

Twitter Thread by TY FRANKEL



TY FRANKEL
@THETYFRANKEL



****THREAD****

HOW TO BUILD AN IDIOT-PROOF PROCESS

Quick masterclass on how to build the foundation of any company

Keep Reading ■■■■

You're lucky, I'm giving you this for free...

Usually charge \$350+/hr on consultation calls for this info

Please RT & drop a like if you think this thread is ■

Let's get into it

STEP 1 ■ - CRM

Get your ass on a CRM

Salesforce, Monday, Asana

I personally use Notion

Whatever works, it really doesn't matter

STEP 2 ■ - SET LAYOUT

You want 4 things on your process page

1: Process Explanation

2: Step-By-Step Process

3: Video Runthrough

4: Resources

Create your process page then create sections for category

STEP 3 ■ - EXPLAIN PROCESS

Why does this process exist? What purpose does it serve? Answer that

What is this process? Explain in 1-2 sentences

Easy

Let's move on...

STEP 4 ■ - WRITE STEP-BY-STEP PROCESS

Write out the full step-by-step process

Go into HEAVY DETAIL - add sub-steps, pictures, give examples, template messages, etc

You want an idiot to be able to do this

Add ANYTHING that could happen - every single possibility

STEP 5 ■ - CREATE VIDEO RUNTHROUGH

Screen-record yourself going through the process

Explain what you're doing in-DEPTH

When (not if) your employees get lost, this video will be their godsend

STEP 6 ■ - LINK RESOURCES

Add all links your employee needs when doing this process

I like to color-code & put them in alphabetical order... that's up to you, though. I'm a little OCD

That's it... you're done!

Processes are what take a business from \$100k/yr to \$100M/yr

It takes around 50 processes to build a small agency

1000+ processes to scale to a big business

RT & like if you found this valuable!!

****END THREAD****

Sign up to my email list

- more content like this
- discounts for all my products that you can't get anywhere else

DO IT

<https://t.co/CP4zyKzGLT>