

6 Steps to NOT Doing It All Yourself

Core Foundations for
Building a Scalable Business

With Tiffany Johnson

Do IT ALL Debbie

- ➔ Is a tech savvy get it done'r
- ➔ Knows EVERYTHING about every detail in the biz (either because she is doing it all herself or because she is micromanaging every detail)

Deeply desires to go BIG! But can't imagine how to add one more thing to her plate or balance one more hat!



Distracted Dante

- ➔ the idea guy – truly brilliant and innovative thinker – the world needs his ideas!
- ➔ details leave him feeling very **DISTRACTED**, shuts down progress

deeply **DESIRE**s to go big – but the implementation that will get him there becomes a hindrance of distraction every time



Distracted Dante

- ➔ implements solid business practices
- good team, objectives, goals – solid vision
- ➔ **dedicated** to serving the business at ALL cost

➔ deeply DESIRES to go big – but has nothing more she can give; not creatively, financially, emotionally, ect...



YOUR SUCCESS



WILL DEPEND ON
PREDICTABLE PROCESSES
– not personal strengths, talents, abilities, ect...

**Debbie, Donte and Donna
all have the same obstacle**

**Reliant on THEMSELVES instead of
BUILDING Core Foundations to Scale Their
Business**



A Little About Me



6 Steps NOT Doing it All Yourself

Step 1 - Tech Stack

Step 2 - Develop Process

Step 3 - Hire Team

Step 4 - Evaluate

Step 5 - Pivot

Step 6 - Repeat

Step 1 – Tech Stack

1. CRM
 2. Page Builder
 3. Payment Processor
 4. Calendar System
 5. Membership Area
 6. eSign Contracts
 7. Project Management Tool
 8. Virtual File Structure
 9. Integration Platform
1. Keap, Active Campaign, Go High Level
 2. Wordpress, Clickfunnels, Go High Level
 3. Merchant, Gateway, Stripe, Paypal, Square
 4. Acuity Scheduling, OnceHub, Calendly
 5. Thinkific, Wordpress, Kajabi
 6. AdobeSign, Docusign
 7. Asana, Teamwork Projects, Trello, Monday
 8. Google Drive, Dropbox, Box
 9. Zapier

Expected Investment (dependant on number of contacts) - starts at about \$500/mo

Step 2 – Develop Process

Top 10 Business Systems

- a. Vision/Leadership
- b. Financial Management
- c. Human Resources
- d. Operations Management/Admin
- e. Communications
- f. Marketing/Brand
- g. Social Media
- h. Sales
- i. Technology
- j. Metrics

Step 3 – Hire a Team

- Clearly define roles and responsibility for new hire
 - YES List - what are the 3 things NO one else can do in your business but you RIGHT NOW. Everything else you delegate :)
- Create an interview process
- Post job description
- Engage interview process
- Determined Measures of Success for first 90 days
- Schedule time to TRAIN new person
 - a. Start with recurring tasks
 - b. Give 1 project first week for them to figure out on their own
 - c. You get what you INSPECT not what you EXPECT
- Schedule 90 Day review

Step 4 – Evaluate

TECH

- Does your tech stack alleviate manual tasks?
- Is it easy to use/train on?
- Is it overcomplicated?

PROCESS

- Are your processes set up for easy access?
- Are they clear enough so that you don't need to answer questions?
- Can they be further developed with video, screen shares, checklists?

TEAM

- Is your team member on track for their Measures of Success?
- Have they freed up your time?
- Do you feel supported?

Step 5 – Pivot

Be a quick decider!

Toleration only creates frustration.

If it's not working on one side it is not working on the other.

- How can you lead more effectively?
- How can you communicate more clearly?
- How can you decide more confidently?

What is the fastest path to results for your business? DO IT!

Step 6 – Repeat

Twice a year you should walk through Steps 1-5.

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It's easy to get stuck in the day in and day out and take your eye off of what you are truly building... a business that ONLY has you working in your strengths and not in the day in and day out of the operations.