

Thought Leaders
BUSINESS LAB

EPISODE 286

Be Human otherwise Automate!

WITH SAM OVETT

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Are you automating your business processes?

Are you curious about what benefits it would bring to the table?

Sam loves the outdoors and has a degree in Environmental Science. After graduation, he decided to live in the mountains.

His father was an entrepreneur, doing high level businesses.

Today, this father and son help business owners to automate their marketing processes with Mobile Pocket Office.

Today, Sam is running a successful business while having more free time thanks to the power of automation. This adventurer is having the best of both worlds: running a successful business and skiing volcanoes with his wife and brother, all at the same time.

Do you want to run a successful business without compromising time with family, friends, and doing what you love wherever and whenever you want?

If that's a YES, then continue reading.

How He Got Started In The Business Of Automation

After years of working and following his passion for the great outdoors, Sam's entrepreneurial spirit came knocking on the door. He realized that his work as a mountain and kayaking guide is also part of sales and marketing. This inclination later became the segue to automation.

With his father's background in analytics and system's building, they decided to collaborate and that's how Mobile Pocket Office was born.

Today, they are doing partnerships with other software companies through their certifications and sponsoring events.

The Five Levels Of Business



Attract

This involves all the hard work to attract new businesses: marketing, creative processes, advertising, content, and this is also where automation first kicks in.



Converting

This is where businesses convert interested people into leads and sales.



Fulfilling

This is the fulfillment of the promise that you said you'll deliver when customers bought from you. This involves products and services. Unfortunately, this is where most businesses stop, while the good ones carry on.

Delight customers

This level involves processes or even automation to provide customers with more value. It also includes upsells and cross sells to new products. This is where the opportunity to increase lifetime value lies.

Referrals

Some businesses take referrals for granted. Some get referrals by chance while the most successful implement a systematic way to encourage referrals. Also, product-based businesses do much better with referrals than service-based businesses thanks to discount codes and other promos.

Likewise, a systematic way of asking for referrals is one of the cheapest marketing strategies any business could implement.

The Most Underrated Marketing Channel

Partnerships according to Sam is the most underrated marketing channel. They can help you to grow your business fast with the right partners. People power is the fastest and easiest route to move forward, gain momentum, and it works with any kind of business.

His advice is to go after or even pay for partnerships if you need, because it's the fastest way to get your business up and running. Especially if you already have the skillset to make things happen, always look for the right partners because they will help you perform right away.

Be Human Where It Counts

Automation allows your business to get out of the busy work. The goal of automation is to give you more free time to do what you love to do by letting technology do the smaller and repetitive tasks.

On the other hand, you have to do the most important tasks where being human counts most. These tasks create the most dramatic and exponential impact in your business. Some of the best examples are calling your customers to speak with them, sending them a personal thank you video, a handwritten note, addressing customer service issues, providing a delightful customer experience, and generating more revenue.

Often, these tasks are necessary in growing your business, developing partnerships, and creating long-term customers. You have to think about the tasks that are the lifeblood of your business.



The Ecosystem Of Automation

Often, the first thing people ask about the topic of automation is, “What tools are you using?” Think about automation like building a house. It’s not about the tools, otherwise it’s like asking the builder what tools they are using after you hire them.

Instead, you have to start with the architect to figure out what your house would look like. Next, you have to find the right builder to execute your vision.

With automation, you have to take a step back. What do you want your business to look like? What do you want the customer journey to look like? What tasks do you need to offload to free up more of your time? Don’t worry about the tools at this phase.

The Two Categories Of Tracking



Know exactly which advertisement made someone interested and eventually became a customer.

— Look at your customer in your database and try to identify which ad you pay money for to make that person interested. You have to address this immediately because you will need it to scale new leads that are coming in. This is how you grow your business through advertising.



How do you convert people?

First, they make people interested with webinars, free training, and some really good content. Next, you put your email and other contact information in the form. After they connect with you, always prepare for a long-term follow up.

How To Create And Improve Your Funnel

The businesses that are doing really well have a funnel and they constantly improve that funnel without compromising the business. That’s because improving your funnel may pose some risks to your business.

The key is implementing a risk-assessment approach in order to guarantee you can try new things while at the same time reducing your potential downsides. For example, you can leave the 90% of your leads as is since you know it’s already working and just try to play with the 10% and see how they perform compared to the 90%.

Automate what works

Figure out what’s saleable. Only when you can identify which product or service is selling can you say you’ve found a market match with your audience. You have to see what works in the market.

For example, DIY products are doing great today. You can do a live selling and try to sell those products ten times and see if it works with your audience. This is how you’ll know if it’ll work in the market.



Go And Travel While Doing Business

Furthermore, remember that your time is expensive. While you can sell the products, you can't get your time back. If you can do what you love or travel while doing your business remotely, you should do it.

Enjoy your time with your family, friends, and loved ones. If you feel you don't have time for important stuff like this, it's a good reminder that you need to do something to get out of your business in a way.

In Conclusion

Life is short. Even if your business is doing well today, you need to find a way to live your best life. At the end of the day, it boils down to having the flexibility to do your business and doing the things that you love. That's why it's important for your business to use automation.

With business automation you can have more fun along the way without compromising your business. Either way, it's a win for you, your business, and for the people that matter to you.

Connect With Sam

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