




Automate & Scale

“Work *on* your business, not *in* your business.”

This is the stage where your business starts running on *autopilot*. Instead of spending hours on repetitive tasks, you'll use automation tools to save time, reduce errors, and focus on growth.

Learning Goal

By the end of this module, you will:


-  Use automation tools to reduce manual work
 -  Deliver products/services automatically
 -  Scale your business with outsourcing & smart reinvestments
-

Core Tool: Make.com (formerly Integromat)

Think of **Make.com** as your *virtual assistant*. It connects your apps together and automates workflows.

Example Automations:

- **Automated Emails:** Customer buys → instantly receive a thank-you + product delivery.
- **Auto-Product Delivery:** No more manual sending – files, courses, or links are delivered automatically.
- **Sales Tracking:** Every purchase automatically updates a Google Sheet → no need to record manually.

 *Tip: Even if you've never automated before, start simple – one automation can save you hours every week.*

Step 1: Start with ONE Simple Automation

Example Workflow (New Customer Buys → Auto Email + Product Delivery):

1. **Trigger:** Payment received in Stripe/PayPal/Gumroad.
2. **Action 1:** Send “Thank You” email with personalized name.
3. **Action 2:** Attach/download link of the product.
4. **Action 3:** Update Google Sheet with name, email, and product purchased.

🔥 Outcome: Customer is happy (instant product delivery), and you save time (no manual emailing).



Step 2: Scaling Strategy

Automation is not just about saving time—it’s about multiplying your results.



Ways to Scale:

1. **Reinvest Profits → Marketing**
 - Run ads on Facebook, Instagram, or YouTube.
 - Expand reach with influencer shoutouts.
 2. **Outsource Small Tasks → Fiverr/Upwork**
 - Hire freelancers for design, customer support, or video editing.
 - This frees you to focus on growth strategies.
 3. **Increase Prices with Demand**
 - Start small → \$10 product.
 - Build authority → \$30, \$50, \$100+ product.
 - Customers will pay more if you deliver value + professionalism.
-



Case Study: Ethan’s Story

Ethan sold digital workbooks online. At first, he manually emailed each file after every order.

- It took him ~15 minutes per customer.
- With 40 sales/week → that’s **10 hours wasted!**

Then he automated delivery using **Make.com**:

- Customer buys → File delivered instantly.
- His sales sheet updated automatically.
- Ethan used the saved 10 hours to make TikTok marketing videos.

Result: Ethan doubled his income *without working extra hours*.



Student Task



Practical Work:

1. Set up **1 automation workflow** in Make.com (Example: Auto email delivery).
 2. Write down **3 tasks you'll automate later**, such as:
 - Adding customers to an email list (Mailchimp, ConvertKit).
 - Sending abandoned cart reminders.
 - Updating bookkeeping in Google Sheets or Notion.
-



Module 10 Checklist

- ☐ I created my first automation in Make.com.
 - ☐ I brainstormed scaling strategies (marketing, outsourcing, pricing).
 - ☐ I listed at least 3 tasks I can automate in the future.
-



Pro Tips for Smart Entrepreneurs

- Automate **repetitive, low-value tasks** → free your brain for creative work.
 - Test each automation before scaling to avoid errors.
 - Use automation to improve **customer experience** → faster replies, instant delivery = happier clients.
 - Always monitor your system for improvements.
-



Final Course Completion Outcome



Congratulations! You have built a **Global Online Business**.

You now have:



A clear business idea



A brand identity



A domain + website



A digital product/service



An online store



A global payment system



A marketing strategy



An automation system



You officially launched a business from **\$0** → **Global Reach** 🌐

Now your business can *grow while you sleep*.

🔥 Next Step:

Keep testing, improving, and scaling. Remember → **consistency + automation + reinvestment = long-term success.**