

## **BPP #004: How to life-proof your business**

A 5-point checklist to handle any curve ball

### **1. Batch tasks**

Chances are good that there are recurring tasks in your business that could benefit from batching. Batching means that you carve out a chunk of time to do a big batch of tasks at once rather than each week e.g. write four blog posts at once rather than on each week.

**Check off the tasks that you could batch:**

- Blog posts
- Podcasts/videos
- Invoicing/follow up
- Content creation for a product/program
- Newsletter
- Bookkeeping
- Prospective client follow-ups
- Social media
- Other

### **2. Create templates to systematize / automate**

Where can you streamline/automate/systematize or template processes in your business to make things more efficient and easier to delegate? Create a list of recurring processes you use, and start to map out the workflow. From there, create templates that you could pass off to a team member or a pinch-hitter if you were unable to do it yourself.

Think: new customer/client intake, blog/podcast/video publishing, social media automation, payment processes, joint venture agreements, webinar/teleclass processes, launch processes etc.

### **3. Save a 3-month contingency fund**

This is a no-brainer. Start putting aside money each month and build up to a 3-month business contingency fund so you could keep your business going if life got in the way.

## 4. Create and sell leveraged offers

Service-based business models are fantastic on many levels, but they aren't always so fabulous if something unexpected happens. Think: if an unexpected life event happened, and I could no longer service my existing clients — how would I bring in revenue?

This is where having something that's leveraged or more passive can be a big help as you can turn up the volume, and sell it without having to give access to you. And your team (if you have one) can do this too - it's independent of you.

**Brainstorm leveraged offers here (either existing or new):**

## 5. Be the CEO

Being the CEO means that you are looking at the greater landscape of your business and anticipating what's coming. Of course you can't control or know everything, but at the very least you can plan for and adjust to known changes in your personal life (e.g. wedding, baby etc).

When you're acting as the leader of your business — you making time to work ON not just IN your business so that you can be prepared for any curve balls.

Download the [CEO Fast Track guide](#) and start making time to be the CEO of your company. Use that time to work through this checklist so you have the confidence and resources to navigate whatever life throws your way.