

# A DECISION-MAKING GUIDE

GET YOUR SMALL BUSINESS HUMMING

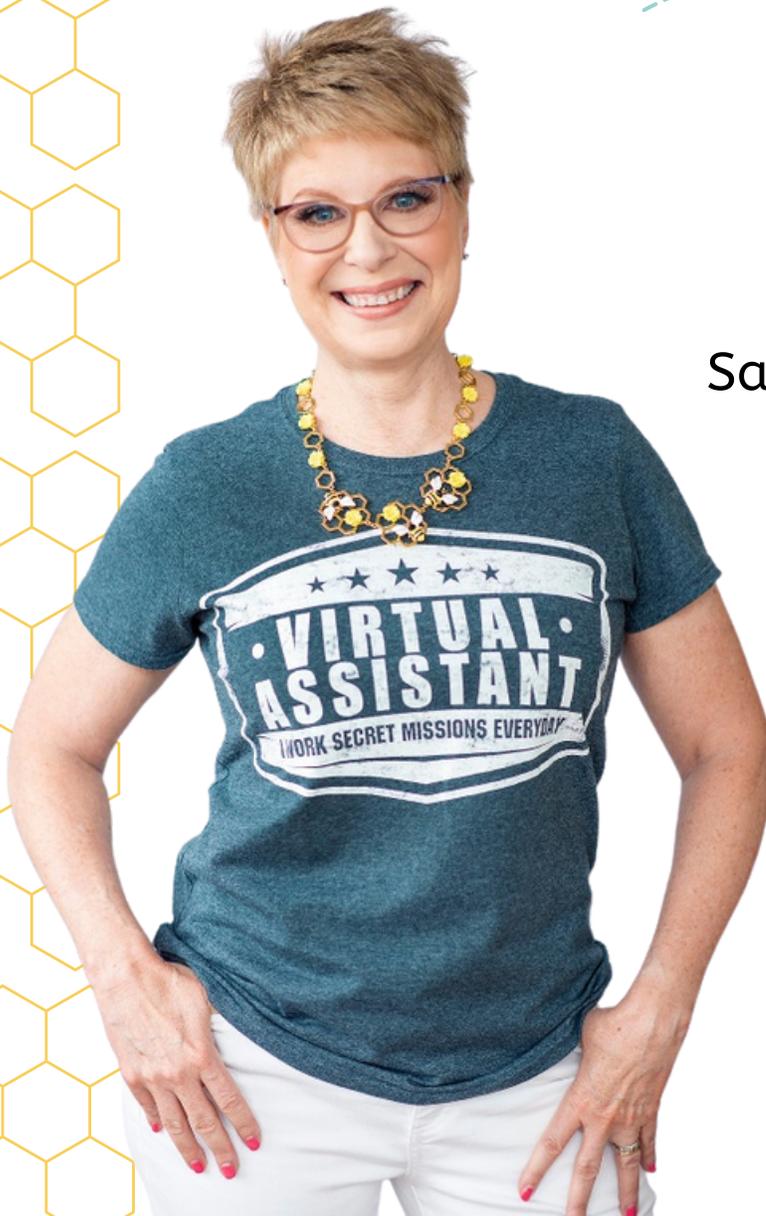


Melissa St. Clair  
Paper Chaser Biz LLC  
[paperchaserbiz.com](http://paperchaserbiz.com)

# Welcome

The success of your business depends on the decisions you make. As a small business owner, you are making decisions weekly, daily, hourly, and sometimes minute by minute. Effective decisions can have tremendous positive effects on the growth and sustainability of your business. Equally, ineffective decisions can cause damage to your business and keep you stagnant with little to no growth. Making these decisions regularly with no plan, boundaries, or support can be overwhelming and stressful.

This Decision-Making Guide is your opportunity to understand how you can start prioritizing your time, establish best practices and a plan, and release the overwhelm.



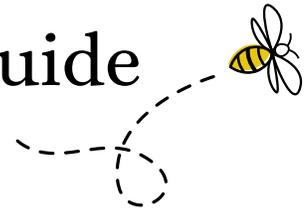
## Your Decision Guide to Saving Time, Saving Money, and Slashing Stress

**Melissa St. Clair**

Communications &  
Standard Operating  
Procedure Specialist

# A Decision-Making Guide

GET YOUR SMALL BUSINESS HUMMING



## Step #1

### DISCOVER

As a small business owner, you know many tasks need to be done in your business regularly. As a solopreneur, you are buzzing around daily, trying to do it all. Yet are you efficient and organized? Is what you are doing sustainable for growth? Do you need to do it all?

Let's start with Step #1 in your Decision-Making Guide by writing a list of all the tasks done in your business and the frequency of the performance of each task. I have started the list for you to get you started.

#### Frequency List



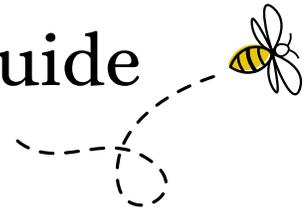
Daily    Weekly    Monthly    Quarterly    Yearly

	Daily	Weekly	Monthly	Quarterly	Yearly
Email Marketing Campaigns					
Newsletter					
Social Media Marketing					
Press Release					
Internet Reseach					
Event support					



# A Decision-Making Guide

GET YOUR SMALL BUSINESS HUMMING



## Step #2

### MANAGE, AUTOMATE OR DELEGATE?

The best step in efficiency and growth is learning not to do it all yourself. You specialize in your own genius area, and it's okay not to be skilled in everything. Create a business where every area is a humming hive of success.

#### MANAGE

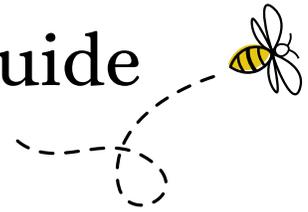


Manage is the area where you can shine. Your golden honey! The places in your business that require your expertise to achieve success. These areas in your business are why you started your business and where your passion comes to life.

From your Frequency List, check the areas that require your expertise. Consider the frequency and how much time you have or would like to have. I have intentionally made this list small. Save your energy, time, and focus for the tasks only you as the business owner should do.

# A Decision-Making Guide

GET YOUR SMALL BUSINESS HUMMING



## Step #2

### MANAGE, AUTOMATE OR DELEGATE?

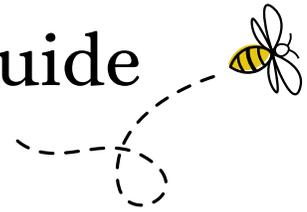
#### AUTOMATE



Automate is where you can utilize technology to perform functions within your business. This is an excellent time-saver and can be used by you or the person you delegate tasks to. Technology and automation are probably not your areas of expertise, so from your Frequency list, start by looking for those tasks that are repeated daily or weekly. Even if you do not know how to automate, list what you believe can be or should be automated.


# A Decision-Making Guide

GET YOUR SMALL BUSINESS HUMMING



## Step #2

### MANAGE, AUTOMATE OR DELEGATE?

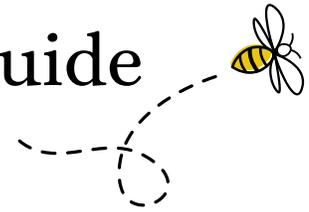
#### DELEGATE



Delegation is your most liberating decision-making part of Step #2. This is where you can call upon another expert who can keep your business humming and free you up to focus on growth. From your Frequency List, check for tasks that are not your expertise, you do not like doing, or take up too much of your time (ultimately costing you). Your time is valuable and should only be spent on your business's growth and vision areas.


# A Decision-Making Guide

GET YOUR SMALL BUSINESS HUMMING



Step  
#3

DECIDE

Now comes the best part of this Decision-Making Guide - Your Decision to make the needed changes to have your business humming and growing. It may not be hard to decide what you should manage, but deciding on automation and delegation can be a bit more challenging. Here's a helpful list of ways a Virtual Assistant can help you.

## 10 Things you can DELEGATE to a VA to Build Your Business Faster

ELIMINATE OVERWHELM AND FOCUS ON YOUR PURPOSE!

1

### BUSINESS CORRESPONDENCE

Material written about or by the business.

*Examples: Press Releases, Newsletters*

2

### ONBOARDING/OFFBOARDING

Enrollment process for new associates.

*Examples: Customers, team members*

3

### MEDIA RELEASES

Publicizing company news.

*Examples: Promote special events*

4

### EMAIL CAMPAIGNS

Enhance your communications with client/customer.

*Examples: Nurture emails or special events*

5

### EVENT SUPPORT

Support online/offline events.

*Examples: Communication and admin duties*

6

### INTERNET RESEARCH

Focused topic searches.

*Examples: Finding facts/figures to include in articles/blogs*

7

### PROJECT ASSISTANCE

Coordinate project objectives.

*Examples: Communication and admin duties*

8

### SYSTEMS AND WORKFLOW

Automation and Tools.

*Examples: Using technology for routine tasks and functions*

9

### B2B, B2C COMMUNICATIONS

Material written about or by the business.

*Examples: Business to business, business to customer*

10

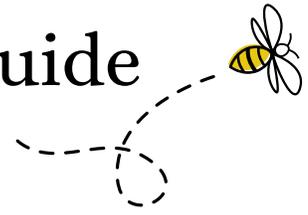
### STANDARD OPERATING PROCEDURES

Capture or create SOPs based on best practices.

*Examples: Business operations, specific tasks*

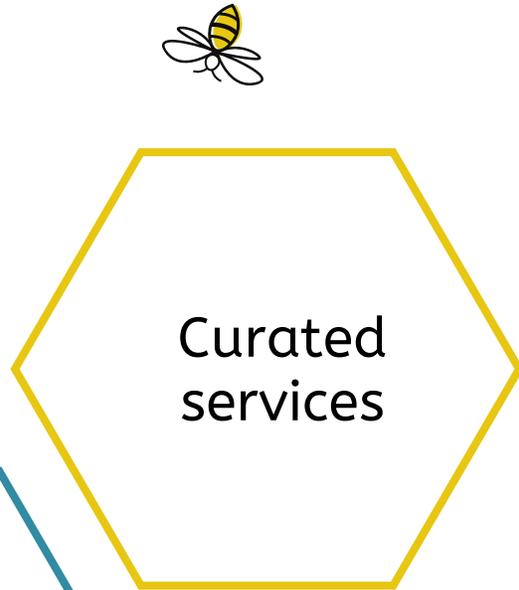
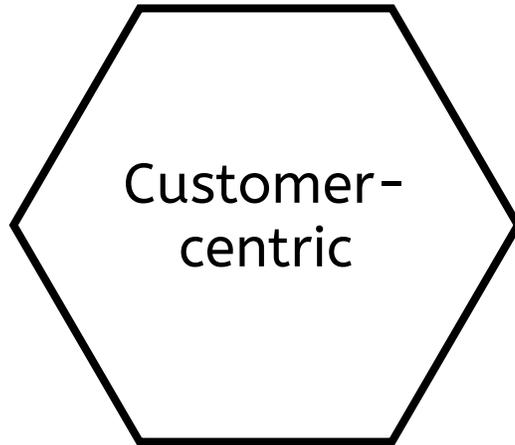
# A Decision-Making Guide

GET YOUR SMALL BUSINESS HUMMING



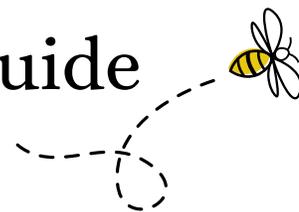
## Paper Chaser

YOUR BEST DECISION TO AUTOMATION & DELEGATION



# A Decision-Making Guide

GET YOUR SMALL BUSINESS HUMMING



As the business owner, delegating tasks that are not your expertise will benefit your business and time efficiency more than trying to do it all yourself. Learn to delegate and see your business grow faster.



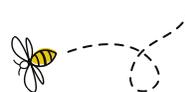
“Melissa St Clair is a brilliant virtual assistant. She has taken my disorganized business and turned it into a well-oiled machine. She created systems and Standard Operating Procedures (SOPs) so that my business runs smoothly even when I’m on vacation. I had no idea how to create systems and SOPs, so I turned everything over to Melissa, and with zero instruction, she made it all work like a dream. She also works as a project manager helping me and my team increase our productivity. Thank you, Melissa, for all you do to turn my business into a profit-producing machine!”

Kathy Goughenour  
Business Coach / Virtual Experts Trainer



“After multiple one-on-one collaborative brainstorming sessions with Melissa St. Clair, Paper Chaser Biz LLC, I was able to clean out my business-focused physical and virtual checklists, streamline tasks, and support her as she developed over a dozen Standard Operating Procedures (SOPs) formalizing my business plans and documentation. Hiring Melissa enabled me to respond to grow my business, create clarity with internal business operations, and support the hiring of our military spouse-connected community.”

C.C. Gallagher  
President & Founder, Military Quality of Life Consulting, LLC

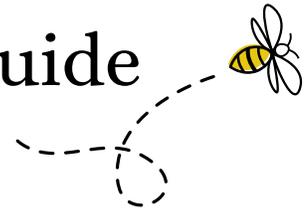


“Before meeting with Melissa St. Clair at Paper Chaser Biz LLC to develop formal SOPs, all process lived in my mind. As my team grew, I was becoming the bottleneck for decisions and knew it was time for proper process and documentation. Leading a busy PR agency and scaling the team and business meant an increasing need for formalized standard operating procedures. Efficient and effective. My team and I were able to talk through our procedures with Melissa and together we produced official documentation in only two work sessions. Beyond the work, Melissa’s structure made the process simple and truly enjoyable!”

Altimese Nichole  
CEO & Founder, The Ezer Agency

# A Decision-Making Guide

GET YOUR SMALL BUSINESS HUMMING



## DECISION MAKING RECAP

- Decide to manage only the areas of your expertise for growth and maximum impact.
- Decide to free-up time and release frustration with Automations and Delegation.
- Decide to work with Melissa, Virtual Expert at Paper Chaser, who will take your delegation tasks and set up your needed automations to get your business humming!



“Whenever you see a successful business, someone once made a courageous decision.”

— Peter F. Drucker

Hello, I am Melissa St. Clair, the owner of Paper Chaser Biz LLC, military spouse, published poet, speaker, mentor, and your support as a Virtual Expert®.

My experience and expertise in small business are here to help busy solopreneurs, business coaches, and entrepreneurs like yourself get more done and have more time to focus on your purpose. I provide executive-level online office support by taking those delegation and automation tasks you have just listed out and releasing you from overwhelm and stress. I invite you book a call with me and let's get your business humming together.



Make a beeline to Melissa at Paper Chaser Biz

 **BOOK AN INTRO CALL TODAY** 

Questions? email me at: [melissa@paperchaserbiz.com](mailto:melissa@paperchaserbiz.com)