price points. And so the price points will go from low, they will actually go from free, to low up to higher price points as



they get down the marketing funnel. And so at the bottom of the funnel, it's much smaller and that's where your highest price product or service is.

Keep an open door. Know that people will fall out of your funnel at the bottom and they will come back through it again. That happens quite often. So this is something that's a continuous process. It's not something where they go through it one time. And I think most of you all understand that. So what I want you to be visually thinking is when you are out there and you are speaking or you are talking to new leads, and whatever way you come in contact with them via radio interview or podcast or in your email newsletter, you're always there to solve problems. You're not focused on the sale.

Now there are definitely ways to speak to sell. There are definitely ways to do teleseminars where you will be selling but your focus has got to be on solving their problems and then the natural thing to do is that you're going to want to give them something because there's not enough time within that particular time frame to get all their problems solved. It's taken me eight years to build what I have here. I can't possibly do that for anyone in an hour in any kind, I couldn't even give them a very high overview.

That's why when people ask what I do now, I run online educational companies. It's just so hard to tell them what I do! So you're focused on generating those leads. And you're just always focused on driving them to the place that can give them some free information to help start solving their problems. Because you're only going to be able to help those people that are willing to go through your marketing funnel over time, years of time in some instances, to get their problems solved.

And those are going to be your ideal customers. And those are the ones you are really going to focus on because they understand that. You know, I don't even want people to purchase things from me if they are planning on not, if they think it's really easy and really quick and they are not willing to do that long-term work. Because I won't be their ideal person because that's not the way I teach it. And it's not the way that it exists. So some of the online promotion and lead generation strategies that I've used and I love are one, those search engine listings. That's the little listing when people put in those key words that you are up there, there's a few ways that I got lucky early on with the naming of my companies and actually have quite high search engine listings.

Some of that, depending on if you're using the blogging format, that will definitely help you get higher up in the search engine listings. But I definitely get a lot of traffic through those. And there's a whole lot to the SEO search engine optimization which is SEO. And there's definitely more resources I can



give you in that area in a later point. But that's one of the lead generation strategies that I do focus on.

Article marketing. And I use that. Article marketing actually helps drive me up in the search engines for many reasons and we'll get more into that next week also. Ezine ads. I do lots of swapping of ads with other people who have large email newsletters. Again, the blogs drive traffic. Press releases via PR Web. Doing cross promotions in solo emails with other online entrepreneurs, for me that works in my particular market. You're going to be creative with that depending on what kind of virtual company that you run.

Affiliate programs, which we've touched on today, are also amazing tools to encourage others to promote you and to bring you new leads. People, when you're helping them be successful, you know, the affiliate revenues that I bring in, certainly don't – you know, they are not a significant part of my business at all but they definitely help me pay for inventory or, you know, just different things that get done are definitely a part of making my company successful. It's a small egg but it's an egg that helps the bottom line be more profitable. So definitely know that your customers love the affiliate programs but they will also be great for you in generating those new leads.

Teleseminars and speaking, radio interviews and live networking. I do all four of those. And those are what I consider my offline promotion and lead generation strategies. And I can go into more of each of these. I would love for everybody to definitely bring up specific areas in Q&A because we are running out of time today. I would also love for you to bring up this type in our next call next week. If there was anything that I didn't spend enough time on today, definitely bring it up in the next call on the automation area and we'll talk about it then too.

Live networking because I really get some my best clients, long-term clients, from meeting in person. And I think teleseminars also have worked for me much in the same way. So speaking at conferences, that's great on so many levels because of the expert status that you can build as a speaker and people just remember you and they want to come back and check out your Web site. Again, I'm always getting them on the list so that I can contact them. Radio interviews, I like that just for the pure piece on leveraging time.

One thing that I do, in some of my programs, is something I call the FOCUS marketing method. So this will help you kind of think in a systematic way and I'll give you a quick overview on this. Just to make sure that you kind of understand how this high level overview of this FOCUS marketing method is again another system. And this falls under the lead and promotional systems within my company. And again this is an acronym for FOCUS.



So first of all, your marketing needs to be filtered. All of your marketing companies should focus on your ideal niche so that you're filtering your members and that makes sense. You only want to serve those you love working for and that you have passion for. The next piece of the FOCUS marketing method is O and that stands for organized. Your marketing plan needs to be organized. And what you'll see and I sent that to some people, I can't remember which program I sent that out in! But I actually have a grid on one Microsoft Word sheet of paper but it has all of the marketing for all of my companies in one view, teleseminars I do for my companies but also teleseminars I'm doing as a guest for other people. It has anything that we're promoting and it has the months there that we're promoting it. It has the actual months that we're doing it.

So for instance, the virtual telesummit is in April. We've been promoting, we will be promoting it for two months, about six weeks. And then we'll do the same for some other products that are rolling out. That's how Create Your Group got promoted this particular month and My Millionaire Friends will be promoted next month. We also have some other things rolling out with My Millionaire Friends such as licensing for those of you don't know this yet, and I think only a few people that I talked about with you on your one-on-ones. But we will be allowing people to buy a license of the My Millionaire Friends program and go out there and teach it. They will have to go through some training and some certification around that to go out there and do that, but it will be a great business for the right types of people who want to do that and who are interested in it and willing to invest in the time and money to do so. So you can see all of this organized marketing. You definitely have to have lead time to roll these things out and that is part of the FOCUS marketing method.

C is for convert. And so your goal is to convert your prospects into customers. So the way that it should look is that they come in as subscribers. You build relationships with them. You turn them into customers. And then you turn them into loyal, recurring customers. And so that's how your conversion process should work. And it will become quite natural as you do this more and, honestly, as you start setting up these systems within your cart system and all of the many different things I've touched on today. The system will do your conversion for you.

The next part of the acronym is Utilize. And this is the part that depending on some of your history, some of you don't have any training yet in marketing but you can google these different terms and you can find information on these quite easily. So one of the systems is SWOT and it's called the SWOT analysis. And it's S-W-O-T and that stands for Strengths, Weaknesses, Opportunities and Threats. It's one of the tools that I utilize – again we're at



the U for the focus marketing method – to do my marketing. When I'm rolling out in the copy, and I don't always do this myself but I'm definitely at the head of the strategy of it, of getting it done.

So I plug into marketing theories that already exist. I also use the marketing funnel. I use the Ps of marketing: which is your pricing, your packaging and I believe that the third one is promotion. I don't think that's it. Pricing, packaging, I forgot the other P off the top of my head. But those Ps of marketing are also used. I talked about packaging so much. You can repackage things over and over again. And just that right there. Understanding how you can repackage things is so important to your bottom line. And I really work with people in the one-on-one's – we've done a lot of work with that, and some of my different companies just on that one piece and I really see how unlimited the potential is when you're running an information product-type company in that area.

And then the last part of the acronym, the S, on FOCUS is for systematic. Again, that's what we've been talking about today. So it's using the automation and the natural selling cycles to sell and to keep marketing. So people expect at the end of the teleseminar, they expect at the end of a speaking presentation that you're going to close. That you're going to end the speaking presentation. That's a system within itself. They've been trained by other people doing the same thing so you close your speech and then you naturally get them on your list and then you resell and then when they go through a process or a program, then you might upsell something else that you need. These are natural, systematic ways to automate and to go through natural selling cycles that people are actually already trained and very used to using.

So I hope that this has really helped you. Today's call, get a better idea on how very much everything in your company is systematic and I hope that this has been helpful. We will get into – I want to cover product and service development systems and technology systems next week and I will wrap those into all of the talk on automation and we will do that in the last week because we didn't quite get to that today. And I want to make sure we do that.

But let me take it off and see if I can take a couple of quick questions. Hold on one second. Okay. So do we have any questions today? Okay. It was a little bit of a long call today. So I hope you enjoyed it. And we will talk again – tomorrow, actually, we have our speaker on and then we'll talk again next week. Take care, everyone. Have a wonderful day. Bye.

AM: Thank you, Sheri.



SM: You're welcome.

AM: Bye.

[End of Audio]