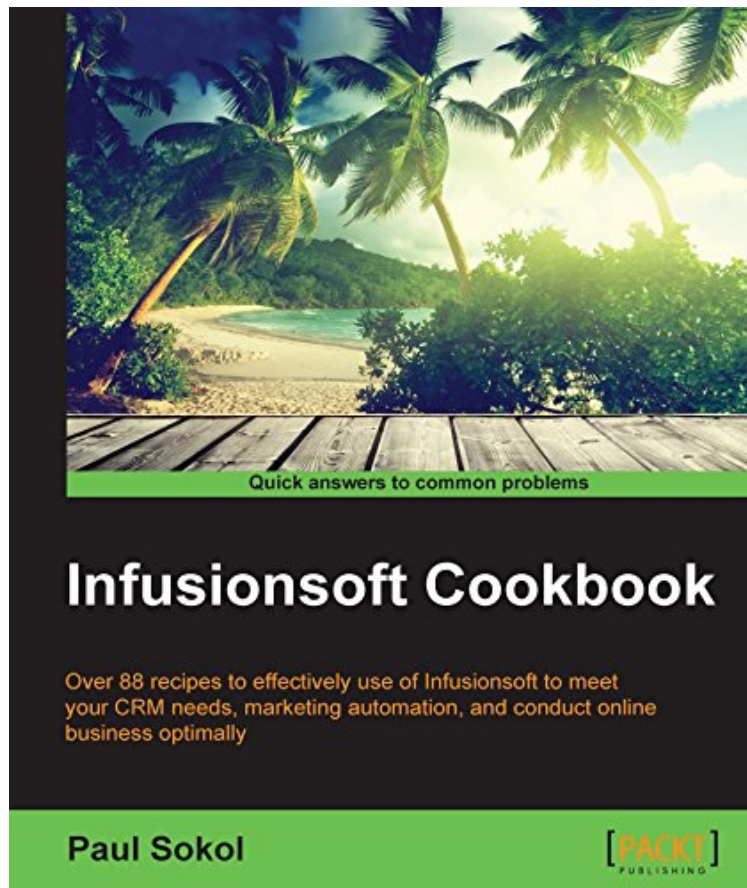


(Read download) Infusionsoft Cookbook

## Infusionsoft Cookbook

*Paul Sokol*

*DOC | \*audiobook | ebooks | Download PDF | ePub*



 Download

 Read Online

#918980 in eBooks 2015-10-30 2015-10-30 File Name: B014T58NEG | File size: 62.Mb

**Paul Sokol : Infusionsoft Cookbook** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Infusionsoft Cookbook:

3 of 3 people found the following review helpful. Got Infusionsoft? You NEED this book. By D. M. Copeland-Smith This is awesome! If you're new to Infusionsoft (like me) this is a no brainer. Step by step guides to setting up campaigns etc. I ordered the hard copy to write all over for my notes and the kindle version to take when traveling. With this I feel like I will be able to open up Infusionsoft and use it to its full potential, rather than just using it as an auto-responder. 2 of 2 people found the following review helpful. Five Stars By Buyer R Paul is a genius! Even an experienced user can benefit from this book. 2 of 2 people found the following review helpful. Totally Awesome! Full of great information By Robert Vance As someone who has used Infusionsoft for a long time I even found a few nuggets to use that make this book gold.

Over 88 recipes for effective use of Infusionsoft to mitigate your CRM needs, marketing automation, conducting online business optimally About This Book Maximize client engagement by automating lead capture and follow-up Collect information and set up lead scoring in Infusionsoft to enhance your marketing interactions to build more clients Set up online shopping carts, manage your online store, and enhance user experience Who This Book Is For If

you want to excel in the use of Infusionsoft to develop a set of common applications or project types and solutions effectively, this book is perfect for you. This book will empower you to provide better results for your clients, faster! It is assumed that you are familiar with and use Infusionsoft.

**What You Will Learn**

- Set up and configure features that will enhance new user creation using Infusionsoft
- Attract leads and build your list efficiently
- Understand the different strategies to sell and get paid
- Create amazing customer experiences by following up and automating messages
- Master techniques to use Infusionsoft for internal administrative functions
- Make better business decisions by mastering the reporting functionality
- Save time and simplifying day-to-day usage using Infusionsoft
- Get to know the Ninja hacks while working with Infusionsoft efficiently.

**In Detail**

Infusionsoft is an all-in-one software-as-a-service (SaaS) for small business sales and marketing. It empowers businesses with the same level of automation and personalization that were previously only available to large corporate enterprises with deep pockets. You can easily manage customer relationships, target communications in an automated manner, and sell their products/services online effectively.

Starting with recipes on the general setup and core competencies related to Infusionsoft, you will then learn about tools to enhance user experience. Further on, you'll dive deep into different strategies to attract, sell, and wow your customers. You'll also explore different ways to manage administrative tasks and reporting, which are crucial to perform better workflow management. Later, you will become proficient in lead generation and lead management, referral management, report generation, and working with the campaign builder.

Finally, the book closes with unsupported ninja hacks to take your business strategies into the stratosphere!

**Style and approach**

A recipe-based guide that covers real-life scenarios on optimising marketing automation, lifecycle management, lead generation, inventory management, and adding ecommerce functionality

**About the Author**

Paul Sokol Paul Sokol is an electrical engineer by trade and the Campaign Builder Mad Scientist at Infusionsoft a moniker earned due to his breadth of knowledge. His first experience with Infusionsoft was when he cofounded jiveSYSTEMS a business-class video e-mail platform in 2008 while obtaining his master's degree in signal processing from the University of Central Florida. The company still exists today and is successfully running very efficiently thanks to the automation capabilities of Infusionsoft. Since joining Infusionsoft formally as an employee in June 2011, he has provided over 1,000 hours of small business consulting and helped launch more than 200 clients with Infusionsoft. He has authored numerous blog posts, been a guest on many webinars, and taught from stage at live events, such as Infusionsoft's annual ICON. Currently, he is works in the product development department as one of the first data scientists of the company. Besides being a universally recognized trailblazer in automated experience design, he is also a generous philanthropist, talented musician, and respected heavy metal advocate. His purpose is to believe in the dreams of others and empower their greatest possibilities. His mission is to have a positive impact on individuals, communities, and the world via love, sharing, and contribution to others. Originally a Florida native, Paul currently lives in Chandler, Arizona with his two cats Beebo and Winston. When he isn't working or running his charity Keep Children Rockin, he can be found drumming in the local black metal band Elivagar and being part of the growing Arizona heavy metal scene. To become part of Paul's Inner Circle, join his "Under the Hair" newsletter at <http://www.iscookbook.com/newsletter>.