

A top-down view of a workspace. A silver laptop is open, showing its keyboard. To the right is a white cup of dark coffee. Below the laptop is a yellowed, grid-lined notebook with a black pen resting on it. A dark blue diagonal overlay covers the bottom half of the image, containing white text.

100+ ways an OBM can help your business

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OBM

The official definition of an Online Business Manager (OBM) is:

A virtually based support professional who manages online based businesses, including the day-to-day management of projects, operations, team members and metrics.

However, I like to look at the role from a bit of a different angle - what is the purpose of an OBM beyond 'what they do'?

The role of the OBM boils down to one simple thing:

To free up the business owner so that you can focus your time and energy on the things that only YOU can do in your business.

This includes all business building activities like marketing, sales, working with clients, product development, strategic alliances and big picture business planning - all of which are essential to the growth of a business. You need to be spending your time here – everything else can be managed by an OBM.

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

In order for you to take your business to the next level you need to pull yourself out of the day-to-day management activities and focus on growth.

Note: The role of the OBM 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.

So that you can consider how an OBM might help your business, here is a list of 100+ ways that an OBM can work with you.

Free up the business owner (you!) so that you can focus your time and energy where it's most needed

- Review where the business owner is spending their time
- Proactively take stuff off the business owner's plate - tasks that they don't need to do, and might not realise they can let go of, in order to work in more important income-generating areas of the business
- Act as a gatekeeper on behalf of the business owner
- Create an email management system for the business owner
- Set up a scheduling system for the business owner

Manage your projects

- Create a project plan, including timeline, process, people and other resources
- Set up and maintain an 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 players as necessary to ensure that "stuff gets done" on time
- Manage the budget for the project
- Handle challenges for the project as they arise, with a focus on finding a solution quickly

Manage your operations

- Review the key systems needed to run a business, including customer service, billing, communication, backups, marketing, follow up and delivery
- Create processes, tools and players for key systems within the business
- Implement automated business tools and software to manage various systems
- Create and maintain your Standard Operating & Procedures (SOP) Guide
- Manage all client payments and collections process
- Manage systems access and login information
- Ensure there is an effective backup system in place for all information (including the business owner's computer!)
- Establish decision-making guidelines for team members

Track your metrics

- Keep track of key statistics for the business on a weekly and monthly basis
- Set up a reporting system that includes what to track
- Analyse metrics and discussing trends/patterns with the business owner

Manage your team

- Identify team needs based on current business goals and projects
- Create measures of success for the role
- Determine what type of specialist would be the best fit
- Craft job posting/details
- Blast opportunity out there via various networks
- Filter initial responses and review portfolios
- Set up interviews
- Narrow choices after initial interviews and request proposal
- Setup second interview (if necessary)
- Check references from other clients
- Review proposals from preferred candidates
- Make the offer to the selected candidate
- Ensure there is a signed contract in place for all hires
- Create a communication plan with new team members
- Ensure proper onboarding, information and/or training for their role
- Regular reporting on measures of success for their role
- 90-day review (for long term) or End of project review (for project only)
- Keep the team motivated in their work
- Handle team challenges as they arise
- Manage the team budget and expenses

Manage your launches

- Set up a 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
- Work with a copywriter for launch materials (if necessary)
- Work with affiliate partners (as outlined in next section)
- Manage creation of the sales page
- Keep everyone on task throughout the launch and stay on top of any “dropped balls”
- Support the business owner as needed throughout the launch
- Be “on call” the day of the launch to take care of any urgent matters
- Update all websites and other marketing materials after the launch
- Ensure that the offering itself is delivered as promised

Manage your revenue streams

- Manage the production and completion of revenue streams including:
 - Books and 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
- Set up fulfilment for any tangible/shippable items
- 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 your website

- Review content on all websites to look for outdated or incorrect information
- Manage all updates to website content (either themselves or by hiring a technical VA)
- Manage the creation of any new websites
- Find and manage web/blog designers, graphic designers and copywriters as required
- Set up everything “behind the subscribe button” for list building
- Set up everything “behind the buy button” for purchases
- Test all links, forms and buy buttons on the website to look for errors and inconsistencies
- Ensure Google Analytics (or some other statistics program) is in place on all websites
- Ensure the social media applications/plugins are in place
- Source testimonials for inclusion on web pages (as required)
- Set up a store page that lists all your products/offerings

Manage your marketing implementation

- Manage the day-to-day implementation of the business owners marketing strategy, which could include:
 - Affiliate/Joint Venture (JV) marketing
 - Article marketing
 - Audio/video marketing
 - Email marketing
 - Publicity and PR
 - SEO and pay per click marketing
 - Social media
 - Speaking engagements
 - Traditional “offline” Marketing
- Establish a team to take care of the ongoing marketing activities (as required)
- Review autoresponders and follow-up sequences on a regular basis (for outdated information and accuracy)
- Review upsell opportunities in the buying process
- Review “freebies” for refreshment

Manage your affiliate program

- Work with the business owner to establish details for their affiliate program
- Set up the affiliate program in the shopping cart
- Set up a resource page for affiliates
- Coordinate promotional materials for various promotions
- Keep in touch with affiliates to advise of upcoming promotions
- Follow up with affiliates as needed to support their promotions
- Manage payment of affiliates

Manage your JV partnerships

- Manage the implementation of any JV partner projects
- Create the project plan for JV partner projects
- Coordinate with members of the JV partner’s team
- Communicate key details to the players involved
- Follow up with JV partners and/or the business owner as needed to bring the project to life

Manage your newsletter or ezine schedule

- Establish your publication schedule
- Establish your promotional schedule
- Manage your lists
- Help create a professional template
- Ensure that the publication is released on schedule
- Review content and proofread final publication
- Manage ads and other promotional material to be included in publication
- Manage solo emails and other promotions being sent to the list
- Coordinate affiliate and JV partners as required for cross-promotions

Manage your speaking engagements

- Prepare speaking kit
- Review speaking requests on behalf of the client
- Confirm details of speaking agreement
- Coordinate details with host
- Manage travel
- Prepare all speaking materials in advance
- Order any products to be sold onsite
- Onsite management (as required)