RECLAIM YOUR TIME USING AUTOMATION

THE ULTIMATE GUIDE TO AUTOMATION

Secrets of How Serial Entrepreneurs Replace Chaos With Clarity And Scale Their Businesses While Working Less Using Automation, Systems & SOP's

WELCOME!

Serial entrepreneurs often feel like they are drowning in the chaos of their own business. We want to find new and exciting investments but can't because they are handcuffed by their day-to-day operations! That's where most successful people lose efficiency - spending more time as an employee rather than on things that will grow or scale up their company. What would it look like to you if you could automate a lot of your day to day so you can do more of things you love?

That is exactly why we are here. This guide will show you how to leave your entrepreneurial mindset and ascend into being the CEO of a thriving business.

Keeping your business stored in your brain or constantly doing manual tasks that consume your time is where most entrepreneurs get stuck in the chaos. We are here to help you create an efficient workflow for your company's business processes.

We'll cover operating procedures, marketing, sales and fulfillment, customer support, client onboarding, and content creation. Each topic includes specific ways that you can create and improve systemization (organizing) and automation in that area of your business.

No matter where you are in systemizing and automating your business, the tools provided here will help turn that chaos into clarity.

This is the same process Marquiste used to run meetings when he was the Automation lead for an International Engineering Team for $6 billion global software company NCR.

Even if you've already automated and systematized some of the areas discussed in the workbook, be sure to read through each step anyway. You'll likely discover a tip or new tool to help improve efficiency.

As you are going through each step come and tell us about your growth and clarity inside of your business, we love to hear from you inside of the Automate Your Hustle Group!

Let's dive into our system!

STEP 1:
OUR CHAOS TO CLARITY SYSTEM - KISS 💋

If you have been in the entrepreneur space for a while you may have heard the term KISS, Keep It, Simple Stupid. Meaning don't over complicate the things you are trying to do. Well, we have our own spin on this, and we want to Keep It Simple (with) Systems. We hear a lot from clients that they need that automation, but what does that really mean?

Automation simply put is when we use different tools like software to help us do our work. Systems are just a set of organized steps to complete a task.

Basically meaning, reducing manual tasks by either outsourcing or using software so you can focus on more of the things you love to do. Maybe that is having your business run on autopilot so you can do more family trips or freeing up your time so you can focus on finding the newest investment out there.

Creating SOPs (Standard Operating Procedures) are the first step we take our clients through when setting up automation and systems. SOPs are important for running a smooth business operation. With documented processes in place, you won't have to think about everything when you start working or when you need to delegate a task, leaving more time for the important things.

We take our clients through the process Marquiste created for building out your business's virtual brain (the hub where you put everything): **Knowledge Transfer, Investigate, Strategize, Systemize**.

K

KNOWLEDGE

A Knowledge Transfer (KT) is the act of getting all of your thoughts out of your head so it can, be shared with other (teammates. That way they will learn faster, When I worked in corporate America, we would have a KT meeting whenever a high-carter employee left the company to make sure no information of extreme value was lost. YOU are that high caliber person in your company.

- First well evaluate your business with a fine-tooth comb and help you organize all the chaos that's going on in your head
- Once we remove the genius from inside your head. we will start to investigate the ways we will make improvements

I

INVESTIGATE

We don't want to solve your problems by attacking the symptoms. we want, to investigate the root cause of the problems. So we can find the exact systems that will scale your business and reduce the number of hours you spend in fulfilment each week.

- We'll help you find the areas in your business that doesn't doesn't required you to run each and every part
- Walk away with a detailed understanding of where your lime is currently being spent (and how to use it more productively!)

S

STRATEGIZE

Now we'll plan and design the priority business systems custom-tailored specifically, for incur needs. In addition
you will be able to start documenting all of your processes in one place that streamlines communication while improving workflow.

- We'll help you build out a clear vision for 'fair company and the core values that will steer all of your business decisions
- Come away with. a comprehensive list of processes for you to document in your business

S

SYSTEMIZE

Finally. We'll reviewed your plan to ensure its optimized for team use or prepared to handle outsourcing. While people would hope you could 'set it and forget it. any good system. just like a car engine. requires ongoing maintenance. Well also create an action plan for consistent' business growth.

- We will put everything together to develop clear & sustainable systems that enable you to get your freedom back
- Swipe our templates for the main processes in your business to create your virtual playbook, such as client onboarding outsourcing, lead follow up. and content distribution

KNOWLEDGE TRANSFER

Before doing anything your first thing is to get all your thoughts out of you head. It is easier to see how all the pieces fit together when they are laid out in front of you visually, think of it like a puzzle. This looks different for each business because your knowledge is unique to you.

THINK ABOUT YOUR DAY TO DAY, WHAT ARE ALL THE THINGS YOU DO?

Some examples:

- **Replying to a new prospect**
- **Marketing**
- **Sales**
- **PR**
- **Networking**
- **Accounting**
- **Leads (people who have not yet bought) questions**
- **Follow Up**

- **Fulfillment**
- **Social Media**
- **Content Creation**
- **Tech**
- **Branding**
- **Customer Service**

And so many more things, with all that swimming around in our brain, no wonder we always feel overwhelmed. **Before hiring a VA or signing up for another software trial we want to do this first**.

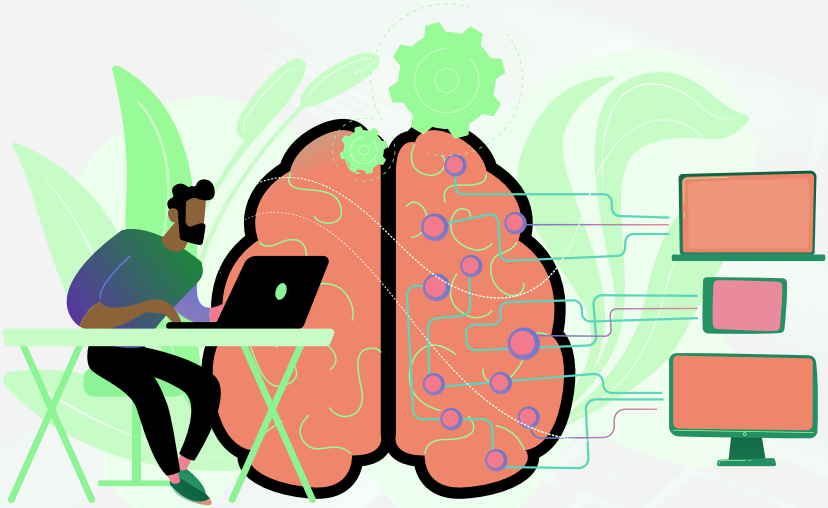
Just remember this isn't done over night and may take a week or two for you to complete this step by yourself. If you have questions and need help pulling all of this out, make sure to book a call https://go.oncehub.com/sidehustlementor so you don't have to do it alone.

On the next page is our Knowledge Transfer worksheet, take the time to fill it out before moving on to the next step.

WORKSHEET:
KNOWLEDGE TRANSFER

Draft a list of the procedures and tasks in your business. If you have a team or are wanting to start hiring indicate who is responsible for that task or procedure in the second column.

PROCEDURES/TASKS	PERSON RESPONSIBLE (You, a team member or software)



INVESTIGATE

You don't want to solve your problems by attacking the symptoms, you want to investigate the root cause of the problems. So, you can find the exact systems that will scale your business and reduce the number of hours you spend in fulfillment each week and away from the things you love.

We ask a series of questions to find out what your exact process is for doing each one of the tasks listed. After you answer the questions, the next focus will be to look at how you can simplify, automate, or outsource them.

You would include the purpose of the process, how to respond to other people involved in the process, and the specific responsibilities associated with completing the process.

IMPORTANT NOTE: It is best to write down these steps as you're performing the task, so you don't miss anything. Even small steps or seemingly obvious parts of the process should be included.

The most important part of the investigation is to put exactly how you are completing these tasks. This greatly helps you determine if there are improvements that could be made.

Go through our Investigation Worksheet and ask yourself the following questions for each process/task listed. If you need help to answer the following, we would love to hop on a call.

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WORKSHEET:
INVESTIGATION QUESTIONS

1. **What is the purpose of this process and why is it important to the business?**

2. **What are the steps required to complete this task?**

3. **Do specific responses from third parties warrant a different approach to the procedure? (For example, if this happens then do this instead.)**

WORKSHEET: INVESTIGATION QUESTIONS (CONT.)

4. **Are there any websites, logins, or other information required to complete this process?**

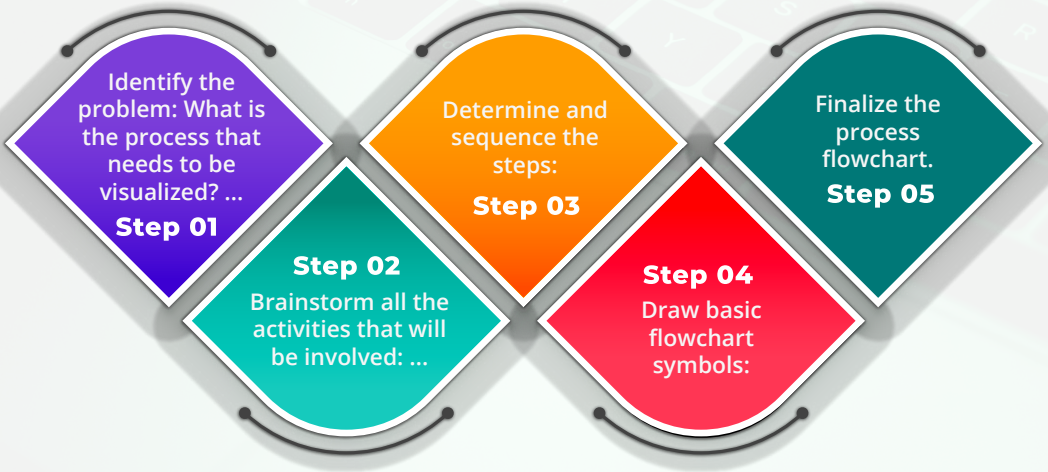
5. **Brainstorm how a flowchart could look for this process.**

6. **Any other information you want to include for this procedure or task?**

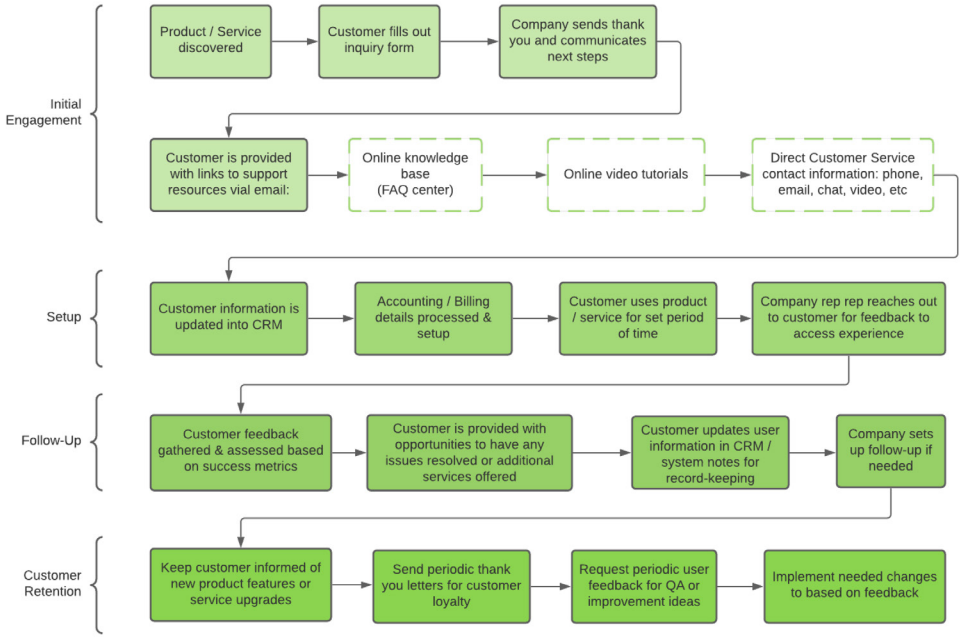
ACTION STEPS:

Develop a process map for your team to use as a guide for completing that task. Remember, your process should be similar to standing over a map, looking down and drawing the route. Are multiple people required to accomplish your goal? Then your process should include an overview of when each step of the process needs to be passed on to the next person. Your process should provide a clear idea of what will occur to each employee involved.

First, WRITE OUT what goes into the chart. Then utilize draw.io or www.lucidchart.com. See the map I created below using their template.



This map was created with the free process map option at www.lucidchart.com. Just make sure that you take the time to write out the steps BEFORE you create the actual map.



You can also use this site to create your Org Chart!

STRATEGIZE

Now we'll plan and design the priority business systems custom-tailored specifically for your needs. In addition, you will be able to start documenting all your processes in one place that streamlines communication while improving workflow.

Once we define the business processes, we will outline a plan to create step-by-step procedures of completing the tasks. We used our "3D SOP Method" to create high-quality operation documentation that you or anybody else can use to effectively perform functions.

Once we have created a library of SOP's, we can store them in our Virtual Brain so they can be accessible from anywhere.

ACTION STEPS:

Procedures are action oriented. They outline steps to take, and the order in which they need to be taken. They're often instructional, and they may be used in training and orientation.

Well-written procedures are typically solid, precise, factual, short, and to the point.

Here's a quick example. If your task was answering the phone, then your procedure might be something like:

1. **Pick up the handset of the ringing phone.**
2. **Place top part of handset against your ear.**
3. **Say "hello."**
4. **Wait for caller's response.**
5. **Ask caller to please hold.**
6. **Put caller on hold by pressing the red "hold" button.**
7. **Return handset to phone cradle.**
8. **Stand up and walk away from the phone.**

Choose ONE procedure to practice breaking down. Don't leave out ANY steps. And then ask someone who knows absolutely nothing about your business if they can accomplish what you need done, based solely on your list.

PROCEDURES / TASK NAME	PERSON RESPONSIBLE (You, a team member or software)
STEP1	
STEP2	
STEP3	
STEP4	
STEP5	

PROCEDURES / TASK NAME	PERSON RESPONSIBLE (You, a team member or software)
STEP6	
STEP7	
STEP8	
STEP9	
STEP10	

ACTION STEPS:

What are the common questions your team asks you? If you were to step away for a week or longer, what would your team be worried about? Create SOPs around those things.

TEMPLATES:

SOP Framework

https://docs.google.com/document/d/1bZhQSI1eAul-CCKZXuMqJBI3thdxbf-9TKC3fk_MLes/edit?usp=sharing

ClickUp – Knowledge Management Software

https://sidehustlementor.com/recommends/clickup/

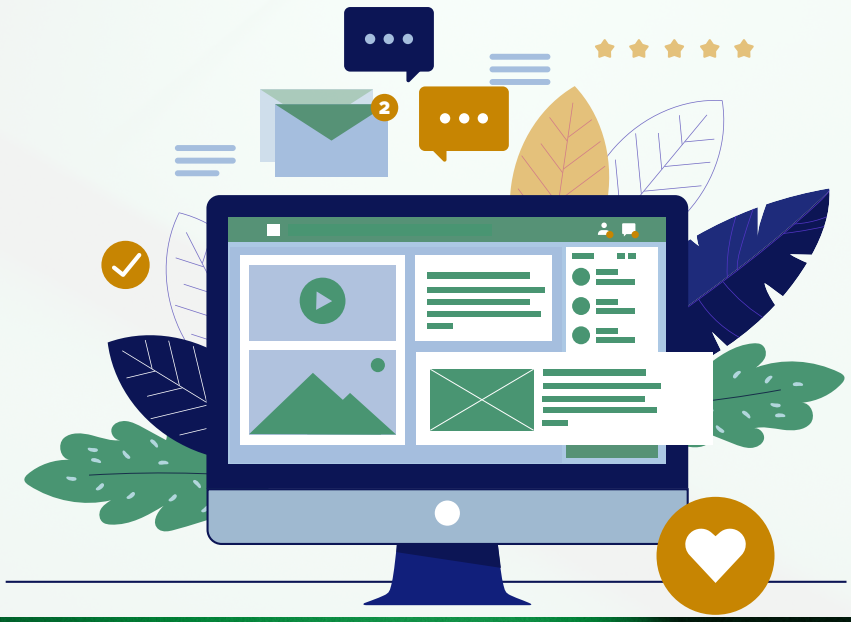
SYSTEMIZE

Finally, review your plan to ensure it's optimized for team use or prepared to handle outsourcing. While people would hope you could "set it and forget it", any good system, just like a car engine, requires ongoing maintenance. If you are wanting help with creating an action plan for consistent business growth schedule a phone call.

Once you have created the start of your business's virtual brain. It should be treated as a living document that is reviewed and updated regularly. Keeping the manual current is essential for its usefulness to you and your team.

If you already have a team in place, you should schedule assessments each quarter to ensure the team is following the procedures correctly. If they aren't, this is an indicator the processes need to be easier to follow. The point of a virtual brain is to calm the chaos for you and your team.

When you hire new team members, you should encourage (or even require) them to review the whole manual. It will help them better understand the makeup of the business and how their role fits into it. This will also allow them the opportunity to ask any questions or clarifications on the procedures they will be responsible for completing.

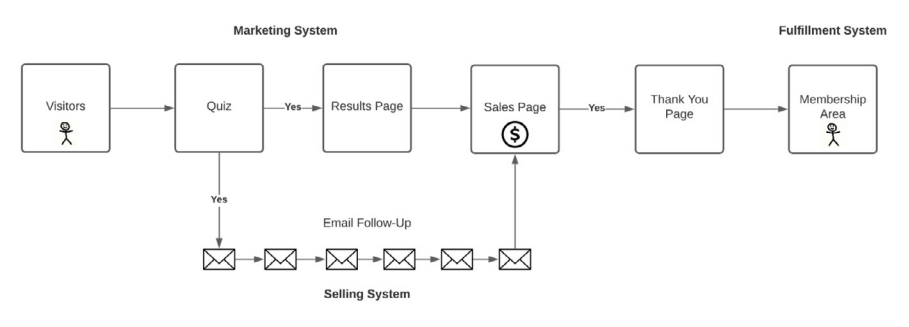


STEP 2:
STREAMLINE MARKETING, SALES & FULFILLMENT

Step 2 of systemizing and automating your business focuses on how you sell and fulfillment of your products. The process below is designed specifically for digital business owners, and if you are wanting a more personalized plan schedule a call.

This step is crucial for increasing your revenue without adding additional hands-on time.

There are 3 core systems of a business: Marketing, Selling and Fulfillment. We like to call this the Freedom Engine.

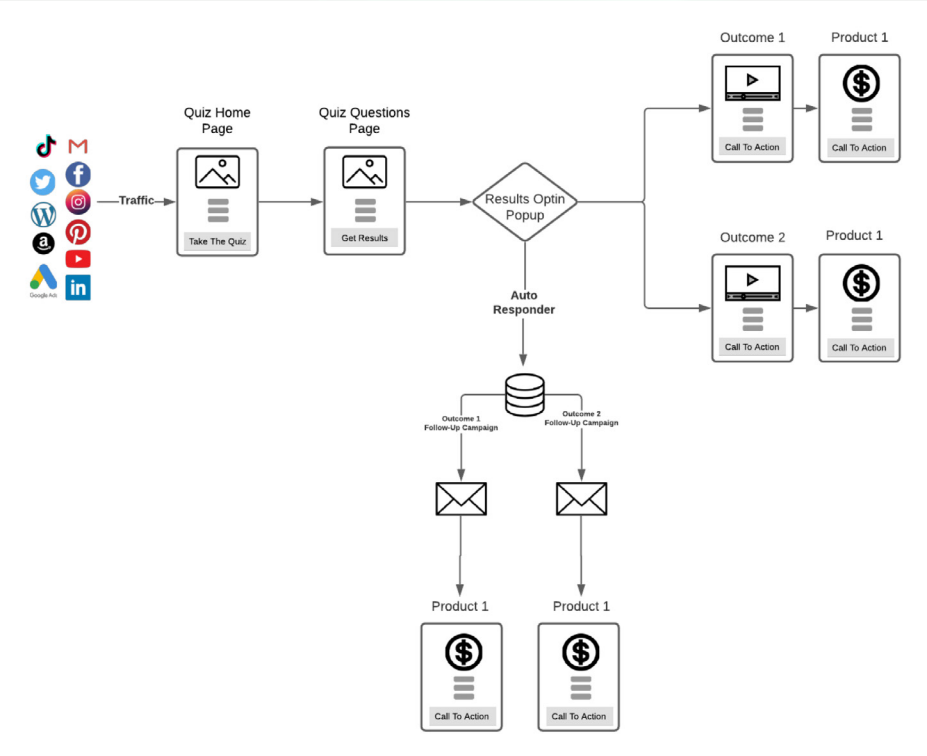


Once you get these systems in place, you can benefit from passive sales that don't require your (or a team member's) time or energy.

Create A Marketing System (Quiz Funnel)

The Marketing System is a core component of the Freedom Engine, whose sole purpose is to attract people into your sales funnel. It's designed and optimized to convert interested prospects into buyers.

Over time, we have changed up the style of our lead magnet to use quizzes to get better and more hyper-qualified leads into our funnel.



A funnel is a system of steps that helps encourage a potential customer to take the action you want them to take by providing specific information at the right time. It's called a funnel because at the beginning of the process there are a lot of people who take the first step. As people go along the next steps, many drop out until only the most interested buyers are left.

There are typically four stages of a funnel, also known as AIDA: awareness, consideration, developing a preference or desire, and making a purchase (or taking a different action, such as registering for a webinar or signing up to your email list).

An optimized sales funnel is a highly automated way to convert your site's visitors into clients. Done correctly, a sales funnel is a great way to monetize your business.

The best part about funnels is that once you set it up, you don't have to do anything for each new person who starts to go through. Your funnel will automatically help the right people take the action you are encouraging.

Additionally, once a person goes through your funnel and becomes a paying customer, they are much more likely to talk about your business and products to their friends and family. You can then benefit from the power of word-of-mouth marketing.

As you expand your reach, you will increase your revenue potential. All without having to work more hours. It's all about hustling smarter, not harder.

Create A Selling System (Email Marketing)

Another important element to automate in your business is email. An email autoresponder is a sequence of email marketing messages that are sent to subscribers in the order and frequency you decide.

Programs that facilitate autoresponders, such as ActiveCampaign, Klaviyo, ConvertKit, and many others, allow you to tailor the right message to be delivered to the right customer at the right time.

Using email autoresponders create a seamless, consistent, and reliable way to communicate with your subscribers.

For example, you can set up a welcome autoresponder email series for new subscribers. You can also use email autoresponders for product launches, customer onboarding, and content delivery (such as online products or programs) to paying customers.

If you don't have an email autoresponder series set up on your website, this is a must do for your business. And if you've already created one email autoresponder, consider how you can use autoresponders to deliver other content in your business.

Create A Fulfillment System (Membership Area)

Another way to systemize product sales and fulfillment is to create a membership area. This is simply a private website with exclusive content available only to your customers.

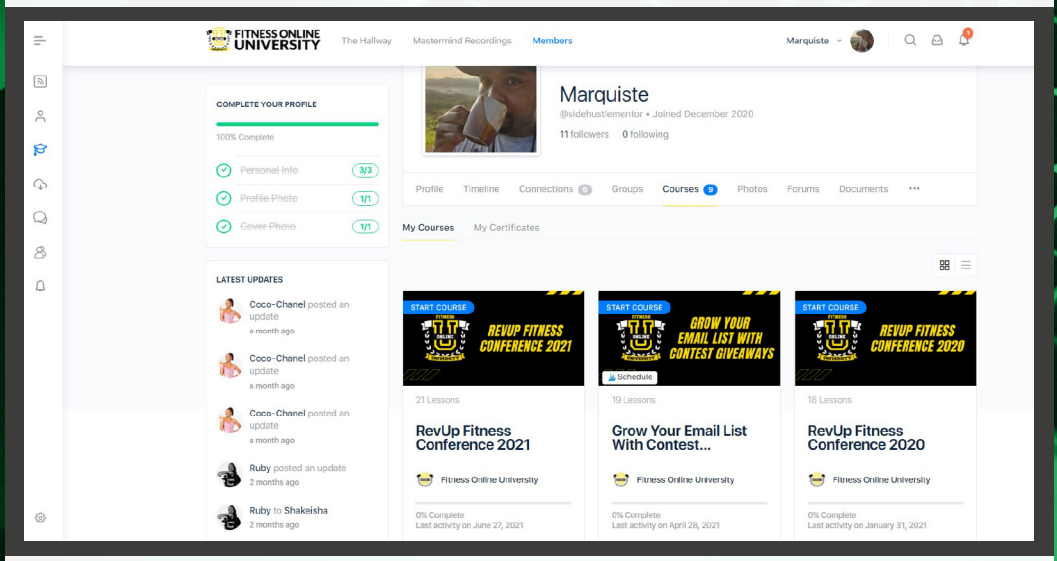
Usually, a membership site facilitates communication between the members and encourages camaraderie while leading your clients through a step-by-step training. It can even be the hub of your online training and allow members to directly ask you questions and receive your input. In exchange for this, members pay a monthly, recurring fee.

When done correctly, a membership site can generate a great source of recurring revenue without requiring you to exchange your time for money.

The most important lesson in this step is to automate as many aspects of your sales and content delivery as possible, whether through funnels or an automated content delivery system.

Complete the worksheet on the following page to help you streamline your sales and product delivery mechanisms.

A great example of one is one of our partner companies using a membership site is **Fitness Online University**.



Worksheet: Streamline Sales and Product Delivery

Answer the following questions to systemize and automate your sales and product delivery methods.

1. **What specific areas in your business would you like to use funnels to increase conversions?**

2. **What's your plan to start creating funnels? (Do you want to create them yourself, use a software program, and/or hire someone to help you?)**

3. **How would you like to use autoresponders in your business? (For example, create a welcome series, use autoresponders to facilitate online product delivery, etc.)**

4. **What are your specific plans to create and/or edit your autoresponder series? (For example, when will you or a team member work on this? And what's the deadline to have a new autoresponder series up and running?)**

5. **Brainstorm ideas for a membership site. If you're feeling called to make this happen, commit to a date and start planning its implementation!**

STEP 3:
IMPROVE YOUR ONBOARDING EXPERIENCE

Now that we are attracting more people to our business, you must focus on automating your onboarding experience.

We break this down into 2 phases:

1. Lead/prospect
2. Clients

An effective onboarding process will save you a ton of time, simply because you're not having to hunt down or recreate documents, message back and forth for necessary information, or waste time on clients who aren't a good fit. In this step, you'll learn the value and use of intake forms, welcome packets, and online appointment scheduling.

Phase 1 - Onboarding Experience: Lead/Prospect

Phase one addresses another time-consuming, yet critical, aspect of a successful business: customer service pre-purchase. This is one of the most important steps because this helps convert the lurkers into buyers.

People naturally will have questions about working with you, your business, logistics of a product or service, and troubleshooting issues. It can suck the time and energy out of you or an assistant to respond to every single email or call.

This is especially true since many people will have the same questions and concerns about working with your or purchasing one of your products. You can solve this issue by creating a Frequently Asked Questions (FAQ) page for your website.

FAQ Page

A well-put-together FAQ page is one of the most important and valuable pieces of content on your website. It will save you and your team hours of time responding to emails and inquiries. When done correctly, a FAQ can also do the following:

- It sets expectations with customers regarding terms and conditions and refund policies.
- It highlights your business' brand and personality. As a result, the FAQ page will help you attract the right customers to your business.
- It addresses your potential customers concerns or worries. This creates a simple, and cost-effective way to help an interested person overcome any objections or misconceptions about your product or business.

Your FAQ page should include the most common questions you get asked. It should also answer questions your potential customer is thinking but might not specifically ask. A FAQ page with the right questions will be the most helpful and increase conversions

Messaging Services

In addition to creating a useful FAQ page, you may want to consider using a help desk, Facebook messenger bot, and/or website chat bot. These provide your potential and current customers an easy way to quickly get their questions answered, resolve a complaint, or find out more information about a product or service.

Providing a quick and easy way for customers to get an immediate response to a question is important in our society where no one wants to wait for a resolution, plus it's just good service.

If you don't already use a messaging app for customer service questions, consider implementing one in your business.

Questions to Include on Your FAQ Page and Messaging Services

Questions Customers Often Ask	Questions to Help Overcome Purchasing Objectives

Intake Form

Before chatting with a potential client on the phone or via email, you should have them complete an online intake form. Your intake form could ask what the person hopes to gain from working with you, their timeline, budget, and maybe even quirky items to get a feel for the type of person making the inquiry.

One of the main purposes of an intake form is to actively discourage non-ideal clients. This helps you and the potential client avoid wasted time setting up a first call and other logistics when you're just not a good match.

While you can use a free service such as Google Forms to build intake forms to collect data, another way to improve your onboarding process is by using a CRM. Google Forms only allow you to access data through the web browser, but CRMs let you access all of your data in real-time. By implementing a CRM, you can access all of your existing data in one place regardless of where you are or what device you're using.

Also, there's no way to sort Google Form responses, which makes it difficult to analyze the data unless you build elaborate workarounds.

Client Relationship Manager (CRM)

You will be using a CRM for your leads and in the client's phase. If you find yourself wondering, aren't CRMs just for corporations with large sales teams? The reality is you don't have to be a big enterprise to benefit from a CRM. Implementing a CRM for your small business can help you not only organize your contacts, leads and deals, but also automate time-consuming processes like data entry, and instead focus more attention on forming strategies and interacting with customers.

This will help you to keep track of each lead stage of the sales process and allows you to automatically create tasks for yourself when certain steps are completed. Plus, it is a great place to put all your notes when speaking, and easily tracks the last time you followed up with them.

For example:

1. You could set up a task that sends an email reminder to schedule a follow up call 7 days after the last time you spoke.
2. You could set up a task that sends an email reminder to send over any information they are requesting to look at.

Using this system, you can be sure that nothing falls through the cracks, because all relevant information will already be in one place.

Phase 2 - Onboarding Experience: Client

Congratulations! You have successfully converted a prospect into a paying client, but now what? Think of the flow you send your current clients through and look at what steps are manual that you can automate.

Appointment Scheduling

Have you ever had this situation happen to you? Hey client! Can't wait for our onboarding meeting, what is your availability? Then they say, let me look and I will get back to you. It is a lot of back and forth before settling on a time and date? 3

Any appointments between you and your clients should be scheduled via an online calendar app. There are many options available on the market, including Calendly, and ScheduleOnce.

Automating appointment scheduling is a must for coaches and anyone who meets one-on-one with clients. Not only will you look more professional, but it saves the time and hassle of emailing back and forth to coordinate both parties' schedules.

Welcome Packet

Once a new client has signed on for your services or purchased a product, a welcome packet should be sent automatically from either your software or by an assistant.

The welcome packet serves a couple of purposes. First, it fills the space between when the client purchased your services and when your work together actually begins. And second, it allows the new client time to complete any requirements to be 100% prepared for your first call or other work together.

Onboarding Form

You already sent them one form to understand if this person is an ideal client, now we need to send a form to dive deep into their business to understand the things we need to know to help them.

Like the Intake Form this should be designed inside of your CRM to keep all your documents and notes in one place to easily schedule follow up tasks.

Client Relationship Manager (CRM)

Like the lead stage this keeps everything systemized and less overwhelming. You won't have to keep constantly thinking that you must send this email or schedule this call anymore. It is all store inside of your management system and with due dates and automated reminders.

This will help you to keep track of each client's progress and updates needed.

For example:

1. You could set up a task that sends an email reminder to schedule the first meeting with your client when they complete the intake form.
2. You could set up a task that sends an email reminder to follow up with your client after their first meeting to collect the service agreement and scope of work.

Use the worksheet to improve your client onboarding process.

Worksheet: Improve Your Client Onboarding Process

Answer the following questions to make your onboarding process easier and less time consuming.

1. **What are some questions you'd like to include on your client intake form?**

2. **What CRM will you use? (Will you try to set it up yourself or delegate it to someone?)**

3. **How will you automate your client welcome packet? (Will you use a program to have it set automatically or delegate it to someone?)**

4. **If you don’t use one already, when will you commit to switching to an online client scheduling app for all your client appointments?**

Action Steps:

https://go.oncehub.com/sidehustlementor

Map out your step-by-step onboarding process. Start thinking about how you can make it more efficient, automated, or clear to both your team & clients.

Onboarding Template:

https://docs.google.com/document/d/1j2xmGx4Bt8YvRXuj9m6rMkBQ5KyBT_RPjJF0yrs4ayk/edit?usp=sharing

STEP 4:
AUTOMATE CONTENT CREATION

Step 4 addresses a time intensive, yet important component of your business: content creation.

Successful businesses understand the need to regularly engage with clients, customers, and potential customers. It doesn't matter how you connect. What matters is that you consistently engage with your subscribers and followers.

Every business has its own system and process for developing and creating content.

Examples of content creation for many businesses include the following:

- Writing blog posts, social media updates, and emails
- Creating, shooting, and editing videos
- Recording and sharing podcasts and other audio communication
- Designing graphics for social media posts, blogs, etc.
- Interviewing guests and/or being interviewed
- Developing new products (free or for purchase)

It's not important what type of content you prefer to create. The key is to regularly generate and share content.

The reality, however, is that consistently producing content can be overwhelming and time consuming. The solution?

Automate all content creation.

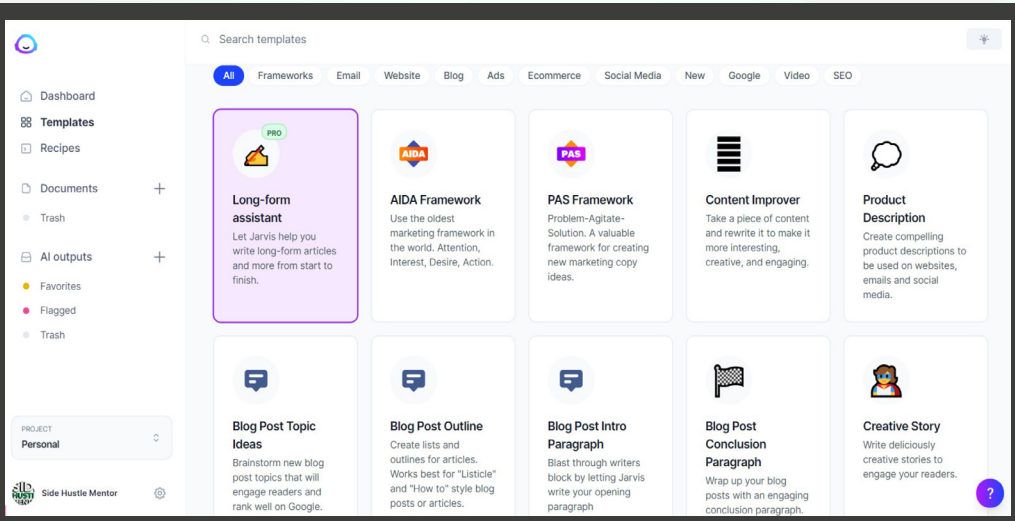
Creating content helps your business build a relationship with your audience. You can answer their questions and interact with customers. When you create value without taking anything in return, your audience is more likely to trust your advice and recommendations.

Ultimately, when your content shows up at the right place and the right time with the right audience, it'll improve your brand's reputation. The more quality content customers see, the more likely they are to have a positive association with your company.

However, creating content consistently is not as easy as it sounds. The good news is that you use online tools to help you write engaging and consistent content faster than ever.

Our personal favorite is a tool called **Jarvis.ai.**

Jarvis is Artificial intelligence that makes it fast & easy to create content for your blog, social media, website, and more! Even better, it comes with a free 5-day trial so you can test-drive and see how it works for your business.



Using this tool, we have been able to eliminate writers block and crank out high-converting contents in minutes!

Keep in mind, you should also be repurposing existing content.

You don't need to create something original for every single interaction. Many people will miss some posts and you'll always have new followers. You may also want to add broadcast emails to autoresponders or add older products to funnels as upsells or downsells.

The content you create is valuable for years to come. This is why creating quality content is also important. The better content you create, the greater its reach and ability to connect with new readers.

Use the following worksheet to begin scheduling and delegating content creation tasks in your business.

Worksheet: Automate Content Creation

Answer the following questions to start automating your content creation tasks.

1. **After you've reviewed the Jarvis trial, do you think you will start using in your business**

2. **Will you or someone on your team be responsible for using this business tool on a regular basis**

3. **When do you commit to implementing this tool in your business?**

STEP 5:
AUTOMATE CONTENT PROMOTION

In step 3, you'll learn how to take the stress and hassle out of content promotion.

Once you have awesome content to share with your followers, you have to promote it. It won't do any good parked on your website unless people know it's there.

The best way to consistently and easily promote valuable content is to automate it!

Technology and online tools make automating content and business promotion easy and simple. In this step, we'll discuss two important topics: scheduling content promotion and increasing shares.

Schedule Your Posts

There are many online apps and tools focused on removing the overwhelm of regularly posting on social media websites. A few examples of automated marketing business tools are Meet Edgar, Buffer, and CoSchedule, but our absolutely favorite is Loomly.

Check my Loomly review here on YouTube:

Loomly Review - Automate Your Social Media Calendar

1.6K views • 2 years ago

Side Hustle Mentor

Treat your business like a well-oiled machine and #automatethehustle The information contained on this YouTube Channel and ...

These types of software allow you (or your assistant) to schedule social media posts ahead of time. This means you won't have to worry about how you're going to post when you're sick or on vacation. Or if your assistant takes a week off, you're still covered.

Some platforms allow you to upload different categories of content to post, making it easy to reuse content and alternate between different types of posts. For example, you'd have separate folders for quotes, older blogs posts, tips, questions, etc.

Most social media automation software also analyzes the performance of posts across your social media platforms. This can help you see what your readers most respond to, when they prefer seeing your posts, and which sites reach more people.

In addition to social media scheduling, some tools also help businesses plan content creation and collaboration between team members.

For example, Loomly lets you assign tasks, set deadlines, and comment on each task. This makes delegating content creation and marketing tasks super simple and keeps all correspondence on one platform.

The best part of using a social media automation tool is knowing you are consistently connecting with your followers via social media. And of course, you can share additional content whenever you feel like it, knowing your preset schedule will continue to work for you.

The social media tools discussed in this step (and others on the market) vary in pricing and features. If you don't already use an automatic social media posting service or you are considering switching your current one, take a few minutes to review what's available. It's important to research and find the best social media automation tools for your business needs.

Remember: the point is to make social media posting easy for you by automating it!

Use the worksheet on the next page to begin using an automated social media promotion tool.

Worksheet: Automate Content Promotion

Answer the questions below to begin automating your content promotion.

1. **After you've reviewed the automated social media tools available, which will you start using in your business?**

2. **Will you or someone on your team be responsible for using this business tool on a regular basis?**

3. **When do you commit to implementing this tool in your business?**

And that's a wrap...

You made it! Congratulations on going through each step and completing the worksheets in this playbook.

As you likely already know, many of the highest performing businesses use systems and automation to increase their reach and success. While it can feel scary to hand off important tasks to a computer app or a team member, this is how you leverage your time and expertise.

The six steps in this playbook addressed many important areas to automate and systemize in your business, including operating procedures, content creation, marketing, sales and fulfillment, customer support, and client onboarding. No one expects you to implement them all overnight.

Start with the topic you feel most overwhelmed with in your business and begin making small changes. Continue one step at a time until you have systemized and automated as much as possible!

Like all areas of your business, systemizing and automating is a process. Do the best you can right now and continue to improve in the coming years. I know you've got this!

And...I know I know; you may be asking yourself that this all sounds great, but what about the tech?!? It is overwhelming, and I am just NOT a tech person.

We are here to make tech simple, so do not be afraid to book a call, and to finally gain some clarity in your business.

https://go.oncehub.com/sidehustlementor

To Your Success,

Marquiste & Teresa