

INTERNET BIZ SYSTEMIZATION



**HOW TO BUILD A PROFITABLE
AND REponsive EMAIL LIST**

Benefits of Systemizing your Business

- Create stable functioning procedures
 - know what needs to be done
 - have a way to do it
 - done right way, every time
- Complete tasks quickly
- Free up your time
- Reduce costs
 - Allows you to delegate
 - Focus on growth tasks
 - Increase revenue
- Increase efficiency
 - Discover unnecessary steps
 - Improve the process
 - Reduce mistakes
- Improve performance
- Improve communication
 - Eliminate miscommunications
- Scale your business
 - Hire the right people
 - Gain more sales
 - Have fewer errors
 - Cut costs
- Measure progress
 - Measure marketing efforts
 - Measure development process
 - Obtain real-time data
- Meet deadlines
 - Eliminate bottlenecks in operations
 - Keep things running smoothly
- Free up more time
 - Focus on essential tasks
- Take Time Off

- Company can function without you

List Your Most Recurring Tasks

- Identify Recurring Tasks
 - Accounting
 - Administration
 - Marketing
 - Sales
 - Technology and Data
 - Human Resources
 - Communication
 - Customer Relations
 - Purchasing
- Organizing and Prioritizing
 - Product development
 - Tech Support
 - Sales, marketing, customer support
- Developing policies and procedures
 - Creating a logical process
 - Must be relevant
- Documenting the process
 - Eliminates miscommunication
 - Eliminates confusion
 - Draw on employee experience
 - Utilize templates and samples
 - Hire business consultant to help
- Implement the Processes
 - Determine if the basic structure is sound
 - Expect bumps in the process
- Diagram Business Flow
 - Ensures a logical ebb and flow
 - How things flow through each department
 - Identify who is responsible for each task
 - Evaluate time to complete task
 - Make clear procedures work correctly

- Spot areas for improvement

Tools for Systemizing

- Asana
- Ontraport
- Slack
- Deadline Funnel
- Lead Pages
- Calendly
- GoToWebinar
- DropBox
- Google Docs
- Google Calendar
- Webinar Jam
- Screencast-o-Matic
- HootSuite
- Infusionsoft
- MailChimp
- Needs
- Salesforce
- IFTTT

Create Standard Operating Procedures (SOPs)

- Make things run smoother
- Make tasks effortless
- Prevent costly mistakes
- Simply and formalize
- Create an initial draft of each process
 - Include title of SOP
 - Include reason for SOP
 - Specific action steps
- Develop naming conventions
 - Make documents easy to find

- Client name
- Project name
- Abbreviated title
- Version number
- Document number
- Writing the procedures
 - Write in present tense
 - Be concise
 - Get to the point
 - Create a logical order
 - Highlight exceptions
 - Highlight warnings
 - Number each step
- Keep in sequential order
- Maintain same style
- Creating action steps
 - Include summary sentence
- Explains what will be achieved
- Orients reader
- Keep short and concise
 - Identify main tasks
- Include in procedure heading
- Defines starting point for procedure
 - Write out the detailed steps
- Keep in sequential order
 - Include sub-steps
 - Identify secondary tasks
 - Include warnings and notes
 - Include related information
- Implementing new SOPs
 - Test and measure
 - Seek feedback
 - Improve when needed

- Get employee buy-in

Outsourcing Like a Pro

- Works best with established framework
- Need documented processes in place
- Hire different people who can handle small aspects
 - You get the right person for the job
 - Save money
 - Eliminate single points of failure
- Identify outsourcing task
 - Know the skills needed to complete task
 - Know the outcome you are expecting
 - Know the level of expertise required
- Write Project Description
 - Include specific project title
 - List required skills
 - Quickly eliminate candidates by being clear about expectations and needs
 - Provide specific parameters
- Specific technical skills required
- Programming languages requires
- Exact word counts for project
- Niche market for project
- Description of target audience
- Example products and websites
- Eliminate unqualified bids
- Pick 3 to 5 qualified candidates
- Pick most qualified freelancer
 - Run small project
 - Look for interest in described project
 - Check references

Using Automation Tools

- Zapier
- Flow
- Pipedrive
- TextExpander
- Alfred
- IFTTT
- Shortcat
- Robotask
- Tallyfy
- Intercom
- Delivra
- Autopilot
- mHelpDesk

Scaling Your Business

- Create the right strategic plan
 - Reevaluate every 90 days
- Measure effectiveness with accounting
 - Reveals strengths and weaknesses
 - Understand where you're at
 - Understand where you're going
 - Understand how to get there
- Focus on Sales and Marketing
 - Build a baseline lead-generation system
 - Implement marketing controls
- Hire the Right People