

DAY 15: Design Your First Workflow

You're almost to launch week. By listing out your next steps in an ordered fashion, you'll prevent mishaps and feel more confident.

There are lots of ways to do this. Project managers have extremely detailed workflows consisting of hundreds or thousands of steps—which would be overwhelming for a lot of us.

Meanwhile, some new side hustlers tend to dramatically undercount the number of steps needed to launch a project—or they have a step like “Launch project,” which isn’t very helpful and becomes overwhelming in another way, because it’s not really a step.

So let’s aim for somewhere in the middle. A workflow is a list of steps that comprise a process or system. This system can be something the customer experiences, or something that you go through when creating parts of a project.

Let’s talk about a couple different examples, one from each perspective.

Customer Purchase Flow for Santa Letter-Writing Gig: Ep. 338 - “Santa’s Letter-Writing Gig Hustles Down the Chimney”

- Hear about the service and learn of the offer.
- Respond to the offer (click /order - very simple and obvious)
- Decide between two options (basic + premium). Basic is priced at \$19.95 and the premium at \$27.95 (very smart!!).

Premium includes reindeer food and a photo of Santa—the reindeer food is basically discount bird seed from her local pet store with a little glitter mixed in.

- Click “add to cart”
- Complete questionnaire for letter recipient which could include...
 - Accomplishments this Year (In school, at home, etc.)
 - Struggles this Year (& Improvements)
 - What he/she would Like for Christmas (and will he or she actually get it)
 - Fun facts about him/her? (“This one is important- it helps me make the letter personal.”)
 - Any siblings, favorite colors, pets, etc. (but not too much)

- Would you like an email with a draft of the letter in order to approve the letter? (important - reassures parents)

- Click “add to cart” again and go to checkout (this could be simpler)
- Complete your email, shipping address, and payment
- Review and confirm

Now let’s look at another workflow, this one focused from your perspective, as someone making an email list sign-up process.

Create an Email List Sign-up Workflow

- Decide on an email list service and set up an account.
- Complete some basic information so that you can collect info and send mailings.
- Add the code provided by the email list service to at least one page on the website.
- Write an interesting call-to-action that encourages readers to join the list. (“Join now and get 5 tips to make the holidays more enjoyable” or even “Get along better with your family during the holidays”)
- Write a welcome message that goes to people who join the list. Let them know who you are and what they can expect from future mailings.

There could be a lot of other steps in this sequence, but these are the basic things you need to do to get it up and running.

Troubleshooting

One way to troubleshoot any workflow is to test out the customer experience yourself—another is simply to ask: “*What could go wrong?*” To break that down a bit, other troubleshooting questions might include:

- If your system relies on email communication, what if people don’t get the email?

Answer: _____
_____.

- If you're shipping out a product, what happens if people enter the wrong shipping address or an item goes missing?

Answer: _____
_____.

The examples in this day's lesson should get you thinking about your own workflow, but since every hustle is different, you still need to create your own master list. These questions may help:

- How will prospective customers or clients learn about your idea?

Answer: _____
_____.

- What will happen after someone purchases or signs up for whatever you're offering?

Answer: _____
_____.

- What else needs to happen in order for your customer to pay for and receive your service or product?

Answer: _____
_____.

- How would you proceed if the book stopped here, but you still had to launch your hustle in the next twelve days?

Answer: _____
_____.

Call to Action: Construct your first workflow, either from your perspective or your customer's.

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