

BUSINESS OPERATIONS STRATEGY PLANNER



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DEFINE YOUR BUSINESS OPERATIONS STRATEGY

Fill out this chart to test your assumptions about your idea and see how it stacks up under scrutiny

Main	How
Who will do this?	Website maintenance
	<input type="checkbox"/> Me <input type="checkbox"/> Web designer <input type="checkbox"/> VA <input type="checkbox"/> Other _____
	Landing page creation
	<input type="checkbox"/> Me <input type="checkbox"/> Web designer <input type="checkbox"/> VA <input type="checkbox"/> Automated <input type="checkbox"/> Infusionsoft <input type="checkbox"/> Leadpages® <input type="checkbox"/> Other _____
	Payment systems
<input type="checkbox"/> Me <input type="checkbox"/> VA <input type="checkbox"/> Other _____	
Autoresponder management	
<input type="checkbox"/> Me <input type="checkbox"/> VA <input type="checkbox"/> Other _____	

SYSTEMS I PLAN TO USE

<input type="checkbox"/> Autoresponder	
<input type="checkbox"/> Landing Page creator	
<input type="checkbox"/> Payment Processor	
<input type="checkbox"/> Shopping cart	
<input type="checkbox"/> Password protection	
<input type="checkbox"/> Back-up system	
<input type="checkbox"/> Bookkeeping software	
<input type="checkbox"/> Graphics programs	
<input type="checkbox"/> Other Subscriptions	<hr/> <hr/> <hr/> <hr/> <hr/>

CREATE ...

A list-building plan

- Sign-up incentive: _____
- Email mini-course: _____
- Follow-up series
- Newsletter
 - Weekly
 - Monthly

A social media plan

- Facebook
- Twitter
- LinkedIn
- Google+
- YouTube
- Instagram
- Other _____

A content plan

- Packages
 - Option 1: _____
 - Option 2: _____
 - Option 3: _____
- Programs
- Courses
- DIY
- Paid Webinars
- Books
- Forms
- Kits
- Templates
- Worksheets/Workbooks
- VIP events

An outsourcing plan

- VA will handle...
 - Emails and autoresponder

- Autoresponder only
- Content writing
- Social media
- Payment processing
- Uploads
- Web maintenance
- Research
- Other _____

■ Things I need to handle personally:

- _____
- _____
- _____
- _____
- _____

■ My outsourcing budget: \$ _____ per month/annually

■ Things to outsource down the road (in order):

- _____
- _____
- _____
- _____
- _____
- _____
- _____

EXERCISES: UPDATE YOUR SOCIAL PROFILES AND STRATEGIES

Set aside time to explore your social media, automation and outsourcing options.

- Spend time on all the social networks listed on the previous page
 - UPDATE YOUR PROFILES and make them (a) branded (b) consistent
 - FOLLOW INFLUENCERS active in each social network you decide to use
 - ADD RELEVANT FRIENDS who can help you share
- Join relevant Facebook Groups where your ideal client might hang out:

- Direct message likely followers to see if there would be active interest in your business' central topic
 - Create a Facebook Group around your business' central topic
 - Send invitations to likely followers
- Check out social automation options:
 - <https://viraltag.com/>
 - <https://hootsuite.com/>
- Set aside REGULAR, CONSISTENT time for daily social networking. Decide on a time slot and duration.
 - Times: _____ AM/PM to _____ AM/PM
 - _____ minutes per day