

Take Your Business to the Next Level

*Find Out How an
OBM Can Help*



What is an Online Business Manager (OBM)?

AN ONLINE BUSINESS MANAGER

is a virtually based support professional who manages online based businesses, including the day-to-day management of projects, operations, team members and metrics. In other words, an OBM makes sure the right things get done at the right time by the right people.



An OBM is a business owner's virtual BFF.

The Role of the OBM

is to take over the day-to-day task management of the business in order for the business owner to concentrate on doing the things they love to do in their business.

An OBM frees up time for the business owner to focus on all of the business building activities important for growth of the business such as: marketing, sales, working with clients, product development, strategic alliances and big picture business planning.





Most business owners look to hire an OBM when they simply cannot grow their business anymore being the only one in charge. They've reached the point where they have a solid business plan, revenue is flowing in but they are tired of being the one who has to "take care of everything."

The role of the Online Business Manager is to delegate and not do. Although they may not be the one actually "doing the work" they are the ones responsible for establishing and managing the team that does.



*ARE YOU READY TO FREE UP
YOUR TIME TO FOCUS ON
BUSINESS GROWTH?*

One of an OBM's first tasks is to take a look at the business owner's schedule and daily activities to determine:

- where the business owner is spending their time
- what activities the OBM can take off of the business owner's plate

Here are other ways an OBM can help:

Manage Projects

- Create project plan, including timeline, process, people and other resources
- Setup and maintain online project management tool
- Delegate details of the project to various team members
- Communicate project status and ongoing details to all players
- Follow-up with team members as necessary

Manage Operations

- Review of key systems needed to run a business, including customer service, billing, communication, back-ups, marketing, follow-up and delivery
- Create processes, tools and players for key systems within the business
- Implement automated business tools & software to manage various systems
- Create and maintain Standard Operating & Procedures (SOP) Guide

Manage Team

- Identify team needs based on current business goals and projects
- Put together team to handle tasks involved
- Create communication plan with team members
- Regular reporting on measures of success for their role
- Keep the team motivated in their work

Tracking Metrics

- Determine Key Performance Indicators for goal tracking
- Track key statistics for the business on a weekly & monthly basis
- Analyze metrics and discuss trends/patterns with business owner

Manage Revenue Streams

Manage the production and completion of revenue streams including:

Books & workbooks Multimedia products Membership programs Virtual Events Live Events Coaching Programs

- Manage the setup of any applicable tools or software for different revenue streams (i.e.: setting up a membership site using Wordpress & WishList Member)
- Manage the deliverability of revenue streams (i.e.: setting up a download page for an ebook)
- Ensure customer service is in place to support each revenue stream
- Ensure that systems are in place so that new clients get immediate access to their purchases
- Manage the ongoing maintenance of revenue streams
- Review revenue streams on a regular basis to look for outdated information or opportunities to refresh/relaunch

Manage Website

These items would be outsourced but your OBM would be responsible for communicating and managing any updates needed including:

- Finding and managing web/blog designers, graphic designers and copywriters as required
- Review content on all websites to look for outdated or incorrect information
- Manage all updates to website content
- Manage the creation of any new websites
- Setting up everything "behind the subscribe button" for list building
- Setting up everything "behind the buy button" for purchases
- Testing all links, forms and buy buttons on the website to look for errors and inconsistencies
- Ensuring Google Analytics (or some other statistics program) is in place on all websites
- Ensuring the social media applications/plugins are in place
- Sourcing testimonials for inclusion on web pages

Manage Launches

- Setup launch plan based on strategy from the business owner
- Ensure that key players are in place for each stage of the launch
- Establish a clear promotional schedule for each phase of the launch
- Manage creation of the sales page
- Update all websites and other marketing materials after the launch

Manage Ezine Schedule

- Establish your Ezine publication schedule
- Establish your promotional schedule
- Manage your lists Help create a professional Ezine template
- Ensure that Ezine is published on schedule Review content for Ezine
- Manage ads and other promotional material to be included in Ezine
- Manage solo emails and other promotions being sent to the lists

Manage Marketing Implementation

- Email Marketing
- SEO & Pay per Click Marketing
- Social Media Management and Marketing
- Traditional “offline” Marketing
- Establish a team to take care of the ongoing marketing activities
- Review autoresponders and follow-up sequences on a regular basis (for outdated information and accuracy)
- Review sales funnels and up-sell opportunities

AS YOUR ONLINE BUSINESS MANAGER, I PARTNER WITH YOU TO CREATE THE BUSINESS YOU ENVISION.

Your business cannot thrive if you're too busy in the trenches to do the work only you can do, the work you love, the work you're great at!

I help business owners scale their businesses and implement systems and growth strategies so they can focus on what they love to do. Each Simplification Services OBM plan is customized.



I take the time to get to know you, your business, and your goals. Then I work with you to create an action plan you can live with, one that fits your time and resource budget!

The first step to a successful partnership is to schedule a free 30 minute Discovery Call. Let's discuss your goals and how Simplification Services can help you!

*BOOK A
DISCOVERY CALL!*

Click Here

