



HOW TO SYSTEMISE YOUR AMAZON BUSINESS





How to Systemise your Amazon Business



Introduction

As your company grows, the increasing volume of work required means that it's impossible to keep your finger in every pie.

In order to build a successful business, you need to introduce systems and processes that can be automated or delegated as much as possible.

So, whilst your Amazon business may start out without systems (aka winging it), at some stage you will have to make a start on this.

Implementing systems will give you control and visibility over every operational aspect of your Amazon business. They will guide priorities, create predictability, generate accountability, and provide a way to measure success. Most importantly - they will allow you to delegate and get the time freedom you were probably looking for when you started your business in the first place.

In this guide we define - what are business systems? How they can help you build massive value in your business? And finally - we show you how to systemise your business.



1 What are Business Systems

A business system is the **processes and procedures** that work together to put your strategy into action and achieve your goals.



These documented procedures and processes keep our businesses ticking **even when we're not around**. Like operating manuals - these are where the knowledge about how your business runs, gets captured.

~ McDonald's is the common poster child for systems - a huge, global business worth billions, **mostly managed by teens** who might not even tidy up their own rooms.

How do they do this? Simple. **They've got killer business systems**. Their manual covers everything from hiring to serving customers - making their success a well-oiled machine. 🛠️

Here are several more reasons why having systems in your Amazon business is so **essential**.

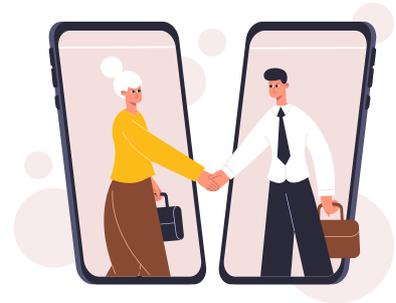


2 Why having Systems in your Business is an Absolute Game-Changer

Picture this: you go to sell your business and find out after pouring in many years of hard work, that your business is **worthless**.

It's not that the business itself holds no value, but rather, **YOU** are the business.

Remove yourself from the equation, and the business loses its engine. There is no real business to sell.



In cases like this, you can't sell your company for any kind of reasonable amount beyond the value of the stock and maybe a small, nominal amount of "goodwill" **if your account metrics are good**.

There are **numerous benefits to implementing systems** in your business. And here are some of the most important.

2.1) It builds a valuable asset

It's nice if your business gives you a great cash flow to fund your lifestyle. But imagine being able to sell it one day for a fabulous payout. That dream will only happen if you've cultivated the business's worth. And that happens when it functions independently of you.

Yes, you need sellable assets and marketing assets (resources to attract leads and make sales), but systems are where the money is made.

2.2) Leverage and scalability

Systems give your business the ability to scale seamlessly or with less growing pains. You can replicate your business on various sales platforms and in other geographic areas. You can do this yourself or by using affiliates and influencers. Many fortunes have been made this way.



2.3) Consistency

Consistency is one of the keys to delivering an excellent customer experience. You may not like the food at McDonald’s but wherever you go they deliver a consistent experience. Having a great fulfillment history, good in-stock rates, consistent selling prices and great reviews leads to high seller metrics and recognition badges like “Subscribe & Save”. Which all increase your business value.

2.4) Less Staffing Stress

If you live in constant fear that your superstar staff will up and leave - having SOPs in place is the greatest backup. If your virtual staff are constantly truant but you are afraid to fire them, systems will restore the power balance. It will be very easy to bring someone in and train them up in no time if you have up-to-date and accurate SOPs in place.

2.5) Lower labour costs

Systems eliminate the need to reinvent the wheel repeatedly, saving time, effort, and money. This makes training new staff easier, improves your efficiency, reduces your labour costs. Also - you dont need to hire superstar brainiacs to run your business.



Now that we know what they are, and why we need them - let’s show you how to implement game-changer systems in your Amazon business.



3 How to Systemise your Amazon Business

Business systems start with **documented procedures and processes** that keep our businesses ticking even when we're not around. Like operating manuals - these are where the knowledge about how your business runs, gets captured.



3.1) Standard Operating Procedures ⚙️

A standard operating procedure (SOP) is a set of **detailed work instructions** to help employees in performing tasks. It describes each step of a process highlighting the **tactics, tips, or techniques** used.

SOP Benefits

Reduce Employee Training Time

Foster Employee Autonomy

Allow more Delegation

Improve Quality Assurance

Promote Consistency

Capture & Retain knowledge

3.2) How to Create SOPs ⚙️

3.2.1 Start with **activities you do regularly** or the ones which are more error-prone

3.2.2 When performing the activity **make a list of every step you take.**



3.2.3. **Break down each activity** according to the process, tools, people, and strategies needed to complete it from start to finish.

- **Process** - the step-by-step sequence of actions including inputs, outputs and timings/frequency
- **Tools** - the required devices, apps, or software
- **People** - the person/s in charge of each step of the process
- **Strategies** - the tactics, tips, or techniques you use



HOW TO WRITE AN EFFECTIVE SOP

- ✓ Be specific and precise
- ✓ Use bullets and numbering
- ✓ Focus on the process, not the tools
- ✓ Write for the readers
- ✓ Provide images or screenshots
- ✓ Use screen recording apps (e.g. loom)
- ✓ Test your SOP
- ✓ Review regularly

SOP COMPONENTS

- Title**
- Description**
- Purpose**
- Frequency**
- Steps and Procedures**
- Instructional Videos (Optional)**
- Version Control Number and Date**

3.2.4 **Document the processes.** i.e Write down the process into something that can be followed with clear instructions.

A procedure with guidance on what to do at each step of the map is one example of a document, but it could also be a checklist to follow, a list, a screen-recording showing you how to do a task, or photographs of what “good” looks like. Don’t over kill with lots of words to make things more complicated than needed.



Bonus Tip: If you have already delegated some processes in your business to a team member, then create a template, provide some guidance and get them to write the SOPs while performing their tasks. This exercise will show you that they really understand the process, identify improvements they have made beyond your initial training and save you a bit of time!!



3.3 5 Steps to Implement Systems

The final step is to **implement your System**. It's a lot of work getting through creating SOPs, so don't fall down here. As you have involved the team in mapping the process, it should make it easy, but you will still need to do the following to implement it successfully:

1. **Run through the details** of the system with all users
2. **Demonstrate the system practically**, and work together to find any flaws
3. **Ask them to follow it** with you observing, to test if it succeeds
4. Get them to operate according to the designed systems in their **everyday business**
5. Next time there is an issue – go back to the system, was it followed? If not, why not? If yes, **adjust the process** and make sure the same problem never happen again.

Note - **Systems are not set in stone.**

Firstly, the operating environment is fluid. Secondly, you will always find ways to streamline, automate and improve your processes. Review your processes, docs and system on a regular basis. Capture your learnings and experience as you go!



4 Conclusion

Remember, the problem about not having systems is that it significantly depreciates the value of the business when all the “know how” of the business is stuck in a silo between the entrepreneurs’ ears.

The only way out and up - is to make time to create and document these business systems.

They will give you control and visibility over every operational aspect of your Amazon business. They will guide priorities, create predictability, generate accountability, and provide a way to measure success. Most importantly - they will increase your business profits, reduce your losses and allow you to delegate and reduce your workload.

So take action!





Do you Need Help with Systemising your Amazon Business?



[Click here to be first notified when we open the doors to our signature programme - an 8-part series that will help you to systemise your Amazon business.](#)

Which Systems are Essential for your Amazon Business??



While e-commerce businesses come in all different shapes and sizes, there are 7 essential systems that every Amazon selling business needs to be successful.

Here's our take on the 7 key management systems required to make your business more streamlined, more productive, and more profitable.

