



50 Business Owners
Share Their Best

BUSINESS GROWTH

Systems, Processes & Checklists



BUSINESS SYSTEMS SUMMIT

EXPERTS

SHARE THEIR BEST SYSTEMS,
PROCESSES & CHECKLISTS.

A 2-DAY ONLINE SUMMIT ON HOW TO SYSTEMISE & SCALE YOUR BUSINESS.



22ND & 23RD JUNE



ONLINE EVENT

SYSTEMS FOR ALL DEPARTMENTS:

SALES • MARKETING • CLIENT FULFILMENT
HUMAN RESOURCES • FINANCE
MANAGEMENT

WHO`S THIS FOR?

WHILE THIS SUMMIT IS DESIGNED FOR THE BUSINESS OWNER,
YOUR TEAM SHOULD BE CREATING SYSTEMS! SO,
IN REALITY, THIS SUMMIT IS FOR YOUR TEAM.

www.BusinessSystemsSummit.com

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David Jenyns | Founder

 www.SystemHUB.com

 info@systemhub.com

 1300 622 979

“If your business depends on you, you don’t own a business — you have a job.”

*~Michael E. Gerber, *The E-Myth Revisited**

Every entrepreneur knows to build a business that works without you – a business that scales – you need well documented systems and processes. Yet most business owners never find the time to document their core business functions - they’re too busy getting new clients and working with existing ones.

So what’s the secret to business systemisation and freeing yourself from the day-to-day operations?

Having worked with hundreds of clients helping them to document their business processes (here at systemHUB) we’ve discovered two key things:

- Most business owners are the worst people within their organisation to document their processes – this responsibility needs to be delegated.
- Most systems and processes work just as well in one company, as they do in another. Eg. A process on how to hire good staff tends to work just as well in a retail store as it does in an online business.

With this second insight in mind...

We recently went out on a mission to “create the system to extract, organise and optimise best practices systems/processes for business owners worldwide.” To start our journey, we decided to ask 50 expert business owners to share their best standard operating procedures (SOPs), checklists and processes.

Our plan is to highlight the very business practises that you can deploy within your business.

Here’s the question we asked:

“If you were going to start your business over again, what’s the one process, you’d put into place from day one?”

The response was overwhelming and we created an epic blog posts here:

<http://www.systemhub.com/sop/examples-templates/>

But we didn’t stop there, after listening to our readers, we realised this was just too much for most business owners to consume all in one go. For these insights to be useable, we needed to further distill the information further. We needed to identify just the core recommendations. We then sorted them into categories:

- » ***Operations***
- » ***Sales & Marketing***
- » ***Accounting & Finance***
- » ***Human Resources***
- » ***Management & Leadership.***

So here it is, only the best bits from our epic blog post! An amazing primer for anyone starting out on the journey of business systemisation.



Client onboarding process - the first interactions with our clients set the tone for the rest of the relationship. This means we first need to make sure we bring in the right clients, and then, setting the right expectations is extremely important.

Raphael Paulin-Daigle | [SplitBase.com](https://splitbase.com)



The #1 thing I'd do if I restarted my business is to clearly understand my customer. We must clearly understand our customer's pain and then put together a marketing, advertising and communications strategy that aligns with that journey.

Darrell Evans | yokellocal.com



A clearly defined value proposition with a plan. Value Proposition design carefully assesses your customers pain points, their potential gains, and the product features that will provide solutions.

Madeline Puckette | winefolly.com



One thing that has helped my business to flourish is communication with clients from day one. What I mean by this is educating the client up front show them competitive analysis in their space, setting expectations and delivering on them month-to-month.

Robert O'Haver | searchtalklive.com



I'd put into place from day one my client onboarding process. It sets up boundaries upfront. We clearly establish what appropriate feedback looks like, and what availability should be expected.

Kurt Elster | kurtelster.com



A process of having powerful conversations with my clients. No matter what your business is make sure that spending really meaningful times with your clients is a big part of your process.

Toku McCree | unexecutive.com



Before I consider a new client, I now insist on hearing the founder's goals. The more clarity we can get in what an entrepreneur wants to have happen, the more likely they will get it.

Warren Whitlock | warrenwhitlock.com



Building my e-mail database from day one, but not just build an e-mail list, focus on building relationships with people on my list. Sending daily emails after subscribing for a few (3-7 days in a row) can make a big difference

Jan Orsula | weekhack.com



I would be sure to have some pdf offerings, ebooks, video and audio trainings... a handful of lead magnets that I could offer as content upgrades relevant to each of my main categories. That's a process I'd initiate on day one of my new business, so I could start building a high quality following instead of just hoping that the reader will return to my blog another day.

Donna Merrill | donnamerrilltribe.com



Before starting a consulting firm or business that depends on your personal reputation you must make sure your personal brand is already known, carries influence and inspires trust. That means building and nurturing your personal brand and network must be top-of-mind, even while you are working for someone else.

Alan See | [Alan See LinkedIn](https://www.linkedin.com/in/alansee)



I define very clearly what kind of clients I will work with and more importantly which ones I won't. I have found this process has dramatically increased the close rate of the prospects who are most interested in working with me. It eliminates wasted time with clients who are not committed to the process.

Michael Brenner | marketinginsidergroup.com



Lead generation would be my #1 process to put into place on day one. I would grow an email list right off of the bat. I would also post consistent, clear calls to action with each of my blog posts to take a step toward either joining my email list or to get help through one of my products or services.

Ryan Biddulph | bloggingfromparadise.com



Collect email addresses and have a well-thought out and planned autoresponder in place from the beginning. Email is still the best way to grab information from your visitor and get them to keep coming back for more. Autoresponders are even better — especially if you put in the time and effort to schedule one out that spans over the a two-year period.

Zac Johnson | zacjohnson.com



Map out a complete set of pages, processes and emails that took first-time readers through a specific funnel and desired final action. Understanding how to organize your website really means understanding how to organize your business, and to do so in a way that actually benefits and makes sense to your visitors.

Mike Allton | thesocialmediahat.com



Double down on content marketing. I would create an editorial and try to publish new insightful content at least twice a month. I would also recommend going to conferences since you can build trust so much faster in person. The great thing about conferences is that they can double as content in many different ways.

Gregory Elfrink | empireflippers.com



Make sure you focus not on what people need to have or even want to have. Instead focus on what people "gotta have". And the secret to creating "Gotta Have It!" is make sure that your product/service causes your customers/clients to think: "Whoa!" "Wow!" "Hmmm..." "Yes!"

Mark Goulston | markgoulston.com



I would establish a channel partnership/referral program early on. Working with other entrepreneurs who offer complementary services and selling into the same buyer is a powerful way to grow business quickly with very little overhead.

Brynne Tillman | peoplelinx.com



Writing for larger websites that serve a similar audience to the one I want to serve. Building these "offsite" relationships with readers and directing them back to an offer on my site has helped me steadily build the traffic and email list numbers for Big Brand System.

Pamela Wilson | bigbrandsystem.com



I would start by investing much more in the middle of my funnel with inside sales. Many brands today are trying to sure up the top of their funnel through content marketing. No matter the robustness of the top of the funnel, if inside sales doesn't do its job none of those conversions will turn into opportunities.

Chad Pollitt | chadpollitt.com



In addition to an overall strategic plan, a system or plan for getting customers. No matter how good your product or service is, without customers, you don't have a business.

Shep Hyken | hyken.com



I'd put in a sales funnel or process, sales script, sales message and how to collect payment from new customers. So many struggle with that and waste time on logos and websites...but not prospecting and sales!

Ebong Eka | ebongeka.com



I'd set up my value proposition on Day 1 and communicate it (or revise it) on an ongoing basis as I expanded my team.

Kerry O'Shea Gorgone | KerryGorgone.com



I would have 'gone pro' from day one. I would do extensive research about my niche and target market, and create a brand that would be appealing to them and that also best reflect my personality and work.

Elizabeth K. Bradley | elizabethkbradley.com



I would put in a process in place to make sure that I invited people to my mailing list after every single interaction. Growing your email list is one of the healthiest things you can do for your business.

Pamela Slim | pamelaslim.com



I would focus on establishing the lead generation process, as well as gathering emails as soon as possible.

Lilach Bullock | lilachbullock.com



I would put in place the most meticulous contact/lead welcome communication campaign. The first thing you need is a good CRM. But a system in itself won't nurture your leads. You also have to have a strategy for how to collect and use data.

Mana Ionescu | lightspandigital.com



Put into place an efficient method of qualifying potential clients. For me, not every website is a good fit for my services. One, they need to have an established business and website and two, they need to have the budget to afford my services.

Carlos L Aguilar | conversionssurge.com



Having a good process for managing cash flow from day one is absolutely essential. Managing cash flow combines a bunch of related processes – from agreeing fast payment terms with clients to building relationships with the accounts payable folks; invoicing on time and properly; and chasing up late payments early and often.

Doug Kessler | velocitypartners.com



One of the most important processes any business should have in place day 1 is billing. Even just setting up a Paypal account as a processor is an important first step. Always set expectations in the client's mind when they will be charged and make sure no work is done without some kind of deposit.

Allan Pollett | allanpollett.com



Put in strong financial controls. For a business just starting out, and even small- and mid-sized businesses, our jobs are to look out for our own financials. And that means requiring payment terms that allow you to continue to run your business.

Gini Dietrich | spinsucks.com



I would maintain a buffer of six months of operating expenses at all times. I would keep it in the bank and only use that in the case of a real emergency, a “real emergency” being an event that would cause me to go out of business.

Josh Steimle | joshsteimle.com



The most important process is for your financial analysis. This means that every week you produce a report showing your incoming money, outgoing money and final balance. When you set financial targets and monitor your progress on a weekly basis you are much more likely to achieve them.

Ian Cleary | razorsocial.com



I would put a process of professional book keeping in place with. The amount of time and effort I wasted trying to do this myself, was... well insane. I had far better uses for me time, that would have earned me more money.

Karen Tiber Leland | sterlingmarketinggroup.com



Firm accounting system and infrastructure. I recommend a cloud based solution, a means to allow for seamless integration, a finance expert on your Advisory Board, a protocol to conduct monthly reconciliations and forecasts/projections.

Chris M. Harris | chrismichaelharris.com



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30

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22ND & 23RD
OF JUNE 2017



Develop a reliable process to hire employees. We use Employment Pre-assessment tests, we conduct interviews on Skype and use Angelist and lever to manage the applicants.

Bittu Kumar | bittukr.com



Using our unique process for customizing our training workshops, we know with even greater certainty that our clients are building organizational strength by putting people first.

Deb Calvert | peoplefirstps.com



Hire for passion, train for skills. Your Brand/Business is what you do; your Reputation is what people, especially employees, Remember and Share.

Ted Rubin | tedrubin.com



Create a defined training program from day one. Whether it be sales, systems, or customer service, all too often training is something done informally at hire (if at all) and never revisited. Every business can start by establishing a formal program of regularly scheduled training and, most importantly, making sure it is a strategic priority that is sustained over time.

Adam Toporek | customerthatstick.com



Great businesses are made up of great people. I would focus my energy on processes that help us identify great people who have amazing talent, are great teammates and fit our culture.

John Kvasnic | theopenhouse.com



The first and most important system any business owner can put in place is the system for creating systems. Typically the business owner is the worst person within an organisation to be putting systems and processes into place. The sooner this is delegated to other capable team members, the sooner the business can begin to grow.

David Jenyns | systemHUB.com



Prioritize experimentation over goals and rapid failure over fraught perfection. Whenever we start something new, even as seasoned entrepreneurs, we must make tons of assumptions. The key is to test those assumptions as quickly as possible.

Christina Salerno | unknowableness.com



Put in process for "how to be me" - document the process I use to make decisions. This includes everything from how far to go to make a client happy, how to make purchases without approval, and more. This reduced my decision workload by at least half, empowered the team to feel more confident and capable, and really reduced the number of messages my inbox.

Mike Arnesen | upbuild.io



I created a decision making filter for myself and then taught my team on a quick “green light” decision making process. From lead generation to speaking opportunities to the hiring process, when you have clarity on your decision criteria, a CEO or leader can accelerate good decision making.

Melanie Benson | melaniebenson.com



Delegate. Figure out what you're best at and what you're not good at. The things that you hate doing are sucking most of your time and energy, leaving little energy to do what you do best. Get help. Find the right people. Find someone willing to work on a part-time, as needed basis.

Aimee Beck | beckseocopywriting.ca



The best things to put in place from day one are the latest tech admin tools. Hubspot for CRM, Xero for accounts, Google for admin etc etc.

Steve Tunstall | inzsure.com



I would plan and execute around what I consider the five pillars of any business, regardless of product or service: Marketing, Sales, Product or Service Delivery, Operations, and Accounting. Businesses often fail because the owner is good at one of these things, not all five.

Darren Kavinsky | darrenKavinsky.com



I would designate expenditures DAY 1 for marketing and also online business related tools that would allow me to delegate. In turn, I would then have more time to work ON my business rather than IN my business at a time when it is absolutely essential.

Keri Jaehnig | ideagirlmedia.com



Focus on answering the following questions, then begin the branding process: What is my purpose beyond making money? Why is this business needed? Who are my ideal customers? Who are my competitors? What can we deliver or promise that no one else does?

Alina Wheeler | alinawheeler.com

I would be to start building my personal brand from day one. Writing blog posts for my company site and contributing guest posts to others. Answering questions on services like Quora, Inbound.org and Growth Hackers. Actively seeking out speaking gigs at industry events. Attending local networking events, as well as larger conferences.

Aaron Agius | louder.online



We would start out solidifying our principles sooner. I like to think of it as “tactics may win battles, but principles win the war.” Principles guide decisions. Even more importantly, if your principles are sound and based on reality, they ensure that your decisions will be good ones.

Kristin Zhivago | cloudpotential.com



Starting a new business is a massive game of trial and error. The key to success is trying out a lot of different things and seeing what works for your market and audience. The first thing I would do is write down everything that works and the step-by-step operating procedures for completing those tasks.

Tom Corson-Knowles | www.tckpublishing.com



I would make sure I'm starting the company for the right reasons. Build something you want to exist in the world and that you could say you were proud to have worked on even if it was a financial failure. If you do that, you can't lose.

Nir Eyal | nirandfar.com



My Three Heart-to-Heart Nuggets: Imperfect Action Beats Perfect Inaction; Slaughter the Naysayers; You're an Entrepreneur - Entrepreneurs work on their business, not in their business. Mandatory Strategy from Day One or Pre-Launch: The money is in your email list!

Mike Kawula | socialquant.net



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