

Autoresponder's



You love getting it done and doing what you need to do in business. The ultimate leveraging moment is when you take the time to do what you really want to do at any given moment. That is what we are looking for as entrepreneurs right?

There is two types of autoresponder's you need to know. Autoresponder's for your newsletter sign up and a auto responder when you just purchased an offering via PayPal.

MailChimp Autoresponder

Did you know that you can set up an auto responder once someone signs up for your blog. The cost? How about 1 cent per transaction. When I found this out for the first time it blew my mind and made me a loyal customer. So easy to set up too! For extra points assign this task to your virtual assistant. Check out this easy step by step from MailChimp by [Clicking Here](#).

“If your soul intention is to make sure there is pleasure before business you are on to something effing genius!”

-Francesca Alexander



PayPal IPN {Instant Payment Notification}

You will need a Premier or Business PayPal account to set up an IPN. Business accounts are free and I always recommend the free version before you add on an expense to your business. [PayPal's Instant Payment Notification](#) have a step by step process that is easy enough to install yourself. You can also assign this but take necessary precautions by changing a password and transferring any money that is sitting there.

If you really would like to do this yourself commit to a timeline and if you can't do it in 2 days time assign it. Remember it cost you more to do something than a virtual assistant.

This weeks actionables:

- 👉 Check out the “how to” videos on YouTube to see if you can wrap your head around the implementation. If not get that genius VA of yours to do it.
- 👉 There is no shame in your game if this seems too technical. Don't beat yourself up over not being able to do this yourself. You are saving cost anyway by assigning it.
- 👉 In the long term these two methods of autoresponder's will upgrade your client relationships. Get your team familiarized with the set up system to perform these task in the future.