



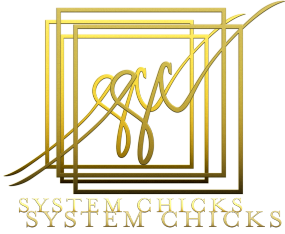
SYSTEM CHICKS

SOFTWARE BUYER'S GUIDE FOR THE OVERWHELMED ENTREPRENEUR

THE ONLY INSIDE'S GUIDE
YOU'LL EVER NEED

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THE SYSTEM CHICKS

WELCOME

Okay, if you're here it likely means one of two things are true. Either you are just starting a business and don't know what software you need to run it, or your business is growing and you realize you need more than the initial platforms you chose when you started.

Either way, you are in the right place. Once you have completed the exercises in this workbook you will know exactly what you need, how to get started, and will be ready to get your system implemented.

So, grab a cup of coffee or glass of water, a paper and pen, and let's get started!

JOIN US FOR CONNECTION AND FREE RESOURCES!

Join The System Chicks FB Community to connect with others who have been there, get questions answered, and even score some free resources!

[JOIN TODAY](#)

ABOUT ME

You've told me about you, now let me tell you a little about myself.

I have been an entrepreneur for more years than I'd like to count. Let's just say I started my first business that generated a profit in 1990.

For the majority of my career I have worked with technology, setting it up in my businesses and helping others implement it in their own. I have helped everyone from solopreneurs to multi-million dollar international corporations. In fact, my very first job was to set up the operations manual for an international pharmaceutical manufacturing company.

I have built websites, funnels, email campaigns, integrations, API connections and more. There are very few platforms I don't have experience with. And any of those my team has experience with!

My passion lies in helping businesses set up and implement systems, both technological and operations bases, so that you can reach your goals and enjoy the life you've worked so hard to build.

Let's get this party started.

Tracy Hoobyar
CEO



SYSTEM CHICKS



WHAT'S INCLUDED

1

THE VALUE OF THE RIGHT SOFTWARE

Check this out to get an overview of technology, why it's valuable, and how you can use it to help you reach your goals in business.

2

BEST PRACTICES TO SOFTWARE SELECTION

Find out some best practices that will guide you to success as you are choosing and setting up your technology.

3

6 STEPS TO SUCCESSFUL SOFTWARE IMPLEMENTATION

Find out some of the simple 6 steps you can take to choose the right software for your business, not only for today, but also for your scaling needs.

4

RESEARCH WORKSHEET

Use this worksheet while you're researching so you can ask the right questions, choose the right platform, and put together the right plan for your business.

5

RESOURCES AND BONUSES

Get a list of our recommended resources, platforms we have worked with that have proven themselves, and other links you can use to streamline your software setup.



THE VALUE OF THE RIGHT SOFTWARE

FIRST THINGS FIRST

Your tech stack is the collection of software you use to run your business. It can mean the difference between a successful business or one with so much operational drag and lost revenue that it will never be profitable or scalable.

What you find in the following pages is a tested method to select your software platforms so they will not only work for you today, but also grow with you as you scale your company in the years to come.





BEST PRACTICES AND PRO TIPS



DO YOUR HOMEWORK

There are a lot of variables when choosing software, and to adequately cut through the sales speak, you have to do your homework.



KNOW WHAT YOU NEED AND WANT

Being clear on your wants and needs will prevent you from getting sucked into a great sales pitch.



THINK ABOUT YOUR NEEDS TODAY & TOMORROW

Make sure to consider your growth goals, and select based on future needs too.



ASK FOR A LIVE DEMO

Get a live demo where you can ask questions and get specific use case info.



BE CLEAR ON THE PRICING

Every software platform has a slightly different pricing structure, make sure you understand any you are considering.



TALK TO ACTUAL CUSTOMERS

Talk to people who are actively using the software in their business so you can understand the good, the bad and the ugly.

6 STEPS TO A GREAT TECH STACK



WHERE YOU
ARE NOW



WHERE YOU
WANT TO BE

1. List everything you do in your business. I mean EVERYTHING. Filing papers, sending emails, answering calls, looking at numbers, marketing. Make a list of all activities that you spend your time, or your team's time, doing on a daily/weekly basis.
2. List all touchpoints you'd like your clients to experience. Emails, calls, texts, etc.
3. Review steps 1 and 2 and list all the things software can help you with or be a part of

6 STEPS TO A GREAT TECH STACK



WHERE YOU
ARE NOW



WHERE YOU
WANT TO BE

4. Talk to friends and colleagues and get their experiences and referrals

5. Do your research (see research worksheet on the next page) and put your findings below.

6. Sign up for (hopefully) a free trial and get started.



RESEARCH WORKSHEET

Use this list of questions when you are researching various software options for your business. By getting the answers to all of these questions before making a decision you will ensure you are making a fully informed decision, and will drastically reduce the chances of having to change platforms in the future, which, in case you wondered, is a massive pain in the ass.

What happens to my data if the contract ends

Contract end for a variety of reasons, and reason aside, your data should always be your data.

Do you have implementation services

And if so, what exactly do they include? Different companies define "implementation services" differently. Make sure you are clear on their definition and what you can expect.

How do you manage updates and upgrades

Do you get notice and can you opt out if the timing is bad? Can you choose when they push updates

Can I customize this software for my needs?

Everything can be customized to some extent, find out how much can be customized to ensure it works with your business needs.

What support do you offer?

Is support available 24/7, by chat, email, phone, all of the above? Does the level of support depend on the level of membership?



PREFERRED TOOLS AND RESOURCES

INFUSIONSOFT

Infusionsoft is a powerful CRM for SMBs (small and medium businesses) that has been helping businesses serve their customers for over 10 years. A strong platform that can be set up quickly.

[FREE LIVE DEMO](#)

ZOHO ONE

A comprehensive suite of over 40 platforms, including a CRM and digital signing platform, that will allow you to run your entire business in one place. Affordable and complete, though it requires a bit more set up to customize.

[SIGN UP FREE](#)

ASANA

A visually appealing and easy to learn project management platform that was developed by some of the original developers of Facebook, with user experience at the forefront.

[SIGN UP NOW](#)

CANVA

With free and paid versions, Canva allows you to create all the graphics you could possibly need. From social media to course assets, Canva is your one stop, easy to use graphics solution.

[SIGN UP NOW](#)

CLICKFUNNELS

A full service funnel platform with tested and proven options to build high converting funnels. Can also be used to make sales, send emails, and as a membership platform.

[FREE TRIAL](#)

WORDPRESS

By far the most widely used website platform with extensive support and plugins that will allow you to customize and expand your website to fit any of your needs.

[SIGN UP NOW](#)

**SOME LINKS ABOVE ARE AFFILIATE LINKS THAT I MAY MAKE REFERRAL FEES FROM.*



READY TO GET UP AND RUNNING?

WANT A LITTLE HAND HOLDING?

Now that you know what software you'll be using, and you know how you'll be using it, you are ready to roll!

If you'd like support in getting everything up and running, connected and talking to each other, and most importantly working for you, the System Support Team is for you! And because you have downloaded this workbook, we will gift you 7 days **FREE** so we can help you get your systems set up and running! Just click the button below to sign up!

**JOIN THE SUPPORT
TEAM TODAY!**



CHOOSE WISELY:

It is not what technology does to us, it is what we do to technology. Get smart with technology, choose wisely and use it in a way that benefits both you and those around you.

-HEADSPACE.COM

