

Inside My Business: Skipping the Tech Nightmare

author:



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Synopsis

I'm all about simplicity, because simplicity scales. If you want to grow your business and avoid a lot of stress in the process, keep things simple.

- Cut your lead gen costs in HALF with my \$37 mini-course "NOW only \$17!"**
- Visit The Art of Online Business website for Facebook Ads help

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For many of you who have been listening to the podcast for a while, my affinity for simplicity should not come as a surprise. I talk about it often.

On today's episode I'm going to give you an inside peek at how I run my business. I'm going to share with you the tools that I use to run the backend of The Art of Online Business. The tools that keep things simple around here, and keep things running smoothly.

The first few years of the business were way more complicated than they needed to be. For one, I thought that having more offers was a good idea. More offers equals more revenue, right? Well, I've learned the hard way that that's not always the case.

All the complexity was causing me to burnout. The business was doing well, but I wasn't happy in it.

So, today I'm going to show you the tools that have really simplified the way we do things around here. I know you're going to get a lot out of today's show, and I hope you hit me up on Instagram and let me know what you learned from this episode, and what things you'd like to learn more about.

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