

The Automation Customer Journey

Before you build your automation business, you first need to understand the customer journey. Because without customers your organization will never be a successful one and only you can build it.

Here's the core feedback loop that makes anyone successful in business:

1. Prove results at the end of your customer.
2. Understand every day they use, and.
3. The way they experience those results so they can have a great experience and come back for more.

To that end, before the automation customer journey from start to finish. It begins with the initial pitch, goes into the core of your business model, and ends with the client being satisfied and happy giving you money for more work. This flow will take you from \$0 to \$25K/month, then you can scale substantially past this without any extra work involved—just more of the same.

1. Marketing & Lead Generation



First step is generating the lead.

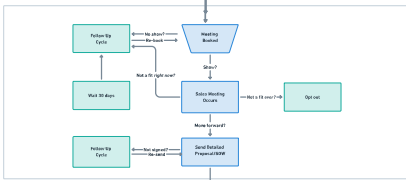
If you don't have a following, the simplest and most reliable way to generate leads is to network. There are also inbound approaches like social media and there are outbound ways like cold email or paid social media and an inbound reputation is a low key strategy.

Next is selling the lead. Agencies have a variety of sales models, some are commission-based, but the one I prefer is the traditional model to the left.

This model involves an initial meeting—usually in both your domain, and your client's—where you discuss the project and the scope of work. The client then provides a proposal and you agree on a price.

Since this model is the most common, you can also expect a lot of agencies to be using it. The work for you, and this is why I consider it both more efficient and effective than high commission sales model or direct and personal marketing to clients.

2. Sales



Now that your lead has transformed into a client, your task is to build the client.

Assuming you're selling traditional services for monthly recurring payments, this is the easiest step for you if you've used a customer relationship management system like HubSpot, and it's the most important step in the sales process. It's the only way to see the customer step by step.

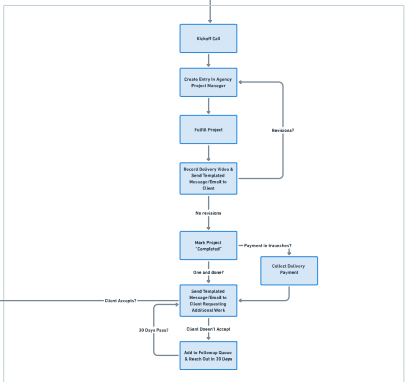
The key point here is that the client usually doesn't have any of the lead's tasks. This means they're doing all the work for you. The client's job is to provide the client with the information at the end of the process. It's the client's job to provide the client with the information at the end of the process.

A big mistake that many automation businesses make is to assume that their clients will do the same thing that they do. They don't. Consider your first client's job. It's to provide the client with the information at the end of the process. It's the client's job to provide the client with the information at the end of the process.

Another mistake is not responding work after you deliver the product. The most important part of the sales process is to show the client the work. The client's job is to provide the client with the information at the end of the process. It's the client's job to provide the client with the information at the end of the process.

The most important part of the sales process is to show the client the work. The client's job is to provide the client with the information at the end of the process. It's the client's job to provide the client with the information at the end of the process.

3. Project Management & Fulfillment



Your Roadmap to \$25K/Month With Automation

Now that you understand the journey your customers are going to take, what's the best way to go about actually building your automation business? That's what this roadmap is for.

Here's a complete step-by-step guide that will cover every aspect of building an automation business. If you follow this 100-step roadmap from start to finish you will end up with a successful business that does \$25K/month, the covering no network, no referrals, and no pre-existing skills (aside from automation) if you have any of those it will be even easier.

It starts by helping you find your first clients. Each automation idea leads to the one before it and before long you'll have everything you need to create your automation business. As you continue to develop this roadmap, I'll add more details, resources, videos, and links to help you keep up with the latest.

