



Marketing Dynamics
Business Solutions

Automate, Delegate and Leverage

Most of you are one-man shows or you are operating with a very small team, so sometimes the work flow can become frustrating and overwhelming. Well there are ways for you to manage it and that is what we will be discussing in this month's training

We will cover:

1. Automation- what, when, how
2. Delegate- who, when, how
3. Leverage- when



Let's start relieving some of your stress:



Automation

This is not an easy decision to make and many entrepreneurs jump into it without a clear plan. Deciding to automate takes planning, testing and tweaking. Every business will decide to automate different things depending on its importance and the size of the team. So let's start making a plan.

I want to automate some of my processes so I feel:



Some of the tasks I wish I could automate include:



If I automate these tasks I will have more time to:

When deciding what tasks to automate you have to clear about your Return on Investment (ROI).

In the columns below write out the tasks and determine what you will save or earn by automating

| Tasks | Time | Money | Resources |
|-------|------|-------|-----------|
| | | | |
| | | | |
| | | | |
| | | | |
| | | | |

What are the tools I need to automate these tasks:

- 1.
- 2.
- 3.
- 4.
- 5.



Delegate

Many entrepreneurs believe that nobody can run their business like they do and while in your head that may be true a lot of that belief is based on a fear of losing control.

The fact is, a more skilled person can help your business grow and prosper if you would adequately explain the goals you are trying to accomplish, provide them with the tools they need to do their job and offer some measure of training.

Delegation should save you money...not make you lose money, and it should not cost you money to delegate. The person(s) you choose to delegate tasks to should be 'earning' their keep.

Business Solutions

List at least 5 tasks you can delegate immediately:

- 1.
- 2.
- 3.
- 4.
- 5.

List the persons who would be able to perform these tasks for you

- 1.
- 2.
- 3.
- 4.
- 5.



Identify what information you would have to share with them in order for them to complete their tasks effortlessly

Leverage



This really is the process of mapping out the procedures in your business. For many entrepreneurs the steps between when a customer asks about a product when they buy the product is stuck in our head. We do it so often that it becomes routine, but by writing it out, you will identify certain gaps for improvement as well as an idea of how the system can be improved. You leverage your business so that it can perform optimally at all times.

Leveraging means identifying your processes and identifying what works and deciding how it can be put to more or better use during the building of your business.



Map out the process from when you announce a promotion, to when someone enquires to when you finally make the sale and what happens after you have made the sale.

What is working really well?



What can be improved?



Marketing Dynamics
Business Solutions

How can these gaps be fixed?

How can I use what is working and make it even better?

