

Business Overview

Bramley Business Solutions

Enable your business to
run like clockwork

**Everything that goes on in your business,
all in one place.**

This document lists examples of the sections and tasks
that may be relevant for your business.

Use it to create your own business overview - one page
listing everything that goes on in your business.

ADMIN

- Business review - quarterly
- Team management/HR
- Maintain business operations manual
- Privacy policy, T&Cs
- Compliance, GDPR
- Emails
- Calendar
- Equipment, software
- Office management
- Research: business and industry
 - Online
 - Print
 - Events
 - Experts
- Website
 - SEO
 - Maintenance
 - Backups, software updates
 - Analytics
- Continuous improvement

FINANCE

- Expenses
- Invoicing
- Tracking and chasing payments
- Managing your accounts
- Insurance
- Tax return
- Budget planning

MARKETING

- Strategy
- Detailed plan
- Brand/style
- Opting in
- Social media
- Blogging
- Vlogging
- Videos
- Emails
- Newsletters
- Webinars
- Freebies
- Advertising
- Partnerships: referrals, joint ventures, affiliates
- Appearances: interviews, panels, event speaking

SALES

- Your products
- Product development
- Consulting, Group coaching

CLIENT MANAGEMENT

- Contact list
- Registration/intake
- Service delivery
- Liaison and support
- Testimonials
- Surveys
- Complaints

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Use your business map to create systems and processes for each area of your business.

Work through the list you've written and create systems and processes for everything you do.

Having all this information will help you streamline your activities and prioritise your time.

CREATING SYSTEMS AND PROCESSES

Now that you can see everything that goes on in your business, you can define your systems and processes. Doing this will give you greater clarity on what you should be doing when, enable you to train others and increase efficiency.

In order to do this, you'll need to write down the activities involved for each item listed in your business overview.

Then add the following information for each activity:

- When it needs to be done
- The steps involved
- Who does them

This is a great opportunity to look at how you do things, and if they can be improved. Why do you do this task in this way? Is there a better way? If so, write down how you would like to do each activity going forward.

If this gives you a lot to do and it all feels a bit overwhelming, you can use the questions below to identify where to start:

- Where do you waste most time?
- Where do you miss deadlines?
- Where do you find yourself procrastinating?
- What areas of your business feel like they weigh on you?
- Where do you feel you lose money?
- What activity do you want to focus on systemising over the next 30 days?

You can take this information to transform your own systems and processes, or Bramley Business Solutions are here to help you every step of the way. We can consult as you go through the process answering ad hoc questions, do the first couple of tasks with you until you get the idea, or review your whole business with you. However much support you need, just let us know.