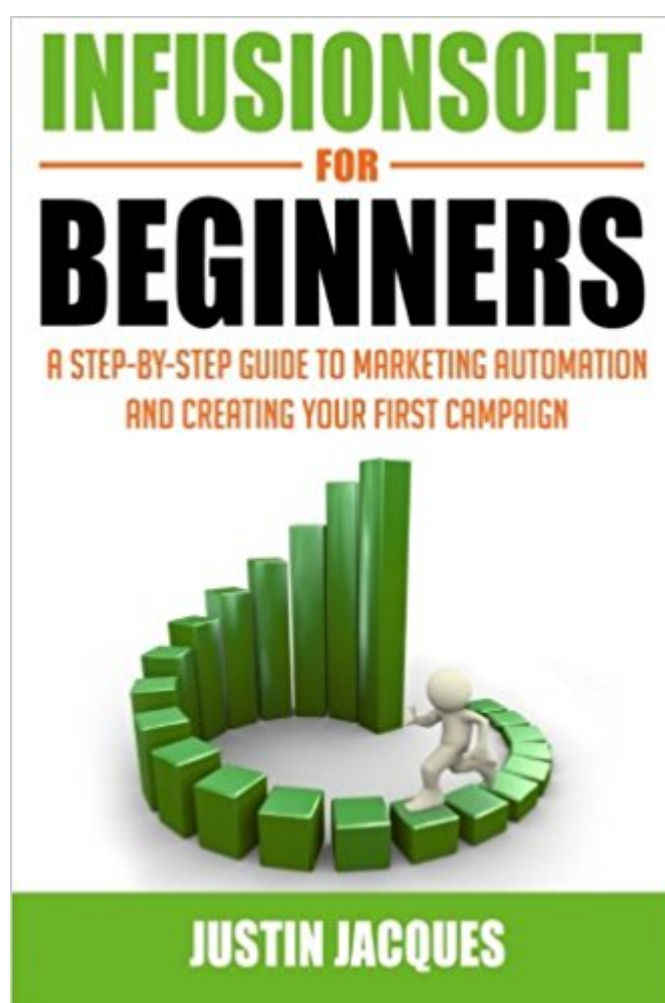


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# Infusionsoft For Beginners: A Step-by-Step Guide To Marketing Automation And Building Your First Campaign



## Synopsis

Your Simple Step by Step Guide to Using Infusionsoft After 4 years of using and consulting on Infusionsoft, I have seen a lot of people struggle to use this complicated software. They pay \$200+/month and barely get more than Mailchimp functionality out of it. Infusionsoft is an incredibly powerful software that can create huge growth in your business - you can automatically sell, upsell, and convert more leads, among lots of other benefits. The problem is people get frustrated at the starting line, before they've had a chance to see it transform their business. I'm on a mission to change that. I've found the hardest part in using Infusionsoft is just getting started. Everyone worries about building the perfect sales funnel the very first time. To that I say JUST GET STARTED. Read this book + the included bonuses, follow the instructions and build your first funnel. As more people go through the funnel you can tweak and optimize. This book + the bonuses will help you plan, create and implement your first campaign, and if you really put in the work, you can do it in a week. It takes awhile to learn the software inside and out but the only way to get there is to get started | so go now, get the book. Feel free to send me an email with any questions or feedback at [justin@justinjacques.com](mailto:justin@justinjacques.com). FAQ Where do I start, I'm overwhelmed with Infusionsoft? Get this book, follow the steps and build your first campaign. I've had people come to Infusionsoft user group meetings and meetups for months without building anything. They love what I teach and all the possibilities of the software but they continue to just sit on their ideas, waiting for the perfect time and a complete picture of how they want their sales funnel to look. Keep it simple and just get started. In 6 months you'll be amazed at where you're at. Who is this book for? Mainly for beginner users of Infusionsoft but I guarantee even experienced users will find some marketing/strategy ideas they can use. If you've already built some campaigns in Infusionsoft, you can use this book as a companion guide, just reading the sections you need help with or have questions about, rather than reading it cover to cover. Will this book be up-to-date/when was this book last updated? The book will be regularly updated to include recent screenshots and up to date content. If you purchased an old version, forward me your receipt at [justin@justinjacques.com](mailto:justin@justinjacques.com) and I will send you a PDF of the most recent version. The current version was updated in December 2015. Even when Infusionsoft make changes, it's not a complete overhaul of the software and 95% of the content will still be the exact same.

## Book Information

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## Customer Reviews

I've been using Infusionsoft for my small business for just over a year. My company takes people on adventure travel vacations and Infusionsoft has been great for generating new leads and helping us stay in contact with old customers. After reading Justin's book I realized we haven't been using the software to it's full potential. Justin's book is laid out well and easy to read. I learned numbers tricks and some new features that so far have lead to a 10% increase in sales. I would highly recommend this book for new and current users of Infusionsoft.

Thank you for writing this book and I'm looking forward to using it on a very regular basis as I continue to grow my business. So far its helped me expand my knowledge of Infusionsoft immensely, specifically on what the program is capable of. Although Infusionsoft is a great platform, its capabilities are almost endless. This book has finally allowed me to make sense of the whole platform and really put it to work so that it is working FOR Me now. It is straight forward, easy to understand, and very well organized. I would definitely recommend this book to others wanting an excellent tool on how to get Infusionsoft working for you.

This is a great supplement to the information that Infusionsoft provides. The book is great for beginners, which was me. I now actually understand where I should go when I log into the software. I've also built a campaign on my own. It went into details and slowly explained what I needed to do. Very helpful for a new user.

When it comes to Infusionsoft - I trust Justin Jacques. Having referred several people in my network to him & being on his email list for awhile, I'm glad to see he put out a book to help people get a handle on this powerful (but often confusing) tool. If you're new to IS, this is a good place to

start.

This book really simplifies Infusionsoft a lot. The instructions for campaign building were, clear, easy to follow with screen shots, arrows and circles around the parts heâ™s talking about in the text. Itâ™s obviously a dry book, not too exciting, but it gets the job done.

I wish I'd had this book before I bought Infusionsoft! Justin lays out all the things we don't always think about when getting into Infusionsoft, and I particularly love the metaphor of having a plan to build a house applies to building your business with Infusionsoft. It's so true! This book is a great reference for getting set up in Infusionsoft and has fantastic step-by-step instructions (with screenshots!) to help set a campaign from beginning to end, and know \*how\* I can go about setting up future ones for success. I would highly recommend reading this if you already have Infusionsoft or more importantly - if you're thinking of getting Infusionsoft! This book will help you make the most of the system right from the beginning.

I am a very new Infusionsoft user and this book was just what I needed to supplement my onboarding coaching from I.S. I love the extra bonuses that Justin provides as well. This book is worth many times the investment!

I had been using Mailchimp for years with my online subscription service, then someone mentioned Infusionsoft and the power that automation can bring to your business. I signed up, and realized I had no idea what I was doing. Luckily, I found Justin's book. The learning curve was easily cut in half (maybe more!) after reading through his clear explanations and examples, and helped me get my first campaign up and running within a couple hours. I'm now seeing real ROI on my Infusionsoft bill, and the best part is it all runs automatically whether I'm at work or not. I highly recommend this book for any small business owner who is trying to win time away from tasks that should be automated, and focus more on the parts of your business that really require your attention. Justin's writing style is clear and concise, and his examples really get your hands dirty right away. As someone who learns by doing, this was invaluable. Get this book!

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