



The Limitless Women Podcast Sexy Systems

In today's podcast show, I'm going to share with you my favorite part of business, sexy systems! One thing that's funny about systems is that we don't find them attractive until we really need them. So today, I want to share with you exactly which systems you need in your business and why they are the secret to your business success!

Want to skip head? Episode Highlights

- [00:27] You'll learn what is covered in today's episode!
- [01:26] Learn how long it usually takes if you want to build a scalable, profitable business.
- [02:24] Discover why so many small businesses don't make it and how you can use that knowledge in your own journey.
- [05:09] Listen to why McDonald's is so successful and how you can apply that to your business.
- [06:50] Take a deep dive in to the many different types of systems.
- [07:42] Discover why automation may be a game changer in your business.
- [08:50] Find out why making systems in your operations will benefit every aspect of your business.

Episode Transcript

[MC] Welcome to the Limitless Women Podcast. Our mission is to help women business owners, like you, grow profitable businesses and actualize your opportunities to serve and give to yourself and others. Here's your host, the founder of Limitless Women, Laura Gisborne.

[Laura Gisborne] Hi, welcome back, I'm so glad you're here! In today's episode we get to talk about my favorite, favorite part of business, sexy systems! Now, when I first started being asked to speak in lead, I was asked all the time, what's the secret to success? And I would come back to this one again and again. The thing that's funny about systems is that we don't find them attractive until we really need them. In today's episode I am going to share with you exactly which systems you need in your business and how you can create them from scratch very easily.



[Laura] Before I get into it, I want to remind you that Rome was not built in a day, and a sustainable scalable business does take time to build. Usually what I find is that it takes a minimum of three years. Now, that's not a rule of thumb. It doesn't always work that way. But I can tell you that for most of the businesses that I've started, we've revenue-generated very quickly. We've gotten into sales because that's one of our areas of passion and we're good at it. We're good at making the money. But what I find is that then what happens is it takes a lot of reinvestment. You get clear about what your model is, you start generating revenue, but then there's a lot of reinvestment. You've got to deep dive back into honing.

If you remember the story about the Wine-A-Rita and the green wine, this is what it is. We go out there, we give it our best shot, we do what we think is going to be right, and God has a bigger plan. Every business that you're building that is a sustainable owner-independent operation is going to take on a life of its own. That's one of the reasons that the government gives it tax benefits because it's a place for people to go to work. It provides value in the marketplace. I want you to understand that I really, really admire your courage and your tenacity for hanging in because it's not so easy. There's a reason why so many small businesses don't make it, and part of the main reason, I believe, is not just because they're underfunded. I think it's because the leadership gets in the way. So you being willing to stay in this conversation and get out of your own way to really learn about how to build systems and structures and an organization that can impact not only the employees but all the customers, the clients, the partnerships, I really want to applaud you for that. Thanks for hanging in.

Today is all about, drum roll...sexy systems! Yay! I know you've been waiting for this one, right? When I first started doing my work, my leadership work, what has become Limitless Women and Legacy Leaders Global, people kept asking me, "How do you do it?" I'm like, "How do you do what?" I was just living my life. I was running my companies. Usually, at any given time, we had three to four different companies running at the same time, and I still was coaching, cheerleading and coaching soccer and having dinner with my children and traveling with my beloved. People thought I had some kind of magic wand hidden or had some secret super formula that I wasn't giving out. None of that is true. I'm just like you. I get up every day and we're just humans. We're just doing what we do. Right? Living my life.

But this, if I could isolate it to one thing as a secret sauce, has been the greatest secret to my success. I'd say this combined with building rock star teams has been my personal blessing as an entrepreneur and a business owner. That's the fact that at an early age I learned to embrace and really fall in love with systems.

Now, as a creative visionary person, you would think this would not be something I'd be excited about. But I started my first work at McDonald's when I was almost 16. I was like 15 and three quarters. They let me slide in. I worked there for several years. I first started out as the cashier, and then I was the shift manager, and I kept getting promoted. I think back in the day I made like \$4.10 when I first started, and then after two years I was making \$4.35. So clearly that's not how



I built my wealth, but I believe that there are tools that I learned there that have really helped me today in every business that I've ever had. Because when you walk into a McDonald's, you always know. If you're person like me that loves to travel around the world, you know. You walk in and there's the french fries station, and there's the shake machine, and there's the burgers coming down the front. And then you've got that smiley person with their little uniform on. They just greet you with always the same script. As a McDonald's employee, I had a simple script. Would you like fries with that? We learned about upselling. There are all these great lessons.

But what McDonald's is famous for and why they can have billions and billions served, and I'm old enough to remember when they used to have numbers on the sign, but now it just says billions and billions is because the systems work and that they're same and they're replicable. They're replicable in all different restaurants around the world. So with your business, when you're thinking of your long-term legacy and you're thinking about like, "Why am I doing this?" you want to reach financial sufficiency for yourself and your family, but what you really want to do is create impact for all the customers and clients that you're here to serve. I'm not sure you're going to get to billions and billions, but it would be awfully nice if you got to a million, don't you think?

The secret to making that happen is to have great systems. We have systems in our organizations about everything. And it's taken time and we're constantly honing them and updating them. So if you're new at this game, please, again, be kind to yourself. Remember, you're going to create it as you go. We've talked around leadership and mindset. If you remember I said to you, what is your daily practice? Do you have a gratitude practice? Do you actually get clarity before you get out of bed on like what matters and what's important to you? Before you start opening up your emails and you're doing the work, have you chosen to write down on your calendar the three things you're going to do that day? This is a system to help you stay on track mentally. Right?

In our team development, we have oodles of systems. Again, I'm so happy to share with you anything that we have. You're welcome to replicate it in your own business. You have my blessing and my encouragement. There's nothing here that I came up with. It's all stuff I've learned over the years. Again, I'll put the caveat that I'm not giving you legal advice or accounting advice. Anything that you use of our forms or our platform, please just make it your own and run it by your attorney to make sure it is legal in your state.

Systems around finance: How are you tracking your numbers? What kind of book keeping do you have? What kind of projections? Do you do some goal setting? Systems around marketing: Do you have your year-at-a-glance calendar? Do you have a social media calendar set up where you're actually looking at what am I proposing to do there? Are you doing email campaigns?



In our world, everything has to be automated because I travel so frequently. I mean, it's not uncommon for me to be gone three out of four weeks a month with different places and different engagements. So if things are dependent on me as the business owner, they don't get done. The beauty of automation, the beauty of systems is that my team has clear communication. They know what they're expected to do. We can set things out well in advance and set it on auto and it goes, and it's pretty cool stuff.

To kind of go back to the finance thing, I'm big on automating all of our bills, everything that we have that we know we're going to have to pay. If we don't pay the electric bill, they're going to turn off the power. Rather than worry about am I going to have the money to pay the electric bill, it's automated. Just that kind of mindset, I want you to start adopting around your money and your abundance. Trust me, if the money is not there, they'll let you know. But your utility bills, your rent or your mortgage, just get it set on automatic so you're not having to really have a date with worrying about did I get it done? Have it automated.

You're in this community because you and I have had a conversation around what it is to be a limitless woman. One of the greatest gifts that I have in my lifetime is being able to do philanthropy with causes I care about. I can share with my talents and my time, but really what they need is my dollars. So having our giving automated, we have multiple companies that give to multiple charities at this point and I think five different countries. What we do is have everything automated. A little bit goes a long way. That's why we all come together to make the big share that we do.

In your operations, I want you to have systems around your processes. When you actually create a process, like a template for how to create your own processes, where we take our processes to project management and we break them down into tasks. You have to have the process created. But that's a system because once you have a system for creating the process, you're not going to have to do it. Somebody on your team, as you grow, will create those processes using your formula or using our formula if you decide to make it that way.

Sales with Ease, guess what? It's a system. We call it a formula. We call it a seven-step process. It's a system. It's a system for sales. We have systems in our marketing through email and speaking and live events to drive people into sales conversations. Where do you think all of that lives? On the calendar, the greatest system of all time that costs you nothing.

It's a lot of different things, but I want you to just look at the pillars of your business, look at finance and get clear about what are the systems that you have in place. Do you have book keeping happening? Get clear on your leadership and your mindset. What systems do you have in place to grow you into the version of you that you want to be?



If you're on track to build a million-dollar business or a ten-million-dollar business, what are the activities that you need to be doing? What kind of health and strength and mindset do you need to be having to be that leader? What are the systems you have in place for your operations? Like I said, processes are huge. And bringing team on, we have the whole hiring process, another system. We have team development and team review.

Let's see if I covered everything. We've got finance. We've got personal development for leadership. We've got team development. You've got operations. You've got legacy, and of course sales and marketing. I feel like those are the different areas that we have systems in.

Any place that you feel stuck around this, please send me an email and let me know where you're feeling a little stuck so that we can help you craft a system that will support you as you continue to grow. I look forward to speaking with you live and in person soon.

[MC] You've been listening to The Limitless Women Podcast, with your host Laura Gisborne. Our mission is to help women business owners like you, grow profitable businesses and actualize your opportunities to serve and give to yourself and others. Are you a Limitless Woman? This is your personal invitation to learn how you can join our online community, grow through our business school and play with us at our live events. Go to LimitlessWomen.com for all the details. That's LimitlessWomen.com. Thanks for joining us!