

The Business Owners' Journey

See the whole picture of business so you can determine the type of business you want

By Scott Kay

Text copyright ©2020 Scott Kay

All rights reserved

Table of Contents

Before we get started

A bit about this book...

Part 1: WHY Automate

The Dream of an Automated business

Processes give stability

Recap on Part 1: Heading

Part 2: Heading

Recap on Part 2: Heading

Part 3: Heading

SubHeading

Heading

D1 SubHeading

D2 SubHeading

D3 SubHeading

D4 SubHeading

D5 SubHeading

SubHeading

D6 SubHeading

D7 SubHeading and D8 SubHeading

D9 SubHeading

D10 SubHeading

D15 SubHeading

Part 4: Heading

Part 5: Heading

Part 6: Heading

SubHeading

Part 7: Heading

Heading The end (of the main book)

About the author

Connect with me

Appendix 1: Heading

Appendix 2: Heading

Appendix 3: Heading

Appendix 4: Heading

Appendix 5: Heading

Appendix 6: Heading

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...

Information does not lead to action

Unfortunately, KNOWING does not mean ACTION. I'm excited to share knowledge with you, but most of all I want you to LIVE IT – to take ACTION. My hope is that you will find some valuable INFORMATION in this book, but my hope is that you use it to take ACTION and decide to create a business that benefits you and those you love in the here and now (not in 10 years after you have "made it").

My wife has to remind me often that life is a journey not a destination. My request is that instead of following everything that you learn – that you pay close attention to your family and friends – as they are the ones that make life worthwhile (and also... they are the ones that have to live with you!).

[Back to Table of Contents](#)

Part 1: Before you Start your business

So much better than an employee...right?

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

-

Recap on Part 1: Heading

Text

[Back to Table of Contents](#)

Part 2: Heading

Recap on Part 2: Heading

[Back to Table of Contents](#)

Part 3: Heading

SubHeading

Heading

D1 SubHeading

If you have no work-related car expenses, then go to [D2](#).

[Back to Table of Contents](#)

D2 SubHeading

If you have no work-related travel expenses, then go to [D3](#).

[Back to Table of Contents](#)

D3 SubHeading

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

[Back to Table of Contents](#)

D4 SubHeading

If you have no work-related self-education expenses, then go to [D5](#).

[Back to Table of Contents](#)

D5 SubHeading

If you have no other work-related expenses, then go to [D6](#).

[Back to Table of Contents](#)

SubHeading

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](#).

D6 SubHeading

If you have no low value pool deductions, then go to [D7 and D8](#).

[Back to Table of Contents](#)

D7 SubHeading and D8 SubHeading

If you have no interest or dividend deductions, then go to [D9](#).

[Back to Table of Contents](#)

D9 SubHeading

If you have no gifts or donations, then go to [D10](#).

[Back to Table of Contents](#)

D10 SubHeading

If you have no costs from managing your tax affairs, then go to [D15](#).

[Back to Table of Contents](#)

D15 SubHeading

[Back to Table of Contents](#)

Part 4: Heading

[Back to Table of Contents](#)

Part 5: Heading

[Back to Table of Contents](#)

Part 6: Heading

SubHeading

[Back to Table of Contents](#)

Part 7: Heading

[Back to Table of Contents](#)

Heading The end (of the main book)

You have reached the end of the main part of the book. Below is a bit more about me and then appendices where I explain more about specific areas.

About the author

Connect with me

Appendix 1: Heading

[Back to Table of Contents](#)

Appendix 2: Heading

[Back to Table of Contents](#)

Appendix 3: Heading

[Back to Table of Contents](#)

Appendix 4: Heading

[Back to Table of Contents](#)

Appendix 5: Heading

[Back to Table of Contents](#)

Appendix 6: Heading

[Back to Table of Contents](#)