

Your Piece of Your Effortless Business

You have chosen an aspect of your business to work on. This first week, we will work on making it predictable for you, your staff and your customers.

Making it predictable for you means knowing how to produce and deliver and get paid for a service your favourite customers will find valuable.

Making it predictable for staff means knowing what is expected to do a great job and knowing how their work contributes and knowing how they can expect to keep growing.

Making it predictable for customers means knowing what they will get, the results or outcomes and how and when to pay for it.

All of that makes your story. Predictability is also how, when, where, and to whom you tell that story to reach your favourite customers.

Aligning with What's important

What are the values that are most important to you?

I have posted a values exercise on the website www.YourEffortlessBusiness.com on the 8 Weeks to Your Effortless Business tab. All these worksheets will be there with supplemental information.

Your Strengths

How can you design a solution to match your strengths?

Your Staff's Strengths

How can you tap the strengths of your staff? Are their strengths you need to add?

Who are your favourite customers?

How will the solution appeal to them and help them?

Predictable Production

How can you deliver this solution predictably every time? What systems do you need to make it easy? Are there policies you need to think through and create?

Can you comfortably produce this solution for the price you are charging?

Variable costs are the direct costs for producing your product. Fixed costs are all costs that you have even if you don't produce anything for a month (rent, phone etc.). Take into consideration interest on loans, depreciation because you will have to replace equipment, and taxes.

Predictable Delivery

As you think about delivering your solution consider how your favourite customers would like to receive this. Do they want it real-time or can they pick it up when they are ready? Do they need it at specific times? Do they need your input? Should it be one to one, one to many, many to many or many to one? Do they want it mailed, emailed, posted online, on the phone or in person? Can you deliver in the way they would like?

Predictable Results

What results do your customers require? What results do they want? What results can you realistically deliver? How can you clearly let your customers know what results they can expect?