

A person is sitting at a desk with a laptop. They are holding a white cup of coffee with latte art. The background is a soft, out-of-focus view of the person's hands and the laptop. The overall tone is warm and professional.

Save

10 Hours per Week

with a Smarter Website

A guide to some helpful tools & integrations for every website.
Brought to you by [New Breed Design Inc.](#)

Chat Bot

Chat bots are automated chat interfaces that have pre-programmed questions and responses to help users find the information they're looking for while visiting your website. They appear as a pop-up messenger window on the front-end of your website (users can see & interact with them), posing questions to help guide your users as if they were speaking to a real person. They require no oversight or management, unless they don't have an answer to a specific question, in which case it will instruct the user to send an inquiry via contact form. Chat transcripts are also saved for website administrators to read afterwards.

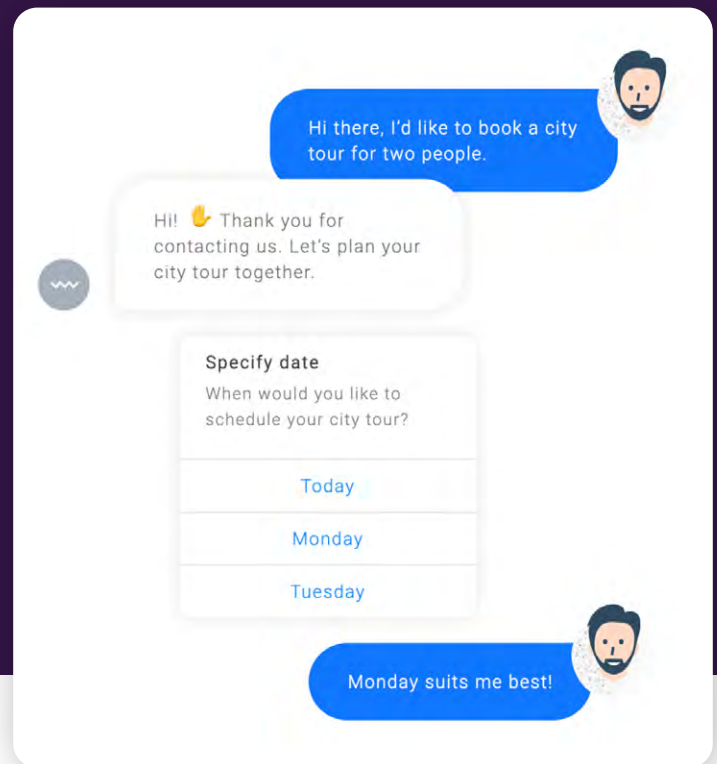


Photo source: <https://www.chatbot.com/>

PRO TIP #1:

If your chat bot is 100% tech, be up-front about it! Set up an automated welcome message like this one: ***“Hi! My name is [invent quirky robot assistant name] and I’m a smart little chat bot. What can I help you with?”***

PRO TIP #2:

If you or a real human working in your business happens to be online while a user initiates a chat, you can jump-in and take over the conversation, providing a real human interaction.

Email Automations

Whether you're taking complimentary consult requests that require a preliminary intake form, or you're scheduling free trials and need more information from the prospect, having the user submit a quick form on your website can trigger an automated email sequence that guides them effortlessly (and hands-free) through the rest of the process to your first in-person meeting.

Here's a situational example: You offer a free consultation on your website for new prospects to meet with you at no charge to decide if you're a good fit. How you present this offer on your website looks like a very basic opt-in form, requiring only their Name and Email. Once submitted, an automated email sequence is triggered that

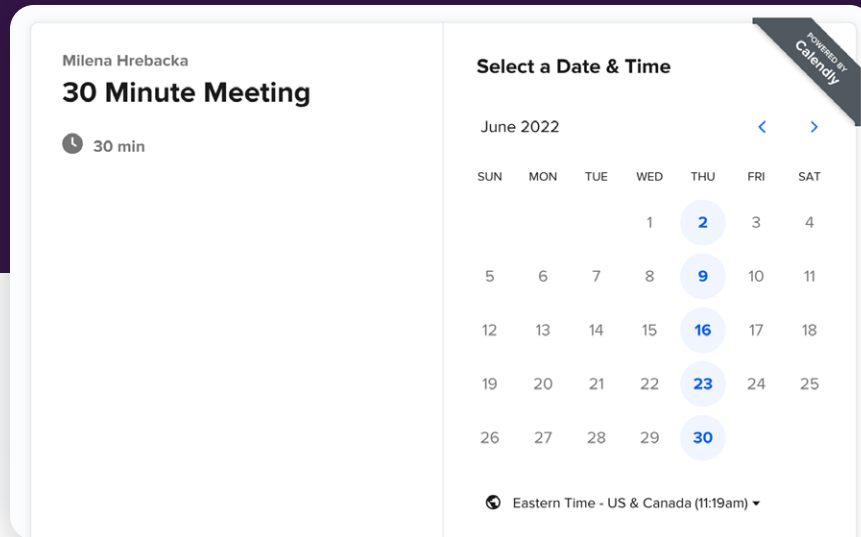
sends a follow-up email to the user containing instructions to further the process, i.e. "Click on the link below to complete your pre-consult intake form." The user is brought back to your website directly to a page that contains your intake form, which they complete and submit. At this point, we've accomplished two things: 1) You've acquired a new contact to your mailing list, and 2) you've received a new free consult intake form to your Inbox completely by automation.

PRO TIP:

If you're new to email marketing and are just starting off building your list, **MailChimp** offers a free starter account that includes email automations.



Self-Serve Scheduler



This tool looks just like a traditional day/week/month/year calendar that is hosted online by a 3rd party platform and either linked on your website or in your email booking sequence we began in the Email Automations chapter.

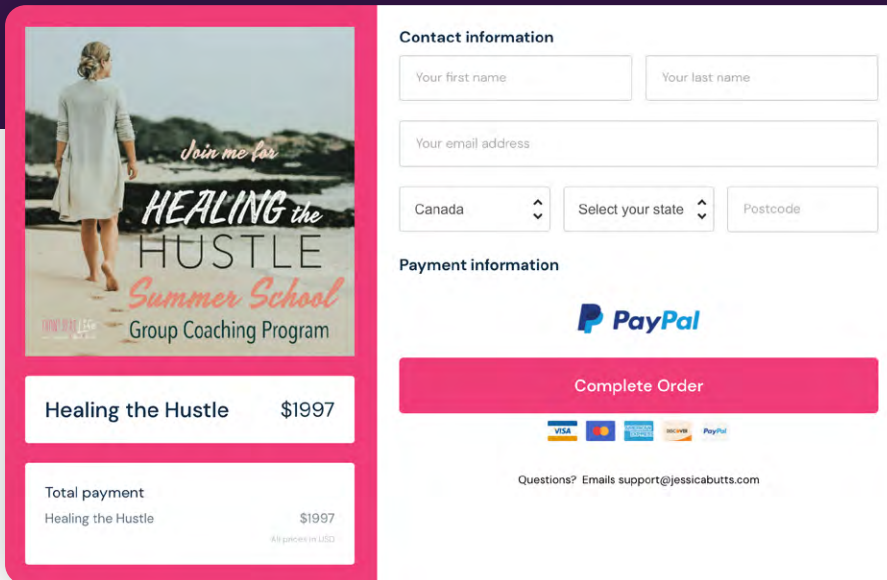
It requires zero oversight on your part (after initial setup), and offers the user complete freedom of choice while restricting their options to available appointment slots. Once a booking is made, the software automatically populates

the appointment with full details into your personal calendar app (i.e. Outlook, Google, iCloud, etc.).

PRO TIP:

Calendly is a free online scheduler that provides everything detailed above—however, paying a little more for the Pro version of this tool can open up neat features such as text message reminders, a custom cancellation policy, metrics & reporting and more.

Payments



The screenshot shows a checkout interface. On the left, there's a product image of a woman in a white dress walking on a beach, with the text 'Join me for HEALING the HUSTLE Summer School Group Coaching Program'. Below the image, a price tag shows 'Healing the Hustle \$1997'. At the bottom left, a summary box shows 'Total payment Healing the Hustle \$1997' and 'All prices in USD'. On the right, the 'Contact information' section includes fields for 'Your first name', 'Your last name', and 'Your email address'. Below that are dropdown menus for 'Canada', 'Select your state', and a 'Postcode' field. The 'Payment information' section features the PayPal logo and a large pink 'Complete Order' button. At the bottom, there are logos for Visa, Mastercard, American Express, Discover, and PayPal, along with the text 'Questions? Emails support@jessicabutts.com'.

There's nothing quite as satisfying as waking up in the morning to find that your website has been raking in sales while you sleep. Whether you're selling merchandise, virtual webinars, group membership fees — low-value or high-value, having a simple and user-friendly eCommerce component added to your website will not only save you time processing transactions, but your users will thank you for allowing them to shop at any time, allowing them to take action when they're ready to make their purchase.

There are a couple different methods of collecting payment on your website:

Web Shop: For immersive, customized retail experiences so the user never leaves your

site. Ideal for larger catalogues of products or services, especially when selections are required (product or service variables; i.e. size/color or term length).

Direct pay link: For quick & easy transactions of single items/services with no variables. Links off-site to a secure payment processor (i.e. Stripe, PayPal).

PRO TIP:

Make the buying process the smoothest interaction your users encounter on your website. You want there to be no more than 3 clicks between their initial selection and purchase completion.

FAQs

This might seem blasé and isn't as innovative as the other tools we've talked about — but how often do you get emails asking the same questions, or worse — questions you know are already being answered on your website that they just didn't take the time to read (or maybe they didn't know where to find them)? What I recommend is integrating commonly-asked questions throughout your website intuitively, in places where people are already looking at relative content. This will save you an immense amount of time and energy answering emails, DM's and phone calls when the question and answer are easily found on your website.

For example: Let's say you're a Life & Business Coach with a few different service offerings, all clearly outlined on a Services page on your

website. What are common questions you get asked during your consult calls about these services? Get crafty with your copywriting and work with a web designer to bring attention and focus to these FAQs placed strategically where the user will notice and read them before eating up your time.

PRO TIP:

Questions are powerful — they indicate where information is either not clearly communicated or is missing from your website altogether. Keep a log or re-watch your consult calls and begin writing down the most commonly-asked questions that you feel can be answered by your website. Not only will email & messaging traffic slow down, but your consult call process will go so much smoother.

Start working with a professional & knowledgeable design team today.

The New Breed Design team can help you integrate any of the time-saving tools we introduced you to in this guide and more into your website to help you take back 10 hours/week!

[Click here](#) to complete our pre-consult intake form and we'll contact you shortly after to book your free consult call.

We look forward to meeting you and offering more insight into how to streamline your unique business's operations by offloading tasks onto your website.

