

# systemsrock

simple ways to organize your business so you can get your life back

## Your Business Map

### Sample Business Structure

This worksheet, which covers some of the key areas of businesses, is designed to help you get clear about the overall structure of your business so that you can step more fully into your CEO stilettos.

Circle activities you do for your company, put a plus sign next to any you know you need to add, cross out ones that aren't relevant for you, and add any activities you do that aren't on the list.

#### 1. Marketing

##### Activities:

- Blogging
- Guest blogging
- Newsletter
- Videos
- Freebies
- Interviews
- Info products
- Webinars
- Case studies
- Testimonials
- PR inquiries

##### Partnerships:

- Referrals
- Affiliates
- Advocates
- Joint ventures

##### Social Media:

- Twitter
- Facebook
- Google+

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- Scheduling posts

## 2. Sales

- Lead generation
- Lead qualification
- Lead management
- Client intake
- Follow up with past clients
- E-mail marketing
- Autoresponders

## 3. Client Management

### General:

- Client support (inquiries about products and services, complaints, refunds, PR inquiries)
- Scheduling
- Questionnaires
- Surveys
- Autoresponders
- Testimonials
- Privacy policy

### Services:

- Consulting
- 1-on-1 coaching
- Group coaching
- Info products
- (Evergreen) program

## 4. Financial

- Tracking expenses
- Client invoicing
- Payment collection
- Reimbursements
- Bookkeeping
- Tax returns

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- Managing bank accounts
- Bill payment

## 5. Administrative

### Research:

- Blogs to follow
- Inspirational quotes and images and valuable content
- Images for blog posts
- Blogs on which to guest post
- Events to attend
- People to interviewed you

### Website:

- Uploading and formatting posts
- Website maintenance – updates, backup, installations (e.g. new plugins)
- Graphics
- SEO
- Google Analytics

### Miscellaneous:

- Managing assistants
- Keeping track of online and offline mentions
- E-mail processing
- Updating calendar
- Maintaining business operations manual