PREPARE YOUR PRODUCT
Ensure your product satisfied your target market at a profitable price point and plan for the future.

- **Understand Your Customers**
  Collect customer feedback. Are your target customers buying, using, and telling others about your product? Are your customers happy? Why or why not? If not, make improvements.

- **Know Your Numbers**
  Know your gross margin (net sales minus the cost of goods sold) and gross churn rate (% of recurring revenue lost due to cancellations). Is your product priced to turn a profit? If not, make adjustments.

- **Have A Vision**
  What ultimate impact do you want your product to have on your community, industry, or the world? Understanding this aspiration will help you set goals for the future and navigate your path forward.

PUT PROCESSES IN PLACE
Create predictable, repeatable processes that make it easier for you to do more.

**DEFINE**
Identify what processes to build then define the purpose of each process by describing what success looks like.

**PRO TIP:**
Define KPIs for each process

**ORGANIZE**
Break the processes down into logical steps and document the tasks your teams and systems need to complete.

**USEFUL TOOLS:**
Miro, Zen Flowchart, Cacoo

**MONITOR**
Implement and continually monitor each process, analyzing their patterns to understand how they're functioning, and if they're aligned with your business goals.

**CHECKOUT THESE BPM TOOLS**

**OPTIMIZE**
Test run your processes to identify resource gaps and inefficiencies. Look for opportunities to automate manual effort and recurring tasks.

**Want to integrate your tools? Explore Zapier**

Create Standard Operating Procedures (SOPs)
You’ve built your processes, now it’s time to document them so they’re repeatable and predictable. SOPs help your business standardize best practices, capture tribal knowledge, and stay consistent.