

WAKING UP TO SALES

By Lonneke von Sohsten

HOW TO TURN YOUR BUSINESS INTO
A 24/7 INCOME SYSTEM
EVEN WHILE YOU SLEEP

ACCOMPLISH **LONN.**

Strategy • Webshop • Automation

WELCOME

You're here because you want more **freedom**, more structure, and a business that doesn't depend on your opening hours and I love that for you.

In this e-book I'll show you the exact **shift** that changed everything for me:

From offline income → to 24/7 automated online sales.

Let's get started.



MY STORY



In 2020, when Covid compelled my salon to shut its doors, I had to find a way to create a secondary income stream. **The issue was that I only earned money when I was actively providing my services.**

So, I decided to launch a webshop, and it transformed everything. I had always thought that sales could only occur when I was physically working.

However, once **I discovered how to sell online** and automate the entire process, I began waking up to sales that I hadn't even worked for.

Automation became my pathway to freedom, and now I assist other entrepreneurs in achieving the same **success.**

THE REAL PROBLEM & THE REAL SOLUTION

Most entrepreneurs don't lack
passion, product quality, or skill.

They simply lack time.

You're fully booked...

You're helping clients...

You're handling messages...

You're answering emails...

You're handling social media...

**You're running your business all by
yourself.**

And that means:

You only earn when you're available.

Your income stops when you stop.

You can't scale because you're
already out of hours.



THE CONSEQUENCE

Stagnation.

Overwhelm.

No room for growth.

No freedom to take time off.

And eventually:

Your business controls you, instead
of the other way around.



THE SOLUTION

A strategic, automated webshop that runs 24/7.

A system that:

- ✓ sells your products or services automatically
- ✓ accepts payments without you
- ✓ sends confirmations
- ✓ follows up
- ✓ processes orders
- ✓ runs even while you sleep

This gives you more time, more energy, and an income that doesn't depend on your availability.



THE RESULT

More freedom.

More consistency.

More sales, without more hours.

When your webshop works for you...
you finally have the space to grow.



OFFLINE VS ONLINE

Online earnings

You work → You earn

You stop → Everything stops

Offline earnings

You build once → Your system keeps earning

You sleep → Sales continue

You travel → Bots manage your customers

The shift is simple:

Stop trading time for money.

A PERFECT 24/7 SALES FLOW

Morning:

You wake up → Sales already done → You only ship.

Someone sees your content

They click a link or DM a bot

They land on your webshop

Your system process the sale

Payment is confirmed

Bot send confirmation email

Bot creates shipping label

Order is ready for delivery

QUICK WINS CHECKLIST

Are you ready for 24/7 sales?

Check all that apply:

- ✓ I have at least 1 product/service online
- ✓ I offer an online payment option
- ✓ I have a basic landing page
- ✓ I have 1 bot or automation running
- ✓ I have proof/screenshots for trust
- ✓ I understand automation = freedom
- ✓ **I want my business to earn while I'm offline**

4+ checks?

You're ready.

AUTOMATION

What Automation Really Means (Simple version)

Automation = tasks you used to do manually → now done by systems.

Examples:

- Order confirmations
- Payment processing
- Client onboarding
- Stock updates
- Reminders
- Follow-up messages
- Shipping prep
- Abandoned cart recovery

Automation = more time, more peace, more income.

AI-BOTS IN ACTION

Bots can:

- ✓ Send welcome messages
- ✓ Book client appointments
- ✓ Answer common questions
- ✓ Process orders
- ✓ Handle payments
- ✓ Create shipping labels
- ✓ Send follow-up
- ✓ Organize inbox replies
- ✓ Push customers back to your webshop

They don't sleep.

They don't forget.

They don't burn out.

Your business runs, even when you don't.

Wix platform offers in-built Bots and AI systems so you don't have to buy them separately.

MINI EXERCISE

Your First Automation Idea

Answer these:

1. What task takes me the most time every week?
2. What happens repeatedly with every customer?
3. Which part can a bot do for me?

Example:

- Intake questions
- Payment links
- Confirmations
- Reminders

Small automations → big freedom.

LET'S PUT IN ACTION

7 Things You Can Do TODAY To Start Selling Online

- Put at least one product/service online

Use free platforms such as Instagram & Facebook.

- Add one simple online payment option

Create an simple invoice template

- Create a mini sales page (1 page is enough)

Use a simple and cheap platform as Wix or Shopify

- Turn on an automatic confirmation email

You can find it in your "dashboard"

- Add a basic "Thank you" automation

- Start with one bot (DM bot or email bot)

Buy your bots for a few dollars or create 1 with AI.

**IN THE WEBSHOP STRATEGY & AUTOMATION
COURSE ILL GUIDE YOU TROUGH THESE STEPS**

Ready for more?
Let's build your own 24/7
automated sales system.

SO LET'S DIVE IN DEEPER.

DM me "LONN"
and I'll send you the full course link.

Your new income flow starts here.



Webshop • Strategy • Automation

Helping entrepreneurs create freedom with
systems that run 24/7, without working harder.

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