

A woman with long, dark, curly hair is standing in a field of tall, purple and yellow flowers. She is wearing a leopard print dress and large, round, gold-colored earrings. She is looking slightly to her right. The background shows a line of trees and a hill under a cloudy sky. The entire image is framed by a thin white border.

POWER. PASSION. PURPOSE.

The background of the entire image is a repeating pattern of stylized red leaves and branches on a white background. In the center, there is a dark green rectangular area with a white border. At the top of this green area, there is a smaller, light green rectangular box containing the text 'Theresa Campbell Media'.

Theresa
Campbell Media

QUANTUM BUSINESS SYSTEMS GUIDE

Putting your brilliance perfectly together so that you can live the life you desire.

Quantum Business Systems Guide

Entrepreneurs LOVE to create; they don't enjoy setting up systems!

As solo business owners, that's all we want to do – create products and programs, and come up with new ways of delivering our services.

So when the talk turns to systems and processes, this is where most business owners' eyes will glaze over ... after all it doesn't sound like a very exciting way to spend your day, does it? But having the right systems in place really is the key to your success.



Quantum Business Systems Guide

1. **Creating the snazzy new program** is not going to generate a ton of money for you if you don't have anyone to sell your program to (a **List Building System**).
2. **Creating a high-end coaching/consulting program** is not going to generate a ton of money for you if you don't have any clients to begin with (a **Get More Clients System**).
3. **Building a huge list of thousands of subscribers** who you can sell your products and services to, is not going to generate a ton of money for you if you don't have any business automation in place (a **Automated Marketing System**).



Quantum Business Systems Guide

Don't try and fudge different elements together because it's cheaper. This is the opposite of creating a beautiful business and life that you desire.

You may hesitate on setting up proper systems because you're not prepared to make the investment in your business, so you make the "cheaper" investment by fudging together a series of cheaper alternatives and hope they'll all work.

In most cases, they don't and you end up with lost revenues, upset clients and customers, and a whole load of headaches!



A lifestyle scene featuring a leopard-print handbag, a tall flute glass of sparkling champagne, a pair of aviator sunglasses, and various pieces of jewelry on a light-colored surface. The text "FOLLOW YOUR PASSION" is overlaid in a white serif font within a thin white rectangular border.

FOLLOW YOUR
PASSION

In This Guide, You Will Learn...



In this Quantum Business Systems Guide you will learn tips for creating Your Systems for Success so that you can create the business and lifestyle that you want. You'll get best strategies for setting up your:

1. Getting Ready for Success System
2. Get More Clients System
3. Automated Marketing System
4. Stay-In-Touch System
5. Content Marketing System
6. Multiple Streams of Income System

The background of the entire image is a repeating pattern of stylized red leaves and branches on a white background. In the center, there is a dark green rectangular area with a white border. At the top of this green area, there is a smaller, light green rectangular box containing the author's name.

Theresa
Campbell Media

BUSINESS PLANNING SUCCESS SYSTEM

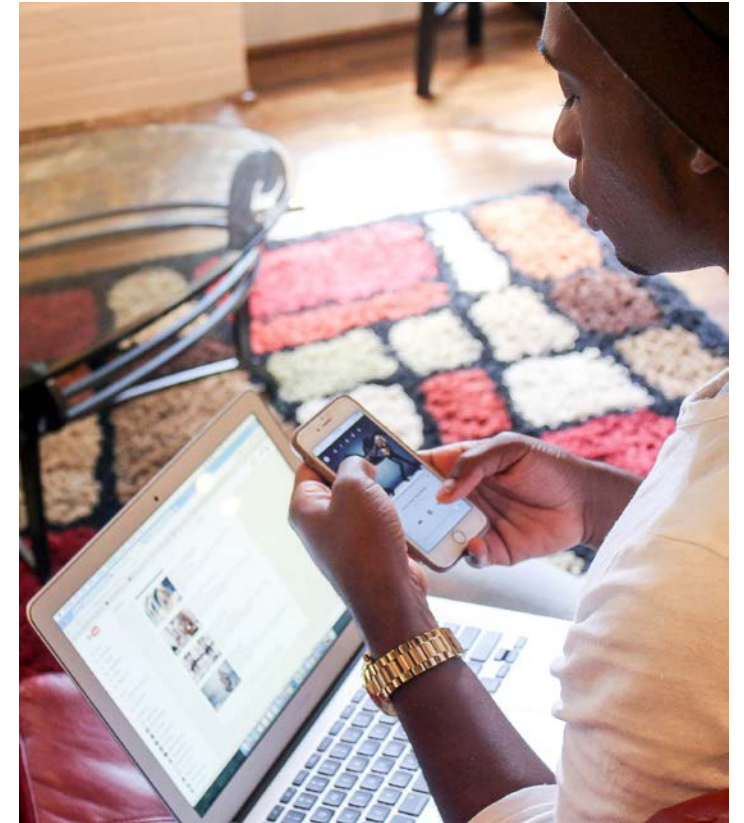
A Comprehensive Checklist that will take your business from Broke to Bankable

Quantum Business Systems Guide

Get the right system for your business; not what everyone else is getting.

Analyze your business and determine your long-term goals, and have a system in place that supports that vision. Too often I've had conversations with clients who have invested in a fancy *bells-and-whistles* ecommerce system because a "marketing expert" told them this is what they needed; or everyone else in their mastermind group was using it so they thought they'd better use it too!

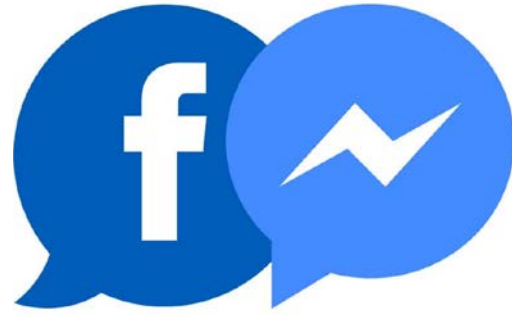
Just because others are using a particular system doesn't necessarily means it's right for you and your business.



Quantum Action Steps

- ☐ Create your 2-3 Page Executive Business Plan
- ☐ Create your Ideal Client Profile
- ☐ Create your Signature System
- ☐ Set up your market research system – keyword research / in-depth interviews / online surveys
- ☐ Create your first 90-day Marketing Action Plan (MAP)





Theresa's Tips

- Use the mobile app Evernote to keep a record of your ideas. Link it to the desktop version. You can link 3 devices.
- If you are not able to type or write your ideas down, use Facebook messenger and send a voicemail to yourself (or a similar recording application.)
- Create your Standard Operating Procedures when you first start your business. Don't wait until you need one.
- Use bplans.com for inspiration regarding business plans.
- Know your business numbers. Don't do anything until you know how much it costs and how much you desire to profit. Learn the difference between "net" and "gross" profit.

The background of the entire image is a repeating pattern of stylized red leaves and branches on a white background. In the center, there is a dark green rectangular area with a white border. At the top of this green area is a smaller, light green rectangular box containing the author's name.

Theresa
Campbell Media

GETTING READY FOR SUCCESS SYSTEM

A Comprehensive Checklist that will take your business from Broke to Bankable

Quantum Business Systems Guide

Invest in a system for where you want to go, not where you are now.

If you're serious about your business, and want to be in the game for the long-term, then you have to be prepared to invest in the right ecommerce system for your business.

I've had many conversations with clients over the years who have invested in expensive, high-end coaching programs ... yet are not prepared to make the relatively inexpensive investment of having the right ecommerce system in place to grow their business.





Quantum Action Steps

- ❑ Set up your all-in-one ecommerce system – 1ShoppingCart / Infusionsoft /Shopify/ Ontraport:
- ❑ Shopping Cart functionality
 - ❑ Email broadcasts
 - ❑ Automated email sequences (autoresponders)
 - ❑ List management
 - ❑ Program and webinar registration
 - ❑ Affiliate program
- ❑ Set up your centralized Standard Operations Procedure (SOP) system



Quantum


Action Steps

- ☐ Set up your calendar management system
- ☐ Set up your appointment system
- ☐ Organize and Declutter your inbox with labels and filters
- ☐ Set up your Financial Management System to track income and expenses
- ☐ Set up your payment processing system:
 - ☐ PayPal/Stripe
 - ☐ Chargebee
 - ☐ Merchant Account



Theresa's Tips

- When you are first starting out, there is no need to pay for the most expensive software on the market. Learn your business first. Build as you go.
- Try to use software and applications that have mobile versions.
- Hire a virtual assistant, even if for a few hours a month.
- Use Fiverr.com and Upwork.com to hire experts to do most of the busy work.
- Keep your focus on MMAs ... Money-Making Activities.
- Create a project schedule for each milestone in your business. Don't expect to accomplish every task in a week.

A close-up photograph of a person's hand holding a brown leather bag. The person is wearing a gold watch with a metal link band and several blue and silver beaded bracelets. The background is a light-colored wooden floor. The image has a dark, semi-transparent overlay with a white rectangular border.

SHE BELIEVED
SHE COULD,
SO SHE DID!

The background of the entire image is a repeating pattern of stylized red leaves and branches on a white background. In the center, there is a dark green rectangular box with a white border. At the top of this box is a smaller, light green rectangular box containing the text 'Theresa Campbell Media'.

Theresa
Campbell Media

GET MORE CLIENTS SYSTEM

A Comprehensive Checklist that will take your business from Broke to Bankable

Quantum Business Systems Guide

“Manage” before you “Market”. This simply means getting your foundational systems in place before you start to market your business.

Once you start to market your business and you’re generating inquiries from potential clients, you want to be sure that you have the right system in place so that you can respond instantly and easily.

It also means ensuring your financial management system is organized, your inbox is not in a state of chaos, and you can easily locate critical data. Once you start to get busy, you simply don’t have time to *dig around* for information, even if you do “have it here somewhere!”.

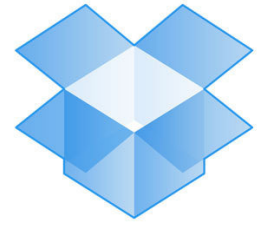




Quantum

Action Steps

- ☐ Set up your Contact Management System
- ☐ Create your follow-up system
- ☐ Set up your client strategy sessions system
- ☐ Set up your client tracking system
- ☐ Set up your client testimonials system



Dropbox



Google Drive



Theresa's Tips

- Purchase a professional email address. Don't rely on Google.
- Organize your files. Period.
- Invest in Microsoft Office. There is a monthly subscription plan available.
- Use Dropbox to manage your files and documents. Upgrade to the paid service. It will save a lot of time and headache.
- To get the most from software and applications, you will ultimately have to pay to play. Make sure to mind your budget. This is your Operations Budget.
- Allocate 20-30% of your Operations budget to software, applications and hired assistance.

The background of the entire image is a repeating pattern of stylized red leaves and branches on a white background. In the center, there is a dark green rectangular area with a white border. At the top of this green area, there is a smaller, light green rectangular box containing the author's name.

Theresa
Campbell Media

AUTOMATED MARKETING SYSTEM

A Comprehensive Checklist that will take your business from Broke to Bankable

Quantum Business Systems Guide

Automate as much as possible. Any time you do “something” more than once, you need to create a system for it, so that doing it a second, third, or even a fourth time (and beyond) is quick and easy.

It’s especially important to automate your online marketing system as once you start getting new subscribers on a daily basis, you want to make sure the information they requested is delivered to them automatically.





Quantum Action Steps

- ☐ Create your **FIRST Automated Sales Funnel**:
- ☐ Lead Magnet
- ☐ Low Entry Offer
- ☐ Core Offer
- ☐ Follow-up sequence of automated emails
- ☐ Nurture Email Sequence



Quantum Action Steps

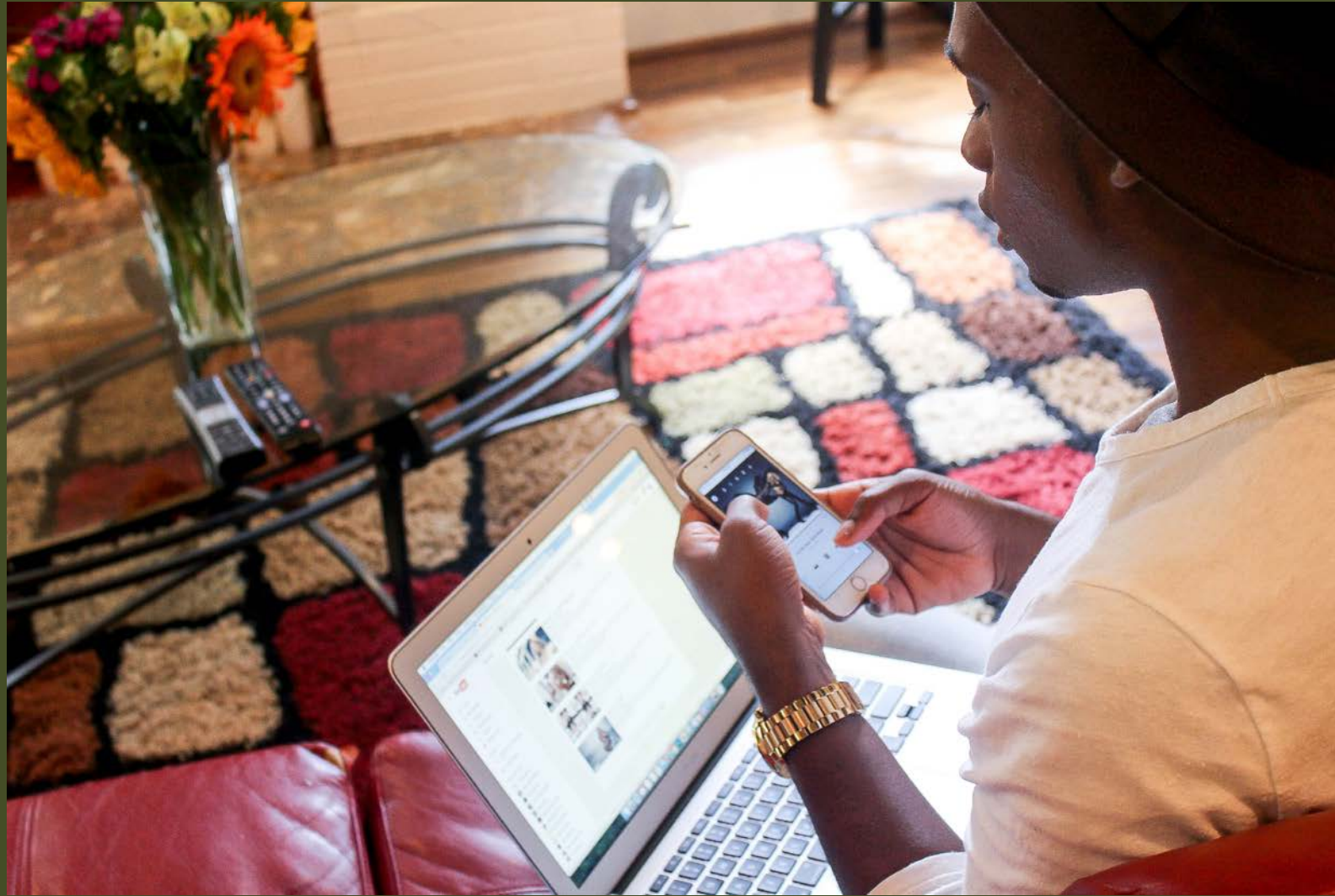
- ☐ Create your **Stay-in-Touch System**:
- ☐ Regular newsletter/ezine
- ☐ Articles
- ☐ Tips
- ☐ Livestreams
- ☐ Challenges
- ☐ Continue to offer Value!



Quantum

Action Steps

- ☐ Create your **Content Marketing System:**
 - ☐ Article marketing
 - ☐ Blogging
 - ☐ Vlogging
 - ☐ Social media
 - ☐ Podcasts
 - ☐ You Tube



Quantum

Action Steps

- ☐ Create your **Fast Lead Generation System**:
- ☐ Host a list building webinar
- ☐ Attend in-person live and networking events
- ☐ Host a telesummit or giveaway event
- ☐ Seek out joint venture (JV) / affiliate partners

Google
Hangouts



Theresa's Tips

- When you first start your marketing system, focus on one platform. Don't try to be an expert on every platform.
- Consider LinkedIn.
- Try Instagram TV. Have fun with the platforms.
- Stay true to your audience and your style. Not every platform works for every entrepreneur.
- Be yourself. Be authentic. Don't be a cookie cutter.
- Use the best equipment your money can buy.
- Invest in a microphone, lighting, backdrops, and tripod.
- Make sure your production is the best your money can buy. As soon as you are able to, upgrade.
- Remember, MINDSET IS EVERYTHING. Believe you can and you will.

The background of the entire image is a repeating pattern of stylized red leaves and branches on a white background. In the center, there is a dark green rectangular box with a white border. At the top of this box is a smaller, light green rectangular box containing the author's name.

Theresa
Campbell Media

MULTIPLE STREAMS OF INCOME SYSTEM

A Comprehensive Checklist that will take your business from Broke to Bankable

Quantum Business Systems Guide

I know having the right systems in place for my business has revolutionized it over the 8+ years I've been in business. Just some of the daily successes I experience in my business through having the right systems in place are:

1. Consistent flow of New subscribers
2. A pipeline of ideal clients
3. Marketing is systemized (and in some cases automated)
4. Ability to take time away from my business, and enjoy life
5. Able to operate my business from a place of **abundance, grace and love**... instead of lack, anxiety and desperation





WOULDN'T YOU WANT THE
SAME FOR YOUR
BUSINESS?



Quantum Action Steps

- ☐ Create your first info product with a sales page and download page
- ☐ Create your first online training program/course
- ☐ Set up a membership/continuity program
- ☐ Set up a higher level VIP programs
- ☐ Create a live event/workshop



Inshot



WORDPRESS



ANIMOTO



Theresa's Tips

- Use WordPress to start for your main website and sales page platform.
- Kajabi is a great platform for membership websites.
- Always perform research first before launching to ensure that you have an audience for your product.
- Always incorporate video into your offerings.
- Remember: We buy from those we know, like and trust.
- Research Amazon and Google for the hottest keyword phrases for your product.
- Don't go it alone... partner up!
- Don't release too many products at one time. Focus on one and then diversify as you grow your business.

A woman with long braids, wearing a black dress, a red necklace, and a colorful bracelet, is walking on a stone path. She is smiling and looking towards the camera. The background consists of lush green foliage and a white wall on the right. The text "BELIEVE IN YOURSELF" is overlaid in white, bold, sans-serif capital letters across the center of the image.

BELIEVE IN YOURSELF

Quantum Business Systems Guide

I have set aside some time in the next week to speak to you personally about how you can apply these ideas to your business immediately.

There's a lot to do! And no time to waste.

Now that I have given you the information regarding the appropriate systems to use, you need to know how to apply these ideas to your business.

Everyone is different. YOU are UNIQUE.

And that's why I would like to speak with you personally on the phone.

You tell me your dreams, desires and where you want to go.

I tell you EXACTLY how to get there.



Quantum Business Systems Guide

Here are the requirements:

1. You must be passion driven and feel like you have a real purpose to follow in your business.
2. You need to be someone who wants to impact thousands with your gifts.
3. You must be 100% committed. If you are just thinking about MAYBE starting your business, then this is not for you.
4. You must be an action taker. If you are making decisions slowly, wait a long time, and want to sleep on it, then this is not for you.
5. You must sell your own products. If you sell network marketing products, then this is not for you.



Quantum Business Systems Guide

You picked up this guide for a reason.


You're done running your business as a hobby.

So, if you're stuck in your business right now...
If you've been inspired by what you've read here...

I invite you to schedule a **Complimentary Success Meeting** by clicking on the "Let's Chat" image below.

Choose an appointment time that works for you. I'll take care of the rest.



A black and white photograph of a woman with her hair in a bun, wearing sunglasses and a dark fur stole over a light-colored top. She is looking down and smiling slightly. The background shows a city street with buildings and a metal railing. A white rectangular frame is overlaid on the image.

but wait...

YOUR MINDSET

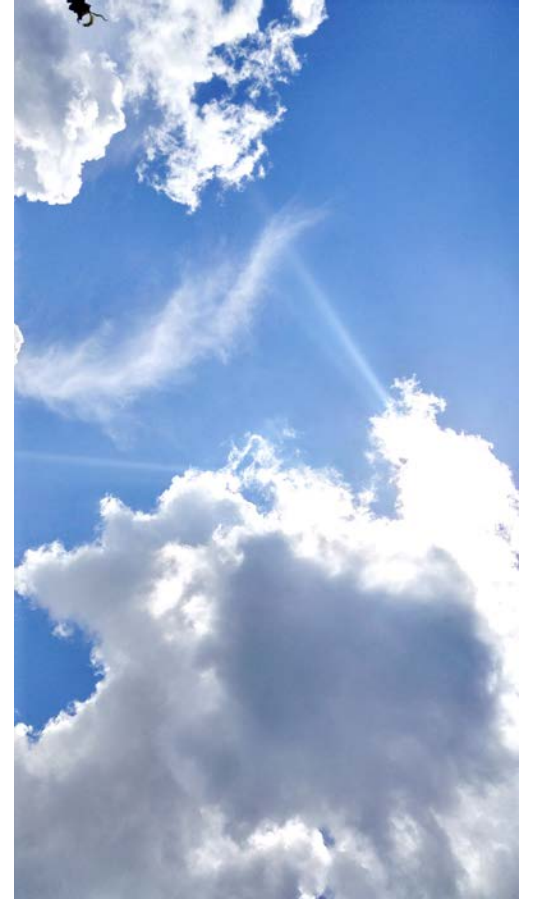
Quantum Business Systems Guide

One more thing...

On a personal level, one thing that I've had to overcome in my career as a business owner is low self-esteem and low self-confidence. Especially in this ever-advancing digital age, the scrutiny of being online can make even the strongest want to throw in the towel.

The truth is when I first got started, even in spite of a stellar corporate background, I worried about how people would accept me, if I was good enough to operate a business, how I would look, if I was too fat... on and on and on. Ultimately, I didn't think I would measure up.

You may have felt like this and had some of these same thoughts...



Quantum Business Systems Guide

I 'm not *good* enough | I 'm not *smart* enough

I don't have *enough* talent | I 'm not *pretty* enough

I don't have the *right* connections

I need *more* time



Quantum Business Systems Guide

But as time passed, I realized that I was never going to achieve anything great if I continued to let my fears and self-doubt get in my way. It's these beliefs that prevent us from achieving our goals and realizing our dreams.

The truth is, it's easy to give up.

Building a business is hard work. Competition is stiff. Quitting is easy.

That's why most people don't make it in this game.

But you're different. You have courage. You have faith. Most important, you have the willingness to develop a strong mindset and willpower. You can transform your mindset and use it as a tool to help you succeed.

Use your failures as stepping stones... not stumbling blocks. When you treat each failures as an opportunity to learn, you will most definitely succeed!



Quantum Business Systems Guide

Here's the shift...

Start making a mental association in your mind that a problem, challenge or failure is a GOOD thing!

This way you won't have the negative and limiting mindset that associates problems and failures as being a lack of your intelligence, ability or skillset. You are ALL THAT and two bags of chips. *wink

Once you make this shift, you will **no longer doubt yourself.**

You'll no longer be fearful of the unknown and scared of failure.

Instead, you'll be fueled with confidence ready to **grab hold of your blessings like never before!**



Quantum Business Systems Guide

What you believe about yourself is the most important factor with anything you do. You need to put in the work, believe in yourself, have a strong faith in God (the Universe, i.e. whatever you choose to call it), and everything else will fall into place. **When you believe in what you desire, you'll see it. I am living proof!**

I sincerely hope that I've been able to put a lot of the pieces together for you and that you grow a dynamic, prosperous business. **Beloved, have faith in your mission.** You are not alone.

Building a successful business can be hard work, it's not always going to be easy, you'll even want to quit sometimes, but if you have drive and stay close to the Source, I know that you will absolutely crush it!

I have nothing but love for you and **pray your ultimate success!**

Theresa Campbell (Your Success Coach)



THERESA CAMPBELL

Be Next Entertainment

*Dedicated to helping you live a life full of passion,
power and purpose by building
a successful business and life you love.*

