

THE 3 PART FRAMEWORK TO

**OPTIMIZE YOUR
BUSINESS
DIY**

**Why take the stairs when you can
hop on the elevator instead?**

The elevator path to success:

The Lauren Wallett Way to Business Optimization

WHAT IS BUSINESS OPTIMIZATION?

It's easier than you think and more fun than you can imagine.

Business optimization means very different things depending on who you ask about it. Some coaches focus on teams, communication, management or systems.

To me, an optimized business means you get to **WORK LESS AND PLAY MORE**. It means you're maximizing your money makers and letting go of your stressful "busy work" that spins you out and gets you nowhere.

It's like discovering you could have hopped in an elevator instead of climbing 20 flights of stairs. The truth is, you don't need to do such exhausting leg work - there is a softer, easier way. Choosing the elevator path is letting yourself be carried by a structure that's been built to support you. No matter your business goals, it sky rockets you to the same place with extreme efficiency and minimal effort. I've done the leg work so you don't have to

Business Optimization excites and delights me because I get to watch the process of business caterpillars become business butterflies in front of my eyes. As businesses optimize, business creators unfold into more vibrant, expressed versions of themselves. There is nothing more enticing than the spark of possibility in someones eyes - someone who's glimpsed a future that's brighter and bolder than they'd previously imagined.

My clients move from exhausting productive business operators into passionate playful creators. You realize that business doesn't have to drag you down, but can actually lift you up.

The possibilities include:

- Creative action vs exhausting productivity is possible
- Having a not-crazy endless to do list is possible
- Simultaneous relief and expansion is possible
- Capacity and and peace of mind is possible
- Having structured priorities is possible
- Having a step by step plan is possible
- Less work and more play is possible
- Clarity for your business is possible
- Actually moving forward is possible
- Business pleasure is possible

You get focused relief fast

Benefits include:

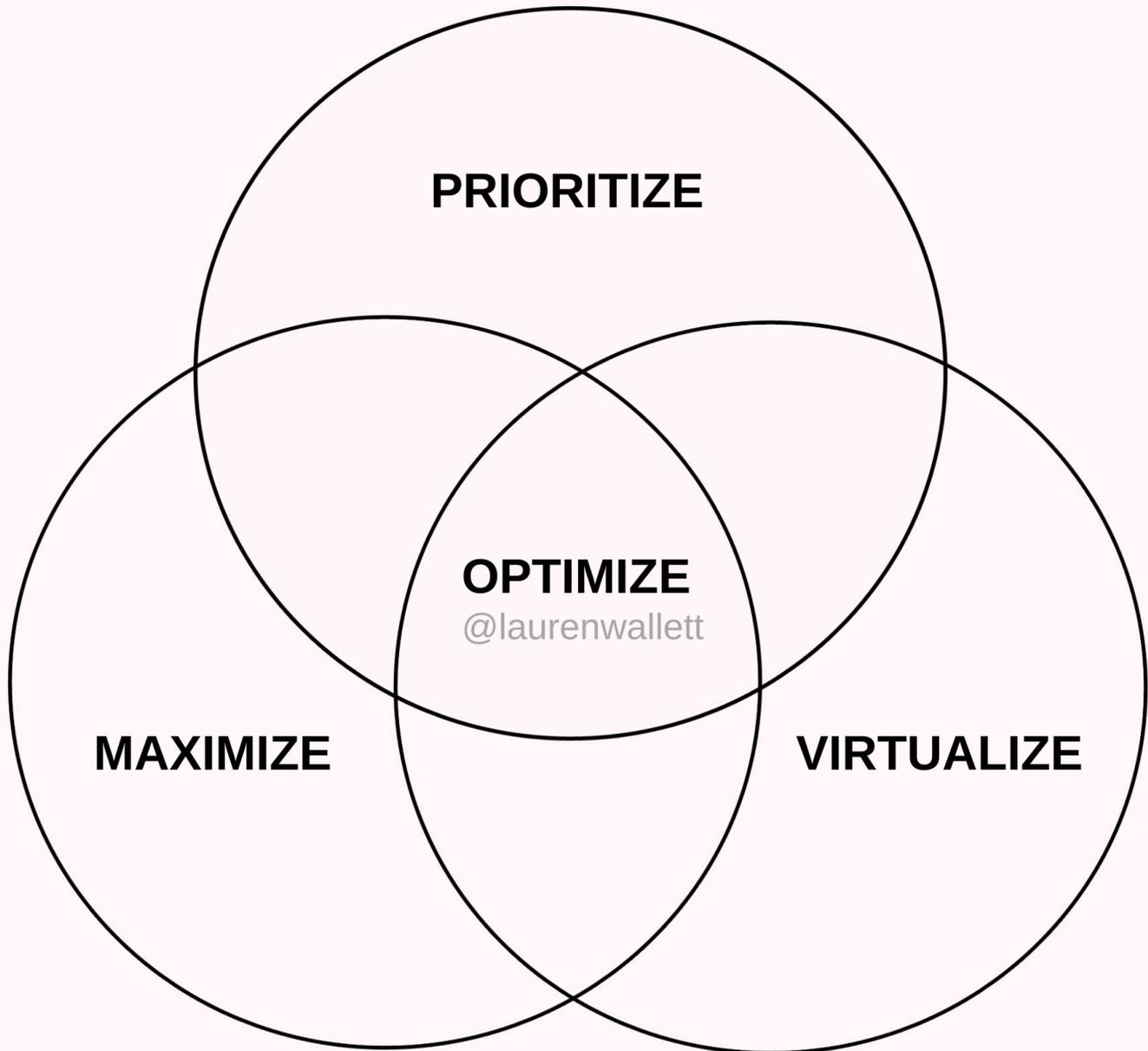
- Clarity on the vision for your business
- Confidence in realizing you have more to offer the world than you thought
- Capability in making an impact in the lives of people your business is built to serve
- Conviction in what you have to say and how to say it
- Concentrated efforts and accelerated results

You can make money from multiple revenue streams by tiering your offers

You can save money by cutting out what's unnecessary

I've developed a unique framework that includes:

Prioritizing | Virtualizing | Maximizing



BUSINESS OPTIMIZATION FRAMEWORK



PRIORITIZE

- **What does Prioritizing mean?**

Prioritizing means to focus on what is most important to your business. What's most important depends on where you want your business to go.

- **How to Prioritize:**

Start by writing down your ideal case scenario for your life and business in 3 years time. What would have happened to leave you feeling in an ecstatic state. Write *as if* it's all already happened. This is an exercise in imagination and expansion. Really put it all out there and list all the achievements and feelings that would go into your absolute best case scenario.

3 years into the future: My best case scenario

Your ideas for your best case scenario is not an exact science and because future tripping often sparks exponential growth, you may discover that your 3 year goals occur faster than you'd planned. Some you'll change along the way and others will occur that are beyond your wildest imagination. Brainstorming about your dreams and desires isn't so much about getting them as it is about expanding your capacity to create whatever you decide you want.

Now you have your first measure in place, you're able to start reverse engineering the process. The dream you ordered is set to arrive in 36 months. Based on that equation, what would success toward your dream look like in the first 3 months?

That's just less than 10% of your dream reality. Write it down.

My 3 month goal

Now you have your immediate goals to start working toward. You'll break these down into actionable tasks to do.

You don't need to know how you're going to do them just yet. The idea is that you get crystal clear of what they actually are first so that you know when you're moving toward them and when you're heading away from them.

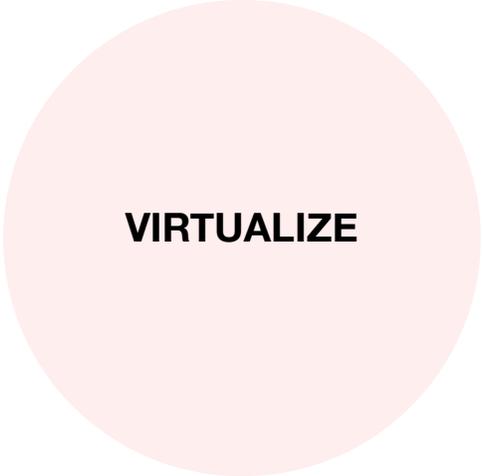
For example, if you know you want a life of freedom and flexibility in 3 years, and keep piling up your to do list today - you're not moving toward your desired outcome so you'll adjust your action plan so that it aligns with your future vision. It's how to keep on track.

If you realized you have no idea what you want, make something up and keep refining it until it feels like the right fit for you. This is where having a coach can assist you with thought provoking curious conversations and challenge your limiting beliefs, but you are more than capable of tackling this alone.

Set up a Trello board

Trello is an online application that you can download to your phone and computer. It will serve as your virtual drawing board. You'll list your goals, priorities and tasks here and every time you have a new idea or to do, file it under the appropriate section.

A simple Trello board could have a Personal and Professional board or be broken down into specific business goals, like projects, clients, marketing and a backlog. Include a board called "Done" and transfer each task to the done board when it's, you guessed it - done.



VIRTUALIZE

- **What does Virtualizing mean?**

Virtualizing means to put it online. You've already taken the first step with setting up your own Trello board but there are multiple ways to set up, support and scale your business online.

If you are technology adverse, you're able to hire a virtual assistant who will assist you with virtualizing your business.

- **How to Virtualize:**

Look at all your tasks and set aside all the ones that you don't have to manually do yourself. Not sure which those are?

Set your personal tasks based on the highest return of investment - so if you can set up your own email automation but it takes you 4 hours because you've never done it before and selling a consulting session would make you money, don't do the automation yourself. Virtualizing is where you start to make money by saving time and buying yourself more time.

13 ways to virtualize intelligently

1

Automate: *what will you set up that runs automatically vs manually?*

Calendly is a free online appointment schedule system. It integrates with your calendar on your computer and or phone. The set is simple and you're able to share your unique booking link on social media, your website, a landing page and via text / Whatsapp.

You don't need to manually schedule a meeting with back and forth emails around availability, you can use Calendly to set your available times and adjust bookings as they come in.

Automating your available times saves you lots of time!

Here's an example of all my offers on Calednly here.

I send out specific options depending on who needs what.

2

Cancel: *what services will you no longer offer?*

If you're no longer serving clients in person and instead are serving them online, will services will you cancel?

I've redirected my usual one-on-one offers to all be all Business Optimization so my usual multitude of offers is off the table.

Pick your strongest offer and shelve the rest for a later date. You will still have them available if someone needs them but don't showcase everything all at once.

If you're uncertain which offer to pick, you can create a poll to see what people want most or lead with one main offer per month and test it. (List this as your priority goal to track for your first month.)

3

Delegate: *who else could fulfill certain tasks on your behalf?*

Even though you have more time on your hands, now is a great time to get yourself a virtual assistant. Need help with your sales funnel, email list and email automation? Need help with social media management?

The more prepared you are with what you want help with, the easier it is to find a V.A or package to fulfill your needs.

Remember that having a V.A requires supervision and management - it's a team effort to achieve a successful outcome.

4

Outsource: *what are the tasks that someone else could do?*

What work do you want to be done for you. If you never had to do it again, what wouldn't you do? Taking these tasks off your to-do list frees you to think more creatively and strategically about the vision for your business.

Make a list of the tasks you want to outsource so that you have an idea of how much time and how much they're worth for you.

- Want to set up your own podcast?
- Wish you had customized social media content prepped and ready for you?
- Know you need Instagram but are not interested in managing it yourself?

5

Share: *what could you do with someone in a bounce-back collaboration?*

Who do you know who runs their own business or that you intellectually / creatively respect who does the same or something similar to you? Invite them to a 90-minute bounce back session. 45 minutes for you to say what you do, what you need help with and get their insight and then 45 minutes for them to do the same.

A share is just that - it's a time and energy exchange vs a money exchange.

Not sure who to ask? [Click here and join my Facebook community of Business School for Coaches](#) and you'll meet some awesome people.

6

Systematize: *what step by step process will you implement to simplify services and operations?*

This is where you'll need to self-study or hire an online business coach. I recommend hiring because it's faster and more impactful.

For example, to set up my clients online I recommend creating:

- A compelling offer - like an audit or assessment
- An integrated form to capture their client's information for the offer (set up on google docs)
- A landing page to sign up for the offer (set up on Mailchimp)
- Strategic places to share the landing page
- A scheduling tool to book client calls to discuss their audit or assessment (Set up on Calendly)
- Email integration so that bookings and Zoom details are automated
- A platform to host to the call as a phone alternative - (Zoom)

Even though I've just told you what you need to do, figuring it out and puzzle piecing it all together took me years to do! It requires a deep understanding of multiple tech tools. You may want to list what you want first and then decide what you do first based on your overarching priorities for the month.

7

Swap: *what are your favorite tasks to swap with someone else for theirs?*

Are you involved with a community of fellow coaches? We each have our unique zone of genius and when we team up we can swap what we know and love to benefit others.

Decide on a skill you'd like to share, partner up with someone who has a skill you'd like to learn and much like the share, follow the same format but this time you'll teach.

To start, just list the skills you've learned from jobs and projects you've done in the past.

[Click here to find Coaches to swap with.](#)

8

Replace: *what aspects of your business will you replace with better structures?*

What's not working efficiently or effectively for you? What's draining your energy and wasting your time? Make a list and decide which you'd like to replace first.

Once you know, you can research to see if you need:

- An online course
- A done for you solution
- A business mentor
- A tech tool

9

Tech Enable: *what tasks can be enabled by tech tools vs human brainpower?*

Enabling your business with technology gives you the support of a team without having to pay the salaries!

Almost everything you wish could be done for you, already has a tech tool waiting to fulfill your needs.

Scroll to the end of this section for a summary of all the Tech Tools and Platforms listed in this document. For more, email me hello@laurenwalle.com and I will send you specific ones to suit you.

10

Template: *what can you plug and play with select adjustments?*

I love Digital Design Templates for Instagram.

I have select designs for

- Announcements
- Quotes
- Client testimonials
- Conversation starters
- Covers

- Teachable's
- Story templates and more

I adjust my templates with new information to ensuring that my business has a specific look and feel.

I also use templates for:

- Invoicing
- Guidebooks
- Downloadables
- Marketing Audits and more

What will you template so that you have easy access to what you need when you need it?

11

Time Share: what can you do for someone for an hour while they do something for you?

This is like skill share or swap expect it's not done together. I've used timeshare as a payment plan before. I swap something I'm selling for someone else's time equivalent in monetary value and you can do the same.

Offer someone your course in exchange for theirs or offer to coach them in exchange for their program.

Trade time instead of money to get your needs met.

12

Upgrade: what policies, procedures, and premises can you enhance today?

What business policies and producers do you have in place? If you don't, take a few minutes to write up a list.

More importantly, what is the life and business premises that are currently affecting your day to day reality i.e. what truths do you believe?

When you address your truths you may realize that they're holding you back. Often what we think keeps us safe is the very thing that's making us stuck.

There's usually a deeper reason for not being on Instagram and adopting technology that what you think it is. *Check your premise*. Could it be time for an upgrade? The mindset component of business states that every time you go through a personal upgrade, your business does too!

You're drawing certain conclusions from your set premises. Address those and you will draw different conclusions - and far more opportunities!

Need a coach to do a premise check with you? [Ask someone in the Facebook Group](#) or email me to book a session (hello@laurenwalleth.com).

13

Quit: *what could you stop doing today that would help your business?*

What started out as a lovely addition to your day that has become an addiction? What do you need to quit? Write a list and pick one thing that you will no longer do.

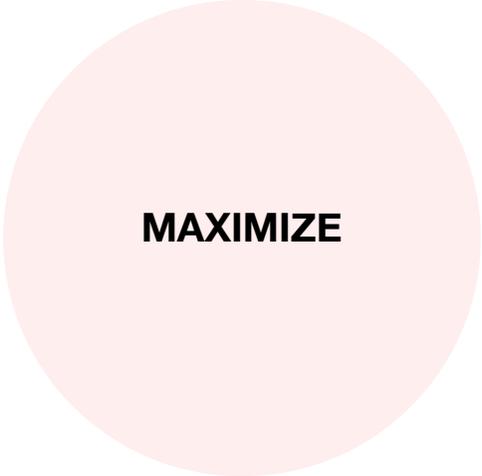
To assist you, ask yourself why you do it in the first place and then ask yourself why you answered what you did and ask why a total of five times more. These 5 why's help you to dig into the essence of why you are numbing out and distracting yourself and will help you to quit.

Quick list of virtual tools and platforms:

- Calendly
- Mailchimp
- Google drive
- *Google forms*
- *Google docs*
- Zoom

- Social Media channels
 - *Instagram*
 - *Facebook Page*
 - *Facebook Group*
 - *LinkedIn*
 - *Pinterest*
 - *Twitter*

- Social Media Management
- Website
- *Blog*
- Landing page
- Text messages
- Whatsapp messages
- Sales funnel
- Email list
- Email automation
- Email nurture sequence
- Content Creation
- Podcast



MAXIMIZE

- **What does Maximizing mean?**

Maximizing means to bring the best out of your business. To enhance what serves you and get reduce the rest. This is where creative strategy comes in. Instead of looking at your business in 2 dimensional linear black and white entity, you look at it as a 3 dimensional, ever expanding, multi-colored possibility. Instead of looking at yourself as a business person, you see yourself as a progressive creator.

To maximize is to expand exponentially so you'll be doing multiple things at once so that you're growing your reach inside the hearts and minds of your future clients. You're planting multiple seeds of goodwill to flourish.

- **How to Maximize:**

Where does the latent potential already exist?

- List you current services, products and offers.
- Which of these can you breakdown into smaller offers; which can you combine into larger packages?
- What's the 10 X version of your highest offer? (What would it take to create that?)

How else can you best serve your client base?

- What marketing, advertising and sales tactics are you employing?
- How active are you with Social Media?

- Which platforms will you try first?

How can you experiment and get curiously creative so that you ultimately work less and play more?

- What can you do to interrupt a daily pattern you're in? Could you take a 10 minute walk? Schedule breaks, co-work, change your schedule? Think outside the box and try something unexpected to trigger your brain into a creative state.

Your Maximizing Strategy in 3 parts:

Strategize what you need to:

- **Simplify:** *do less of*
- **Multiple:** *do more of*
- **Amplify:** *extend your reach through your personal brand and business marketing*

Recognize what you do best to enhance it and recognize what you don't love doing so that you can upgrade your strategy plan.

2 DIY Courses to assist you to Maximize:

- **Simply Irresistible:** *how to create and sell multiple irresistible offers and keep your clients come back for more.*

[Watch a free class here](#)

- **Content Creators:** *how to create irresistible content and captivate your community*

[Watch a free class here](#)

Ready for more?

[Start your 90 day plan for free here](#)

Want relief faster?

Email me about a virtual VIP day where we OPTIMIZE your business together

Get in touch

Email:
hello@laurenwallett.com

Instagram:
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