



**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...

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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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# 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

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**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.

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\$1 FOR 7 DAYS!**

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