

Automate Delegate

People run the systems

By Scott Kay

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Before we get started

This book format

Most people don't finish books. So I've deliberately tried to make this book as short as possible. So that you

1. Finish the Book
2. Take ACTION and
3. Benefit from your Actions.

I'd love to hear from you – please send me an email to scott@ipaccounting.com.au

A bit about this book...

Technical versus actionable

Included in the book is a bit about WHY to automate your business, HOW to automate and WHAT to do (and part of my mistakes and journeys along the way).

It is a process and a journey. The best way to master something (whether it is a skill like playing a musical instrument) is to have a coach. I'd love to help you FINISH this project – rather than it be just another book you've read along with everything else.

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Part 1: WHY Automate

The Dream of an Automated business

The Dream

My dream (and probably yours) is to have a business that runs more like McDonalds – the systems are so good that it can run without you being there.

As a services business – your business is different from McDonalds. Services businesses typically create relationships with their clients and so the client wants some involvement from the key person. The aim of automate delegate is to LEVERAGE you – all you to DO MORE with LESS.

More Dollars, Less Time.

More Genius Zone, Less Admin Crap.

More JOY, Less Stress or Pain.

More Holidays, Less Long Hours

The Team

If you already have a team of staff or contractors, the aim is to create systems and DELEGATE more to them (this may be in Marketing, Sales, Operations & Delivery).

If you don't have a team – the aim of this book is to help you GET HELP so that you can DELEGATE more to people to allow you to focus on what really drives your business forward.

Boundaries

I first read Boundaries (When to say YES when to say NO to take control of your life) by Dr Henry Cloud & Dr John Townsend as a teenager. If you haven't read it – I think it is worth buying and just reading the first and last chapter.

Chapter 1 is a day in Sheri's life – an employee mum with 2 kids and needy mother and friend, angry husband, one problem child and one distant one and a boss who gets her to do his job.

The last Chapter (perhaps 6 months later) shows remarkable changes in all of Sheri's work, life and relationships after Sheri has employed BOUNDARIES.

Key Takeaway

A business that is completely automated (that would make more money if you went on holidays for 3 months) – requires a change in mindset. to allow you to remove your EGO so that you aren't the 'fixer' or the rainmaker of your business.

It is OK if you determine along the way that you don't want to completely automate your business because you still want to feel 'needed' and 'important'. Most small business owners feel this way. I note though that every big business has been founded by someone that has needed to 'let go' and DELEGATE and build a team to grow the business.

Processes give stability

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If you have no work-related uniform, occupation specific or protective clothing, laundry and dry cleaning expenses, then go to [D4](#).

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If you don't want to use [D6](#), or don't have any deductions relating to interest ([D7](#)) or dividend ([D8](#)) income, continue at [D9](#).

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