Getting Your Business to Work Without You
Your Business Can Run Without You . . .

. . . and it should.

But most don’t, and yours won’t . . .

. . . unless you make it that way.
A Business on Autopilot

- Oil Wells
- Machines
- Franchises
- Online Infoproducts
- ___________
Why an Automated Business?

☐ Easily sold
  - One that requires your presence is NOT easily sold

☐ Freedom for you
  - More time off
  - Pursue other endeavors

☐ Easy to replicate

☐ Leave a legacy

☐ It works!

☐ Easy to fix

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Objectives of this Call

- Think Bigger, more possibilities
- Think more clearly - new and better perspective
- Think of business not as a place to work but rather a cash machine
  ■ Do you have a job or a business?
- Share my beliefs and philosophies about business
- Offer several ideas for you to pursue in automating your business
- Sell you on the value of a Board of Directors
- Offer you a spot on my EMC team
What I Think & Believe About Business

- It's a way to replicate and leverage your resources with tools & people
- It should be fun—lots of fun (If not, do something else)
- It is a Cash Machine—our favorite 4-letter word
- It should run without you
- Greatest place for personal growth
- Context shapes the content ~ tight context, free content
- Should be simple and work to make it even simpler
- You should not be defined by your business, but your business should be defined by you
- Business is all about relationships

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More of my beliefs about business . . .

- Not all small business owners are entrepreneurs
- Systems fail far more often than people
- Principles trump tactics
- Integrity is the essence of everything successful
- It's expensive to be a maverick
- Your business gets better when YOU get better
- Authenticity just may be your greatest marketing weapon
- SELF - Simple, Easy, Lucrative and Fun
- Clarity Leads to Power
- You should have a board of directors (aka MasterMind Team)
Obstacles/Challenges

☐ Don’t know how
☐ Not sure you can
☐ No time to work ON the business
☐ Don’t think others can do what you do as well as you do
☐ Afraid to ask
☐ Not enough systems
☐ Poor systems
☐ Not enough support
☐ ___________________
Strategies

- Set this as a critical goal for your business
- Create a detailed plan
- Delegate: PRDs, KRAs
- Operations Manual
- Outsourcing
- Read The E-Myth Revisited by Michael Gerber
- Step back from the busyness of your business
- Develop clear core values, mission, vision and strategic plan
- Engage the support of a MasterMind Team (Bd of Directors)
  - They enable you to see what you can’t
Questions?
Resources

- Scriptlance.com
- eLance.com
- Rentacoder.com
- ResourceNation.com
- Craig’s List
- The SuccessNet Resource Book
- DotProject.net (demo)
Commitments

- Are you going to do this?
- How are you going to do this?
- What are you willing to do?
- When?
- What are you willing to let go of?
- Read *The E-Myth Revisited*
- Join EMC—or Diamond Club
Diamond Club

- All about Clarity, Focus & Consistency
- Focus on YOUR goals
- Your own mastermind team
- Live training calls (2/month)
- Book Club/Book Summaries
- No-cost access to SuccessNet products

[http://SuccessNetDiamonds.com](http://SuccessNetDiamonds.com)
EMC

☐ All benefits of Gold, GoldPro, Diamond
☐ Mastermind with me weekly
☐ DotProject Team Site
☐ Strategic Plan for your biz
☐ Automate Your Business
☐ 2 openings left, cannot join after Jan.
☐ Let’s talk . . .
☐ http://SuccessNet.org/emc/ (details)
The Challenge

You know a lot of what you need to do . . .

. . . the challenge is you need to do it.

Most Will Not.
Let’s Make a Game of It

- Get clear: values, mission, vision, goals
- Stay focused
- Take consistent action

EMC . . .
- Strategic Plan
- Operations Manual
- Develop Systems
- Solve Problems
What Would it be Worth?

☐ An automated business
☐ A cash machine
☐ One you can sell
☐ Who benefits?
☐ A legacy
☐ Freedom . . . .
  ■ Your time is your most precious resource.
      It is your life.

http://SuccessNet.org/emc/