

Subject: [Your Tips] Emergency Preparedness for Entrepreneurs

Process Prodigy



"We don't just Tell you to work
smarter, we show you HOW"

Process Prodigy
"Your Tips" Ezine

We don't just Tell you to work
smarter, we show you HOW!

October 16, 2007

Hi Beth,

Guess what? Wednesday was my birthday. I took the day off and spent the day with friends enjoying the beach, going to the spa and celebrating being 22 . . . again.

Did you know that October is breast cancer awareness month? Since it is, I thought this would be a great chance to give back. So throughout the entire month of October, Process Prodigy will be donating 5% of all proceeds to **Susan G. Komen for the Cure**. That means if you've been thinking about investing in yourself, it's a great time because not only will it be a win for you, it will also be a win for breast cancer research!

I've personally had a couple of whopper family emergencies in the past couple of months. It's easy to pretend that nothing bad will ever happen. We'd all like to think that emergencies, illness and accidents will only happen to someone else. This month's article, **Emergency Planning for Entrepreneurs** will show you how to put together your own emergency plan.

Success Session

Did you know that October is breast cancer awareness month? Throughout the entire month of October, Process Prodigy will be donating 5% of all proceeds to **Susan G. Komen for the Cure**. If you've been thinking about investing in yourself, it's a great time because not only will it be a win for you, it will also be a win for breast cancer research!

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Emergency Planning for Entrepreneurs



By Beth Schneider

Think back to when you were a kid. How many times did you quickly get in a single file line and calmly follow your teacher out the door during a fire drill? It got so routine, the drills just seemed silly, right? But think about, had the bell been an actual fire, you knew exactly what to do without thinking.

It's easy to pretend that nothing bad will ever happen. We'd all like to think that emergencies, illness and accidents will only happen to someone else. But what would happen to your business if you, someone you love or one of your team members was suddenly out of commission?

Would your clients go away? Your marketing efforts stop? Your cash flow wither up and die?

Now, I don't know about you, but when I'm sick, sad and stressed out, I don't tend to do my best thinking. The idea is to be prepared and ready BEFORE you need that emergency plan so that it just happens without thinking. Here's how to get started.

Figure out who would need to be contacted.

If you were suddenly out of commission, who would need to know? People like team members, clients, vendors, leads.

Have a communications plan. Determine who is your communication lead is. Maybe a VA, a manager, maybe

Ready to see how you could work less and make more money?

Let's see how systemizing your business could give you more, time, energy and money. Book your **COMPLIMENTARY** Success Session by sending an email to session@processprodigy.com.

Beth Schneider is a process genius! We've been working with Beth for 6 months and since that time we have increased our team as well as created more efficient systems and procedures. We are expecting to more than DOUBLE our profits this year to over \$2 MILLION, partly because of Beth's helping us create systems to keep up with our growth.

*-- Alexandria K. Brown, Online Entrepreneur and Million Dollar Marketing Coach
www.AlexandriaBrown.com*

"As a well known marketing and business strategist for entrepreneurs, I can

even a friend or relative depending on the size of your business. But be sure to choose someone that won't be emotionally involved with your emergency. For instance, if you fell ill, your husband probably wouldn't be the best choice because he'd be off taking care of you.

For me, my communication lead is my coordinator, Tasha. When ever any thing happens she is the first person I call. I call her and she does the rest.

Determine what you want your communication lead to do.

When you do make that emergency call, what do you want your communication lead to do? Reschedule clients? Ship product? Reschedule speaking engagements? Monitor email? Complete a project? Pay bills?

Here's how you determine what you need to do. Pretend that you have just won an all expense, first class, once in a life-time trip. The only catch is you have to leave tomorrow and you can't take your lap top with you. Make a list of all the things that would need to happen immediately or be delegated so that you could get on that plane. Those are your emergency items.

Define how emergency items are handled.

Now that you know who will handle the items and what they are supposed to handle, you have to set up your lead to actually get to the information they need. Here's where your systems really come into play. Lets say, one of the items on your list is to reschedule appointments. How will your communication lead access your appointments? Are they on a calendar that only you have access to? How will they get the phone numbers of the people to call? For me, I use an online tool that syncs my calendar and contacts. Tasha just has to log in and she can see all my appointments, who they are with and she can access their phone number and email address. All without me lifting a finger. While I'm a big fan of online tools, this particular item could be solved by simply by giving someone you trust a key to your office and a quick tour of your computer so they would know where to look for your calendar and contacts.

So now go through your list of emergency items and figure out how the information will be accessed.

The idea is to simply know what to do should something happen BEFORE it's an issue.

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Want to reprint this article, feel free as long as you include the following:

teach you how to build and market a business to have the clients running to your door. However, if you don't have the systems in place to manage that growth - it is completely useless.

I have worked with a lot of entrepreneurs and Beth knows her stuff! Beth has made six figure differences in my business and the businesses of many of my clients. If you want to earn more and work less, talk to Beth today!!"
-- Kelly O'Neil
www.uplevelsstrategies.com

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Beth Schneider, Chief Infopreneur of Process Prodigy Inc., www.processprodigy.com is a highly sought after operations consultant who reveals the insider secrets billion-dollar corporations pay thousands of dollars for. Specializing in process creation, her tools and techniques have helped entrepreneurs increase productivity by as much as 600%, and revenues by as much as 250%. You will find her chapter "Lions and Tigers and Process ~ Oh My" in the book, "Inspiration to Realization". She has also published dozens of articles, which have been featured in publications such as the Orange County Register, the Personal Wealth Journal and at Entrepreneur.com. Visit <http://www.processprodigy.com> and sign up to receive her Ezine, "Your Tips" and for a F*R*E*E Report on how to Save Yourself Time Energy and Money. The Money is in the SYSTEM. Also visit <http://www.YourBusinessMachineBasics.com> to see how you can work less and make more money.

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What's Bloggin'?

Have you been to the blog lately? We post a couple of new items every week. Take a look.

Thoughts from Sandye Linnetz, Systems Goddess, Process Prodigy

Unless your customers are fully satisfied with your company's service and product, there is a complaint in the air. While the complaint may never be voiced, that doesn't mean that it doesn't exist - that it doesn't somehow effect and influence how - and with whom - you do business. An unsatisfied/unhappy client will not spend as much money as a satisfied/happy client; and may choose not to do business with your company at all. Damaging word-of-mouth advertising may be out there destroying the business you work so hard to build. Here's the saddest part: you may never even know about it!

So, whatdaya do?

Read more by going to www.processprodigy.com/blog

Your Business Machine Basics



Your Business Machine Basics

Systemizing your own business to create a turnkey operation is the most effective way to increase productivity, delegate with ease, follow up so things

don't fall through the cracks and get more sales and/or clients. But many small business owners just don't know how to get started.

Your Business Machine Basics is a complete map to success that shows you exactly how to create the processes and system you need to profit, step by step. Read reviews from actual customers and business owners, and order now at <http://www.yourbusinessmachinebasics.com>.

Lets Talk Process

Women's Small Business Expo - I'll be one of the coaches at the upcoming Women's Small Business Expo on November 6 in Los Angeles. Some of the other coaches and I will be previewing our success secrets with you on a special call this **Tuesday, October 16 at 5pm Pacific**.

To join us for this FR*EE call visit: <http://www.wealthybaglady.com/classes>.

Meet Systems Goddess, Sandye Linnetz in person this **Wednesday, October 17** at the ICFLA chapter meeting.

To register visit <http://www.icfla.org/utility/showPage/index.cfm?objectID=public,4405> .

Good Luck and Happy Preparing

Beth

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