

Your Effortless Business Guide

An effortless business gives you what you need to live your Good Life. Otherwise, why do it? Your Effortless Business has clear journeys that each of the 3 people in your business take: you, your customers and your team. You have only 3 levers in your business to make those journeys work for you: environment, experience and value exchange.

Your job is to use those levers to create journeys that serve & delight. Once you know what that is, you lock in that work with algorithms or systems.

If you have talked to any business support professional or read the E-Myth (or any of its derivatives), you know that systems will make your business easier. And yet...

We look, research and ask to find the right systems to implement and they never seem to stick. That's because we are going about it backwards.

The secret to using effective systems is to work out how you do what you need to do, then craft your systems around that work. In other words, you don't start with systems, you finish with systems. After you have designed the workings of your business.

Your Effortless Business gives an anticipated, predictable outcome. It is carefully crafted to Serve & Delight you, your customers and your team. Telling those stories will help you attract more of the best customers and team members.

I am Frances Schagen and I wrote the book, Your Effortless Business. I owned a bookkeeping business for 15 years and work closely with 100s of small business owners just like you. I had the privilege of diving deeply into their businesses and learning what worked and what didn't.

What I learned turned everything I KNEW about how to run a business on its head.

I folded that business and wrote [Your Effortless Business](#). I founded the [Business Owners Success Club](#) as a place to store everything I learn and create and as a laboratory (I miss that part of my bookkeeping business). I continued to research and learn, then designed the [Small Business Operating System \(SB/OS\)](#). It is an easier way to run your business. As you will see here.

Knowing what to do is the biggest and first step.

Become a member of the Business Owners Success Club [Small Business Academy](#) This is the MBA for small business. You will learn everything you need so you know exactly what to do next and next and next to make your business easier and more profitable for you.

Journeys (What you do)

Owner

What will it take to **Serve & Delight** you? (and your co-owners) What do you need from your business?

What **Engages** you in your business? What keeps drawing you in, even when you aren't feeling like it? What sparks you?

What **Attracted** you to this business in the first place? What would attract others to join you, if that is what you want (or as a thought exercise)?

Customer

What is it that makes your customers feel **Served & Delighted**? What problem are they solving? What makes them feel loved/supported/heard/cared for?

What is that first **Engagement** with your business? How do you draw them in? Make them feel welcome? Let them know that this is for them?

What **Attracted** them to your business in the first place? How did they come across you? What did they hear about you first?

Team

What do your team members need from your business to feel **Served & Delighted**? Given that most team members stay an average of 3 years, how can you make that 3 years rich, robust and optimal for both of you? What do your team members really want from you?

How do you **Engage** your team members? How do you start the journey together in the right way to set you both up for success?

How do you **Attract** the best team members? How can you have a pipeline of the best people wanting to work with you?

The 3 Levers (How you do it)

Environment

Your environment tells the story of your business. What story does it tell? How can you make your environment support the work you do? How can you make your life and business better with your environment?

Your environment includes the physical place where you work, your online presence, the people who surround you, your mind and everywhere else you spend time.

Experience

Your job is to craft the Journeys. In other words, design the way you, your customers and your team experience your business. How do you want them to feel? What will it take to make them feel that way?

Value Exchange

What is most important for your people? How can you give it to them? What do you need in exchange so that you can continue to improve? This isn't all about money. It is about what is important, including money.

Once you have a clear map of the Journeys and you are using your levers most effectively, you can create the algorithms, or systems that will make your business effortless. Put these 11 algorithms in place and your business will run itself.

Some of these algorithms are designed to feed information to other algorithms. Some are paths of algorithms with branches and decision trees. Some are things you set in motion and let play out.

Your business will still need you to be keeper of culture, to set direction and to look into the future of your industry and community. Your business needs you to be well rested, creative and energized. Your business needs you to grow, expand your thinking and continue learning.

Your business needs you to be the best you can be and to live your Good Life.

Essential Eleven Algorithms (Making it Effortless)

Here are the Essential Eleven Algorithms

1. Your personal plan
2. Business Strategy
3. Financial Management Plan
4. Project management (solution delivery)
5. Tell customer stories
6. Get to know potential customers
7. Followup appreciation and story gathering
8. Tell team stories
9. Interview process (both ways) and Onboarding
10. Team check ins, needs and story gathering
11. Feedback Loop

Your personal plan

This is why you are doing what you are doing in this business and not something else. It is what you want to get out of your Good Life and how your business will help you get it. It is a plan for how you will get what you want and how you will grow your skills and knowledge so you can continue to give your best

This is done once and the information is fed into the Business Strategy.

Business Strategy

This is an internal document. It is done once, then updated regularly by schedule. A strategic plan follows a proven format. That's the easy part. Working through that format is the difficult part. It involves deciding what not to do to leave the few things that are most important to do.

- What is the major outcome: you would like to achieve?
- What are the 3-5 strategies you can do to give you that outcome?
- How do you perform each of those strategies?
- What tasks and activities must you do to perform those strategies?
- What resources, skills, abilities do you need?

Financial Management Plan

This describes how money flows through your business and how you capture that information. You should be tracking up to 3 financial indicators that will tell you how you are doing with your Business Strategy. As you accomplish areas with your business strategy and change your focus, your financial indicators will change, too. Caution: don't let the tail wag the dog. Financial information should inform your decisions not force them.

Project management (solution delivery)

This is about how you deliver your solution so that you serve & delight your customers. What needs to be done, when, by whom and with what resources.

Tell customer stories

The best way to attract the best customers is to tell the stories of your best customers. How will you gather those stories? How and where will you tell them? Make it easy and automatic.

Start the conversation with potential customers

What do you do to turn interested people into customers? Only about 3% of the people who are interested in what you are doing will be ready to buy today. How will you keep them interested and engaged until they are ready? In other words, what value will you continue to give them?

Followup appreciation and story gathering

It is easier to keep your customers than it is to get new ones. The number one reason customers give for moving on is that they don't feel appreciated. Your attention and most of your resources should go to making your customers feel appreciated. Follow up is a great time to find opportunities for improvement to loop back into your project management algorithm and it is a great time to gather stories to tell.

Tell team stories

You will attract the best team members (and more customers) by telling the stories of your successful team members. How do you identify, gather and share those stories easily?

Interview process (both ways) and Onboarding

Too many small business owners try to wing this part. There are ways to interview candidates that will help you make good hiring decisions. Your onboarding process is key in setting the tone for the entire time your team members are with you. It is the start of sharing your culture.

Team check ins, needs and story gathering

Your team members need continual attention. Your job as leader is to make their jobs easier. That means giving them clarity about what is expected; the tools to do the work (including training) and letting them know when they are doing a great job.

Feedback Loop

You have feedback loops in several of your E11, and you need a universal feedback loop.

It serves to check in with your desires and to make sure you are continuing to move towards your most important outcomes.

It serves as a way to pause periodically to make sure that everything you are doing serves you, that there are no redundancies and that any gaps can be filled.

It serves to check in with global changes so you can keep pace and are not blindsided.

It serves as a way to refine your systems and make them work better for you.

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System Creation Tool (Step by Step)

What system do you want to create?

What outcome do you want?

What resources/constraints/requirements are in play?

How do you do it now?

Take a good look at how you do it now to find ways to get your desired results more efficiently

Research how others do it to see if there is anything you can apply

Redesign how you do it

Try it, evaluate, test new approaches until you are happy with it

Record what you do and prepare an appropriate kit

EXAMPLE:

What system do you want to create?

Morning coffee making

What outcome do you want?

Best cup of coffee with least effort

What resources/constraints/requirements are in play?

I want to try out my new Aeropress and I want to use fresh organic fair trade beans

How do you do it now?

Ground coffee in a coffee maker

Take a good look at how you do it now to find ways to get your desired results more efficiently

With the aeropress I boil water and grind the beans.

Research how others do it to see if there is anything you can apply

The first while I followed the instructions that came with it. Then I watched Youtube videos of how to do it.

<https://www.youtube.com/watch?v=kQ8wvUKa35E>

Redesign how you do it

I started using the upside down method

Try it, evaluate, test new approaches until you are happy with it

I set the kettle boiling, grind my coffee, fill, press and drink.

Record what you do and prepare an appropriate kit

I have a place in my kitchen for everything I need to make my morning coffee.

ANOTHER EXAMPLE

I used to run a bi-weekly Lunch & Learn and it would take me most of the morning to prep for it, until I set up a system. I made an index card with a checklist that included the phone numbers I needed, the steps so I could publicize on the day and the things I needed to bring. I made a kit (a box) with everything I needed to take like cups, signs, business cards etc.. Using that system, it took me only 30 minutes to prepare.

So there you have it

1. A structure for your business in the SB/OS
2. A clear path to making your business work better with the Essential Eleven Algorithms
3. The system creation tool to make it easy.

Do you want more help with that?

Do you want a personalized plan to guide you in the order to do this work?

Do you want the support of an experienced small business professional?

Do you want to be part of a mastermind of other small business owners?

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