THE SYSTEMS BUNDLE

How to Systemise Your Business
HOW TO SYSTEMISE YOUR BUSINESS

Stop letting your business run you life by creating powerful systems, so it runs itself.

TEAM

SYSTEMS EXPERT
Natasha Vorompiova

The systems bundle has been created by the wonderful Natasha Vorompiova. She is the go to gal for creating systems, getting organised and becoming productive and has helped countless entrepreneurs go from feeling swamped and overwhelmed to getting on top of everything.

She has an amazing online program, which people rave about called Systematic Success, so if you’re planning on taking your systems to another level definitely check it out.

You can connect with Natasha over on her website www.systemsrock.com

DESIGNER
Samantha Costello

Samantha is our amazing graphic designer, who makes our workbooks look beautiful, fun and more appealing! We’re extremely grateful to have her on board.

You can connect with Samantha over on her website www.thelittlegreenstudio.com

EDITOR
Carrie Green

Carrie is the founder of the Female Entrepreneur Association and the one who loving puts the bundles together. She works with the experts to create something that will hopefully leave everyone feeling inspired and empowered, ready to achieve incredible things!

You can chat with Carrie over in the Facebook group.
INTRODUCTION

:: To the Systems Bundle ::

CAN YOU TURN YOUR BUSINESS FANTASIES INTO REALITIES?

Running your own business is liberating. After all, you get to choose how much, or how little, time you spend working. Plus, you have the luxury of focusing only on what you’re good at—and love to do—and delegating the rest. Then, there’s the amazing lifestyle that you can create with all this freedom.

Well, those are the fantasies.

The fact is that you don’t get to enjoy all these wonderful perks until you get your business to the point where you don’t need to keep your finger on its pulse every minute of the day…and night.

I’m sure you’ve had a few sleepless nights wondering how you’re going to get your business to the point where it doesn’t run your life and you can finally be in charge of your own schedule again. If you’re like most entrepreneurs, you’ve probably even questioned if that’s ever going to be possible.

I’m here to assure you that you can.

Even better, I’m going to share with you a few tips that will show you how you can accelerate the process of getting your business to that minimally viable stage.

IMAGINE THAT. . .

It all starts by getting clear about every little thing you do.

You need to get a clearer handle on all the things you need to do in order to successfully run your business.

Gaining this clarity is simple:

Record all the activities you engage in on a regular (daily, weekly, or monthly) basis. Then, create a document and arrange these activities into broader categories like Administration, Sales and Marketing, Client Management, and Finance.

This simple chart will help you see your business as a tapestry of processes instead of random tasks you check off your to-do list.

SIMPLE SYSTEMS

All you need to do is get very clear about each step you need to take in order to accomplish the tasks on your chart. Then, record all the steps so that you no longer waste time guessing what you need to do and how you need to do it.

You’ll be amazed at what happens when you have these systems.

You won’t have to think about keeping yourself on course. You won’t be stressed or confused about which way to go. You’ll feel the way you sometimes do when you know the way to a familiar destination and arrive there with almost no effort or thought. Effective business systems serve exactly the same purpose—they spare you the burden of having to think about how something needs to be done.
BABY STEPS

Avoid getting overwhelmed by breaking your systems-related work into small, manageable steps that you can take one at a time to reach your bigger goal.

Set aside 15 minutes a day to write down one of your current processes.

The next day you find the gaps in the process.

Then, come up with ways of optimizing the process.

Last but not least... start implementing the new routine.

Step by step, by step, by step.

ARE YOU READY TO GET STARTED?
The first thing you need to do is identify the process and systems you want to create in your business. The easiest way to do this is by creating a business map, so you can see exactly what’s going on inside of your business.

Once you know that, you can begin to create systems for each area.

Before you continue with this workbook, download the Business Map Template to help you with this.

**A WORD OF CAUTION:**

When you first look at the list of everything that goes on inside of your business, it might seem a bit overwhelming, but don’t let it stress you out. Seeing the list is part of the process. Trust me, you’ll feel grounded and in control by the end of the exercise.

Download the Business Map Template here and then cross out the activities that aren’t relevant for you and add any essential activities for your business that aren’t on the list.

Take a look at your list and pinpoint the parts of your business that are working harmoniously and where you need to do some work to create more solid structures and systems.

If there are several areas, start with one or two that need your immediate attention.
Once you’ve identified what’s going on in your business and what you need to systemise, you can begin to create the systems.

Here is a simple 10-step process you can follow for creating your systems...
10-STEP SYSTEMISING ROUTINE

ONE

:: Identify the Process ::

The first thing you need to do is identify what process you’d like to streamline. So, for example ‘guest blogging system’ or ‘social media system’.

TWO

:: Define the Ideal Outcome ::

Articulate what you’re trying to accomplish.

For example, maybe what’s happening right now is that you write your blog posts last minute, have to rush, make mistakes, and sometimes even skip publish dates.

Instead, you would like to create a routine where you know what you need to do and when, so that you have a blog post ready well in advance, which gets published every Wednesday without a hitch. You also want to be able to delegate parts of the process that can be done by someone else.

What are you trying to accomplish by creating this system?
So for example, if you were creating a system for writing your blog posts the steps you currently take might look like this:

- Sit down Wednesday morning
- Come up with a topic to write about
- Write the post
- Get side tracked and stressed
- Finally finish the post and publish it or
- Give up and never send it that day

It’s important to be honest with yourself about what usually happens, because then you can do something about it.

So, take some time now to record the steps that you currently take when doing the process you’re working on:
List the Problems

Get clear on any problems you are experiencing with the way you currently do things.

So for example, the problems you might be experiencing when writing your blog posts might include the following:

- Not able to write articles in advance—something always comes up
- I hate editorial calendars
- I don’t know what to write about
- I have to fix the uploaded posts after my VA, so what’s the point delegating it?
- I do write blog posts, but often times forget to share them in social media

Write out any problems you're facing with the way you currently do things below...
How could you improve your process so that you get your task completed with more ease?

EXAMPLE FOR WRITING BLOG POSTS:

Schedule post writing and treat it like a client appointment

Collect all post ideas into a single place

Poll my audience what topics they are interested in

Record instructions for the VA to delegate post uploading as a screencast

Look into ways to automate sharing my blog posts

Use the space below to think of some improvements you could make...
**SCHEDULE ACTIONS TO IMPLEMENT IMPROVEMENTS**

Once you’re clear about what improvements you want to make, schedule them in so that you can actually get them implemented.

Word of caution: make sure that what you schedule is actionable, which means that in some cases your list of improvements might have to be broken down further.

Doing so will allow you to create to-do items that you will be able to accomplish in small pockets of time (so, no more excuses that you don’t have time for your systems!). On the other hand, if you transfer those improvements on to your calendar the way they are, you’ll quickly get stuck and will never get them done.

Bonus points if you keep those to-do items in a single place, where you can see your progress. Depending what you use, it might be your calendar, task management software, or just a Google Drive spreadsheet.

So, how can the list of improvements be translated into a to-do list?

1. Decide what time of the day and day of the week I prefer to write
2. Given the above, block my calendar for a window of time that I usually need to write a post
3. Think of up to 3 questions for a tiny survey to find out what topics my audience are interested in
4. Share the survey with my list
5. Decide where I’m going to keep all my blog post ideas, so that I can record them anywhere and any time.
6. Transfer the existing ideas to the new folder (survey results + frequent questions from the audience)
7. Record a screencast of how I upload the post narrating the steps
8. Send it to my VA and have her create a checklist
9. Tell my VA when I’ll e-mail her the next post and give her the deadline by when it needs to be uploaded and social media updates created
10. Review the post and record feedback to my VA

I realize that it’s quite a list and some of the items are very straightforward. But notice that none of them will take no more than 10 minutes? That’s the trick.

Now create your to-do list of improvements & schedule them in your calendar...
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Record the new Sequence of Steps

This is effectively your system written out, so that whenever you come to do that task you know they exact steps you need to take – or if you ever delegate the task to someone else, you can share the system with them.

Here’s an example of what it might look like:

1. Thursday Morning
   Refer to the list of blog post ideas and pick a topic

2. Thursday Morning
   Write the first draft of the post

3. Friday Afternoon
   Finalize the post and send it to the VA to be uploaded by Tuesday morning

4. Tuesday Afternoon:
   Review the uploaded post and record feedback (short screencast) for my VA.

5. Wednesday Morning
   Share the post with the list

6. Wednesday Afternoon
   Schedule a date to create a new list of post ideas 3 months from today

Use the next page to record the new sequence of steps you need to take...
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Now, follow the steps you created and see how it feels. For example, when we did something like that for one of the participants of the Systematic Success program, she realized that writing posts on a Thursday doesn’t work for her, as her energy would go down as the week progressed. For her it made more sense to move her writing sessions to Monday.

Over the next few days test out your new system and then use the space below and make a note of anything you’d like to change:

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Test the System

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You’ll have to tweak the system depending on the results of your test run. Say, you feel too tired to write on Thursday and your VA needs more time. Here is how your adjusted system will look:

1. **Monday Morning**
   - Refer to the list of blog post ideas and pick a topic

2. **Monday Morning**
   - Write the first draft of the post

3. **Tuesday Afternoon**
   - Finalize the post and send it to the VA to be uploaded by Tuesday morning the following week

4. **Tuesday Afternoon**
   - Review the uploaded post and record feedback (short screencast) for my VA.

5. **Wednesday Morning**
   - Share the post with the list

6. **Wednesday Afternoon**
   - Schedule a date to create a new list of post ideas 3 months from today

   Take time to write out your revised system.
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System maintenance is basically, tweaking the system as you’re working it and noticing the places where things are slipping through the cracks or you receive feedback from the parties involved.

**REMEMBER**

Your systems are unique to your personality and business model you need to find a way of doing things that feel comfortable and easy to follow.

**LASTLY**

Every 3 months book on your calendar a general review of your systems. This will be a more strategic review, where you examine the performance of the systems overall and determine if your businesses outgrew some aspects of it.

**NOTES**
I realize that revising each of your systems might take some discipline and, possibly, many glasses of a beverage of your choice ;).”

**IF YOU WANT TO SAVE TIME AND ENERGY, HERE ARE A FEW TIPS AND TRICKS:**

1. As you start recording your systems, make sure you do it in a uniform way and use a uniform labelling system. This way, once you share it with someone new, they’ll be able to easily find their way around.

2. Make sure to keep the communication lines with your team members open to receive feedback on the parts of the system they are carrying out. Their feedback is as valuable as the feedback from your clients.

3. Record your systems in a place where you can easily give access to any new team members as they come on board or take on responsibilities related to a specific system.

4. To record your systems look for ways that feel easy for you: record your screen as you are doing something, record an audio as you are explaining instructions or do role playing with a team member.

5. Take it to the next level by having a team member go through those recorded materials and create checklists for you. If you have a more elaborate team where people have their own area of responsibility, have them record their way of getting different tasks done.

6. If you have a process in your business that causes constant stress, take a bunch of post-its and write out the steps you take. Find a large surface and arrange these post-its in a chronological order. Look at the picture objectively and see which actions are totally redundant and which will get you the best results—the fastest. Can you get rid of some of the post-its? Can you substitute two old ones with a single new one? Can you visualize the new course of action? There you go! You’ve just optimized a system in your business.
The most important piece of advice I can give you is don’t go fast, go steady.

Break your systems-related work into small, manageable steps that you can take one at a time to reach your bigger goal.

Set aside 15 minutes to write down one of your current processes. The next day find the gaps in the process. Then, come up with ways of optimizing the process. Last but not least... start implementing the new routine.

**STEP BY STEP, BY STEP, BY STEP.**

Pace yourself. I know you’ll do great.

So are you ready to systemise your business? Get started today and you’ll be running a much more streamline and efficient business in no time!