Twitter Thread by TY FRANKEL



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How to build business systems.

A Masterclass worth thousands of $$ for FREE.

How do you scale? build an infectious culture? sell your company for millions?

ANSWER: Build Fortune 500-level systems

Systems are THE ENTIRE BACKBONE of the biggest companies in the world

Today I'll show you exactly how to build these systems

Welcome to my Masterclass

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TABLE OF CONTENTS

What does this Systems Masterclass include?

- What software u should use
- The anatomy of a system (explanation + example pics)
- Exclusive video of my agency's HIGH-POWERED project management system
- Chance to sign up to my email list at the end

Let's GO

First off

I know you're asking

What Software should I use when building Systems?

Answer: either https://t.co/9E3tulpqbj or https://t.co/0RelfVZ3iS

I've also seen systems built in Google Drive

Don't recommend.

U need something flexible, transparent & easily accessible

The anatomy of a System is SIMPLE

1) What/When/Why
2) Step-By-Step
3) Video Run-through
4) Resources

Let's get started with #1

1 - WHAT/WHEN/WHY/WHO

The overview

Create this so your team knows Exactly what's going on

WHAT - what is the system (in 1-3 sentences)?

WHEN - how often is the system executed?

WHY - how does it fit into the BIG picture?

WHO - what role on your team executes the system?

2 - STEP-BY-STEP

The nitty gritty

Write down the detailed step-by-step process

From beginning to end

Include sub-steps and sub-sub-steps for Complex systems (1.1, 1.2, 1.2.1, 1.2.2 etc)

2 (PT 2)

Include:

1) Hyperlinks
2) Highlighted/bolded/color-coded text
3) Email/message templates via Toggle drop-downs

4) Screenshots of detailed instructions (use Lightshot chrome extension)

Build Systems a TODDLER can execute

Think you're detailed enough? GET MORE DETAILED

3 - VIDEO RUN-THROUGH

Screen record yourself going through the system on time

Thoroughly explain your thought process

Video is TREMENDOUSLY useful for team members lost in the process

To screen record:
Windows: Windows logo + ALT + R
Mac: Shift + Command + 5

4 - RESOURCES

Simple

Take ALLLL pages you hyperlinked in the step-by-step process

Put them under "Resources"

Color-code if you want

BONUS

I built a crazy project management

For my music agency I disbanded last yr

Be THIS detailed when YOU build systems

Check it out below ■

Join 5,537 others on the most legendary email list on Twitter

You'll get

- business secrets TOO GOOD for Twitter
- my list of 242 money-making niches/services
- lots more

https://t.co/CP4zyKzGLT