Lifeonaire

How To Create A Wildly Profitable Business You Love

That Runs On Autopilot & Gives You The **Time**, **Peace of Mind**, & **Freedom** To Enjoy Life

Quick Start Guide

Dear Friend,

If you were to look around at or survey your fellow business owners, you'd see that most work far more than they want and make much less than they deserve.

This all-too-common situation is both unfortunate and ironic, because I think you'd agree… the #1 reason we go into business for ourselves is so that we can experience time and financial freedom in our lives.

So if that's the case, then why does this happen?

Why do smart, hard-working, well-intentioned business owners get stuck on the hamster wheel of work and business that never seems to slow down, and instead only moves faster and faster?

Here it is…

The sad reality is that most people have unknowingly set up their businesses completely wrong, and in a way that depends on them personally to run it.

And guess what? When this is the case, it means most businesses and their owners are destined to struggle, burn out, and eventually fail.

But before you give up…here's the great news though - there's a proven solution!

It's a tried-and-tested fix that will change your business forever, and that you can apply to your starting RIGHT NOW.

The solution is applying the SEAD process to your business.

SEADing (pronounced seed-ing) your business is perhaps the best and most important thing you'll ever do towards putting your business on autopilot and creating something that serves your life rather than competes with it.

The purpose of this quick start field guide is to give you the necessary tools and foundational knowledge to start applying this groundbreaking process to your business starting today so you can begin to create a business you love that is both profitable and allows you to experience the life you want.

Sounds good? Cool! Let's get right into it then.

First, the acronym **SEAD stands for Strategic Elimination, Automation, and Delegation.**

Here's the rule when SEADing your business, that I think Tim Ferris said best:

> **" *Never automate something that can be eliminated, and never delegate something that can be automated… "*

In other words, what this means is that you strategically start with looking at:

1. What you can eliminate first, then
2. What you can automate, and finally
3. What you can delegate

Let's dive in to understand better:

S = STRATEGIC

The first "S" in SEAD stands for Strategic.

This is perhaps the most important of all the steps because it's the one that influences what all the others will look like.

Being strategic simply means that you use your personal Lifeonaire Vision as a guide to determine what you want your business to look like.

What is a Lifeonaire Vision?

It's the detailed blueprint for your ideal life in every area.

Think of it as a combination of your goals, aspirations, dreams, identity, purpose and passions...all rolled into one magical document.

Although it seems unrelated and maybe even irrelevant on the surface,nothing could be further from the truth.

It's *critically* important to have this document if you're going to achieve business success, because it's only once you know what you want your life to look like, that you're positioned to design a business to serve that life.

(Remember...the biggest purpose of your business is to give you the life you want!)

Want to travel the world 4 months per year? Only work 4 hours per day, 3 days per week? Just do the things you love in your business and have systems, processes, and people for the rest?

You need to know all that stuff upfront because it's going to impact how you organize, structure and run your business.

Makes sense right?

Once you have your Vision dialed in, you'll also know important things like:

- How much time you can spend working
- How much money you need to fully live your Vision
- What your ideal day and schedule will look like

There's intentionality, deep thought, and lots of introspection occurring in this step, so do the work...it's worth it.

> **There is only one success. To be able to live your life your own way.**
>
> - Christopher Morley

E = ELIMINATE

The next step is to look at what you can eliminate from your business.

I sometimes get asked the question why we do this before automation and delegation.

The answer is because if you can get rid of something completely and it enhances your business and makes it better, there's no need to systemize or hand it off to someone else. It would be a waste of time and resources.

Elimination has a huge impact on simplifying your business and is essentially the "decluttering" and streamlining of your business.

How do you choose what to eliminate?

Here's a few suggestions:
1. No longer serves you, the mission, direction or vision of the business
2. Not sufficient market demand for it
3. Not as profitable as you want or producing the results you desire
4. Draining a lot of resources that could be used better elsewhere with better results
5. Is a distraction / shiny object
6. Not using / promoting / excited about anymore
7. Has been problematic despite repeated attempts to fix

Asking yourself "*Is this task/item/thing strategically productive and in alignment with my Vision or is it just keeping me busy and active?*" will help in figuring out whether you should eliminate it or not.

What are some things that you can eliminate?

It could be any of the following:

- Product or Service Offering
- Branch, Division, or Section of the Company
- Task or Responsibility
- Process or System
- Software or Tools
- Initiative or Project
- Position or Role

You can also eliminate things like fixed or variable costs, inventory, problematic customers, employees, contractors, vendors, etc., but for our purposes, we're really focusing on things related to the business structure itself.

As you eliminate, look under every rock in your business and each of your "departments" (even if you don't have any) to get a full picture of all the moving parts in your business:

- Operations
- Finance
- Marketing
- Sales
- Customer Service
- HR
- IT

Now, it can be scary to eliminate things, especially if you've been doing them/using them for a long time. You may be vested and have spent a lot of time and energy getting it set up. Let me encourage you to let it go.

As you embark upon this elimination process, be sure to think through what the likely effects of eliminating that item(s) would be in terms of positive, negative, direct and indirect effects. This will minimize the chances of regret, mistakes, and being caught off guard.

Ok, now that we've eliminated the fluff from our business, the next step is to...

A = AUTOMATE

Automation as used here refers to the use of technology, tools, or software to get things done.

We use automation prior to delegation because it's easier, cheaper, and if done right, adds structure, consistency, and organization to your business.

I personally love automation because it guarantees that the task(s) will get done exactly the same every time and I can rest knowing balls are not being dropped.

Think of your automation software as a star employee who works 24-7, doesn't get sick, take vacations, or complain that the office thermostat is set too cold.

Now...also realize that this star employee can't think for him/herself. They just execute what you tell them to do, precisely and repeatedly.

What that means is you better know exactly what you want done, how it should be done, and when it should be done...or you'll create a headache, confusion, and chaos.

Automation amplifies.

What should be automated?

Very simply, anything you find yourself doing repeatedly the same way, over and over again, or things that really don't need a person to manually do.
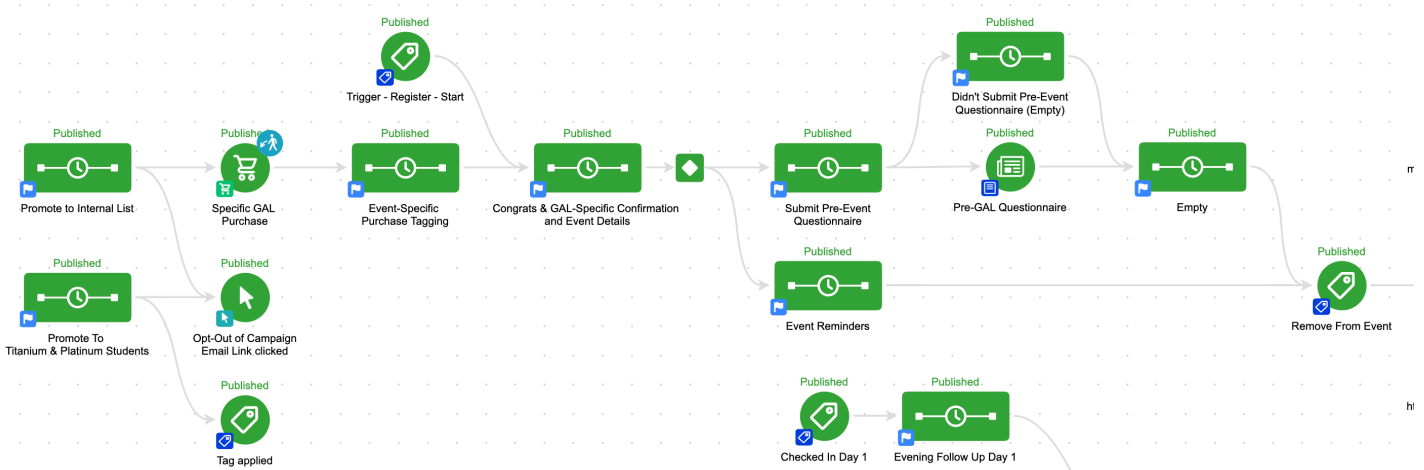
Some frequently automated things are:

- Lead assignment
- Lead nurturing and indoctrination
- Fulfillment and delivery processes
- Segmentation of your list
- Customer service requests
- Staff education and training
- Marketing campaigns
- Getting referrals and reviews
- Reminders for tasks
- Announcements
- Scheduling appointments
- Post-purchase follow up with customers
- Downsell, upsell, and add-on offers

This is a short list just meant to show you the diversity and depth of things you can automate, but the list could easily include dozens of items.

Critics of automation often will say it feels impersonal or robotic, especially when it's outward (customer or prospect) facing, but that's only the case if it's not set up correctly.

For instance, you can easily set up "if/then" situations so that the software will perform different tasks depending on the type of contact or whether the contact has or hasn't yet taken certain actions or seen other offers.

When done correctly, automation will feel more personal and it will enhance the business and customer experience. Not the other way around.
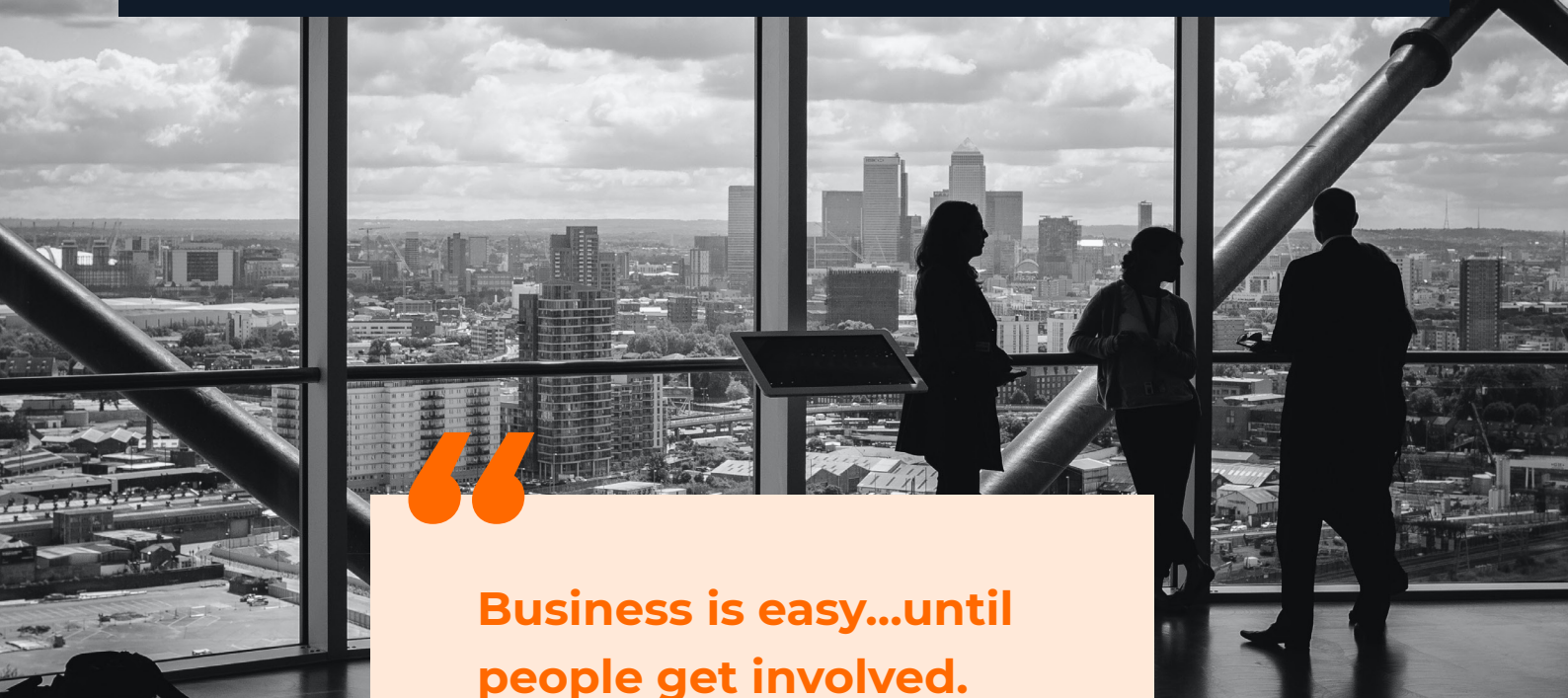
Also realize that when it comes to automation, your imagination is often the limit rather than the technology. You can make it as broad and simple as you'd like, or as detailed and nuanced.

D = DELEGATE

> ## Business is easy...until people get involved.
>
> ## - Dave Ramsey

Delegation is kinda the black sheep of the EAD family, and that's because many business owners have a hangup with letting other people work in their business.

They'll say things like:

"Nobody cares about my business like me."
"You just can't trust people."
"It's quicker for me to do it myself."

The list could be a mile long and I've heard (and used) them all, believe me.

But here's what I'll tell you...and don't get mad at me for saying this...

If you hired someone and it didn't go as well as you'd hoped, it's probably your fault.

Now, before you decide you want to punch me and we're not friends anymore, allow me to explain.

What I mean is this...

Just because you're good at what you do, it doesn't mean you're good at any of the other skills necessary in successful delegation: finding the right person, screening them, onboarding them, training them, managing them or growing them to their potential.

The two are COMPLETELY different tasks and represent a different skill set, and you (or someone on your team) needs to develop those skills or you're going to create a bottleneck that will prevent you from creating a business that runs without you.
What should you delegate?

Here's a few ideas to get you started:
1. Anything you don't enjoy
2. Anything you're not good at
3. Anything below your target "wage"

I want to talk about that last one for a second.

What I mean by target wage, is things that you could hire people for and it's less than you're worth.

See, as the business owner, you need to focus on the highest-income generating activities in your company, and whether that's $100 or $1000 dollar per hour activities, anything below that amount should be hired out.

I see it all the time, the business owner trying to keep their own books instead of hiring a bookkeeper for $30 per hour. It makes no sense to do that. You should be working on the important stuff that produces revenue for your business.

When it comes to delegation let me give you a few brief tips:

- Have people jump through hoops to join your team. You only want people with a "Super Bowl Winning Attitude".
- Attitude, hunger and passion are more important than skill set in hiring - you can teach the latter but not the former
- If you don't already have SOPs (Standard Operating Procedures), then one of your new hire's first tasks should be to create those based off what you teach them (record you training them and have them transcribe it and clean it up to create the SOP
- Once they're trained, when they come to you with questions, get in the habit of asking them "What do you think you should do?", which will eventually help them learn to think for themselves and wean off you as providing all the answers

Whenever there's a mistake, be sure to figure out what caused it and address it ASAP - don't overlook it or let it go. This is an opportunity to learn and improve.

in the right direction without making you overwhelmed.

I hope you've enjoyed this SEAD Quick Start Field Guide, but more than that, I hope you actually DO something with it.

What you now hold in your hands has the potential to transform your business (and life!) in ways you can't even imagine yet.

I've seen incredible results in businesses of all types, sizes, and industries once they embrace the SEAD process, and you can be next.

To Your Success,

Jason Wojo, Ph.D.
CEO, Lifeonaire

NEXT STEPS

1. Want us to guide you through the entire SEAD process as well as show you a bunch of other tested, proven ninja business strategies, techniques, and best practices in everything from marketing, maximizing profitability, creating a Super Bowl winning team, and creating your business Vision? Come join us at our acclaimed **Business Builder '3-Day MBA' Workshop**.

2. Want help creating your personal Lifeonaire Vision? Come to our **Get-A-Life Getaway** and we'll walk you through the entire Vision process, start to finish. We've been doing these events for well over a decade, and have had thousands and thousands of people transform their lives as a result, and we'd love for you to be next.

3. I'm writing an entire book completely devoted to helping you SEAD your business so that you can take your life back and have the time and financial freedom to fully live your Vision. It's gonna be awesome and is almost done. For comparison, what you just read in this short guide is like one small bite of an appetizer vs. a full 8-course meal, when compared with the book.

   It'll be launching soon and I'll be sharing a ton of awesome free bonuses, content, and training that you'll only get by being part of the launch. **Click here to be part of that**, get all the free stuff, and get on the inside track.