



enRICH Mobile App Overview

Hey, this is Tom Mack

In this brief walkthrough of the enRICH mobile app you will learn everything you need to know to get setup and running in no time.

Start by downloading the app from the Google Play Store or Apple App Store, search for enRICH Automation.

You also need an account on enRICH.

Create a free account and we will send you an email with your app username and password.

I am logging in now

The same username and password works on both the mobile app and the enRICH website. Remember you received your password by email after registering for an account.

If you forgot your password simply leave the password field empty and you will be taken to the password recovery page.

Here we are at the main menu

From here you can access the card scanner

View your scanned and transcribed cards in my contacts

Add contacts manually in Add Contacts - this is great for adding people who don't have a business card

And Settings - this is where you will go to setup some of your automations. I will teach you about settings in a few minutes.

Let's jump right in and demonstrate the scanner.

Click Card Scanner then center the front side of a business card in the viewfinder.

Make sure you can see all the text, if words get cut off in the image we can not transcribe the data.

Once you have the card aligned, click to take a picture.

I find it easier to hold the phone horizontally, with the shutter button on the right.

- - -

And there it is

If the image doesn't look quite right - simply touch the image and you can take a new picture.

Now you have the opportunity to add tags and notes to this card scan.

These are typically short, just one or two words that will help you later categorize this lead. For example, for a prospect I meet at a Rotary Club meeting, I tag "Rotary". For prospects from a particular trade show I will tag them for that show. In this example, it's someone I met while speaking at Harvard.

Notes are just for you and can be whatever you want to record about this contact.

- - -

As a super high tech company, we are experts at leveraging technology. But there are some things that people can do better, some things that humans can do that even software robots can't. And one of those things is transcription. It seems old school to use real humans for transcription but we do. And our team of real human transcriptionists are pretty awesome folks. They are dedicated to 100% accuracy, so much so that every business is checked by two separate people.

There is a little bit more to the story of why humans are better at transcription and

A perk to having a human workforce is that the humans have brains, at least our workforce has brains, I am told some don't

Handwritten notes are transcribed and the data is entered into the appropriate field or added to the notes section.

For example if a cell phone number is not printed on the business card, you can hand write the cell phone number on the back of the card with the word cell or mobile. Our transcriptionist will see that and know that's the cellphone number to use.

If you don't indicate what type of phone number it is, our transcriptionist will not know what to do with it and simply add it to the notes section. That's OK but you would prefer to have that number in the cards data so label your handwritten numbers please.

Anything else handwritten will be added to the notes or to the data if labeled properly. Cross out the old address and add a new one or add the prospects husband or wife's name etc.

- - -

Let's talk for a moment about enRICH Profiles, you have 3 automation profiles to choose from - you can design them any way to choose.

An automation profile is simply a preset set of automation that will take place once you submit this card for transcription.

We'll talk more about setting these up in when we discuss Settings.

You can see that I have setup profile #1 it is named Harvard, that was set up for when I spoke to the Harvard Faculty Club to the Entrepreneurial Students Club of Harvard Business School. You can see it here

<https://www.facebook.com/enrich.automation/videos/1517851584925177/>

#2 is set up for Networking events like Rotary, Chamber of Commerce and BMI meetings.

#3 is set up for the next trade show I am doing in a few days.

Once I click submit, the images are uploaded and transcriptions begins.

Note - if you have poor cell phone coverage, the card image upload can take a minute. It's best on wifi whenever possible.

When you have automations enabled that communicate directly with your prospect, you need to have their permission to communicate with them via SMS message Fax and Magic Voicemail.

By clicking submit you acknowledge that you have indeed received permission. It is your responsibility.

Now, you can setup one of your profiles with no automation assisted follow-up with SMS and MVM turned off. This way you can easily select the profile that best matches the communication that will be most appropriate for your prospect.

- - -

Let's jump into MY CONTACTS - you can see right on top is the card we just scanned. It will display the message 'transcription in process' until the transcription is completed.

Click on enRICH Data to see the social media research enRICH has assembled.

All the social media icons are links directly to your prospects social media profiles. Here you can see Bios, Images, Location, Klout Topics, about me topics and more.

Information is compiled on both the individual and the company whenever possible.

- - - Back to My Contacts

We can go through and look at each contact and edit information if we choose.

- - -

Now let's check out "Add Contact"

Add Contact is for manually adding a new contact, use it when your prospect does not have a business card to scan.

Select an automation profile, remember all the automations in that profile will take place once you click submit.

You can select an automation profile just like when you scan a card but this time you type the prospect's information into the fields.

Definitely enter as much information as you can, the more the better.

- - -

The next step is Settings.

All of your automation settings are located on the enRICH website.

This is where you will setup your back office automations like connecting with your CRM and email marketing program. And switch on & off automation assisted follow-up's.

You must complete the settings setup before your automations will work.
Visit enri.ch/members-home and click on settings.

We have built a few settings right into the mobile app, these are the settings you will likely edit most often, and the ones that will make the biggest impact on your prospect.

They are your SMS Image - that's the picture sent with your first SMS message (technically it's an MMS message when it includes an image)

The text of your SMS message.

And your Magic Voicemail Recording.

These are the automations that you customize on the fly for every event you attend or unique situation. You don't have to - but when you do, the impact is profound.

- - -

Let's start with the SMS message.

If you have SMS messages turned on in your main settings, this is the image that will accompany your first SMS message.

You can see the image I have saved - easily take a new photo or use one saved on your phone.

I recommend that you take a new photo in the setting where you will meet your prospects. For example, in front of your trade show booth or by a recognisable spot in the venue where you are meeting. At Rotary club meetings I usually snap a photo in front of the Rotary Flag.

By adding this context to your SMS photo, your prospect will immediately recognize you and be reminded of the circumstances and even the conversation from when you met. It's a powerful memory jogger both initially when the SMS is received and in the future when it is viewed again.

- - -

Here is the SMS message we will send.

The double square brackets surround variables that will be replaced when the message is sent. So by using the fname variable you can easily insert your prospects first name into the message.

You can also send yourself a test to make sure the message looks just right.

On the Magic Voicemail screen you can listen to your existing MVM or record a new message.

What is a Magic Voicemail you ask?

A Magic Voicemail is a audio recording delivered directly into to the voicemail system of a mobile phone. You can leave your prospect a voicemail message without ever ringing their phone.

There are laws governing exactly what you can say in this type of automated message and who you can send it to.

Both SMS messages and Magic Voicemails are governed by Federal Law and require express permission. If you do not receive express permission in a manner acceptable under the FTC then do not send these messages. Compliance is your responsibility.

Swipe in from the left edge to reveal a hidden menu.

You will see how many card scans you have left, your current membership level and your personal affiliate link.

Share this link, when someone buys enRICH - you earn lots of scan credits.

You can also earn free scan credits by sharing enRICH on social media and commenting on our blog posts. Click the link 'Get Free Scans' for details.

And of course a link to our support page should you need any assistance.

Thanks for watching.

Visit enRICH <https://enri.ch>