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CEO FRAMEWORK



ANNELISEWORN.COM



Working too much, overstretched and overwhelmed, throwing money down the drain on programs, tech and contractors? You're in the messy middle.

This workbook is your secret passage way out of that prison cell. Let's go!

Ready for some tough love friend?

It's time to step into your role as CEO and run your business, like a business. If you're not where you want to be in terms of time and money freedom, we need to shake things up. We start by asking 3 powerful questions that will get you making big shifts in each area of your business and life.

Why? Because I know what it's like to be on the brink of burnout. I was running 2 x 6 figure agencies, running a team of 9, being mumma to 4 little ones (including a newborn) all while hubby was away 12+ hours a day, 6 days a week owner building our dream home.

I learnt a thing or 2 about what DOESN'T work, and had to quickly figure out what DID.

This is it. This is the framework that changed my business, and my life. If you let it - it can do the same for you.

Ready? Let's do this. -A.

1 Marketing

Marketing is external communication and inspiration. It draws people to you. This is the process of putting fishing lines in the water. We need to do it - consistently. If you're not bringing in leads, and nurturing them, you're not going to be in business very long.

ASK YOURSELF

What is the ULTIMATE solution that creates transformation in the people you serve? _____

Where / how will you get in front of new people and keep nurturing them? _____

What messaging spurs ACTION in your people? _____

Sales 2

You're running a business, not a hobby. No matter how much you love it. We need a repeatable, predictable method, or methods, for selling. This includes everything from your offer, to presenting it, to following up and how people pay.

ASK YOURSELF

How many website views / consults / sales do you need per week to hit your goals? _____

How can you make this predictable? _____

What are the common objections & your responses? _____

Finance & Legal 3

The super important, less sexy components. Don't be fooled - you are never too small for a legal conflict. Get the right structures and support in place from day dot. Or right now, if you haven't already.

ASK YOURSELF

When will you schedule finance and legal into your calendar? Weekly, monthly, quarterly and annual check ins. _____

Where does your money go when it comes in? Bills, people, tax and profit.

How will you make sure you get paid in full, and on time? _____

4 Service Delivery

The most important part - right?! What and how you deliver is going to determine the results you get your clients. Your results are what drives retention and referrals. This is how you SAVE money. By keeping clients, and getting new ones without paying for them.

ASK YOURSELF

How do you streamline onboarding? _____

How do you ensure everything gets done, well and on time? _____

How do you ensure referrals? _____

5 People

People drive growth. You want to grow? You need people. With every new project or task, ask yourself 'WHO will do this?' not 'HOW will I do this?'

ASK YOURSELF

What is your Org Chart NOW and LATER - who do you need to hire, when?

What's your hiring and training process?

How will you make each role profit producing? _____

Wellbeing 6

OK now for the real work. Here's how my advice differs from the traditional business coach. Although this is number 6, it needs to come FIRST. You created your business for more time and money freedom, right? If you're not looking after YOU... you'll never have that. Ever.

ASK YOURSELF

What are you doing to keep your body healthy and rested? _____

How are you feeding your mind? _____

What are you doing for fun, and when? _____



7 Impact

This is where the magic happens.

Our business can be a vehicle for making a difference. Through the actual business function, and/or through supporting causes you care about. Personally, I want to grow my business to help other impact driven entrepreneurs grow their own businesses ... and create a ripple effect that creates a massive wave of goodness through the planet! Every small thing you do matters.

ASK YOURSELF

What are you going to do with your profit? _____

How can you use your business to make a positive impact in the world? _____

What do you want your legacy to be? _____

You're amazing! If you've taken the time to answer these 21 questions, you've done what so few business owners do... Slow down to speed up.

Often we're too busy running to slow down and make sure our feet are on steady ground.

The next step is to actually take action to design and implement these systems in your business.

It's never too early. It's never too late.

Yes - you can do it if you're the only one in your business.

Yes - you can do it if you've got a full team and need to pull half the thing down to rebuild.

Get support from someone who's been there.

Need clarity? A starting point? Let's chat.

[Book a free 15 minute Strategy and Action Call.](https://anneliseworn.com/consult) (anneliseworn.com/consult)

We'll go rapid fire into your business goals, and you'll leave with a 3 Step Action Plan you can implement - either on your own, or with my support.

[Book a call with me here.](#)

Chat soon,
Annelise

