

How to have a home that has
Martha Stewart like... "WHOA!!!",
without having to trade your work
hours for rubber gloves OR hire a
full-time house manager!



CEO of the home, NOT Overwhelmed

How does she do it?



How It Started...



How It's Going...





Big Takeaway

When your home is in order, your whole life (including your business) becomes exponentially more profitable and fulfilling.





Step 1

Define your perfect home structure (so that you know EXACTLY what needs to be done to create that reality).



Ask Yourself...

1. What do I want my style aesthetic to be? ie: granny chic, minimalist, modern, etc.
2. What types of chores do I want my children and myself doing/which chores will be easy wins?
3. What are my current biggest hang-ups? ie: dishes, laundry, grocery shopping, getting healthy meals on the table, decluttering, getting the lawn mowed...all of the above!





Step 2

Create a Domestic Support Plan
(so that you are perfectly supported and your attention can be focused on your business and family).





Start outsourcing like a CEO:

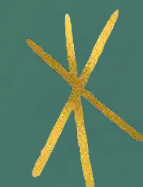
- * Cleaning
- * Laundry
- * Decluttering
- * Organizing
- * Landscaping
- * Cooking
- * Shopping
- * Repairs
- * Painting
- * Making Appointments
- * Decorating





Step 3

* Hammer out SOP's & Systems
(so that YOU are not having to
constantly task your domestic
support team and family).



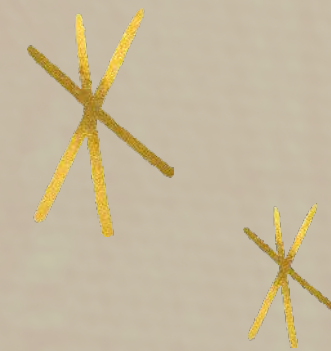


* **Daily SOPs**- ie: Dishes done after every meal, kitchen swept and counters wiped before bed, beds made before breakfast, carpets vacuumed once per day, bathrooms cleaned daily, etc.

* **Weekly SOPs**- ie: Showers scrubbed, floors mopped, mini-van washed and vacuumed, lawn mowed, etc. *

* **Monthly SOPs**- ie: lightbulbs dusted, baseboards cleaned, couches and appliances moved and cleaned under etc.

Step 4



Train yourself and your family
(so that when your DST is not
there, your home doesn't just
fall apart, but continues to run
like clockwork).



What are the easy wins that you can assign to your children and yourself?

* Dishes

* Sweeping the floor and wiping counters before bed

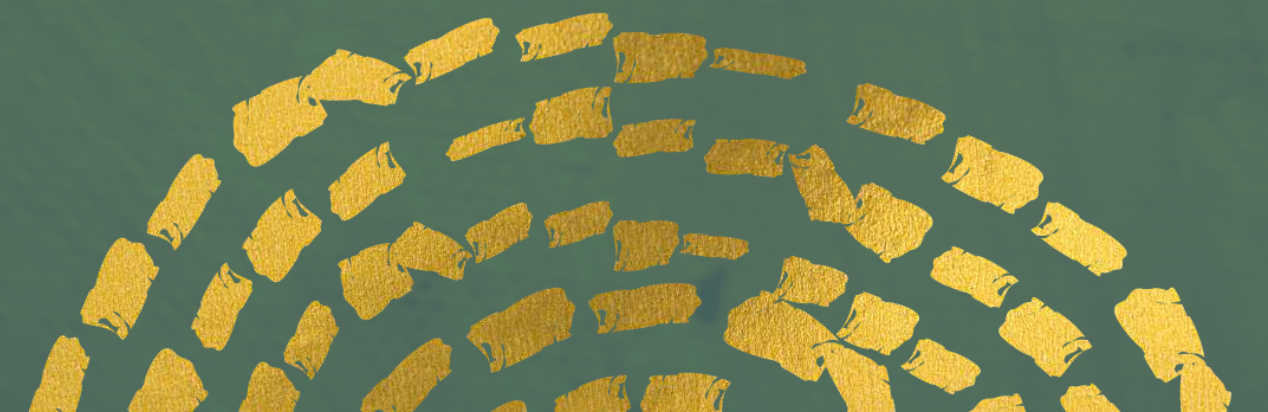
* Making beds

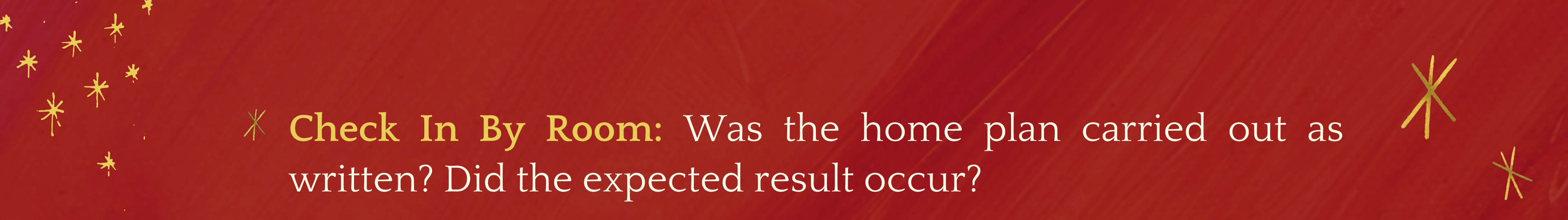



Step 5



Test and Optimize Your System
(as every good marketer
knows...the real magic happens
after optimizations are made).



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- * **Check In By Room:** Was the home plan carried out as written? Did the expected result occur?
 - * **Analyze:** If the expected result did not occur, where was the breakdown? ie: overambitious expectations of family on week 1, not enough clarity in SOPs, need for additional outsourcing, etc.
 - * **Act:** 1. If your original home plan worked in a room, then standardize the process
2. Didn't work? Think about what may be changed. Choose ONE step to change, implement, then re-assess in a week.
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To download the slides, please go to:
www.freedommoms.com/marthawh

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