



**NAMS**

Novice to Advanced Marketing System

# POWER OF PROCESSES:

SUPERCHARGE YOUR BUSINESS

**IDEA GENERATOR**



# A PERSONAL INVITATION!

And a special 7 day \$1 trial to the best business training resource library available



## 1 Magnetize

Every business person must have the ability to persist until they prosper by training the right mindset...

## 2 Monetize

Making money is urgent and important for All business. It's the key to financing your growth...

## 3 Methodize

After mastering sales and marketing, creating your own products correctly add zeroes to your business...

Click here to start today!

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## WHAT DO INSIDERS GET?

- ▶ Weekly Mastermind Call - What's working
- ▶ 30-Day Challenges - 12 months essential topics
- ▶ Insiders Facebook Group - active peer community
- ▶ PLD Articles - articles, report and ecourse each month
- ▶ Audio & Graphics Gallery
- ▶ Micro Workshops - nearly 2 dozen training sessions
- ▶ Tutorial Library - Tech tool & process tutorials
- ▶ Custom Tutorials - 18 essential tools tutorials
- ▶ Custom Marketing Suite Software including site builder, video management, tracking, quiz engine
- ▶ And much more...



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# Table of Contents

<b>Production and Operations .....</b>	<b>4</b>
<b>Human Resources .....</b>	<b>5</b>
Hiring Employees .....	5
Recruiting Procedures .....	5
Interviewing and Screening Procedures .....	5
Policies for Considering Applicants.....	5
Orientation and Training New Employees .....	5
Performance Evaluation .....	5
Other .....	6
<b>Communications .....</b>	<b>7</b>
Marketing and Sales .....	8
Customer Service .....	9
Financial Operations .....	10
Bookkeeping Procedures.....	10
Payment Policies .....	10
Management of Account Documents .....	10
Company Expenses .....	10
Tax Assessments .....	10
Financial Reporting and Analysis .....	10
Legal Operations .....	12
Privacy .....	13
Accessibility .....	14
Computers and IT .....	15
Hardware and Software Management.....	15
System Security.....	15
<b>XI. SOPs for Freelancers.....</b>	<b>16</b>
<b>XII. Following SOPs.....</b>	<b>17</b>

# Production and Operations

- Steps in producing products or implementing services
- Quality review process
- Maintenance and inspection of equipment and tools
- Managing files and data



# Human Resources

## Hiring Employees

### Recruiting Procedures

- Writing, placing, and managing job ads
- Contacting applicants
- Determining which candidates are called for an interview
- Setting up interviews
- System for note-taking so that other employees know whether a person has been contacted or not

### Interviewing and Screening Procedures

- When and where interviews are conducted
- What questions are asked
- Management of interview notes

### Policies for Considering Applicants

- Background checks
- Screening
- Checking references
- Checking certifications

## Orientation and Training New Employees

- Teaching the new hire about your company's culture and policies
- Employee manuals
- Training sessions

## Performance Evaluation

- When evaluations occur
- Who conducts evaluations
- How employee performance is evaluated
- How the results are communicated to employees
- System for promotions and pay raises

## Other

- Employee conflicts
- Corrective actions
- Compensation
- Insurance
- Benefits
- Payroll policies
- Firing employees

# Communications

- Answering and directing calls
- Sending interoffice memos
- Sending and managing emails
- Handling client and customer data
- Chain of communication for different events



# Marketing and Sales

- Press releases
- Social media
- Public relations
- Advertisements
- Communication with the press
- Online marketing
- Talking with customers or clients about your products or services
- Preparing sales quotes and proposals
- Negotiating
- Following up
- Market research
- Marketing methods
- Tracking sales
- Specific marketing activities (i.e. direct mail, email marketing, social media, etc.)

## Customer Service

- Response time to inquiries
- Delivery time and method of services or products
- Warrantees
- Returns and refunds
- Dealing with customer complaints
- Reputation management

# Financial Operations

## Bookkeeping Procedures

- Expenses
- Credits
- Transactions
- Assets
- Liabilities
- Procedures for creating, reviewing, and documenting budgets

## Payment Policies

- How you take payments from customers or clients

## Management of Account Documents

- System for managing, organizing, and storing account documents
- How you secure the documents
- How you protect your customers' privacy

## Company Expenses

- Employee expenses and how they are reimbursed (i.e. travel, supplies, other work-related expenses)
- Which expenses are eligible for reimbursement
- How your employees get this reimbursement
- How reimbursement records are kept

## Tax Assessments

- System for recording expenses for tax purposes
- Procedures for storage and management of tax documents
- Steps for filing and preparing for a tax audit

## Financial Reporting and Analysis

- How regular reporting is done and measures taken to ensure that it is as accurate as possible

- Review process
- Performance appraisal procedures

## Legal Operations

- Compliance review
- Industry regulations
- Correspondence requirements
- Response to legal letters

# Privacy

- What information you collect
- What you share and with whom
- How information is kept private
- Measures you take to ensure privacy

# Accessibility

- Accessibility to the disabled
- Disaster preparedness



# Computers and IT

## Hardware and Software Management

- How programs are maintained and kept running smoothly (i.e. evaluating programs, upgrading software)
- Rules about access to certain software
- Password management

## System Security

- Managing passwords and access
- Periodically changing passwords
- Conducting in-company security audits
- Upgrading security systems
- Making improvements to security systems

## Internet Policies

- What is allowed and what is not allowed at work
- Restrictions on what files can be downloaded or shared online

## Other

- Troubleshooting
- Security Training
- How computers are used in your company

# SOPs for Freelancers

## Sales Process

- Standard rates
- Pricing structures
- Guidelines on how to communicate with customers
- Procedures for accepting or turning down jobs

## Marketing

- Email marketing broadcasts
- Blog posting
- Website updates
- Social media activity
- Posting of ads
- Etc.

## Workflow

- Handling deadlines
- Establishing priority
- What times you work on certain regular jobs

## Accounts and Billing

- Taking payments
- Financial transactions
- Business expenses
- Managing recurring payments
- Paying taxes
- Audits
- Etc.

## Following SOPs

- System for ensuring your SOPs are being followed (system to make sure they are being read, conduct regular audits and review to improve them)

# MyNAMS

## ★ INSIDERS CLUB ★

**Build your team and get all the business training and tools you need now!**

MyNAMS Insiders Club is more than a membership! It's a mastermind for serious business people who want to have fun and build the business of their dreams with the support of a like-minded community.

**CHECK IT OUT TO GET A  
\$1 FOR 7 DAYS!**

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