# THE POWER OF AUTOMATION

Automation Solutions For Your Business

# Power Up!

## Five Powerful Automation Solutions for Your Business

In today's fast paced, hard hitting business world, you've got to take advantage of every opportunity that comes your way. It's the only way to stay competitive. After all, if you don't keep up with the developing trends within the marketplace, your competitors and customers will. In the end, every missed opportunity becomes a disadvantage as your competitors gain a larger market share due to your lapse in judgment.

One of the most common missed (or misunderstood) business opportunities is automation. Business automation has the potential to streamline a company's day to day operations, making them more efficient and flexible. This increased efficiency and flexibility acts like rocket fuel when it comes to profitability. Therefore, automating your business can literally take your entire operation to the next level.

Because automation has the potential to cause such positive change within your organization it makes sense to become familiar with some of the automation solutions that are available to you. That's where this report comes in. We're going to take a look at fifteen of the most popular automation tools in a couple of common categories so that you can make an intelligent decision about which ones are right for you. So if you're ready, let's get started!

## Scheduling

We've all been there. You and a client or customer or supplier are trying to make a connection. You contact them. They aren't available. You contact them again. Again, they aren't available. Then they contact you. This time, you aren't available. And so it proceeds. This endless back and forth is not only frustrating, it's also an extreme waste of your valuable time. In addition, it is also a potential threat to your bottom line. Imagine what happens if you fail to successfully make this connection in time. Now, multiply that failure over and over. Luckily there is an easy solution.

Scheduling software effectively automates the process of making an important connection by making your calendar available for anyone to see. Now, before you get upset, the details of your appointments aren't shown. What is shown are the blocks of your time that are already taken and the blocks that are available. This makes it easy for anyone trying to get a hold of you to grab one your available blocks of time that is also convenient to them. The end result is no more back and forth when it comes to appointment scheduling.

One of the best scheduling software out there is Calendly. It quickly links to your Google or iCal accounts, it's free to use and it easily integrates with HTML code if you're on the techie side. Check it out at [www.calendly.com](www.calendly.com)

## Social Media

Social media is a big part of any businesses marketing efforts. It offers you an easy way to communicate and stay in touch with your customer base. It is also an excellent way to reach out to potential customers and increase your market share. The problem is that it takes a lot of time and effort to stay on top of your various social media accounts. After all, your social media efforts are only as good as your last post. If you forget to regularly post, or become too busy to post on a regular basis, all of you previous efforts go to waste. The attention of your social media audience is short and it is easy to lose their attention unless you constantly attract it.

Luckily there is a way around this problem. There are several excellent social media solutions available to the average business owner. Buffer will allow you to write your social media posts ahead of time, when you're inspired to write or when you simply have the time, and schedule those posts for release at a time when your target audience is likely to be online. If you don't know what times your audience is most likely to be online, Buffer will analyze your social media accounts and tell you what times of the day your audience is most active. The end result is that your social media accounts are constantly refreshed and the posts on those

accounts get seen by the people you want to reach. Take a look at Buffer at [www.buffer.com](www.buffer.com).

## Content

So, you've probably heard the saying that content is king. What this means is that all of your marketing and promotional efforts or only as good as the writing that makes up those efforts. In other words, good writing makes good content and good content attracts attention, establishes authority and, ultimately, increases market share. The problem is that good writing doesn't come easily. It takes work to produce content that grabs potential customers and turns them into repeat buyers. Now, we're not here to say that the act of writing compelling content can be automated. Business software has come a long way, but it hasn't come that far…yet. However, in the meantime there are solutions that can make the job of writing good content easier.

One of the best of these solutions is Evernote. Face it, writing is all about timing and inspiration. You can't force good writing, it simply occurs. Evernote allows you make notations on any subject from any device, no matter where you might be when inspiration strikes. You can note down subjects, references, articles that catch your eye, quotes, comments made during casual conversation or anything else that gets catches your interest and gets your creative juices flowing. You can also use the voice to text feature that comes with Evernote (or sync Evernote to the voice to text feature on your phone) to simply vocalize your inspirations. Think about it. You can speak one thousand words a lot faster than you can write them. Go to [http://www.evernote.com](http://www.evernote.com) and check it out for yourself.

## Distribution

Whether your business produces a physical product, a digital product or both, you know what a nightmare distribution can be. Enormous amounts of time and energy are expended getting a particular product into the hands of a particular customer, on time and in one piece. It can be, and is, a logistical nightmare that can daunt and frustrate even the largest of

organization. For a small shop, it can well-nigh be overwhelming. Think about the amount of time you may have spent approving purchases or at the post office dealing with shipments. While distribution is important to the lifeblood of your business, every minute you spend dealing with the technical issues of distribution is a minute that could have been spent selling more of your products. In the end, getting tied up in distributing the products that you've already sold can actually cost you money. However, there are solutions.

If you produce a digital product you might want to take a look at Clickbank. Clickbank allows you to post your digital product and route customers to that product for delivery. They also have a full marketplace where other vendors can find your products for affiliate distribution and where you also can find products to affiliate to your customers. Take a look at [www.clickbank.com](www.clickbank.com).

If you produce a physical product you ow it to yourself to check out Amazon for your distribution needs. Amazon allows you to transship your product from your manufacturer directly to their warehouse and delivery system. You also are able to post your product listing on their website. Talk about taking advantage of a long reach! You can check out the "fulfilled by Amazon" option at [www.amazon.com](www.amazon.com).

## Payments

Manually creating hundreds of invoices each month is time consuming and unnecessary. But receiving those payments – well, that is necessary! So what's a business to do?

There are currently several top-of-the-line payment solutions that exist that also allow for the automation of recurring daily, weekly, monthly or yearly payments. This not only makes the process of receiving payment much simpler and easier for the business, but it offers the customer a reliable way to know exactly when their account will be paid without worrying about manual payment.

Paypal is the most widely-used online payment solution that exists on the market today. Paypal offers separate invoicing capabilities that can be utilized manually, but where they really shine is in their ability to automate periodic payments so that no invoice is necessary.

With Paypal's automatic payments solution, you're able to set up a periodic payment that comes directly out of the customer's selected account that has been integrated within Paypal. Your customer will receive an email with a receipt number and payment information each time a scheduled payment is sent, and you, the business owner, will receive an email alerting you that the payment has been received.

In order to utilize this business service from Paypal (as well as the many other business services and solutions they offer), you will need a Paypal business account. Once that is in place, you can create automatic payments via your Paypal dashboard, and send the initial payment request directly to your customer via a link by email. After the initial payment is completed, future payments will be automatic based on how you initially formatted the payments.

Paypal is an easy way to institute automatic billing, and receiving of payments. Check it out at www.paypal.com.