



SCALE YOUR BUSINESS

CHECKLIST

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- I have documented all my systems and processes
- I have simplified and standardized repetitive tasks
- I have downloaded official manuals from all the software I use and sites I subscribe to, and shared these with my VA

- I have printed out each process and:

Put a copy in my Master Business Manual

Shared a copy with my VA or other appropriate team members

- I have created a Master Business Manual or Standard Operating Procedures manual
- I have created a business plan
- I am using a central Password Manager such as:

RoboForm

LastPass

- I am considering my business' future needs when deciding what platforms or subscriptions to sign up for
- I have chosen subscriptions and platforms that meet my business needs now but also allow my business room to grow
- I have created flow charts for my business plans and processes

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- I have considered using applets from IFTT and have looked to see if any of these applets would work for me

- I have streamlined my content creation system by:

Outsourcing it

Using top-quality packages from reputable companies like Coach Glue

- I have created flow charts for:

My projected business growth and expansion

Future team members I may need to bring aboard – and I've included the time frame for these additions

- I have automated or outsourced:

Repetitive, recurring tasks

Tasks or responsibilities I don't enjoy

Tasks or responsibilities that don't directly bring in income

Anything that requires specialized skills that I don't have

- I am practicing self-care and time for me, including activities such as:

Family time

Personal time

Exercise

Rest

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Hobbies

Spiritual

- When outsourcing, I am paying careful attention to scaling
- I have started at my goal and worked backward, when deciding who and what to add to my business (and what I will need)
- I have determined my place in the market/my niche, and determined what I want for income
- I am seriously considering investing in a well-planned, well-targeted advertising campaign to boost my business and my funnels
- I have decided where it will be most effective to concentrate my advertising
- I have decided on my advertising goal.
- Before doing any advertising, I have:

Identified my ideal client

Made sure I am targeting that audience

- I understand that Facebook Mobile is rising in popularity and reach
- I have set up my Facebook Pixel and I understand the importance of targeting the right audience
- I am making the switch from heavy 1:1 coaching to limited-access and passive income
- I am using my 1:1 time to add value to my:

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Offers

Membership sites

Webinars, as an attendee sign-up bonus

In live Q & A webinars (weekly or monthly)

At a discounted price as a sign-up bonus for high-end programs or events

Email availability

- I have decided to focus more on interacting with my community and clients via:

Webinars

Livestreams

Both

- I have carefully weighed the advantages and disadvantages of:

Webinars

Livestreams

- I am aware that Facebook really favors livestreams, and I am planning to use that to the benefit of my business and my community
- I have narrowed my focus to create a highly-responsive list
- I have gone through all my current offers, products and services, and weeded out those that do not fit my brand and my clientele – especially the clientele I wish to have

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- I am paying close attention to tracking, and I have ensured I choose platforms and SaaS that assist me to track easily
- I am using my stats to isolate and understand exactly my business' perceived value to my ideal client
- I have installed and synced Google Analytics
- Rather than dropping prices, my strategy from now on will be all about adding value
- I am re-packaging and re-branding my products, adding bonuses and sweetening the value, in order to target a more upscale market
- I am thinking of outsourcing in terms of “building a team”, rather than “outsourcing tasks”
- I have implemented systems that fit now and will grow with me as I head toward my goal