

**BE STRATEGIC,
BE INTENTIONAL,
BE SUCCESSFUL**

A Business & Marketing Guide for Small Businesses,
Nonprofits and Entrepreneurs or
Anyone Who LOVES Marketing

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CHAPTER 5

SYSTEMS & PROCESSES

Systems and processes are essential to being strategic and intentional. When a business has systems and processes in place, things don't slip through the cracks and success is taken to a whole new level. Things are done the same way each and every time and people learn what to expect. As a result trust is established and long term relationships are solidified.

I remember when I started my business how frustrating it was to not have a system and process for everything. Papers were everywhere, I knew I needed to follow up with people but couldn't figure out who. To my dismay, tons of business that could have happened simply slipped through the cracks. The worst part was the frustration and anxiety I felt mainly because I knew better and was wired for things to be organized. Unfortunately, things were growing so quickly and I didn't have the time or energy to begin.

In my *Maximize Your Momentum* program, clients set up essential systems and processes for their business. From what they do to plan their day, week and month to what they do when they meet someone new, a system and process is created that is in line with the Business/Marketing Plan they developed in the *Magnify Your Marketing* program. Prior to working with me, they often have feelings similar to how I felt in regards to having so much to put into place. When they finish the system and processes part of the program, their level of stress is much lower and their success much higher because everything has a place and way to be handled.

List the process you follow to keep track of your receipts and mileage.

List the process you follow to plan your month, week, day.

List the process you follow when serving a client.

Reflect back on your last 3 responses. What can you learn about your work habits?
