

Your Systems Starter Kit

The simple guide to automating and organizing your business

3 Things To Automate This Week!

Simplify your life without sacrificing quality

Lead magnet delivery!

Create a simple landing page for people to opt into your freebie. It delivers instantly for them and frees up time for you. Put your mind at rest knowing people can get your freebie without you having to send it.

Set up notifications to alert you when someone opts in.

Even though your lead magnet delivery will be hands off, you can have your CRM platform alert you when someone opts in so you can make a personalized follow up.

Automated Email Sequence!

Set up an email sequence that is triggered when someone opts into your freebie. You can set each email to go out after a certain amount of days after the trigger preventing overwhelm to your contact.

If automation sounds complicated, think of it as giving Future You a break - not adding one more thing to your list.

Once you've automated a few simple tasks,
The next step is knowing what truly deserves your time.

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Impact Matrix

“I know I need help, but I don’t know what to delegate”

This is something I often hear when I talk to business owners. If this is you, then the impact matrix will get you going in the right direction!

I use this Impact Matrix to help me organize my projects and help me prioritize tasks. I have a PDF that you can grab below, or you can make your own by drawing the matrix on a separate piece of paper.

Let me explain each of the sections:

- **Quick Wins (High Impact/Low Effort)**
 - This is where you can put tasks that you can get done in 30 minutes or less, just knock it out and feel good. (Give yourself a pat on the back)
- **Core Work (High Impact/High Effort)**
 - This is where the heavy lifting of your business comes into play. Make the most of your time here.
- **Fill-Ins (Low Impact/Low Effort)**
 - If you find yourself with some extra time (which might be few and far between) then these would be the things that you could work on.
- **Business Upkeep (Low Impact/High Effort)**
 - These are things that will have to get done eventually, but are also the kinds of tasks you’d probably want to have *Friends* running in the background and power your way through.

This process can help you cut through the overwhelm of all of your admin items and it can also help you see where you can potentially delegate to an assistant. An assistant can help you take care of those Fill-In’s and Business Upkeep items. Yay! More time for you! Assistants can also help you stay organized in your core work projects and push them forward.

If you try one of these automations this week, send me a message and tell me how it went. I love celebrating wins like this!

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