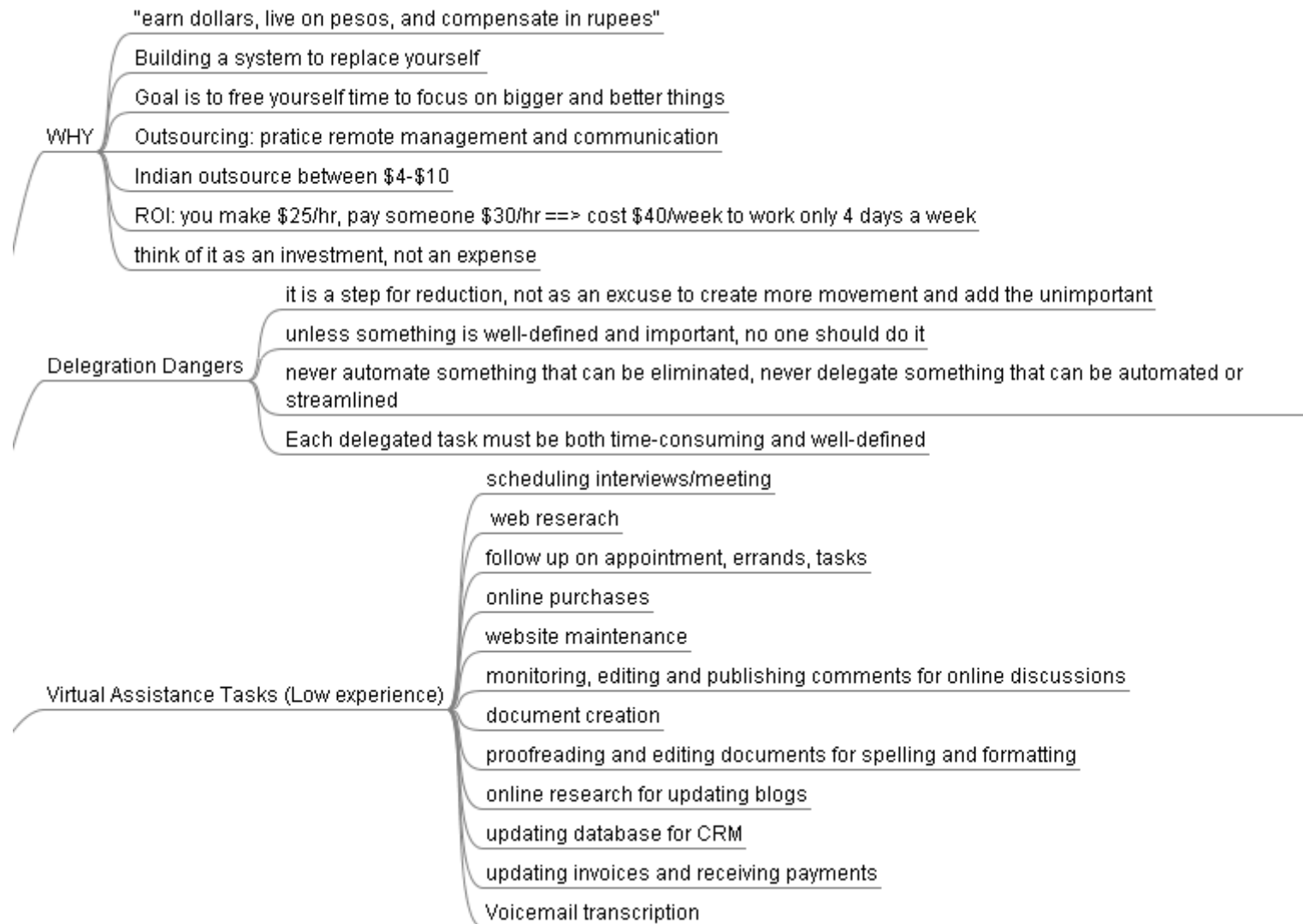


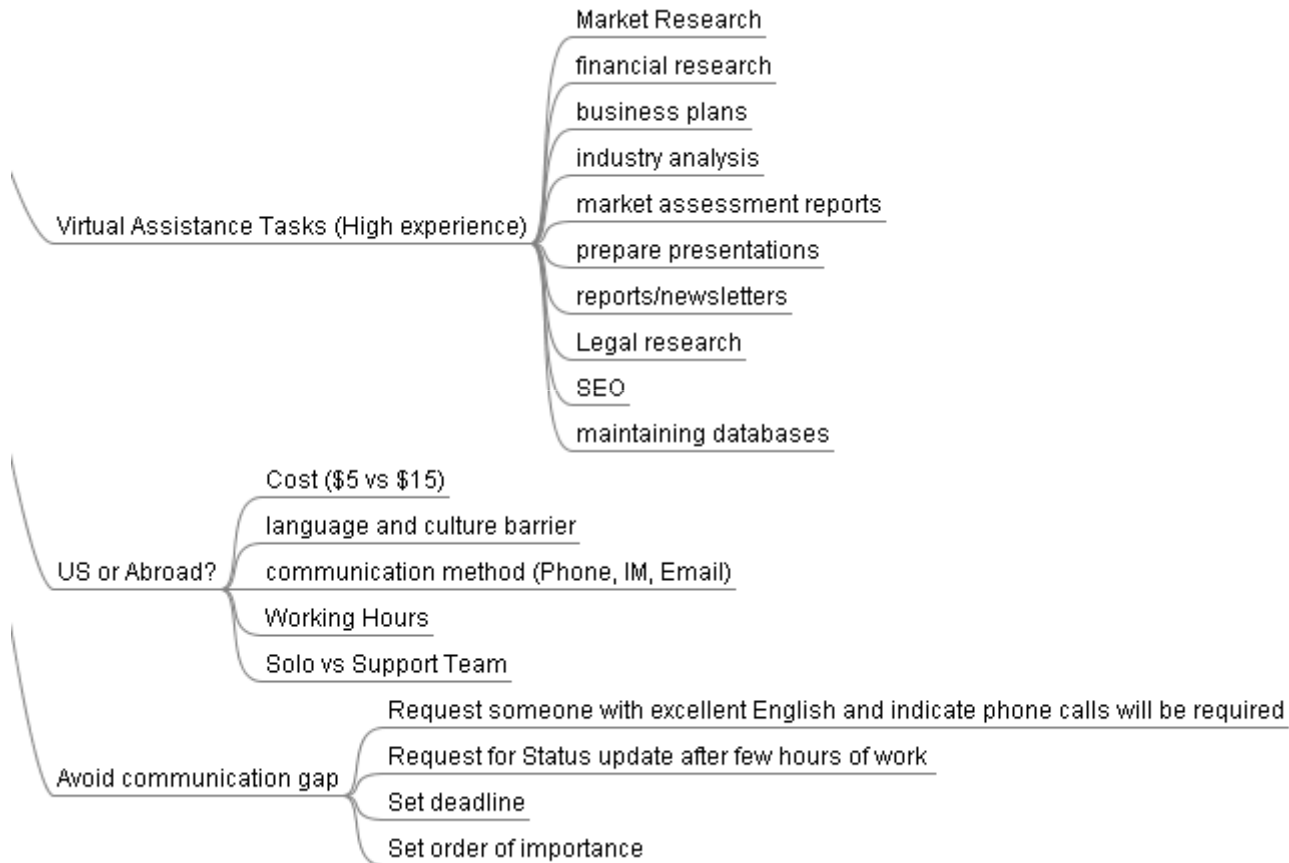
# 4 Hour Workweek Automation Ch 8-11

12/16/08  
Welton Hong

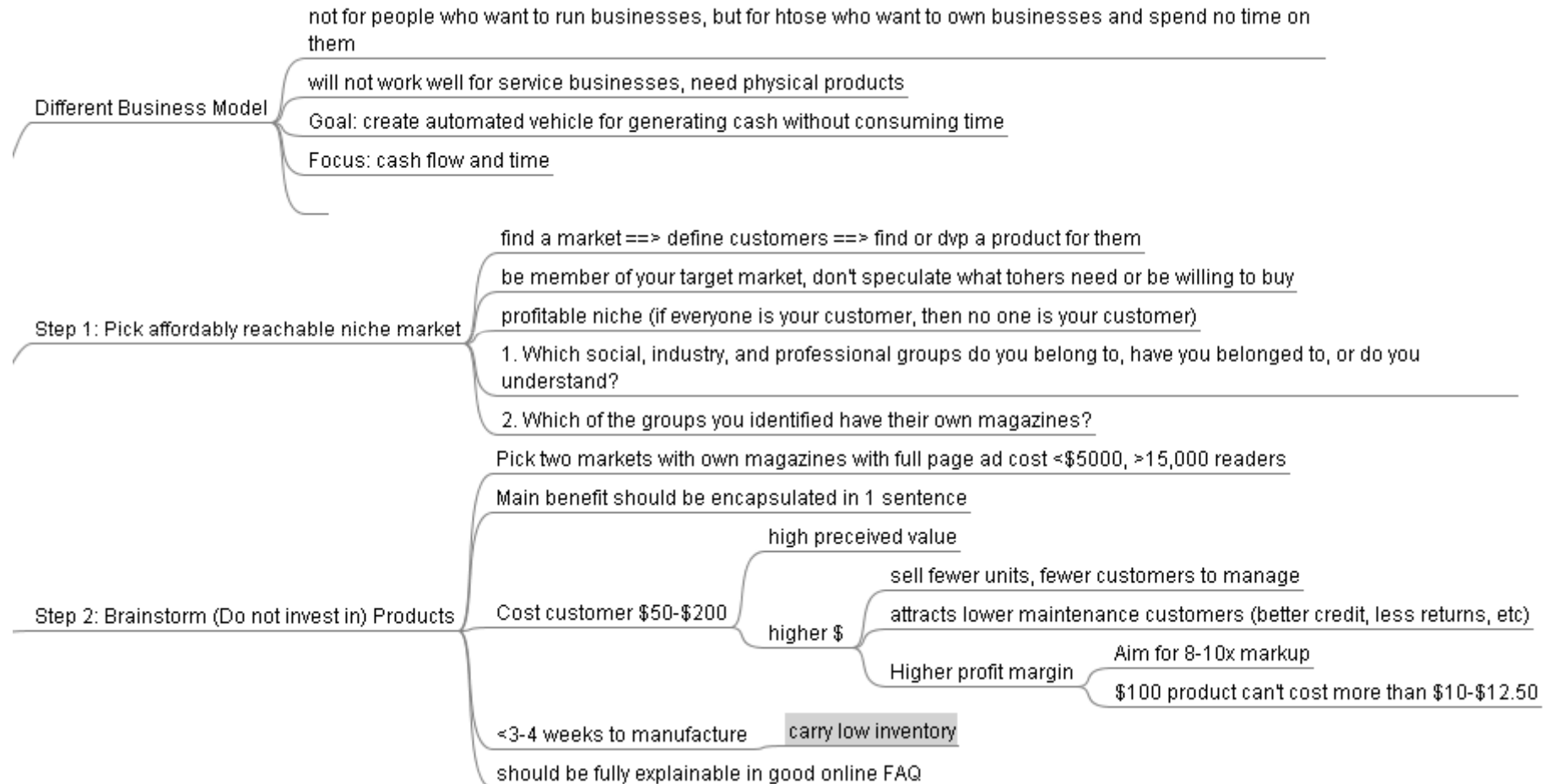
# Ch 8. Outsourcing Life



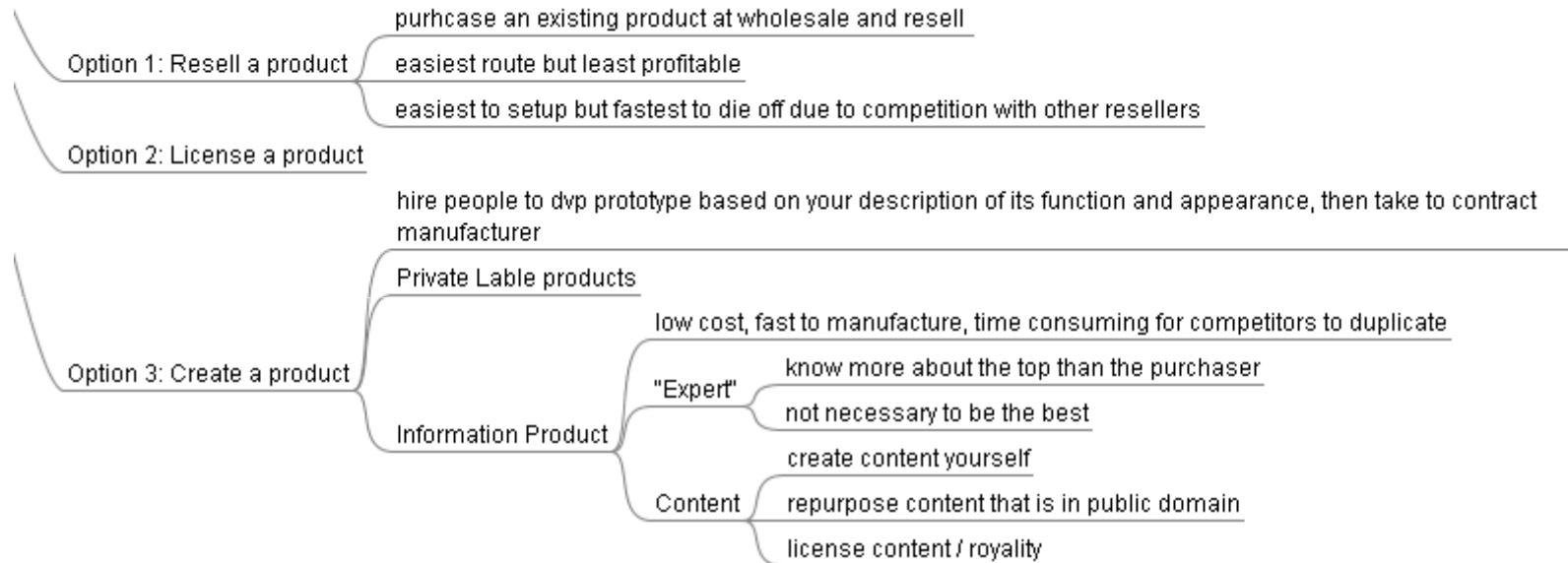
# Ch 8. Outsourcing Life



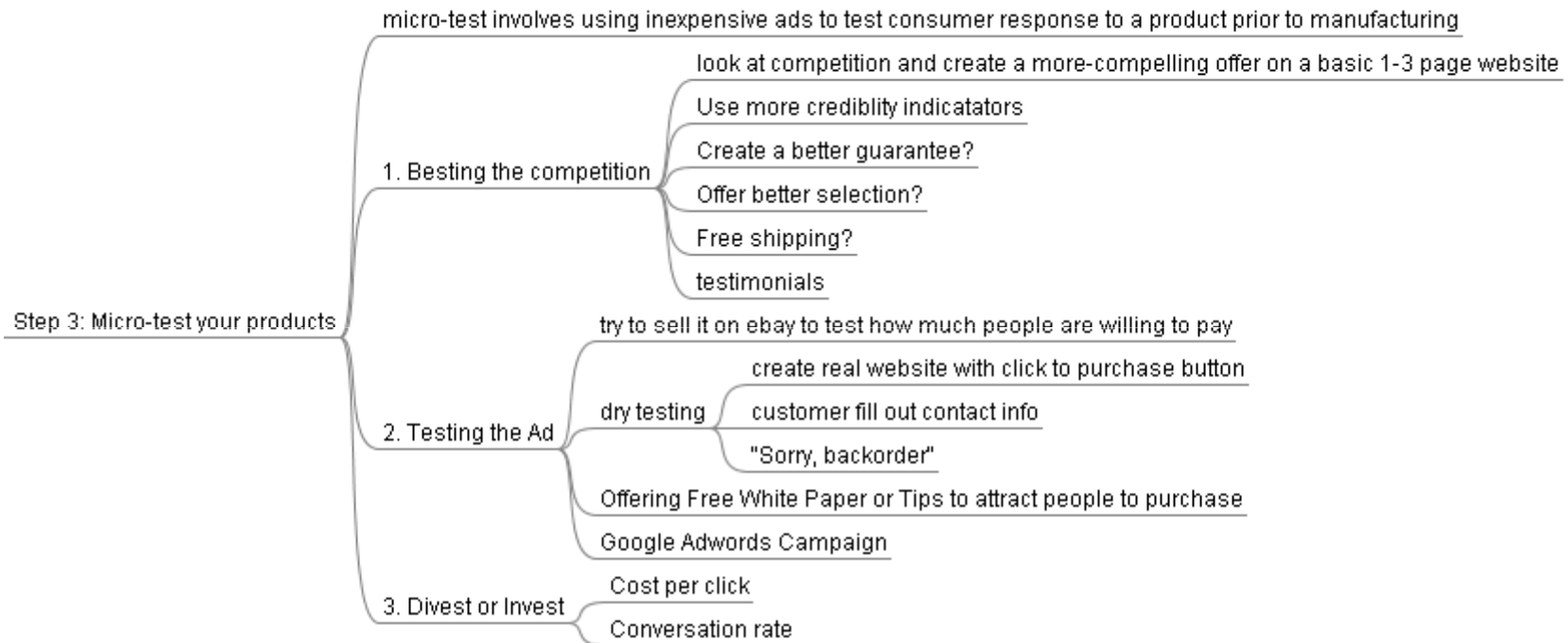
# Ch 9 – Income Autopilot I



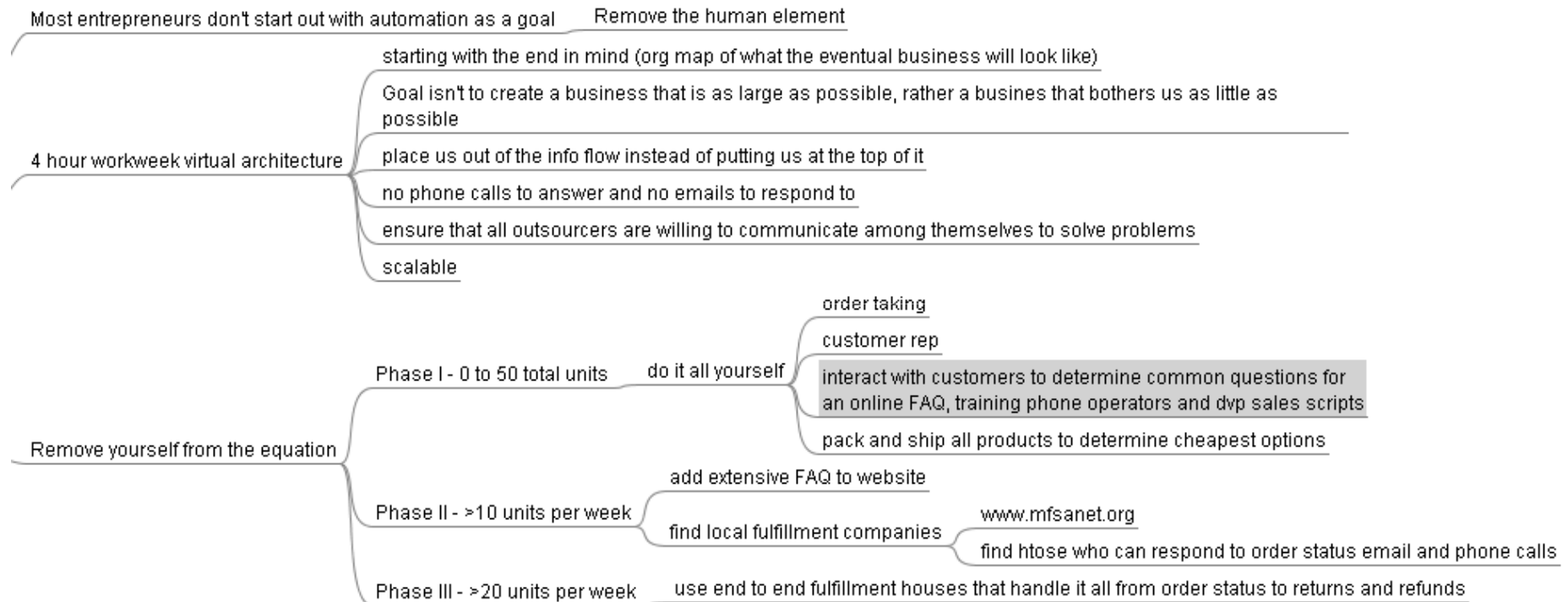
# Ch 9 – Income Autopilot I



# Ch 10 – Income Autopilot II



# Ch. 11 Income Autopilot III



# Ch. 11 Income Autopilot III

The art of undecision: Fewer Options = more revenue

more options you offer the customers, the more indecision you create and fewer orders you receive

offer one or two purchase options (basic and premium)

do not offer multiple shipping options: offer one fast method and charge a premium

Do not offer overnight or expedited shipping

eliminate phone orders completely and direct all to online ordering

No international shipping    shipping forms