AUTOMATING
ONLINE
BUSINESS

Table of Contents

- Google Docs

- Google Calendar

- Webinar Jam

- Screencast-o-Matic

- HootSuite

- Infusionsoft

- MailChimp

- Needls

- Salesforce

- IFTTT

Chapter 4: Documenting Your Processes – Creating SOPs

- How to Document Your Business Systems

- Develop Naming Conventions

- Writing Your First Procedure

- Numbering the Steps in the Procedure

- Creating the Action Steps for Your Processes

- Implementing Your New Standard Operating Procedures

- Get Employee Buy-In

Chapter 5: Outsourcing Your Tasks Effectively

- Step 1: Identify Your Outsourcing Task

- Step 2: Write Your Project Description

- Step 3: Eliminate Unqualified Bids

- Step 4: Pick 3 to 5 Qualified Candidates

- Step 5: Pick the Most Qualified Freelancer

Chapter 6: Automation Tools for Systemization

- Zapier

- Flow

- Pipedrive

- TextExpander

- Alfred

- IFTTT

- Shortcat

- Robotask

- Tallyfy

- Intercom

- Delivra

- Autopilot

- mHelpDesk

Chapter 7: Scale-Up Your Business to the Next Level

- Create the Right Strategic Plan

- Measure Effectiveness with Accounting

- Focus on Sales and Marketing

- Five Steps to Build a Baseline Lead-Generation System

- Implementing Marketing Controls

- Hire the Right People

Conclusion: The Final Words