DAY 26: Get it Out of Your Head

Every hustle has key systems. Yours are probably stored in your head—and that's not always wise. To make significant improvements (and save more time) as you expand your hustle, systemize wherever you can.

We first talked about workflows in Day 15.

GTD model … (+ Interesting critique recently)

❏ **Write down everything you do.** Documenting your processes gets you out of the mundane details of the day to day. It keeps you from management by inbox. It makes life easier, and it also tends to make you more money.

❏ **Make workflows for your repeat processes.** The two most important workflows for most hustles are sales and service. Basically, you want to document how you sell to people and how they receive what they purchase.

Take a moment to jot down an automation below:
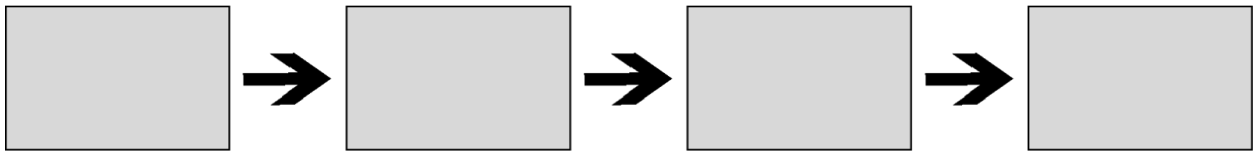
Onboarding
Another important workflow is focused entirely on welcoming and orienting new customers. This is called *onboarding*, and it's all about helping your buyers become familiar with whatever they've just paid for. There are many different formats for an onboarding email series. Yours could look something like this:

● Message #1, sent right after purchase: "Welcome, new customer!"

Message #1: _____
_____
_____
_____
_____

- Message #2, sent the next day: "Watch this video to learn the most important elements of your new service."

  Message #2: _____
  _____
  _____
  _____
  _____

- Message #3, sent three days later: "These advanced features will make your life easier."

  Message #3: _____
  _____
  _____
  _____
  _____

- Message #4, sent a week later: "Hey, just checking in. Is everything working for you, and do you have any questions?"

  Message #4: _____
  _____
  _____
  _____
  _____

OPTIONAL: Download a few tools to improve your hustle.
Hustles that turn into thriving small businesses eventually need a few specific tools. You may not need all these things in the beginning, but it's good to familiarize yourself with what they are, so that you'll know what to look for when the time comes.

- **Contact Management.** Commonly known as CRM, for customer relationship management, this software helps you keep tabs on lots of different people. *Examples: HubSpot, Salesforce, Microsoft Dynamics*

- **Project Management.** If you end up working with a designer, web developer, assistant, or anyone else, it's great to have a shared, online workspace where you can monitor the status of different tasks. *Examples: Trello, Asana, Basecamp*

- **Bookkeeping.** At first, you'll probably do this yourself— but whether you end up getting help or just continue on the DIY model, you'll need to track expenses and income.
  Examples: Wave Accounting, FreshBooks, QuickBooks

- **Password Recorder.** We all know that you shouldn't use the same password more than once, or at least not for everything, but these days you practically need a login to turn the coffee maker on in the morning.
  Examples: LastPass, RoboForm, Dashlane

Call to Action: Create your first (or second, or tenth) onboarding campaign for new customers.

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