



20 Things You Can
Systemize
In Your Online Business

Tip #1

Social Media

Use a content management program like HootSuite (<https://hootsuite.com>) to write your social media posts in batches and distributed using a scheduler, throughout the week or month.

Tip #2

File Backup

Instead of spending your time tackling this essential, yet tedious task, set up a cloud-based backup system where you can establish a daily or weekly time to conduct background backups of all your necessary files.

Tip #3

Tracking Website

Traffic Use Google Analytics to set up a simple report to be emailed to you once a week. Instead of wasting your valuable time analyzing who's on your site, you'll get your website statistics to appear in your inbox.

Tip #4

Invoice Reminders

For those clients that owe you payments, use a program like FreshBooks, (<https://freshbooks.com>) to create automated email reminders for those clients who are slow making payments.

Tip #5

Responding to Email

If you find your days being filled with responding to the same questions over and over again, you can set up a canned response through your email program that can be customized with details before you send it out.

Tip #6

Customer Support

Organize your customer care system using automatically generated help desk tickets. This can help your customer service team know the order they should respond and track the resolution.

Tip #7

Posting Blogs

If you have a business blog, most blogging sites, like WordPress (<https://wordpress.com>), allow you to schedule your posts in advance.

Tip #8

Customer Emails

Sending emails to customers or vendors on their birthdays or business anniversaries can help you build stable relationships. These can be scheduled in advance through many databases.

Tip #9

Share Calendars

Sharing your calendars with your staff allows them to plan meetings without wasting time replying to complicated and lengthy email threads.

Tip #10

e-Commerce Reminders

If you sell products on your site, you want to be able to optimize sales by nudging customers who've abandoned their carts. You can automate these email reminders with email marketing software.

Tip #11

Event Registration

If you've organized an event, you can send out a pre-written email that contains directions to the event, and instructions of what to bring, and other details.

Tip #12

Eliminate Spam

Install a program like Sanebox (<https://sanebox.com>) or Unroll.me (<https://unroll.me>) to collect emails and send you a report on what was in them. You can also unsubscribe from junk mail with a push of a button.

Tip #13

Job Recruitment

Use programs like ZipRecruiter (<https://ziprecruiter.com>) to quickly send out job descriptions to multiple job-hunting sites at the same time.

Tip #14

Your To-Do List

Apps like Wunderlist (<https://wunderlist.com>) can help you stay organized by dividing your to-do list into categories and sending you reminders.

Tip #15

Online Forms

Use programs like RoboForm (<https://roboform.com>) to automatically fill in online forms with stored information.

Tip #16

Email Signatures

Having your title and contact information in the signature line of your email will save you a few seconds with every email you send throughout the day.

Tip #17

Payroll

Apps like Gusto (<https://gusto.com>) can easily automate your payroll, so you don't get bogged down twice a month.

Tip #18

Paying Bills

Set up recurring bill pay through your bank to ensure all your bills are paid on time, automatically.

Tip #19

Receipts

Use an app like Shoeboxed (<https://shoeboxed.com>) to quickly turn your piles of receipts into an organized, and categorized IRS-accepted online archive.

Tip #20

Research

You can use Google Alerts use to compile information on your company, industry, and competitors and have it organized into real-time emails that you can quickly glance through.