

The **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and
sustain your online business!**

Tool #4 - 5 “Set It And Forget It” Ways To Get More Orders Automatically

One of the advantages of running a digital business is that you can set it up in a way that allows you to generate orders even when you’re not actively working in your business. To that end, check out the following “*set it and forget it*” ways to get more orders.

1. Present Upsells / Cross-Sells / OTOs

When someone comes to your sales page and decides to buy something, you’ve got about as hot of a lead as possible. The person is literally clicking through to your order form with their credit card in hand. And that makes your order form the perfect opportunity to recommend a related offer in the form of an upsell or cross-sell.

Now here’s the key: Turn your upsell or cross-sell into a one-time offer (OTO).

This means the offer is available exclusively during the ordering process, and if the customer rejects it, they won’t ever see it again. You can create this by offering an amazing price on a product or service, or you can make it so the product or service is simply not available anywhere else if the customer clicks “*no*” to the upsell.

Want to kick this strategy up one more notch? Then present a countdown timer that shows the offer is only good for a limited time such as the next 60 minutes.

Next...

2. Design Follow-Up Sequences

Your autoresponder is one of your best sales tools which is why you’ll want to design and upload follow-up sequences to your autoresponder. For example:

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- ⇒ Anyone who requests your free lead magnet gets a follow-up sequence promoting the tripwire (*and other offers later in the sequence*).
- ⇒ Those who purchase the tripwire get a sequence promoting the core offer as well as other offers later in the sequence.
- ⇒ Those who purchase the core offer get a sequence promoting the backend offers.

The point is that no matter where the prospect or customer is in your sales funnel, they should be getting follow-up sequences promoting products. Be sure to do the following:

- ⇒ Segment your list so you can get prospects and customers into the appropriate sequences.
- ⇒ Create evergreen sequences so you don't need to edit them frequently.
- ⇒ Send out three to five emails per offer you're promoting to boost conversions.

With this strategy, you can set up sequences that run completely on autopilot for months, a year or even longer.

Next...

3. Turn Customers Into Sales People

Your satisfied customers are among our best brand ambassadors, and you can reward them for referring their friends. There are two ways to do this:

- ⇒ Create a referral program and reward customers with free products and discounts when they refer their friends.
- ⇒ Recruit customers into your affiliate program so they can earn cash for referrals.

Note that while you can set up a referral program with great success in any niche, turning customers into affiliates works best if you’re serving some sort of “make money online” or other business-related niche.

4. Create Promos for Affiliates

If you’ve already got an affiliate program up and running, then one thing you’ll want to do is stock your affiliate center with copy-and-paste promotional materials. This includes:

- ⇒ Emails.
- ⇒ Email sequences.
- ⇒ Blog content.
- ⇒ Social media content.
- ⇒ Text ads (*for pay per click marketing*).
- ⇒ Graphical ads.
- ⇒ Rebrandable reports.
- ⇒ Videos.
- ⇒ Tools (*checklists, templates, worksheets, infographics, mind maps, etc.*).

And similar types of content that affiliates can copy, insert their affiliate links, and paste into their various platforms.

Secondly, it’s a good idea to set up an autoresponder sequence for your affiliates. You can load up several months’ worth of content that includes training that will help them get more sales, motivational messages to encourage them to keep promoting, reminders of the content in the affiliate center, and similar content designed to keep affiliates promoting.

And finally, be sure to send new content to your affiliates on a regular basis. This includes sending new copy-and-paste promo content as well as coupons they can distribute to their audience.

5. Embed ads

Still another way to generate orders automatically is to embed ads and calls to action all throughout your sales funnel. We’ve already talked about sending promos via email as well as putting OTOs on order forms. Here are other places to embed your ads:

- ⇒ Embed ads in products. This includes your lead magnets as well as your paid products. For example, you might create a *“Featured Product”* section in an ebook or put a *“Recommended Resources”* section in a membership site.
- ⇒ Put ads on thank-you and download pages. This includes newsletter sign up pages, download pages for paid products, webinar registration confirmation pages and similar.
- ⇒ Promote offers on your blog. You can promote within the blog content itself and put ads in the sidebar, header, and/or footer of your blog.
- ⇒ Insert ads on social media. On many platforms, you can even *“pin”* or *“sticky”* a post at the top of your page which is a great way to promote an offer.
- ⇒ Throughout your website. You can put ads anywhere on your website, including on notification bars, in popup windows, in exit-redirects and so on. For example, if someone is leaving a sales page without buying, you can show them an exit popup window with an ad for a downsell offer.

Now it's time to wrap up...

Conclusion

When you put these ideas to work in your business, you'll find that they don't take very long to implement, but they continue working over the long term.

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For example, your autoresponder sequences can literally generate sales for you for a year or even longer.

As such, be sure to put these methods to work in your business as soon as possible.