

FREE GUIDE · THEMBI KUNENE

The 7 Systems Every *Founder Needs* to Get Out of 70-Hour Weeks

A practical, no-fluff guide for overworked founders who are ready to stop being the bottleneck in their own business - and start building something that runs without running you into the ground.

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BEFORE YOU BEGIN

This Guide Was Written for You If...

- You are working 60–70+ hours a week and still feel behind
- You are the smartest person in the room - but also the most exhausted
- You have tried hiring, but delegation feels harder than just doing it yourself
- You know your business needs systems, but you never have time to build them
- You started this business for freedom - and somewhere along the way, that got lost

"You do not need to work less. You need to work differently. These 7 systems are how I got my life back - and how my clients get theirs."

How to Use This Guide

- 1. Read it once end-to-end.** Get the full picture before you start implementing anything.
- 2. Pick your highest-leverage system first.** Do not try to install all 7 at once. Choose the one that solves your biggest problem right now.
- 3. Use the implementation steps.** Each system has 4 concrete actions. These are your starting points - not suggestions.
- 4. Return to it quarterly.** Your business evolves. A system that was not relevant at launch may be the one you need at month 12.

THE 7 SYSTEMS AT A GLANCE

#	SYSTEM	PRIMARY OUTCOME
01	The Weekly CEO Block	Strategic clarity every week
02	The Decision Filter	8–12 hrs reclaimed per week
03	The Offer Clarity System	Faster sales, higher close rate
04	The Client Onboarding Engine	Zero manual onboarding effort
05	The Weekly Revenue Review	Early warning on cash flow
06	The Energy Architecture	Peak output in fewer hours
07	The Delegation Blueprint	5–10 hrs freed in 30 days

SYSTEM 01 Stop reacting. Start leading.
The Weekly CEO Block

THE PROBLEM

You spend every week firefighting. There is no time to think strategically because operations constantly demand your attention. You are doing the work - not running the business.

THE SOLUTION

Schedule a non-negotiable 90-minute CEO Block every Monday before anyone else starts their day. This is planning time only - no emails, no calls. This single block is the lever that makes every other hour more productive.

AI TOOL: Notion AI for weekly planning templates + Calendly to protect the block

IMPLEMENTATION STEPS

- Block 7:00–8:30 AM every Monday as a recurring CEO meeting with yourself
- Use the first 15 min to review last week's wins and losses
- Spend 45 min on this week's single most important business outcome
- Use the final 30 min to clear blockers before your team arrives

OUTCOME

You shift from reactive operator to intentional leader - in one morning.

REFLECTION

Before moving to the next system, write your answer to: If I implemented this system today, what would change by next week?

SYSTEM 02

The Decision Filter

Make fewer decisions. Make better ones.

THE PROBLEM

Decision fatigue is real. When you are making 50+ decisions daily - from what to post to whether to hire - your brain literally runs out of high-quality thinking. The business suffers from your worst-hour decisions.

THE SOLUTION

Install a 3-tier decision filter: decisions only you can make, decisions you can delegate with a brief, and decisions that should have a standing policy so they never reach you again.

IMPLEMENTATION STEPS

- List every decision you made this week - all of them
- Categorise each: Founder Only / Delegatable / Needs a Policy
- Write one clear policy for your top 5 recurring decisions
- Share policies with your team - watch the interruptions drop

OUTCOME

You reclaim 8–12 hours per week by eliminating decisions that never needed you.

AI TOOL: ChatGPT to draft standing policies from your bullet-point notes

REFLECTION

Before moving to the next system, write your answer to: If I implemented this system today, what would change by next week?

SYSTEM 03 Simple offer. Faster sales.
The Offer Clarity System

THE PROBLEM

If you have to explain what you do for longer than 30 seconds, your offer is too complex. Complicated offers confuse buyers, slow sales cycles, and drain your energy with back-and-forth conversations that go nowhere.

THE SOLUTION

Reduce your core offer to one sentence, one price, one outcome. Everything else becomes an add-on, a downsell, or a future product. Clarity is a conversion tool - not just a marketing one.

AI TOOL: Claude AI to refine your offer statement until it is razor-sharp

IMPLEMENTATION STEPS

- Write your offer in this format: I help [who] achieve [outcome] in [timeframe]
- Remove any service that takes more than one sentence to explain
- Set one primary price - stop using ranges unless unavoidable
- Test it on a stranger: can they repeat it back to you in 10 seconds?

OUTCOME

Shorter sales conversations. Higher close rates. Less energy wasted on tire-kickers

REFLECTION

Before moving to the next system, write your answer to: If I implemented this system today, what would change by next week?

SYSTEM 04

First impressions automated.

The Client Onboarding Engine

THE PROBLEM

Every new client you onboard manually costs you 3–5 hours: welcome emails, sending contracts, scheduling first calls, and explaining next steps. Multiply that by every new client - it adds up to days of lost time every month.

THE SOLUTION

Build a single onboarding automation that fires the moment someone pays you. Welcome email, contract, scheduler link, and intake form - all delivered within 60

seconds of payment, with zero manual effort from you.

AI TOOL: Systeme.io automation + DocuSign or HelloSign for contracts

IMPLEMENTATION STEPS

- Map your current onboarding steps on paper — every single one
- Identify which steps are the same for every client (automate these)
- Build the sequence in Systeme.io: payment trigger → email → contract → scheduler
- Test it yourself as a client before going live

OUTCOME

You onboard 10 clients with the same effort it used to take to onboard 1.

REFLECTION

Before moving to the next system, write your answer to: If I implemented this system today, what would change by next week?

SYSTEM 05

Know your numbers. Every week.

The Weekly Revenue Review

THE PROBLEM

Most founders check their bank balance and call that financial management. But without tracking revenue, pipeline, and conversion weekly, you cannot spot a problem until it becomes a crisis - and by then it is expensive to fix.

THE SOLUTION

Run a 20-minute Revenue Review every Friday. Three numbers only: money in this week, money expected next week, and conversion rate on your primary offer. That is

all you need to stay a head of cash flow problems.

AI TOOL: Google Sheets with ChatGPT-written formulas to auto-calculate trends

IMPLEMENTATION STEPS

- Create a simple Google Sheet: columns for Date, Revenue In, Leads, Proposals, Closed
- Update it every Friday at 4 PM - make it a ritual, not a task
- Set an alert if weekly revenue drops below your break-even figure
- Review the trend monthly - is the line going up or down?

OUTCOME

You spot revenue problems weeks early - before they become emergencies.

REFLECTION

Before moving to the next system, write your answer to: If I implemented this system today, what would change by next week?

SYSTEM 06 Protect the asset. That is you.
The Energy Architecture

THE PROBLEM

You schedule everything for everyone else - client calls, team meetings, deadlines - but you never schedule your own recovery. Over time, your output quality drops, your patience shrinks, and your decision-making deteriorates. You are running a high-performance business on a depleted battery.

THE SOLUTION

Design your week around your energy, not just your tasks. Identify your peak performance window (most founders are sharpest 8–11 AM) and protect it for deep work. Schedule draining tasks - admin, reactive emails, routine calls - in your low-energy windows.

IMPLEMENTATION STEPS

- Track your energy level (1–5) at 9 AM, 1 PM and 5 PM for one week
- Identify your peak window - protect it for your highest-value work
- Move all meetings to your low-energy window (typically early afternoon)
- Add one full recovery activity to your weekly schedule - non-negotiable

OUTCOME

You do your best work in less time - because you stop fighting your own biology.

AI TOOL: Notion habit tracker + Google Calendar colour-coding by energy type

REFLECTION Before moving to the next system, write your answer to: If I implemented this system today, what would change by next week?

SYSTEM 07 Let go to grow.
The Delegation Blueprint

THE PROBLEM

Founders hold onto tasks that should not belong to them because delegating feels risky, time-consuming, or like it will produce lower-quality results. But every task you keep doing is a task taking time away from the work only you can do.

THE SOLUTION

Build a Task Audit every quarter. Categorise every task in your week into four buckets: only I can do this, I can train someone to do this, a VA can do this today, and this

shouldnot be done at all. Then act on that list ruthlessly.

AI TOOL: Loom for task training videos + Trello or Notion for delegationtracking

IMPLEMENTATION STEPS

- List everything you did last week — every task, however small
- Label each: Founder Only / Trainable / VA-Ready / Eliminate
- Identify the top 3 VA-Ready tasks and delegate them this week
- Create a simple Loom video walkthrough for each delegated task

OUTCOME

You free 5–10 hours per week in the first 30 days of consistent delegation.

REFLECTION

Before moving to the next system, write your answer to: If I implemented this system today, what would change by next week?

YOUR IMPLEMENTATION CHECKLIST

Your 30-Day System Build Plan

Do not try to implement all 7 systems at once — that is the very overwhelm this guide is designed to fix. Use this phased approach instead:

WEEK 1 — FOUNDATION

- Block your Weekly CEO Block in your calendar (System 01)
- Write your 3-tier decision policy document (System 02)
- Rewrite your core offer in one sentence (System 03)

WEEK 2 — OPERATIONS

- Map and begin automating your client onboarding (System 04)
- Create your Revenue Review spreadsheet (System 05)

WEEK 3 — ENERGY & DELEGATION

- Complete your 7-day energy audit (System 06)
- Run your first full task audit and delegate 3 tasks (System 07)

WEEK 4 — REVIEW & REFINE

- Run your first end-of-month CEO review
- Identify which system needs the most attention next month
- Book a clarity call if you want support implementing

Ready to Build These Systems With Expert Support?

This guide gives you the framework. Coaching gives you the accountability, the customisation, and the speed. Book your complimentary 30-minute Clarity Call and let's identify which of these systems will make the biggest difference in your business — this month.

[VISIT THE WEBSITE](#)

Limited to 6 clarity calls per quarter · No obligation · No pitch

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