

# How to Automate Your Business:

The 7 Figure Guide to Getting and Handling  
Lots of Customers Without  
Pulling Your Hair Out

by Tom Antion

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# Intro

If your pricing strategy is sound, the more customers you have, the more money you'll make. The problem is that more customers usually means more correspondence. It also means more touches needed to get people to buy. How is a small business owner supposed to keep up without hiring more people?

## Online tools to the rescue.

I'll be showing you the exact tools I use to handle as many as 150,000 e-mail subscribers and more than 40,000 customers.

Many of these tools were introduced to me as a result of my in-office whining in earshot of a young person who then figured out a way to do things cheaper and faster. That's why I harp so much on getting a young geek to assist you in your business. Things that would take an older non techy person days to figure out (if they ever do) would be fixed and working in minutes with a smart youngster at your side.

Did you ever hear the old story about "sharpening the axe"? It's an old tale about a contest to chop down a tree. One guy beat on the tree for hours even after his axe was dull. The other guy sat around sharpening his axe and cut the tree down quickly.

It's time you sit down and sharpen your axe. I've been through literally thousands of adult students who were thrust into the computer world and do the absolute bare minimum to get an e-mail sent, or to open a pdf file. This isn't good enough and it's downright stupid to just get by.

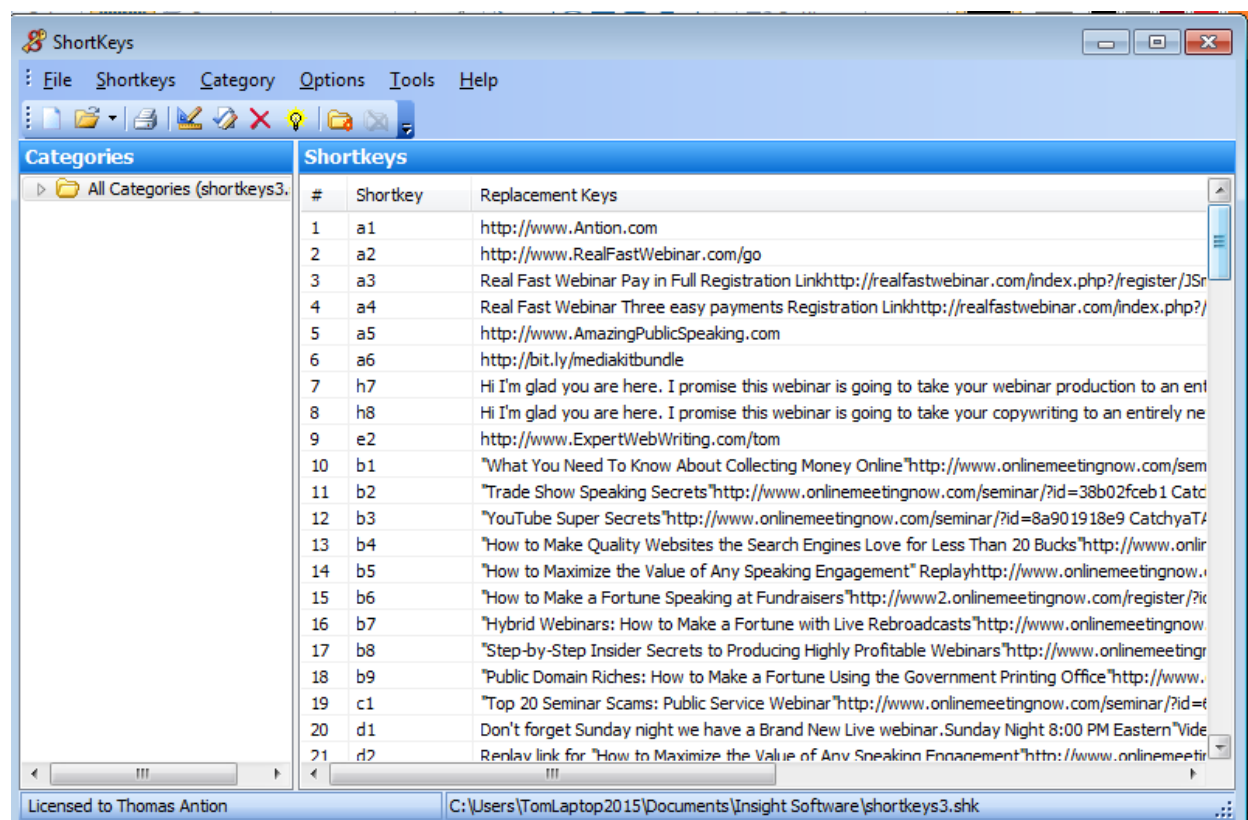
There are simple, cheap, and free tools that will save you literally millions of keystrokes in the years to come. By taking the time to learn how to use them, you'll take care of customers faster, make more money, save yourself from carpal tunnel syndrome and never pull your hair out again. Let's get to it.

# Responding to Customers

Around 1997 I was in the office complaining that I had to answer the same e-mail questions over and over again. A few minutes later, my young geek Ilya had me download “Short Keys” which I still use today.

## Short Keys for (PC) & Keyboard Maestro for (MAC)

Ilya had me download a program from <http://www.ShortKeys.com> This program allows you to make a two-character combination that will then type in as much as you want.



*Shortkeys has saved me millions of keystrokes over the past 19 years.*

As you can see in the figure above shortkey #1 is “a1”. When I type “a1” in my keyboard the program automatically types

“<http://www.Antion.com>” Let’s jump down to shortcut #8. I type “h8” and the program types:

“Hi. I’m glad you are here. I promise this webinar is going to take your copywriting to an entirely new level which means more money pouring in your front door.”

Even if you had all these answers in a file somewhere, it would take you time to locate the file and then find the answer in the file. This totally ruins your train of thought and takes more time.

Some people say to me, “Tom, what about “Microsoft Word” and their Autocorrect feature?” That feature is wonderful, but it only works in “Microsoft Word”. Shortkeys works in any Windows program.

Here’s a tip that will save you lots of grief and accidental firing of the short keys.

### **Example:**

Let’s say you made a short key “G1” which automatically typed in <http://www.MyWebsite.com>

Also, let’s say you were typing an email address [hocking123@hmail.com](mailto:hocking123@hmail.com)

### **Here’s what would happen:**

Hockin<http://www.mywebsite.com>23@hmail.com

As soon as you typed the “g” in Hocking and then the “1” in 123 the software would see “g1” and instantly types in <http://www.mywebsite.com>

So, what do you do? The program has another feature that lets you put a key combination that turns on ShortKeys when you want it to kick in. In my case I use a key combination that doesn’t really appear in real life. I type “qq” when I want to turn on ShortKeys. This defeats the problem of accidentally ruining what you’re typing.

**Let's see an example of how many keystrokes I'm saving:**

“Hi I'm glad you are here. I promise this webinar is going to totally open your eyes to the world of fundraising and what it can mean to your speaking and bank account.”

The above has 177 characters and is used to welcome people to my webinar replays. I usually have 100 to 200 or more people on a webinar. Let's say 150. So, 150 times 177 characters equal 26,500 keystrokes just to welcome people to one webinar. YIKES!

So, this is a no brainer. They probably still have a free trial and then the program only costs about 20 bucks. It's nuts if you don't get this.

I don't use a MAC, but the equivalent of this program on a MAC is “Keyboard Maestro”. It actually does more than ShortKeys, but just using that feature will change your life.

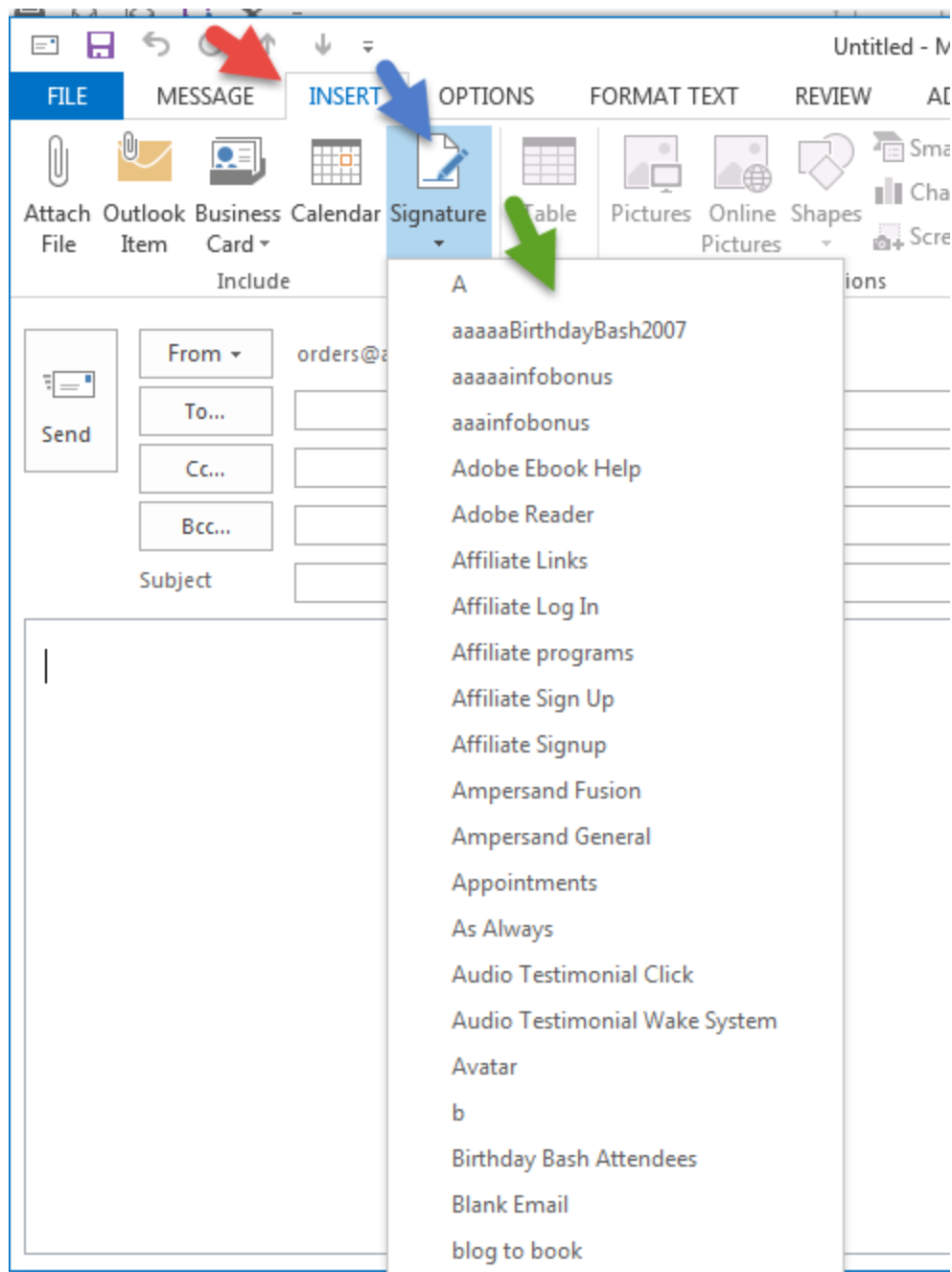
## Signature Files

This is something I use even more than Short Keys. Virtually all my correspondence is via email. When I send an email there's usually a segment appended to the email with my name, phone number, link to website, etc. This is called a signature file (sometimes abbreviated as a “sig file”).

What most people don't realize is that with a good e-mail program you can have as many different signature files as you want.

This is how I can answer so many people in a lightning fast fashion. My rule of thumb is that when I get a question more than once, I make a signature file as the answer.





*Signature files can save you millions of keystrokes over time.*

In the above figure I'm using "Microsoft Outlook" as my e-mail program. To put one of the signature files into an e-mail the red arrow is the "Insert" menu. Then the blue arrow is "signature files" and the green arrow are just a portion of my hundreds of sig files. I just click on the one I want and it's instantly inserted into my e-mail response.

This saves me an enormous amount of time and lets me handle way more people way faster.

You must have an e-mail program that has unlimited signature files to make this work.

You'll have to research any e-mail programs you are considering before you make your choice and make sure it has this feature. You can't go too far wrong with "Microsoft Outlook".

## Autoresponders

If you asked a bunch of marketers who have been around a long time what were some of the most important tools for online marketers virtually all of them would have the "autoresponder" on the top of the list.

There are so many great things autoresponders can do for you:

### **Autoresponders Can:**

- Give customer service without hiring more people
- Reduce Complaints
- Sell More Automatically
- Be a product in itself and deliver itself to the customer
- Build a relationship with many customers at once with little work on your part.

Let's address the automated customer service first. When someone purchases something from me, they automatically trigger a series of autoresponder messages that let them know my company appreciates them and is ready and willing to take care of them.

An interesting and self-serving sentence I frequently open my customer service autoresponder with is this: "You made a great decision investing

in [insert name of product]. It's crazy to me, but many people want someone to tell them, they made the right decision. It seems like the fox guarding the henhouse to me, but people like it so I do it.

Next, I remind them that my company is there for them if they have any trouble getting their product or figuring out how to use it.

Maybe a day later they get another e-mail double checking they got their product . . . that's if it's downloadable. If it's a physical product, I'll put in a message about it being shipped and then I'll check with an autoresponder message in three or four days to see if they received it.

## **Reduce Complaints**

Frequently complaints in your business are generated because you haven't set the proper expectations for the customer. Here's an example:

I used to ship the "Wake 'em Up Video Professional Speaking System" to Canada. It was a big 11-pound box. It would actually get to Canada just as fast as it would get to California from my location on the East Coast.

Then 9/11 happened. After that, all big boxes going to Canada were being held in Canadian Customs for two weeks to as much as a month. I didn't know this until I started getting nasty e-mails and phone calls from the usually nice Canadian people who were mad because they felt like they got ripped off. They had sent \$1000.00 across the border and they felt I just took their money.

When I found out what was going on, I added the following to the first autoresponder message they got:

"We'll be shipping your system out right away. If you are in the Continental USA, you'll get your package in 3 to 5 business days. If you are one of our wonderful customers outside the USA, because of security concerns about large heavy boxes your customs will hold the

box up to a month. Of course, you realize this is out of our control, but you can be assured it will be worth the wait.”

By adding this to the first autoresponder message, it immediately cut all the customer complaints regarding slow shipping. Basically, I set the expectations for the customer based on a security risk that everyone in the world could understand.

## **Selling More Automatically**

Once an autoresponder is triggered by a visitor to your website, it can be used to deliver your sales message. In addition to servicing the customer you can offer another product, or give a discount coupon to any of your products.

I have a rule of thumb that I adhere to when upselling the customer via autoresponder. I like to give them at least three service-oriented e-mails before I ask them to buy anything else.

What I’m trying to do is to get the person used to receiving e-mails from me with tips that help them, or e-mails that are specifically written to service the item they just purchased. When I do that, they are less likely to unsubscribe when I offer them something else to buy.

## **Examples:**

“Because you bought product **A** I’m giving you a discount coupon for product **B** that’s a perfect addition to your collection. Simply [click here](#) to take a look and use the coupon code **GREATDEAL** when you check out to get a whopping 25% off the normal price.”

“As a special thank you for buying our fantastic product **A** I’m giving you \$1000.00 off our super, duper mentoring program so you can take your skills and business to a whole new level. [Click the special link below](#) to get your discount.”

“Two weeks ago, you bought our basic training package on **A** and you should be well on your way getting started. Now it’s time to move your skills up by investing in our Intermediate training package **B**. Your colleagues will never know how you are getting so good so fast. Click [here](#) to go to the next level.”

Now here’s some cool stuff that a good autoresponder can do.

In the example just above you had created an autoresponder series that serviced the customer who bought training package A. Eventually you put the upsell in one of the e-mails that offered them training package B. (That’s the blue example just above.) What if they didn’t buy from that e-mail? You should have put more e-mails in the first series to keep encouraging them to buy the Intermediate package.

It wouldn’t make sense to keep sending them those extra e-mails from the first series if they purchased the Intermediate package now would it?

A good autoresponder can turn off one series of messages and start a new series of messages based on something the recipient of the e-mails does.

In this case, if someone bought the Intermediate package from the first e-mail that mentioned it, the first series of autoresponders would be turned off and a new sequence would be started. After I sent several service e-mails for the Intermediate package I would send the e-mail below a couple weeks later (or however long it would reasonably take someone to study and implement the Intermediate program):

**Example:**

“I’ll bet you’re WOWing your colleagues with your new-found skills. It’s time to jump to the Guru level and be the undisputed king of [insert the topic]. We’re ready to ship you the Advanced training package that will shoot your skills through the roof to the point no one in your company will ever catch up. Click [here](#) to become a [insert topic] god.”

If they buy the advanced package, the Intermediate series of e-mails will stop and the advanced series will take over moving them up to a mentorship, coaching program, affiliate product, different topic or anything else you have to sell them.

Note how all of this is set up once and then sells automatically. I have over 475 sequences of autoresponders. Of course, they were built up over many years, but it's no time like the present to get yours started.

I've used and promoted the shopping cart/e-mail system <http://www.KickStartCart.com> for over 16 years and these autoresponder sequences have made me a fortune almost like the TV guy Ron Popeil who always says, "Set It and Forget It".

## **Sequential Autoresponders**

The type of autoresponders we are talking about here are called "Sequential Autoresponders" as opposed to the very old style "one message" autoresponders.

This means when a customer or prospect triggers the autoresponder, the first message is sent, then another, then another, then as many as you are willing to write. **One string of messages is called a "Campaign".**

Just about everything you do should have an autoresponder campaign tied to it and you can tell the autoresponder how long to wait before sending out any particular message.

Maybe upon a purchase, you send out a message each day for three days straight and then wait a week to send out the fourth message. Then maybe you send one message a week to that customer for three months. You just tell the program how long to wait.

Maybe when someone opts in to your mailing list, they immediately get an e-mail that gives them a freebie you promised them, and then maybe every three days you give them a tip on your topic for three times and

then maybe the fourth e-mail gives them a tip and offers something to buy. Again, you tell the program how long to wait between e-mails.

With ten minutes of tutoring you would be able to do this entirely yourself with no web person or expense. By the way, we give unlimited one-on-one FREE tutoring on this when you get <http://www.KickStartCart.com> No one else offers this kind of free training.

## **A Product That Delivers Itself**

E-Courses are the absolute easiest products to create. Literally in a few hours you could create one based on your topic and below I'll show you how.

The reason I bring this up now is that you will use sequential autoresponders “as” the product AND to “deliver” the product.

An e-course is a series of e-mails that teach whatever you are teaching. Some people give them away for free to get you to opt in to a mailing list. **NOTE:** This is a really good idea because to get all the parts of the course people **MUST** put in a good e-mail address that they use all the time. Frequently when you are just giving a download or a video as an incentive (AKA ethical bribe) which is a one-shot deal, people put in a crappy e-mail address they hardly ever check.

The way you make an e-course is to break down your topic in to its component parts. Let's say I wanted to do an e-course on Tennis. What are the component parts of tennis? . . . Serve, volley, forehand, backhand, overhead, lob, court geometry, etc.

I'd sit down and write up tips on the serve and that would be the first e-mail in the e-course. At the end of that e-mail I would tell them about the next part of the course, the volley and so on for each part of the course.

Then I would load up all the individual parts of the course into the sequential autoresponder.

If it was a FREE e-course, it would be triggered by someone opting in to get the course. Of course, I now have their e-mail so I can “Broadcast” a message to them any time I want.

If it was a PAID e-course, it would be triggered by their purchase. Not only would I have their e-mail, I would have their complete contact details.

This is just my opinion, but when I’m putting out a free e-course, I like to send a message every day while the person is hot to trot on the topic in hopes they will buy something and become a customer.

If it’s a paid e-course it could be quite extensive and maybe the person needs a week to learn and implement what you are teaching. They are already a customer at that point so you can set your delivery to what makes most sense for the customer.

### **Advanced E-Course Stuff**

People ask me all the time about audio and video e-courses. I’m all for them. It’s the same thing just with the content delivered differently.

If you are doing audio and/or video training, you still send an e-mail on whatever schedule makes sense, but you put a link to the audio or video in the e-mail.

Some people prefer this and it’s OK by me. If the audio and video files are hosted on your website it increases visits to your site where you can display other information and stuff to buy.

Another important concept that’s becoming more prevalent in marketing is “behavior based” marketing. I won’t get into all of that in this e-book but I have been using it for the many years so I’ll show you how it applies to e-courses.



When I first started doing e-courses, I did them just as described above. I would write the course and have the individual pieces delivered via sequential autoresponder.

As e-mail delivery rates got worse. People would e-mail me saying they didn't get parts 3 and 5 of the course, or parts 2 and 6, etc. This was driving me crazy and taking up enormous amounts of time finding and copying and pasting parts of the course and sending them individual e-mails. **THIS WAS SUPPOSED TO BE ALL AUTOMATED!**

In addition to that hassle, as I learned more about common sense “behavioral marketing”, it didn't make sense to force someone to wait seven days to complete a 7-day e-course. If they were all gung ho on the topic and the money they had in their pocket was burning the proverbial hole to buy something on that topic, why should I hold them back?

If they want to wait seven days for each part of the course, then fine. If they are in a hurry, that's even better. Their “behavior” should dictate what happens next.

So, to kill two mice with one stone I put all the parts of the course in one pdf file. At the beginning of each part of the e-course it says, “If you miss any part of the course, or if you're just impatient and can't wait to see the material, you can download the entire course by clicking here.”

YIPEE! Hundreds of individual e-mails that I had to send were no longer necessary because people had access to the entire course if they got any part of the course. PLUS, people that were gung ho could buy things out of the e-course immediately. **FAST / WIN / WIN**

Speaking of buying from the course, don't make this mistake that one of my first students made when he put out a free e-course. He waited until the last e-mail of the course to offer something to buy. I flipped out when I heard this.

**NO, NO, NO.** Go ahead and offer something to buy right from the get go. If it's a paid e-course, offer them something else to buy in each part of the e-course.

But Tom, you said to give them at least three service e-mails before offering them anything else to buy.

This is an exception, but it has to be done properly. Here's how.

For a free e-course make at least 90-95% of each e-mail the content you promised them. At the bottom 5-10% of the e-mail say something like, "If you're really gung ho on this topic we have an entire course on it. Check it out by clicking here. Watch for part two tomorrow where I'll talk about X."

Nobody is ever going to complain about a simple mention of your product at the bottom so long as you gave good tips in the rest of the e-mail. This can make a lot of sales right at the beginning of the course.

You can repeat a similar pitch at the bottom of every part of the course with a bigger pitch at the end of the course.

For a paid e-course, obviously you must deliver the content they paid for. Maybe you can pitch a tool that will make what they learned easier, or a coaching program, or an I'll-Do-It-For-You program, or whatever.

So long as you deliver great value, you should always be leading people to something else to buy. With autoresponders this is all done automatically if you take the time to set it up.

Here's my less than 5% pitch. ☺ Get my darn shopping cart and we'll hold your hand through all of this <http://www.KickStartCart.com>

And if you're wondering if e-courses can be lucrative, here's the figures on my first one I did years ago. I did a FREE 7 Day Mini Course on Electronic Marketing. In this case the person would sign up for either a mini course on public speaking, or Internet Marketing, or both. I had 1200 people sign up for this in about five days and they spent about

\$7,000.00 the first week after determining I knew what I was talking about. Since then it's been millions of dollars. Maybe you'll do better or maybe you'll need to build up to those kinds of figures. Either way, it's time to get started!

And one more thing folks, as I said above, people in the know regard autoresponders as one of the most powerful tools you could ever use to help run your business. They allow you to create and maintain relationship with infinitely more people than you ever could manually.

# Selling More Automatically

## Upselling

Upselling, sometimes known as “Do you want fries with that?” means you are selling more products and service to the same person that just bought something else from you.

We break down upselling into two parts: “After the Sale” Upselling which I pretty much covered in the autoresponder section and “At the Point of Purchase” which I’ll cover below.

I would like to add a little bit to the “After the Sale” Upselling. It does NOT have to be done by autoresponder. Remember, with a good e-mail system like <http://www.KickStartCart.com> you can broadcast an offer to people any time you want. What you broadcast is what I want to discuss now.

You will make very little money and get lots of complaints and unsubscribes if you e-mail people information about things they aren’t interested in.

As much as possible you should segment your lists so people only have to hear about things they care about. There is nothing wrong at all about having and using lists on multiple topics. You just have to be cognizant of what is mailed to each list.

For instance:

I have lists on Tennis, Protection Dogs and Professional Speaking. The person on my Protection Dog list would not be on there long if I sent them e-mails about Tennis, or Pro Speaking.

If you do this long enough, you will be tempted to send something completely off topic to your list. I have done it. Sometimes it worked and sometimes it failed miserably.....I’m talking people cussing me out in 18 languages and 5000 people unsubscribing in one day. OUCH!

I'll still do it once in a while today, but I've got enough money and enough reputation built up, that I can survive if I get a big backlash.

I did it recently when I rolled out my Brutal Self Defense class <http://www.BrutalSelfDefense.com/videos> to my entire list. Yes, I wanted to make money, but the bigger issue was that I wanted people to be safe in the face of the terrorist attacks on soft targets all over the world.

Yes, I got some unsubscribes, but it was worth it to me in the big scheme of things.

I'm not suggesting you send off-topic stuff . . . especially in the beginning. It's quite the opposite. I only want you to send highly targeted material to build your reputation and your list's reputation on that topic.

### **At the Point of Purchase**

Now let's get into "Point of Purchase" upselling or upselling that occurs immediately when a customer makes a purchase.

Before I get into the details of how to do it, I want to teach you the theory behind successful upselling so you can structure upsells no matter what product you have.

### **Upselling Theory**

Almost always when you see a promotion from me there will be an upsell along with it. There are exceptions to this, for instance, if you've bought a really high dollar product from me, I don't want to nickel and dime you so I don't add an upsell.

I also don't add an upsell when I do a quick low-ticket sale where I want to do it fast and get lots of new customers. I don't want their first experience with me to feel like I'm always hounding them to buy more.

I'm not saying this is correct because other marketers will relentlessly hit you with upsell after upsell, but my marketing style is not so aggressive. Keep in mind I've had people buying from me for over 25 years. . . .some even before the web came along so you can see I'm interested in long term customer relations not gouging each customer for as much as possible on the first contact.

However, most of the time I have an upsell. Virtually always 30-50% of the people buying the first product go for the upsell. What I tell you now virtually guarantees that for me and I'm suggesting you could get similar success.

### **Example:**

Let's say Joe has a big speech coming up and he plans on buying a new suit. Joe decides he's willing to spend \$600.00 on this suit.

Joe goes to his favorite men's store and starts getting fitted for a suit. Remember, Joe already has a budget of \$600.00 for the suit in his mind.

Now Harry the salesperson who has been showing Joe suits finds the perfect suit that Joe just loves and Harry calls the tailor over to measure it up for tailoring. Joe is now committed to this let's say \$579.00 purchase. At that point Harry says, "Joe, anyone who buys a suit this week gets two for one on shirts and ties."

If everything else about this sale looks good, 30-50% of Joes will take the deal on the shirts and the ties.

### **The Formula**

#### **Let's break this down:**

1. Joe had a purchase price range in his mind of \$600.00 and committed to a sale near that figure.

2. Harry waited until Joe committed to the sale of the suit to tell Joe about the deal on shirts and ties that are way cheaper than the \$579.00 purchase decision.
3. Harry offered two products that were related to the original purchase.
4. Harry offered a deal on those products.
5. Harry kept the deal simple

If you follow that plan you should be able to get 30-50% of the people to go for it. I can't promise that, but I also can't think of a time in the last 16 years it hasn't worked for me.

### **Here's an Upsell Recap:**

- Make the upsell cheaper than the price of the original purchase
- Wait till the person shows commitment to the first purchase before showing them the upsell
- Make sure the upsell is related to the original product
- Make the upsell a special deal
- Keep the deal simple Example: 2 for 1

### **The Other Way Around**

I won't say doing this backwards won't work because I've done it a few times, but it's a hundred times tougher.

What if Joe spilled gravy on a tie he wanted to wear at a speech next week. Joe goes in to his favorite tie and suit store to look at ties. Harry the salesperson says to Joe, "Joe, anyone who buys a tie today get half off on our \$1800.00 cashmere suits."

How many suits do you think Harry sells that way? I suggest not very many.

Keep doing it the first way for a while and get your cash flow going and then give the opposite way a try. Sometimes it can work and make you some cash. I'm just saying the other way is closer to a sure thing.

### **How Does This Work Online?**

This e-book is about automation. So naturally we're going to set up the upsell so it's generated automatically. I'm of course, going to use <http://www.KickStartCart.com> as my sample software. Before you go with any other system, you must be sure it will do the kinds of things I'm showing you in this e-book.

I'll show you an example of one of my products. It's a book called "Instant Eulogies"

The basic product is an e-book that helps you write a eulogy fast.

The upsell is another e-book called "101 Nice Things to Do After the Funeral". The screen shot below is what the buyer sees as soon as they click the buy link from the sales letter.





**Add our best selling E-Book '101 Ways to Help Out After the Funeral' to your order for only \$9.95. (save \$7.05)**

If you are involved in a funeral in any capacity, there are many things you can do that are much more meaningful than simply giving your condolences. It doesn't matter if you are a relative, neighbor, co-worker, or friend that lives far away.

This book has over 100 ideas of things you can do to be supportive either just after the funeral or in the coming months when the survivors need it most.

Just change the quantity on the 101 Ways e-book to '1' in the shopping cart below and click 'recalculate.'

**All E-books are delivered immediately.**

All E-books are delivered immediately.

No shipping info needed on ebooks.

[Cart Contents](#) » [Checkout](#) » [Confirmation](#)

**Your Shopping Cart** [Your order is safe and secure](#)

Quantity	Product	Price	Total	Remove
<input type="text" value="1"/>	Eulogy Speeches (E-Book)	\$17.00	\$17.00	<input type="button" value="X"/>
<input type="text" value="0"/>	101 Nice Things to Do After the Funeral (E-book)	\$9.95	\$0.00	<input type="button" value="X"/>

Coupon code (optional):

Subtotal: \$17.00  
**Total: \$17.00**  
(before shipping & taxes)

*Upselling adds \$9.95 to this sale. It's not a fortune, but it all adds up.*

Notice the red circled area. That is called the “Top HTML” area of the checkout page. If the upsell wasn’t there, the Antion logo would move down and sit just above the “Cart Contents” part of the page.

Also notice the upsell book is already listed in the cart. The buyer has to decide if they want it and change the quantity to “1” and click “Recalculate”. You can see this has been done in the screen shot below.



**Add our best selling E-Book '101 Ways to Help Out After the Funeral' to your order for only \$9.95. (save \$7.05)**

If you are involved in a funeral in any capacity, there are many things you can do that are much more meaningful than simply giving your condolences. It doesn't matter if you are a relative, neighbor, co-worker, or friend that lives far away.

This book has over 100 ideas of things you can do to be supportive either just after the funeral or in the coming months when the survivors need it most.

Just change the quantity on the 101 Ways e-book to '1' in the shopping cart below and click 'recalculate.'

**All E-books are delivered immediately.**

All E-books are delivered immediately.

No shipping info needed on ebooks.

Cart Contents → Checkout → Confirmation

Your Shopping Cart Your order is safe and secure

Quantity	Product	Price	Total	Remove
<input type="text" value="1"/>	Eulogy Speeches (E-Book)	\$17.00	\$17.00	<input type="button" value="X"/>
<input type="text" value="1"/>	101 Nice Things to Do After the Funeral (E-book)	\$9.95	\$9.95	<input type="button" value="X"/>

Coupon code (optional):

Subtotal: \$26.95  
**Total: \$26.95**  
(before shipping & taxes)

*The buyer decided they wanted the 101 Ways book.*

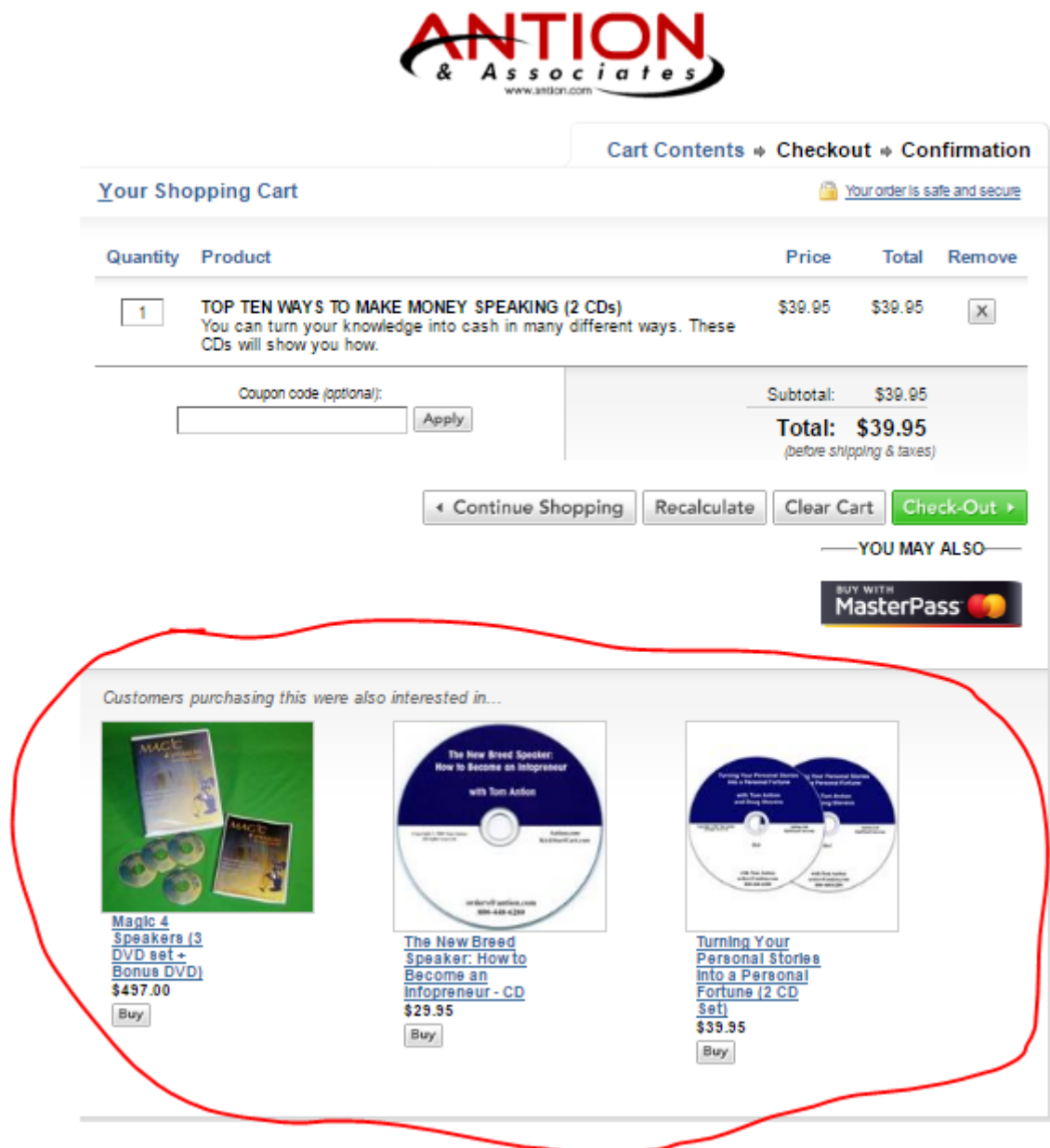
What you have just seen is an example of the buyer seeing the upsell and “opting in” to get it. There is a more aggressive way to do this that I don’t do, but I’ll tell you about it anyway. You could already put the upsell in with the quantity of “1” and the new price already calculated.

This is called forcing the prospective buyer to “opt out”. This is a highly aggressive tactic and can create animosity and confusion in your buyers

which may cause them to abandon the purchase altogether. Sometimes it works, but I've never used it and don't plan to.

## Another Way to Upsell at the Point of Purchase

I don't find this method as effective as the above method although it's way better than not upselling at all. Anytime you give people too many choices you run the risk of confusion and shopping cart abandonment.



The screenshot shows the Antion & Associates website's shopping cart interface. At the top, the logo for Antion & Associates is displayed. Below it, a navigation bar includes links for 'Cart Contents', 'Checkout', and 'Confirmation'. The main heading is 'Your Shopping Cart', with a note 'Your order is safe and secure'. The cart table lists one item: 'TOP TEN WAYS TO MAKE MONEY SPEAKING (2 CDs)' with a quantity of 1, a price of \$39.95, and a total of \$39.95. Below the table, there is a coupon code field and an 'Apply' button. To the right, the subtotal and total are shown as \$39.95. Navigation buttons include 'Continue Shopping', 'Recalculate', 'Clear Cart', and 'Check-Out'. A 'YOU MAY ALSO' section features a 'MasterPass' logo. Below this, a red circle highlights a section titled 'Customers purchasing this were also interested in...' which displays three recommended products: 'Magic 4 Speakers (3 DVD set + Bonus DVD)' for \$497.00, 'The New Breed Speaker: How to Become an Infopreneur - CD' for \$29.95, and 'Turning Your Personal Stories into a Personal Fortune (2 CD Set)' for \$39.95. Each product has a 'Buy' button.

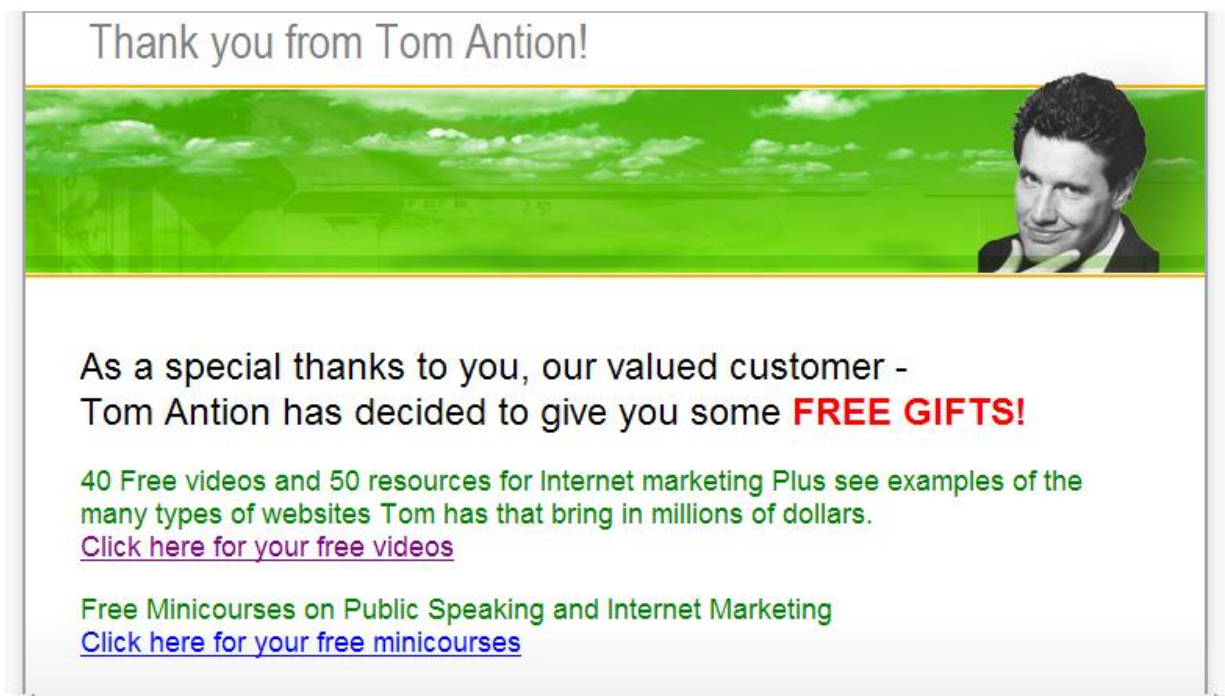
*Multiple Upsell Products Are Placed Under the Cart.*

In the screen shot above you can put up to 9 products under the cart that are related to the product that's in the cart. I have only 3 shown here. In this case the customer chose to purchase "Top Ten Ways to Make Money Speaking 2 CD Set" The other products below are of different price points, but all related to speaking.

It's definitely worth a try using this feature to see if it works for you.

## Thank You Page Selling

This is a fantastic way to put automatic money in your bank account. Take a look at the screen shot below of one of my thank you pages.



### *Smart Marketers Use Thank You Pages as a Revenue Source*

Of course, you should display a thank you page any time someone buys something from you. That's just good manners. Savvy marketers turn their good manners into money by using the thank you page they display to turn their good manners into money.

In this particular case someone bought something from me and they see the above as their Thank You page. This page leads them to a bunch of training videos and resources.

The way I make money is that many of the resources are affiliate links and the training videos teach you how to do things, but you can't do them if you don't have the software or service that I'm training. Of course, you have to buy the software or service through my affiliate link.

This entire method of creating training videos on software and services and turning them into cash is fully explained in my new book "How to Create Online Cash Generators in One Hour or Less" If you want a copy click here <https://goo.gl/HdmfXx> . It's a quick read and can create cashflow quickly.

### **Yes. / No Upsells**

This is a very effective way to upsell. In <http://www.KickStartCart.com> it's called "Upsell Express".

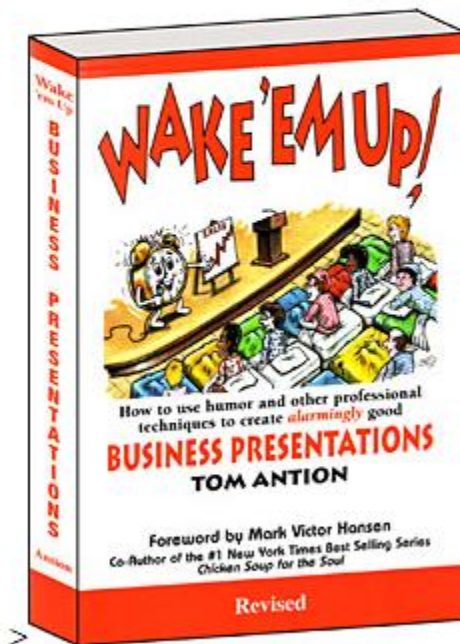
The way it works is that the person completes a purchase of your product or service. Instead of the regular Thank You page like the one above, you display a special page like the one you see below:

**(Note: You are just seeing the bottom of the sales page)**

***Wake 'em Up! Has 19 Chapters In All and Includes 3 Bonus Chapters***

- 1. Technical & Financial Presentations
- 2. Sales Presentations
- 3. Tips for Women Presenters by 12 of the Top Female speakers in the USA

[Read what others have to say about \*Wake 'em Up!\*](#)



\$24.95

<input type="button" value="+ Buy Now!"/>	<input type="button" value="X No thanks..."/>
---	---

*Upsell Express lets people say yes or no to your offer. If they say yes, the product is automatically added to their order without them having to put in their credit card info again.*

What you are seeing above is just the bottom of the special Upsell Express page you display after someone orders a product or service from you. Instead of seeing a Thank You page, they immediately see another offer with a “Buy Now” button and a “No Thanks” button.

If the person clicks the “Buy Now” button, the product is automatically added to their order and they don’t have to put in any more information.



The cart already has their info. Can you see how easy it is for the customer to order more of your stuff?

**Guess what else happens after they click the “Buy Now” button.** You can pop up another page with a Yes/No option at the bottom. Hey, why not? If the person is gung ho about your stuff, it’s your fault if you don’t make it easy for them to buy.



***REMEMBER: The easiest person to sell is the one who already has his/her wallet out.***

What do you think happens if they click the “No Thanks” button? Another offer page can pop up with a different product that maybe they’ll say yes to.

If they click the “No Thanks” button a couple times, I wouldn’t keep putting up offers because you could irritate the customer and I don’t like to do that, but the system has a built-in failsafe if you do happen to cross the line and put in too many offers.

The failsafe is that the original product sale and any “Buy Now” buttons they click on after the original sale are a done deal. Those orders are already fully placed so you don’t have to worry about shopping cart abandonment.

## Finance Options

People love to be able to make payments and they will buy more from you if you make it easy for them to do so. With a good shopping cart system you can set it to take a down payment and recurring payments for a finite time or on and on as in a monthly membership.

I've always given finance options especially on my more expensive stuff. What's crazy is that before I had <http://www.KickStartCart.com> I would misplace the paperwork for the sale and find it six months later when the payments should have been done already and I hadn't even charged the customer once yet.

Once I got the shopping cart, everything changed. The cart would take the down payment and like clockwork charge the customer every 30 days and hound them to death if their credit card didn't clear. Everything was automated.

Let me give you an example of how much money this can mean.

I have an online course on how to create a Wordpress Website. <http://www.GreatInternetMarketing.com/wordpresscourse> it cost \$97.00 and I think we sold about 700 of them from a webinar I did.

During the webinar I also offered a three-payment deal for three payments of \$39.00. This totals \$117.00 after all three payments were made.

Approximately 180 of those 700 sales took the finance option. Had I not offered to finance I'm sure I would have kept some of those sales, but let's say I would have lost 150 of them. That's roughly \$15,000.00 . I'm sure you would agree that waiting three months for the full \$15K is WAY better than not getting it at all.

So, I highly suggest you finance things for people whenever possible and you'll make more sales.



By the way, I don't think we lost one payment. Everyone made their three payments. Your mileage may vary if you have an audience that's not as responsible as mine. However, you're still probably going to make a lot more money than you would have without the finance option.

# Working Faster

In this section I'm going to give you ways that help me work screamingly fast. My belief is there is only so much psychic energy in your head in a day. I would prefer you use it creating products, sales letters and doing things that bring in money rather than fighting with your computer all day.

Literally I've watched people work hours trying to get something done on their computer and when they finally got it done, they were too tired to work on selling stuff.

Here are some of the things I do to work faster with less hassle and frustration:

## **Dull Edge Technology**

The first thing I want to mention is a philosophy I've had for many years. I virtually NEVER jump on the bandwagon with the newest gadget, computer operating system, cell phone, social media platform, etc.

The reason it's called "Bleeding Edge Technology" is that new stuff is the most expensive, most buggy, and the most hassle as compared to stuff that's been around for a while.

I say let the geeks and cutting-edge people clean up all the bugs, figure out how to use it, see if it's a fad or if it's going to last, etc. Then when it's cheap, proven and works well, I swoop in and make money with it.

Don't get caught up with the latest and greatest . . . do you remember "My Space"?

## Dual Monitors

Want your computer life to change dramatically for the better over night? Add a second monitor to your work station. Virtually all my students do this and they literally RAVE about how wonderful it is.

When you have two monitors you do not have to expand and contract windows all day long to have multiple programs easily usable on your computer.

This works for both macs and PCs, Desktops and Laptops and you can even make it work on a tablet or cell phone if you're so inclined.

I won't get into the settings in your software or the wires you need because it would be different for each system, but this is one thing worth hiring a geek to set up for you. It will literally change your computer life and save you tons of time.



*You will thank me for a long time after you get two monitors set up.*

Check out my setup below. You don't have to get this crazy about it but I have 4 monitors set up running off one computer. This takes some extra hardware in the computer in the form of extra video cards, but any geek worth his salt can set this up. Also notice that the second monitor

from the right is also a TV so I can watch tennis while I'm working on my other three monitors.



*Just call me Captain Kirk with my 4 monitor setup including a TV*

By setting up more than one monitor you will find that you get the same amount of work done faster or you get way more work done in the same amount of time.

## **Exchange Servers**

I used to complain to my geek that my e-mail was not synchronized between my desktop and my laptop. I would go on the road with my laptop and when I got home I had to be a genius to export enormous .pst e-mail files and then import them into my desktop so that everything

was the same on both. Then I was scared to death to answer an e-mail from my living room because doing that would ruin the entire procedure I had just done to sync everything up.

A computer guy wanted to sell me a \$9,000.00 server computer to handle all our company e-mail with a \$1000.00 per month maintenance fee. I threw him out pretty quick and I was back to complaining to my young geek again. He disappeared for five minutes and told me to get an “Exchange Server” for 5 bucks a month per e-mail address. . . . Now that’s the kind of money I don’t mind spending.

I currently use a company called <http://www.RackSpace.com> All my company e-mail is routed through them and rerouted to all my devices. Everything is always in sync. I currently use a desktop, laptop, iPad and iPhone. All the e-mail and folders are always matched up. YIPPEE!

People say to me all the time. “I just get free Gmail accounts to run my business.” Yes, you can do that, but it looks chincy to customers and makes you look bad. Also, your website address should be in your e-mail so every e-mail you send promotes your business.

## **Computer Short Cuts**

Most of us were thrust into using computers with no training other than our kids or grandkids mocking us while they are saying “just click here”.

Although I haven’t done it because I hire geeks to teach me whatever I need to know, I highly suggest taking some computer classes.

If you’re a MAC person, there’s no better deal than their \$99.00 training where you can, by appointment, go into a MAC store and they will tutor you on whatever you want to learn how to do.

For PC people, look for local classes at a community college or you can even find local tutors on Craig’s list. **NOTE: ALWAYS BE CAREFUL WHEN MEETING PEOPLE FROM CRAIGS LIST.**

You can also call up or stop in to a local computer repair shop and ask for some referrals. Always offer to pay and many times the repair shop owner may agree to do it. Just make sure the person you hire has the right temperament. You don't want to feel stupid and abused by a supreme techie.

OK Let's get to shortcuts. Both MACs and PCs have keyboard shortcuts that can save you enormous amounts of time.

### **PC Examples from Microsoft Site (I'm still hanging on to Windows 7) :**

#### Windows 7

---

#### General keyboard shortcuts

The following table contains general keyboard shortcuts.

Press this key	To do this
F1	Display Help
Ctrl + C (or Ctrl + Insert)	Copy the selected item
Ctrl + X	Cut the selected item
Ctrl + V (or Shift + Insert)	Paste the selected item
Ctrl + Z	Undo an action
Ctrl + Y	Redo an action

*To find shortcuts, just Google "Windows Shortcuts" or "Mac Shortcuts"*

Here's my method of learning shortcuts. Since there are literally hundreds of them and many would be worthless to you, what I want you

to do is visit a shortcut site and pick a shortcut that you think would be handy and that you would use regularly.

**Note:** You find the shortcut sites by Googling “Windows Shortcuts” or “Mac Shortcuts”.

Force yourself to use the shortcut you have chosen all day for three days. If you have to, do incorrect things on purpose just to have an excuse to fix the mistake using your shortcut.

After three days of this you will pretty much “own” that shortcut. Then pick another one and do the same thing for three days until you “own” that shortcut and so on.

At the end of one month you will own 10 shortcuts that will allow you to work way faster than you do now. And remember. You will own these for years so the payback from this work will be enormous.

Keep going for another month or two and you’ll be teaching your smug little kids and grandkids techniques they didn’t know about hahaha.

## **Cell Phone Shortcuts**

Many of you may have a pretty good handle on running your computer and using shortcuts. What I’ve seen (and I’m including myself) is that all of that efficient computer usage goes out the window when it comes to your smart phone.

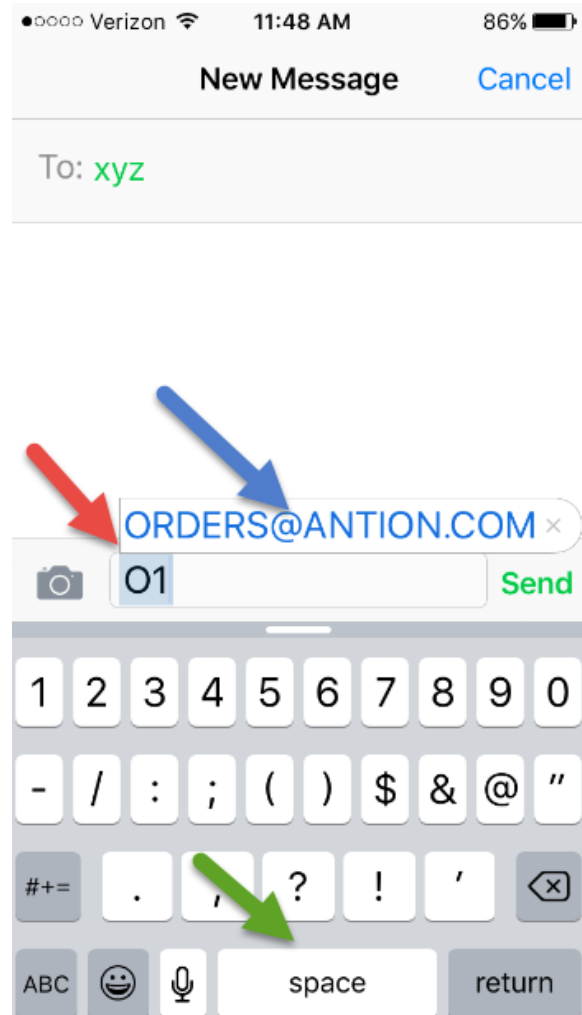
In fact, I fully believe the reason they are called “Smart Phones” is that they make you feel so stupid trying to use them. Hahaha.

I’ll give you instructions on how to do a ShortKeys kind of function on an Iphone. For other phones just Google “Android shortcuts” or whatever kind of smart phone you have.



## To Create iPhone Shortcuts

1. Launch **SETTINGS** app
2. Tap **GENERAL**
3. Tap **KEYBOARD**
4. Tap **TEXT REPLACEMENT**
5. Tap on the + in the top right corner.
6. In the **Phrase** field, type in the entire phrase you'd like to create a shortcut for.
7. In the **Shortcut** field, type in the snippet you want to be replaced by the phrase.
8. Tap **Save** at the top right.



When you want to use the shortcut, (Red Arrow above. Shortcut is O1) just type in the shortcut and the entire text will show in the “predictive text” bubble (Blue Arrow) that pops up where you are typing. Just hit the “Space” bar (Green Arrow) and the entire string of text is popped in to your message.

### Another Cool Tip

When you want to put a symbol in a message. Hold down the “123” key, slide to the symbol you want and release your fingers. The symbol will be put in and you’ll still be on the main keyboard.



## Answering Phone Calls

There are many times when you just can't answer a call, but you do want to explain something quickly instead of just letting the call go to voice mail.

Depending on what version of IOS you're running when the phone rings you either tap the button labelled "Message" or you swipe upward on the phone icon. Whichever works for you will display the following:



*You can make a quick customizable response to a phone call.*

Just tap on one of the three available responses and a text message will be instantly sent to the caller as long as they are on a cell phone.

You can customize a response, but you still only get three so you'll have to give up one of the standard ones if you decide to put in a custom response.

To customize a message, Click on "Settings", then "Phone", then "Respond with Text." Currently you have three messages you can use as is or change to whatever you want them to say.

## More iPhone Tricks

- **Shake the iPhone** - The Undo dialog box comes up.
- **Tap to Top** – Any time you scroll down a long list of things and want to get back to the top. Simply tap the top of the screen.
- **Double Tap Space Bar** – This ends a sentence with a period puts in another space and starts the next sentence with a capital letter.
- **Swipe above or on the number in the calculator app.** Each swipe removes one digit from the end of the number.
- **Take a Picture by pushing the volume button**
- **(My Favorite) Swipe left from lock screen to instantly open camera.**

Many more tips and tricks are available for smart phones. Just type in “Android Tricks” or “Iphone Tricks” or whatever your phone is and you’ll find all kinds of things that will help you work faster on your phone.

## Multiple Desk Tops

If you like to clutter up your desktop like I do, this idea is a lifesaver. You can install software that gives you multiple desktops. On the laptop I’m working on right now I have 4 available desktops.



*Multiple desktops are available to me with just one mouse click.*

The above screen shot is a big blowup of a little icon that I can sit wherever I want on my computer screen. When I click one of the monitors, I go directly to either desktop, 1,2,3, or 4. The software I use is called “Dexpot”. Here’s a link for Windows 10 <https://www.cnet.com/how-to/how-to-use-multiple-desktops-in-windows-10/>

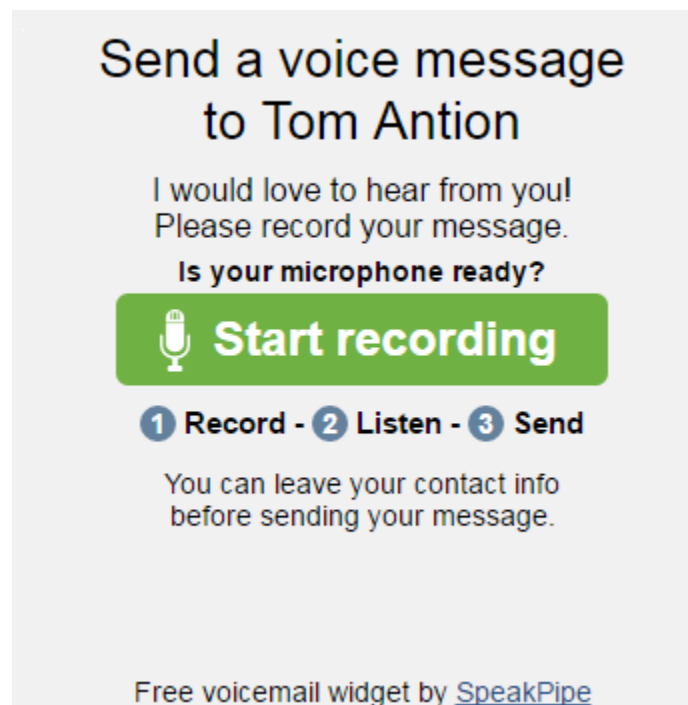
## **Other:**

### **Speak Pipe**

Although I wouldn’t really call this an automation technique it’s a handy and cool feature for your website that allows visitors to leave you a virtual voicemail.

If they have a microphone on their computer, they can click a button on your web page and then record a message to you. The message is e-mailed to you and you can listen to it and reply right in the e-mail.

The best part. IT’S FREE up to a certain number of minutes which I have never used up in several years.



*Visitors to your website can leave you a virtual voicemail.*

Go ahead and try it. Visit <https://www.Antion.com> or <https://www.ScrewTheCommute.com> Currently the way to open the box above is to look on the right edge of your screen after you visit and click on the “Send Voicemail” button (see below)



I can't wait to hear from you! Visit <http://www.SpeakPipe.com> to get your own free account.

### **Text Pad (PC Only)**

Did you ever get an email with weird line wrapping where you get a message that has a long line, and then one word on the next line, and then another long line and then another short line?

Here's a sample to show you what I'm talking about:

WORDS THAT SELL by Tom Antion  
The title of this article is the same as a  
famous book  
by Richard Bayan that is used by marketing  
professionals  
around the world. As I was looking through it  
the other  
day I realized that The same kinds of words  
could be used in presentations to get the same  
kinds of effects.

In the sample above the e-mail was sent with the words wrapping naturally at whatever the sender's margins were set at. Below is the same text with line breaks (hard returns) inserted at the end of each line.

WORDS THAT SELL by Tom Antion

The title of this article is the same as a famous book by Richard Bayan that is used by marketing professionals around the world. As I was looking through it the other day I realized that the same kinds of words could be used in presentations to get the same kinds of effects.

In the old days to keep your e-mails looking nice and readable you had to count approximately 60 to 65 characters, including the spaces between words. And put in a hard return by hand (hit the "enter" key on your keyboard).

You can go more than 60-65 characters, but I try to keep it in that range or less. After you were done editing your newsletter, and you knew that you were not going to change things anymore, you went to the end of each line and put in the "hard return".

This forces a definite end to the line. Almost any email program that reads your newsletter/e-mail will keep it looking nice in a straight line down the left side of the page, instead of getting one long line with one word on the next line. If you put a hard return at the end of about 60 to 65 characters, you'll get rid of the formatting problem.

The "hard return" trick is still viable if you don't have any of the new programs that do it for you. There is now a way to get out of this "pain-in-the-neck" necessity for good formatting.

I use *Textpad* at <http://www.textpad.com> This program is handy because it has full editing features like a good word processor, but it can also be

set to put in an actual “hard return” at any number of characters you choose.

I’ve been using this program for many years to create plain text broadcast e-mail messages. At the time of this writing the program is not 100 percent effective anymore although I still use it.

The reason it’s not totally effective anymore is that some modern e-mail readers strip out hard returns whether you put them in manually or with this program. It’s still worth using though.

You MAC people can still use the manual method to create better looking plain text e-mails. So far I haven’t seen a MAC alternative with this feature.

Below I’m giving you the setup instructions which you can implement in about three minutes or you can figure them out on your own in about three hours hahahaha. See what a great guy I am?

**Text Pad Set Up Instructions** Download from <http://www.TextPad.com>

- Click "configure" then
- Click "preferences" then
- Click the "+" next to "document classes" then
- Click once on the word "default" then
- Make sure there is a checkmark in "word wrap long lines" then
- Make sure the little circular button is chosen for "save with hard breaks" then
- Near the bottom of the screen make sure there is a checkmark in "word break at column number" then put in the number "65" then
- Put a check in the box for "apply these settings to all document classes."
- Click "apply" then Click "OK"

## **Google Alerts**

This is a free service that is a tremendous automatic research tool. With this service you put in keywords that interest you and Google will automatically send you news items about that keyword.

You can have them hold all of the news items and send them in one e-mail each day. Or you can have each news item e-mailed to you as soon as it shows up in Google news. With this method you will get multiple e-mails each day about your topic.

Here's a way I used it that made me look like a magician onstage when I was doing a speech for Hallmark Cards.

I put Hallmark and various other keywords that applied to greeting cards into Google Alerts. Since I had a speech coming up for Hallmark, I set Google Alerts to send me the alerts as they happened.

In the weeks prior to the speech I got lots of interesting background material. Some I could use and some I could not.

The day of the speech I thought, "What the heck? I should go ahead and check again if I got any more hits on Hallmark from Google Alerts."

As it turned out some big breaking news hit my Alerts an hour before my speech. I referenced this in my speech and you should have seen the faces of the executives and salespeople in the audience. None of them knew the news I was talking about. I was the only one.

Needless to say, I was a smash hit at that event. They couldn't believe the speaker could know stuff about their company they didn't know.

## **News Jacking**

Another way to use Google Alerts is to use an online tactic called "News Jacking".

When you make a video or blog post about things that are already in the news, your content has a much higher chance of being seen. Google

Alerts pretty much tells you what to write and shoot video about with regard to your topic.

You can sign up for Google Alerts here

<https://www.google.com/alerts> Everything is easier if you have a Gmail account.

## **Audiense for Twitter**

These next two tools were recommended to me by one of my students, Sponsorship Expert Roberto Candelaria and his partner Social Media Strategist Warren Carlyle.

Audiense is a tool that will help with your Social Media Marketing on TWITTER. It will help you grow your account faster than you ever thought possible with legitimate followers.

It also automates useful tasks that will help you connect with your audience to drive traffic and/or build rapport. Audiense will analyze your results and check up on your competition.

With Audiense you can send Direct Message campaigns to targeted segments of your following.

Once you set up Audiense you can use the tool to find and connect with your target demographic. You will discover new users to follow and interact with. Audiense also cleans up your following and gets rid of old, inactive, and non-relevant accounts. You just log in every few days to check and see how much your follower count has grown.

Audiense includes a "Rule Builder" tool that can customize how you automatically interact with followers depending on what they do. Any time someone follows, mentions, likes, or otherwise interacts with you. the "Rule Builder" kicks in and handles your responses for you.



The tool does a lot more than I mentioned. We really love it and it's great for researching your competitors.

Overall, this is the best tool I've found for growing and using Twitter. There are more analytics and data to comb through and a nice interface which puts this above other tools I've used.

Check it out at <http://www.Audiense.com>

## **Meet Edgar for Social Media Automation**

### **What is it?**

MeetEdgar is a social media management tool that helps businesses never waste a social media post. For instance, you upload your content and MeetEdgar posts it and stores all of your updates online in a category-based library. These posts remain even after they've been posted once. In essence, MeetEdgar allows you to store and recycle your posts.

### **What it does for us:**

We use MeetEdgar to help us schedule, organize and promote all of our content. We connect the software to our Facebook, Twitter and LinkedIn accounts, post the content in there, and schedule it to be sent out on specific dates.

This tool is helpful to us because it frees up our time to focus on creating and adding more content and working on strategies to help us interact with more potential customers. In the past, one post probably would be seen by a small percentage of people, now we have the ability to recycle that post over and over again to new people.

Check it out at <http://www.MeetEdgar.com>

## **Backups**

There are many ways to do backups. The problem is that pretty much everyone makes it the last thing they think about on a daily basis and the first thing they put off if they're busy.

With this in mind it's a good idea to automate the process. I must admit I don't use all of what I'm going to tell you about. The reason is, I religiously back up critical stuff that would be hard or impossible to replace.

I use several different systems. The only fully automated system I use is iCloud. My iPhone and iPad upload pictures and videos automatically to iCloud.

Before I go on, let me address worries about saving things in the "cloud". People say to me all the time, "The cloud is not safe. I could get hacked."

That's totally true. Anyone can get hacked. Hillary Clinton can get hacked although she made it pretty easy for people to do it, but I digress hahaha.

The question is, "What are the chances you would be targeted by a high level hacker?" Is there lots of prestige in hacking your pitiful year end spreadsheets?

I'm not commenting on how well or not well your business is doing. I'm just trying to put things in perspective. Unless you're an enormous business like Target or Walmart, or a worldwide household name, the chances of someone targeting and having the ability to compromise your cloud account is slim to none.

Now compare those odds to you not backing your computer up or you simply use some external USB hard drives. Don't get me wrong. External hard drives are far better than nothing and they're really handy.

Let me tell you a little story. A guy I knew used to brag to me how he saved all his files on multiple backup drives. Guess what happened? He got his truck broken in to. All the backup drives and his computer were in the truck. Poof. Everything gone. How dumb is that?

It's just as dumb as having a bunch of drives laying around your house. What about a fire or flood or break in?

So, I'm suggesting that you get your stuff into the cloud. Are there things I don't put in the cloud? Only a few of my most sensitive passwords. Everything else is up there.

I also use Dropbox and Google Drive.

### **Automatic BackUp Services**

My search for automatic backup services was really disappointing and a great reminder that many of the most reputable sources seem like they can be bought or at least hoodwinked.

In researching for this book I ran across this comparison article in the "up to this point" very reputable PC Magazine.

[http://www.pcmag.com/article2/0,2817,2362675,00.asp#disqus\\_thread](http://www.pcmag.com/article2/0,2817,2362675,00.asp#disqus_thread)

All the products mentioned had pretty good ratings. Then when I went into the comments of actual users, boy did I get my eyes opened.

Comments like, "What a ripoff!" "So slow it would take months to do a backup/restore," "Cheap to start, but my overage charges were \$702.00 in one month."

Pretty much all of these services which got hi marks in PC Magazine had way more negative comments than positive. Yes, I know people with a bad experience are more likely to comment, but geez. . . they were saying some pretty nasty, yet entirely plausible stuff.

Out of all my research, the most affordable, least complaints, slowest, most dummy proof and least features were attached to

<http://www.BackBlaze.com> Things can change so check it out thoroughly before you buy.

If you're super techy I'm sure the other services would work, but you have to really watch out for poor business practices and poor service from most of them.

If you have tons of cash lying around and a competent tech person, Barracuda Backup would be an option. It's complicated and expensive, but from what I've read pretty reliable.

If you want to avoid the automatic stuff and are willing to change your ways, just start a program of regular backups both to local hard drives and to the cloud and stick to it religiously.

## **Automated Video**

There are tons of automated video creation tools now available. You can get animated videos, whiteboard videos where a hand is drawing stuff while a narrator is talking, etc. Here are some examples:

[https://youtu.be/JLh7ZsNo\\_Lg](https://youtu.be/JLh7ZsNo_Lg) Animated Video

<https://youtu.be/Z17GfpxIop0> How I did the Animated Video

<http://jvz8.com/c/41743/95609> My affiliate link to buy the tool

<https://youtu.be/QJZkszAS0PM> Different funny Animated Video

<https://youtu.be/2NsKg-1XPFU> I got this one with 15 actors for only \$5.00 by using <http://www.Fiverr.com> (They were film students)

Animoto is a service that's been around for a while and I used it a lot in the past. I have a full-time video editor now, so I don't use it anymore, but it sure was easy.

The nature of this service is that you upload photos, text and short video clips and Animoto puts it all together into a professional looking finished project.

They have royalty free music that you can choose to add to your videos too.

You click a button and the entire video gets created. If you don't like the way it came out, click another button and it reedits the entire video.

You can have a bad hair day and still crank out lots of videos using this program.

You don't even have to do it yourself. Just give a collection of photos, catch phrases about your product and short video clips if you have them and literally a high school student could crank out 50 videos for you in no time flat.

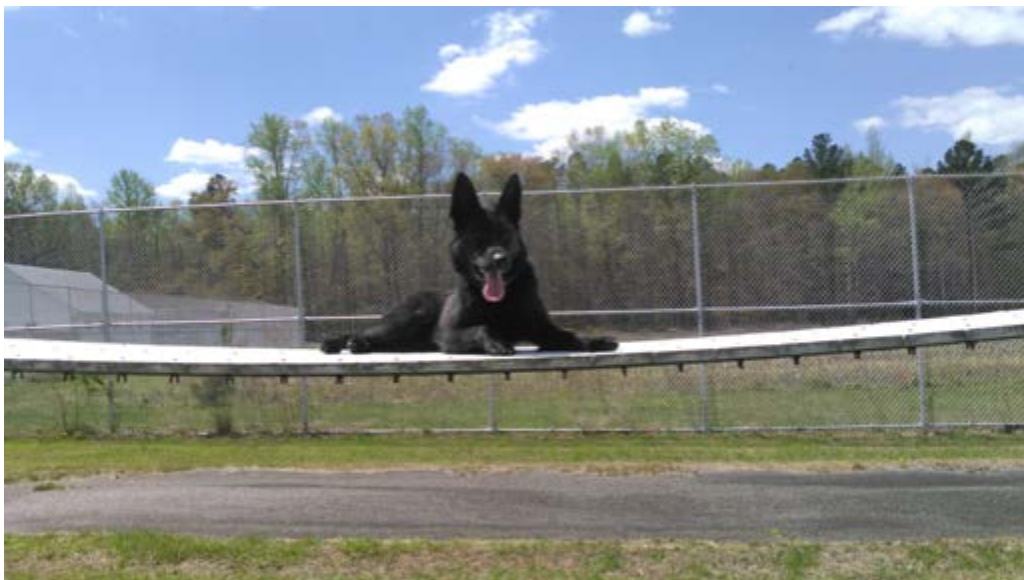
Here's an older one I created in a few minutes:

<https://youtu.be/Xisg28E6low>

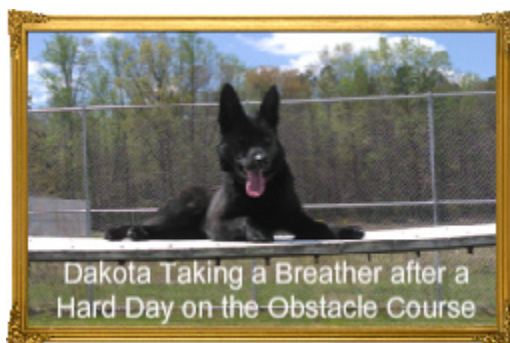
Check them out at <http://www.Animoto.com>

## **Photo Editing**

Although this isn't really automated, it's the best, easiest and fastest way to make easy edits on photos. <http://www.FotoFlexer.com> You don't even have to log in to use this service. You just upload a picture, edit it and download the edited copy and rename it so you don't overwrite the original picture. Another popular one is <https://www.Canva.com>



*Dakota on the obstacle course at the kennel*



*Here's the same picture reduced in size,  
with text and border all done in less than one minute.*

Check it out at <http://www.FotoFlexer.com>

**KickStartCart** <http://www.KickStartCart.com>

Those of you that know me know I couldn't finish this book without a section on KickStartCart. I've been the biggest promoter and user of this tool for the past 16 years and yes I certainly get a commission for promoting it.

Also, I might add for those of you that don't know me, I will never promote something just to get the commission. I'm already rich from treating people honestly and fairly for over 40 years in business with 24 of those years online and I'm not going to risk that reputation just to get a few extra bucks from you.



KickStartCart is a complete shopping cart and e-mail marketing system. It's the most powerful, yet user friendly and cost-effective system out there.

I still use it myself and it can easily handle the volume of business I do.

The best part is that we give FREE unlimited, one-on-one tutoring to help you do anything you want to do with the cart. Plus, we are backed up by two enormous companies Web.com and 1shoppingcart.com for any technical issues (which are rare).

No one goes this far to assist you in making money with the cart.

**Here's just a few of the things the cart can do:**

- Collect money both from your merchant account and PayPal which gives the customer a choice of how to pay you.
- Upsell a customer using all the methods mentioned in this e-book.
- Sell digital products and protect them from wholesale theft.
- Broadcast unlimited e-mails to your subscribers and customers.
- Handle unlimited newsletters on as many topics as you have.
- Send unlimited autoresponder messages.



- Handle unlimited autoresponder campaigns.
- Customize the return e-mail address on any broadcast or campaign.
- Bundle products together for special deals.
- Give out unlimited customized coupon codes.
- Provide ad tracking to see if your ads are paying off.
- Provide split testing to tell you which of your promotions are working the best.
- Allow affiliates to sign up automatically to promote your stuff for you.
- Allow recurring billing so you can take payments or membership fees every week, every month or whatever time period suits you.

And much, much more. If you'd like a FREE E-book "How to Pick a Shopping Cart System that Makes You Money" visit

<http://www.HowToUseAShoppingCart.com>



# Conclusion

I know it can be a pain in the neck to stop what you're doing and learn new programs, software and shortcuts. I know you're probably under pressure to bring in new revenue and service the customers you have.

I just don't want to see you running like a hamster on a wheel because you are wasting enormous amounts of time and keystrokes on things that could be automated if you'd just take the time to do it.



*Don't be this hamster who never gets anywhere.*

Let's just think in business terms of ROI (Return on Investment). Let's just say you took 30 minutes a day for 3 days to learn and implement just one of the programs in this book called ShortKeys. Your total investment of time was 90 minutes. Let's just be super conservative and say it saves you 1000 keystrokes a week for the next five years you are in business. That's saving you 260,000 keystrokes.

A more realistic estimate if you really diligently use ShortKeys is 1000 keystrokes per day. That's 1.8 Million Keystrokes saved.

Let's look at my situation. I've been using Shortkeys since around 1997. That's 21.5 years at the time of this writing. I would certainly have Carpal Tunnel Syndrome by now had I been forced to type those 7.8 Million Keystrokes that I didn't have to type because of about 90 minutes one time setting it up.

It's pretty crazy to ignore the tools in this book. I'm sure you have better things to do than to waste your life away on simple business tasks that can be automated.

So, pick your number one favorite from this book and dig in and don't quit till you get it mastered. Then go on to the next and the next and I assure you that you will start seeing great results immediately and massive results over time.

You'll be creating more time to do the things you want to do and spend quality time with the ones you love.

Best of luck.

*Tom Antion*



Please Subscribe to My Podcast at <https://www.ScrewTheCommute.com>



# About the Author

Tom Antion has been selling on the commercial Internet since there was a commercial Internet circa 1994. He made nothing for the first two years as it was the “Wild West” and no one knew what was going on.

In 1996 he got good training and by the year 2000 he was an Internet Multi-Millionaire which he still is today.

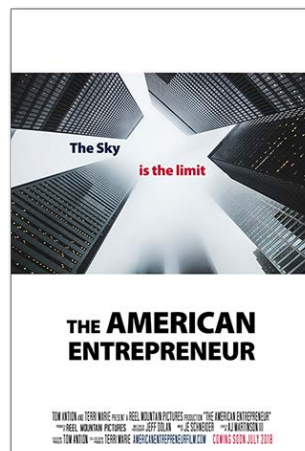
Tom has made his living online by persistently and consistently selling good quality products at a reasonable price and servicing the customer after the sale.

Tom is no Flash in the Pan. He’s been in business formally for over 40 years and he continues to sell his own products and services along with training others to do the same.

His distance learning school is the only licensed, dedicated, Internet Marketing school in the country. <https://www.IMTCVA.org>

Tom was honored to have a Hollywood documentary done about his life called “The American Entrepreneur”

Visit <https://www.Facebook.com/AmericanEntrepreneurFilm>



**Below is just a partial list of Tom's sites:**

<https://www.Antion.com> – Original Website from 1994

<https://www.Antion.com/prospeaking> - Pro Speaker Mentor Program

<http://www.KickStartCart.com> – Shopping Cart System

<http://www.GreatInternetMarketingTraining.com> Internet Marketing Mentor Program

<http://www.ProtectionDogsElite.com> – Family and Business Protection Dogs

<http://www.AmazingPublicSpeaking.com> – 475 Training Videos on Public and Professional Speaking

<http://www.CopyWriting901.com> – The Number One Business Skill Tom has Ever Acquired

<http://www.TomAntionWebinars.com> – Free Training Webinars

<http://www.IAmNOTaPoodle.com> – Fundraising Site for Bichon Frise Dog Rescue

<https://www.IMTCVA.org> – Distance Learning School Certified to Operate by State Council on Higher Education in Virginia SCHEV

<https://www.ScrewTheCommute.com> – Entrepreneurial Podcast

<https://www.GreatInternetMarketing.com/screwthecommuter> Private Facebook Group - Try it out for a week for only \$1.00