

# Systems Give You Freedom

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**There's nothing worse than waking up in the morning realizing you created a successful business but it is taking over your life.** You get caught up in the excitement of launching your latest project or marketing tactic only to realize you have to keep it going consistently for it to attract clients.

When you create systems for those repetitive things, you free up your time and energy so that you can focus on those few critical things that actually bring in clients and revenue. One of my clients recently put in place a process that reshaped the way he worked. Although initially skeptical, because he thought they might take away his spontaneity or creativity, he actually had more of it. Actually, when he described his new work day, he responded with a sense of relief, "Ahhhhh."

**Here are three reasons to embrace the idea of a systems approach:**

## **1. Systems Create Focus and Flow**

**You can create an assortment of systems, but if you don't connect each of those systems, you'll have silos that simply don't work.** This is what happens when you take a bits-and-pieces approach. Implementing pieces of marketing, without strategically looking at how it impacts the whole, creates chaos.

**First, a systems approach takes into consideration you as the entrepreneur and how you uniquely are hardwired.** Since you are the driving force behind your business, it's critical to know your hardwiring. Your hardwiring is something you're born with and determines how you communicate, process thought, and like to give and receive information. Knowing this helps you to structure your business with systems that work in alignment with how you uniquely execute.

**This is an important, but often missed, and the reason why many entrepreneurs fail to create any real momentum in their business.** My advice for the types of structure even systems for someone who needs a lot of independence in their business would be quite different from someone who innately needs a team.

**When one of my clients asked me why he couldn't stay motivated, the answer was simple. He was naturally hardwired for that innate need for challenge and independence.** It was no surprise that he loved to drum up new business. He was energized by it. However, he was returning to his business trying to execute the minute details and found himself procrastinating and lacking enthusiasm.

**We restructured how he executed his business model. Instead, of doing the actual detail-oriented work, he delegated it to someone who enjoyed the details but who didn't like to drum up new business.** As he kept drumming up new business, which he loved to do, he kept motivated and had one of his best years. This created focus and flow for my client.

## **2. Systems Create Efficiencies**

One of my clients who works out of his home found that he was cutting into his day with personal errands. He was stressed and felt scattered. Instead, he identified one afternoon designated for personal errands. This worked for him. He regained a sense of control over his work week. Now, he is able focus his complete attention on his customers when he answers a customer service call.

### 3. Systems Give You Freedom to Create and the Capacity to Grow

**There is usually a way to systematize, automate, create a form, develop a process, build a template, or delegate opening up your schedule.** Take a moment to make a list of what you do: billing, administrative, writing, etc. Identify those areas that can be delegated, systematized and automated. When you reshape the way you work with a systems mindset, you create your capacity to earn more and grow your business.

Systems give you freedom. Put one business system in place this week and watch what happens.