



# Your Quiz Results

SYSTEMS & AUTOMATIONS

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# ABOUT THE AUTHOR



*Hello, I'm  
Christa!*

I'm here to help you establish & implement the strategy, systems, and measurement you need to grow and scale your online business.

I have the knowledge, skills, and experience to help you put the whole picture together. Not just the marketing and business strategy but also the mindset, systems, design, tech, and data analysis to put it in motion and optimize your growth.

## *Work with Me*

As a Certified Master Marketer and Business Strategist, Funnel Builder, and Automations & Data Measurement Specialist with well over a decade in the online business space, I can help you build and grow your profitable online business through proven strategies and data driven decisions.

It's my mission to help other women entrepreneurs create the financial freedom and independence that can help change the world.



# *your results*

## SYSTEMS & AUTOMATIONS

Your business will benefit most from you focusing on your systems and setting up automations and workflows.

When you first start out in business it makes sense to just handle things directly as the need arises. Tasks like scheduling appointments with potential or existing clients, sending out emails with necessary information, client contracts, or course access, etc. But these tasks quickly become overwhelming and hard to manage as your business grows and become a bottleneck to scaling.

It's critical to your success that you have systems in place in your business that support your growth and are automations, like automated email workflows and automated client onboarding and offboarding to streamline operations boost sales, and create a better client experience.



# *your blueprint*

## **SYSTEMS & AUTOMATIONS**

Where you currently are in your business journey, and the types of products and services you offer, will determine what systems & automations you'll want to implement to grow and scale your business. Start out simple and you can get more creative and complex as your business evolves.

### **Get Started with:**

- Automated Email Welcome Sequence
- Appointment Software + Automated Reminder Sequences

### **Grow with:**

- Automated Lead Gen & Nurturing
- Automated Client Onboarding and Offboarding

### **Scale with:**

- Segmented Email List for Targeted Campaigns
- Automated Re-Engagement and Upsell Sequences
- Create SOPs (Standard Operating Procedures)

# SYSTEMS & AUTOMATIONS WORKBOOK

DO I HAVE AUTOMATED EMAIL SEQUENCES ESTABLISHED THAT WELCOME AND NURTURE MY LEADS AND RE-ENGAGE INACTIVE SUBSCRIBERS?

DO I HAVE SYSTEMS AND AUTOMATED PROCESSES IN PLACE TO WELCOME AND ONBOARD NEW CLIENTS AND OFFBOARD WHEN THE TIME COMES?

# SYSTEMS & AUTOMATIONS WORKBOOK

DO I HAVE SYSTEMS IN PLACE FOR REMINDING NEW AND POTENTIAL CLIENTS/CUSTOMERS ABOUT THEIR UPCOMING APPOINTMENTS WITH ME?

DO I HAVE SOPs (STANDARD OPERATING PROCEDURES) IN PLACE TO HELP ME AND CURRENT OR FUTURE TEAM MEMBERS BETTER SERVE MY CLIENTS AND CUSTOMERS?

# next steps

## SYSTEMS & AUTOMATIONS

Are you ready to increase engagement, growth, and sales without increasing the amount of time you're investing or hiring out in your business.

### Your Options

If you're looking to learn how to implement these strategies in your own business, then I recommend starting with [The Stand Out & Scale Success System](#).



If you're looking for a higher level of support, and desire an expert to partner with to create and implements systems & automations in your business then please check out our [1:1 Consulting Services](#), [1:1 Consulting including Done For You Services](#) [Retainer Packages](#), or [book a call](#) with us to discuss your next best step. Thanks!

*Christa Potter*

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