

Course 4 Lesson Outline: The Automated Empire

Course: The Automated Empire: Scale to 6-Figures on Autopilot

1. Lesson 1: The "Automate-First" Mindset

- You will identify the 5 most time-consuming, low-value, repetitive tasks in your business that are ripe for elimination.

2. Lesson 2: Mapping Your Core Business Processes

- You will visually flowchart your key processes (e.g., "New Lead to Client") to identify every single step and bottleneck.

3. Lesson 3: Your Operations Hub (The "Single Source of Truth")

- You will build a centralized dashboard in a tool like Notion or Airtable to manage your projects, clients, content, and SOPs.

4. Lesson 4: Mastering Zapier or Make (Your Digital Glue)

- You will learn the fundamentals of "triggers" and "actions" to connect all your separate apps so they talk to each other.

5. Lesson 5: Automating Your Lead Funnel

- You will build an automation that automatically tags leads, delivers your lead magnet, and moves data from your landing page to your CRM.

6. Lesson 6: The Automated Client Onboarding Machine

- You will build a "hands-free" sequence that automatically sends contracts, invoices, welcome packets, and kick-off forms the moment a client pays.

7. Lesson 7: Automated Project & Task Management

- You will use automation to create project folders, assign to-do lists, and send client reminders based on project milestones.

8. Lesson 8: "Clone Yourself" with Advanced Email Automation

- You will design automated sequences for testimonial requests, abandoned cart recovery, and re-engagement campaigns to win back cold leads.

9. Lesson 9: Automating Your Social Media & Content

- You will build a system to auto-post, cross-promote on different platforms, and track your content performance without manual data entry.

10. Lesson 10: Scaling Your System (Webhooks & Filters)

- You will learn advanced automation techniques using webhooks, filters, and multi-step paths to handle complex, conditional scenarios.

11. Lesson 11: Building Your "5-Minute" Status Dashboard

- You will create a simple, automated dashboard that gives you a 5-minute overview of your entire business health (leads, sales, tasks).

12. Lesson 12: How to Test, Debug, & Maintain Your Empire

- You will learn how to properly test, debug, and document your automations so they never break and can be easily updated.