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# **ROUTINES AND SYSTEMS FOR ONLINE ENTREPRENEURS**



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When you become an entrepreneur who is running your own business online, you are solely responsible for every position within your company. From administrative tasks to financial ones, marketing, branding and everything else - you have to wear many hats and learn how to excel at each one.

One thing that can make it easier on you as an online entrepreneur is to create routines and systems that help you fly through your daily tasks much faster. Time is your best asset as an entrepreneur.

The more time you free up, the more you're able to get done and the more you're able to enjoy the success that you have earned. Having a daily routine and systems to rely on prevents tasks from being dragged out as you stop to get things in order or learn how to best accomplish something.

### **Prepping Your Schedule and Daily To Do List**

The first thing you want to do is develop the routine and preparing for each day. Flying by the seat of your pants and randomly choosing which tasks to work on is not an effective way to conduct business.

You should have a list that has been prioritized according to what needs to be achieved each day in order for your business to be profitable for you. You can be as broad or detailed as you want, as long as the list you create helps guide you in what to do next.

Figure out a time that works best for you to create a daily to do list for your schedule. Some people like to have this completed before they go to bed each night. It gives them Peace of Mind and helps them sleep knowing they can hit the ground running the very next morning.

Others prefer to wake up, pour themselves a cup of coffee, and see what the day has in store for them before they get started. Both ways are effective, but if you think you have a tendency to forget something, you may want to do both.

Start by making your to do list for the next day each night. Then, revisit it in the morning and make sure nothing important was left off. If you want to approach it in a broad manner, then you might simply use keywords such as *emails*.

This might be all you need to remind you to go to your inbox and sort through the various communications that have come in and also send out your daily email to your niche subscribers.

If you want to consider those two different tasks, then you might detail it a little more and write *reply to inbox emails* and *send out daily newsletter*. This gives you two completely different tasks to schedule during your day and mark off once completed.

## **Prioritizing Work-Life Balance Systematically**

Working for yourself can be very grueling and more brutal than working in the corporate world. Your enthusiasm and drive as a business owner will surpass anything you felt working for someone else.

It's easy to put your needs on the back burner. You will be wrapped up in ensuring that your business is a success. But you have to make sure that you take care of your needs and the needs of your family so that all of your hard work is paying off.

When you are developing a routine as an online entrepreneur, you don't want to just focus on work-related tasks. Yes, you do need to make sure that money tasks are at the forefront of your day.

But you also want to highlight things like self-care, relationship building with loved ones, healthy activities, and personal enjoyment. These can be scattered throughout your day or scheduled at the beginning or end of your day, whatever you prefer.

Some of this will depend on who else is in your life. For example, if you are single and live alone, then you may be able to spend more time working during the day and spread your tasks out with plenty of relaxation in between.

However, if you have a spouse or significant other, you may want to complete all of your work tasks before they return home from their job at the end of the day so that you can spend ample time together.

The same would hold true for online entrepreneurs who are also parents. You may need a routine and schedule that works around your parenting duties. In fact, if you are raising a young child, you may need to have certain systems that you activate at times when your children are either quiet or noisy.

For example, many people need a quiet space to work in when they are creating an info product. It may be impossible for them to focus their thoughts if their toddler is happily playing and squealing in the background.

In that moment, you could set your info product aside and turn to a different portion of your routine where you are doing mindless tasks that don't require a peaceful atmosphere.

These could be systems where you take time to update your WordPress blogs, engage with your audience and fellow marketers on social networking sites, or set a product app on a platform for a future launch.

## **Working in Bulk and Automating Your Tasks**

When you are trying to achieve your goals in incremental steps, it often causes you to go slower burn if you put all of your focus on one task and knock it out as a whole. A good example of this would be writing product reviews for your blog.

For many people, creating content means they have to put themselves in the right frame of mind and get in a certain groove where they are not distracted and can be on a roll for an extended period of time.

Working in bulk is a very effective method for some tasks that need to be done on a regular basis. If you are an affiliate marketer, then it stands to reason that you will need to publish product reviews on a regular basis.

Instead of spending time each and every day to write those product reviews, you could spend one or two days of the month creating 30 days' worth of reviews. Then, instead of keeping them stored on your hard drive, you could enable a system where you take each product review through a publication process.

Blogging is one task that can be easily automated on a WordPress platform. You can queue up your product reviews to go live each and every day for a month or longer. In fact, you can create a publishing schedule that you can refer to so that you can see what topics will be published and when.

You can also develop mini systems for each of your tasks. For example, for those affiliates needing to publish product reviews on their blog, you might create a systematic approach to that process.

You could start by pasting the body of the content into the blog area. The next part of your system could be to make sure the product is properly hyperlinked. Then, you could insert any images or graphics that you wanted to include.

After that, you could add your keywords and choose the category that the review would go in. Lastly, you could queue up an email that would send your loyal subscribers to your blog on the day that it goes live.

For everything associated with this one task, you can create your own mini systems and routines. Since you know you will need graphics with a call to action on them, you might spend time creating 30 days' worth of images for your reviews so that they're handy when you need them.

Doing tasks in bulk like this and then automating anything that can be scheduled ahead of time will free up more time in your day. If you are in an evergreen niche, you can even create a follow up email campaign that serves the needs of your customers for years.

## **Delegating and Outsourcing to Free Up Time**

Because your time is so precious as an online entrepreneur, you want to hand over any tasks that makes sense for someone else to do. Not everything is able to be handled by another party.

In fact, you don't want it to be. Part of the reason you got involved in this career may be because you want to be your own boss and make all of the decisions. There are some things that only you can and should be handling.

But there are many tasks that are considered grunt work or menial tasks that you can put on to someone else's plate so that you can work on more important things. Think of everything you do in your business that takes a lot of time and effort.

For example, content creation can be a very tedious task for many online marketers. You may not have the skills it takes to be able to turn out content for your info products, email autoresponders, social networking posts, blog posts, and more On a regular basis.

Finding a good ghostwriter or using private label rights content can be a great way to outsource the task to someone else. If you use a ghostwriter, you will be assigning a specific piece of work to someone else and waiting for it to be completed.

If you want to outsource the content aspect, but you don't have time to wait, then you may want to invest in bundles have private label rights content that allow you to edit and tweak the verbiage and put your name on it as your own.

Another thing you can outsource or delegate to someone else is the publishing of that content anywhere you need it. And administrative assistant can post to your blog, put the content in a social marketing group for you, and send out an email on your behalf.

The key to success in delegating like this is to find someone that you trust. They must be reliable in terms of time and consistency. You don't want to hire anyone with a volatile personality who may try to sabotage your business at the first sign of a disagreement.

Even the networking that you do can be outsourced to someone else. If you are a vendor who wants to create and launch your own info product, then you need to know how much time and effort it takes to cultivate a relationship with perspective affiliates and get them onboard.

Tasks like these can be outsourced or delegated to an affiliate manager. These project managers will operate on your behalf and approach those who would likely benefit from the launch.

Not only would they inform them of the details such as the time and date of the launch, but they would provide them with their affiliate link, details of the product, and review access.

If you are an online entrepreneur who has a lot of interaction with your customer base, such as a full inbox on a daily basis, you can outsource the customer service aspect of your business to someone else.

As long as you trust them to represent you appropriately, and to act on you and your customers best behalf, then this is a task that someone else can routinely take care of for you while you work on other niche leadership projects.

## **Using Tools and Templates to Cut Corners Effectively**

One great way to utilize tools and systems within your online entrepreneurial business is to embrace the concept of tools and templates. Many newbies like to hang on to old fashioned ways of doing things because it's what they're used to.

If there is a tool that can quickly and easily help you achieve any of your goals, you may want to set aside the funds and invest in it. For example, instead of having to methodically map out your search engine optimization (SEO), you could use a plugin on your blog that has a form that you fill out to ensure everything is taken care of.

Templates are a great way to systemize elements of your business. Canva is a great example of this. This is a free tool that also has a professional paid level, that you can use to create many different things.

You can tap into readymade templates that you can use for things like eCovers, slide presentations, social marketing posts, and more. Using their free system, you can tailor these items to whatever types of fonts and colors you prefer.

If you want to, you can even create your own templates to use within their system over and over again. You can start from scratch once and then return to your own template repeatedly whenever you need to make a new object.

You can also create a template for things such as sales letters. If you sell the same types of things over and over again, it makes sense to have a template that you have tweaked to perform well for you, where you can simply update it for each new launch.

This cuts down on your time and effort and gives you a better return on your investment. Instead of having to start from scratch each and every time, you are able to open up an existing template and make some simple edits.

Overtime, you will find new and better ways of doing things in your business. It's okay to alter your routines and systems according to what you prefer, what works best, and also how your personal life is going.

There may be times when you are fully capable of handling a daily schedule just fine. But when you or a child become sick, you need to automate a portion of your business. That's a significant perk of being your own boss and knowing the importance of embracing routines and systems you can rely on in times of need.