

@abderahman\_idrissi

# The 6 Systems Every Business Needs to Survive

A practical guide for agency owners and freelancers  
who are serious about building something that lasts.

---

By Abderahman Idrissi · @abderahman\_idrissi



# The Truth Most Business Owners Learn Too Late

You can have great clients, a talented team, and strong revenue — and still feel like everything is about to fall apart.

The reason is almost always the same: **no systems**.

Most small business owners and freelancers are running their business out of their heads. Every decision goes through them. Every problem lands on them. Every process lives in a WhatsApp message or a conversation that no one remembers.

That's not a business. That's a job you created for yourself — with no days off.

The operators who scale, who have time, who keep clients long-term, who build real teams — they all have one thing in common: **they built systems before they needed them**.

This guide covers the 6 core systems every serious business needs. Not theory. Not generic advice. These are the actual frameworks we use at Stallion Advertising to manage clients, team, delivery, and growth — every single week.

Read it. Then build it.

#	System	Focus
01	Operations System	How your business runs day-to-day without chaos
02	Client Delivery System	How you consistently deliver results and keep clients renewing
03	Team Management System	How you manage people so output stays consistent whether you're in the room or not
04	Finance System	How money flows in and out
05	Marketing & Growth System	How new clients find you
06	Personal Productivity System	The most overlooked system

# Operations System

*How your business runs day-to-day without chaos. Without this, you're always firefighting.*

## 01 Weekly Schedule Template

Block your week in advance — client work, team check-ins, content, review. Protect it like meetings.

→ *Tool: Notion or Google Calendar. Set it once, repeat every week.*

## 02 Daily Check-in Routine

A fixed 10–15 min standup with your team every morning. Status, blockers, priorities — done.

→ *Tip: Same time every day builds accountability without micromanagement.*

## 03 Task Management System

Every task lives in one place with an owner, deadline, and status. Nothing tracked in your head.

→ *Tools: Notion, Trello, ClickUp — pick one and stick to it.*

## 04 SOP Library

Every repeated process written down step-by-step. New team members onboard in days, not months.

→ *Format: Process name → steps → tools used → time required → owner.*

# Client Delivery System

*How you consistently deliver results and keep clients renewing. This is your reputation.*

## 01 Onboarding Checklist

Every new client goes through the same structured onboarding: intake form, access, kickoff call, timelines.

→ *Tip: A smooth onboarding sets the tone. Clients who feel organized, stay longer.*

## 02 Monthly Reporting Workflow

A fixed process for delivering client updates — results, what worked, next steps. Same format every month.

→ *Include: invoice + value report + WhatsApp message in Darija or French.*

## 03 Feedback Loop

A regular touchpoint (monthly call or voice note) to check client satisfaction before problems become cancellations.

→ *Ask: 'What's working? What could be better?' — simple but most agencies skip this.*

## 04 Delivery Timeline Tracker

Every active project has a visible timeline with milestones. No client should need to ask 'where are we?'

→ *Tool: Notion database or a shared Google Sheet per client.*

# Team Management System

*How you manage people so output stays consistent whether you're in the room or not.*

**01**

## **Role & Responsibility Matrix**

Every team member knows exactly what they own. No overlap, no gaps, no 'I thought you were doing that'.

→ *Format: Role → Responsibilities → KPIs → who they report to.*

**02**

## **Weekly Review Meeting**

One structured team meeting per week: results from last week, blockers, priorities for this week.

→ *Keep it under 30 min. Use an agenda template — don't freestyle.*

**03**

## **Performance Tracker**

Track each team member's output weekly. Not to micromanage — to spot problems early.

→ *Metrics depend on role: media buyer = ROAS, developer = tasks delivered, designer = turnaround time.*

**04**

## **Hiring & Onboarding SOP**

A repeatable process for bringing in new talent: where you post, how you test, how you train.

→ *Tip: Test before you hire. A paid trial task reveals more than 3 interviews.*

# Finance System

*How money flows in and out. Most small businesses fail not from lack of revenue — but from no visibility.*

**01**

## **Invoice & Payment Tracker**

Every invoice logged with: amount, due date, payment status. Know who owes you money at all times.

→ *Tool: Notion table or simple Google Sheet. Review every Monday.*

**02**

## **Monthly P&L; Summary**

Revenue minus expenses = profit. Do this every month. You can't grow what you don't measure.

→ *Categories: client revenue, team costs, tools/software, ads spend, other.*

**03**

## **Cash Flow Forecast**

Project next 60–90 days of income and expenses. Avoid the end-of-month panic.

→ *Tip: If clients pay late, build a buffer — or enforce upfront payment policies.*

**04**

## **Pricing & Margin Review**

Revisit your pricing every quarter. Are your margins healthy? Are you underpricing your best services?

→ *Rule of thumb: if you're always busy and barely profitable, you're undercharging.*

# Marketing & Growth System

*How new clients find you. Referrals are great — but they're not a system. This is.*

**01**

## **Content Calendar**

Plan your posts 1–2 weeks in advance. Topic, format, caption, visual. Batch it on one day per week.

→ *Platforms: where your clients actually spend time. For agencies in Morocco: Instagram + LinkedIn.*

**02**

## **Lead Tracking Pipeline**

Every lead logged: source, status, last contact, next step. Never lose a warm lead to disorganization.

→ *Stages: Aware → Interested → Proposal Sent → Negotiation → Closed / Lost.*

**03**

## **Referral System**

Ask happy clients for referrals at the right moment (after a win). Make it easy — give them a simple message.

→ *Tip: Incentivize referrals. Even a small commission creates a word-of-mouth engine.*

**04**

## **Quarterly Growth Review**

Every 3 months: where did your clients come from? Which channel had the best ROI? Double down on what works.

→ *Ask: 'If I had to get 5 new clients this quarter, what's the one move I'd make?'*

# Personal Productivity System

*The most overlooked system. You are the bottleneck. Protect your energy and your thinking time.*

## 01 Morning Anchor Routine

Start every day the same way: a fixed sequence that puts you in the right mental state before work begins.

→ *Example: Fajr → movement → review priorities → deep work block. Non-negotiable.*

## 02 Weekly Personal Review

Every week, review: what did I accomplish? what blocked me? what will I prioritize next week?

→ *Do it alone, on paper or Notion. 20 minutes on Saturday. This is where strategy lives.*

## 03 Input vs Output Balance

One day per week for learning only — books, podcasts, courses. Input fuels better output.

→ *Protect it: no client calls, no team messages on your learning day.*

## 04 Hard Shutdown Time

Close your laptop at a fixed time every evening. Operators who never rest make bad decisions.

→ *Tip: Clarity comes from rest, not from working 14 hours. Set the boundary and defend it.*

---

NOW WHAT?

## Don't Read This and Do Nothing.

Most people read guides like this, say "that's useful," and go back to the same chaos. The ones who actually build something different do one thing: **they start immediately, even if it's imperfect.** Pick one system from this guide. Just one. Build the simplest version of it this week. Then build the next one.

That's how Stallion was built. That's how every serious operation is built. One system at a time.

Instagram	Website
@abderahman_idrissi	stallionadvertising.ma