

Deadlines Over Details

Definition

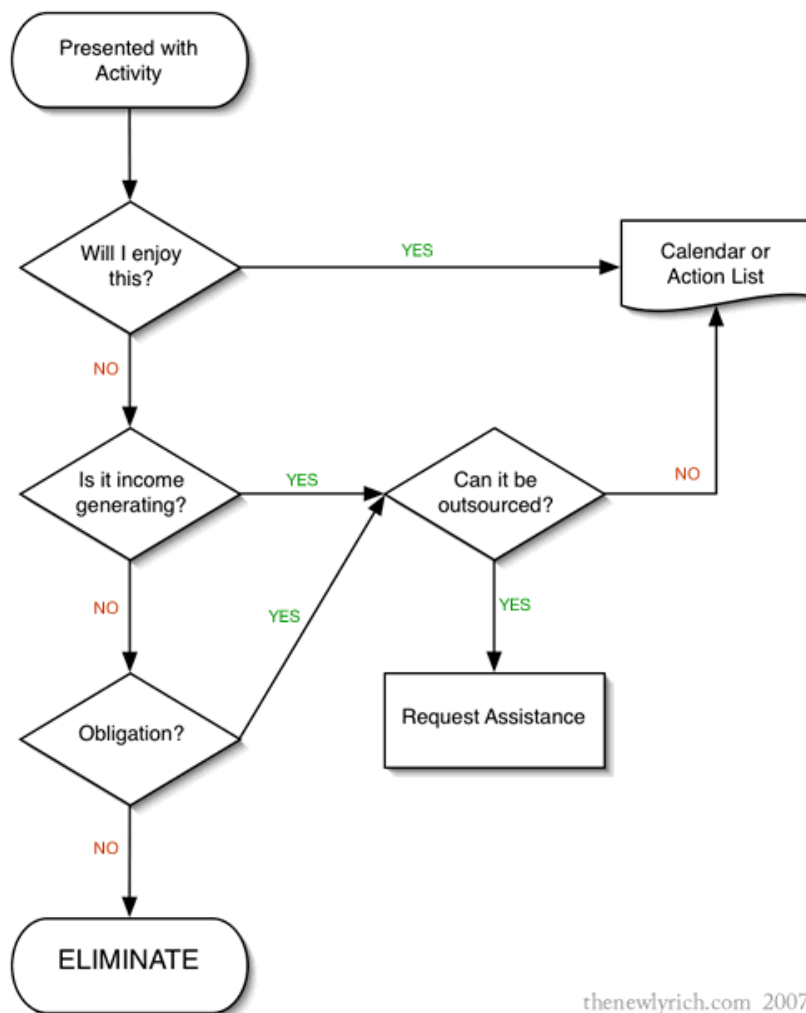
Elimination

Pareto's Law - Roughly 80% of the effects come from 20% of the causes

Parkinson's Law - Work expands to full the time available for it's completion

Automation

Refine rules, processes and systems before adding people (Elimination).



thenewlyrich.com 2007

Income Automation

Step 1 - Finding

1. Resell a product
2. License a product
3. Create a product

Cost \$50-\$200, 8x - 10x markup

1-2 weeks from order placement to shippable product

Fully explainable in a good FAQ (avoid ingestibles)

GO NICHE OR GO BROKE

People can dislike you, but they should never misunderstand you.

Step 2 - Testing

1. Look at the best competition and create a more compelling offer on a basic 1-3 page website
2. Test the offer using short Google Adwords campaigns
3. Either cut your losses or invest

Search similar products and analyze the top competition to see how you can differentiate yours

Website with homepage, next page with pricing (s&h), and last page to “confirm order” to test pricing and demand

Google Adwords 50-100 specific terms to A-B Test ads, to perfect ad

High conversion rates with low cost-per-click

The ads cannot trick prospects into visiting the website

Disable the feature that Google serves only the best ad

Analyze data and determine - divest or invest

Step 3 - MBA: Management By Absence

Start with automation as your goal. How to manage employees? Remove the human element. Create a process-driven business, not founder-driven. Create a business that bothers us as little as possible.

Phase 1: 0-50 units of product shipped

Do it all yourself. Forward to your phone number and email address for customer questions/concerns. Document all common questions/answers to update FAQ and train future phone operators. Handle advertising and website yourself, and optimize where needed. Handle packaging and shipping to determine cheapest options for both. Use PayPal, but investigate merchant accounts at your bank as well as credit card processing. If affordable and possible, contract a product manufacturer.

Phase 2: 10+ units shipped per week

Find fulfillment companies with no/low setup fees and monthly minimums that can respond to order status emails/calls from customers (provide copy and paste responses to common questions). Ask for “net-30 terms”. Have your contract manufacturer ship directly to the fulfillment house. Provide fulfillment company contact info on site for customers.

Phase 3: 20+ units shipped per week

Call “End-To-End” fulfillment houses that handle it all from order to status to returns and refunds. Ask them about costs and C.C. processors they collaborate with for file transfers and problem solving. It’s crucial that your outsources work together. Set up an account with a C.C. processor first. This is critical because a fulfillment house can only handle refunds and declined cards for transactions they process themselves through an outsourced C.C. processor. No longer using PayPal, an SSL Certificate is necessary for the website.

Tips

Ads/Site clear about products benefits, as well as what it isn't

Offer low priced products (not free) to capture contact info when testing market

One purchase options, maybe 2

One shipping option, no overnight or expedited shipping.

No international shipping. Avoid countries known for fraud.

Offer a lose-win guarantee. Example 110% money back.

Online orders only. No call orders.

No Western Union, checks or money orders.

Require Tax ID for wholesale resellers

Refers wholesale resellers to an online order form that must be printed, filled out, and faxed in. Never negotiate pricing. "Company policy."

Outsourcing companies over freelancers just incase someone doesn't perform, there is no business interruption

Ensure that outsourcers communicate among themselves to solve problems

Give outsourcers written permission to make inexpensive decisions without you.

How To Look Fortune 500

Don't be the CEO or the Founder

Put multiple email/phone contacts on websites for different departments

Setup an interactive voice response remote receptionist (IVR)

Don't provide home address