

Gain control of your time,  
stuff & space.

## The 5 Essential Business Systems

These are the 5 systems every entrepreneur needs as soon as possible:

**Money** – The reason we are all in business. You need to have a way to take money in (process a sale) and to disburse it (pay your bills). Create a plan for keeping your books and making spending decisions.

**Marketing** – Your brand, your message and a consistent way to share that message and attract the clients you want to work with. Determine a plan and a method to put your stuff into the world. (The real reason for this system is to make the money).

**Follow-up / Contact Database** – Just one place to look every time you have to make a phone call can save you weeks every year. Have a reliable way to track and follow up with your clients, potential clients, vendors and partners. (The real reason for this system is to know who to market to).

**Delivery** – How do you get what your client bought to them? It doesn't matter if the thing they bought can be held in their hands, or not, there are still steps involved with the customer taking possession of what they purchase. (The real reason for this is to make the customer happy so they purchase again).

**Inventory** – Even if you don't have a traditional product, you still have office supplies and marketing materials that need to be tracked and occasionally replenished. (This allows you to do all you do with out running to the store).

Each system affects all other systems at some point (Remember that time you ran out of ink just before a presentation?). Ignoring one is like driving with a flat tire – possible but not at all efficient.