

FREE GUIDE · RUN YOUR BUSINESS

The Solopreneur *Operations* Guide

How to run your business from structure instead of memory:
consolidate your information, build processes that hold, and
use AI as infrastructure before you ever need to hire.

AMIE THOMPSON

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INTRODUCTION

Run Your Business From Structure

Many solopreneurs hit the same wall. Things are working. Clients are coming in and revenue is moving, and then it gets harder. The more the business grows, the more it needs from you personally. Every task, decision, and client interaction runs through you. You can't step away or delegate, and you can't take a week off without everything slowing down.

That's a structure problem, and structure can be built.

This guide covers three areas that change how a small business feels to run: consolidating your information so you can see what's happening, building processes that live outside your head, and building AI into your operations so the business does more of the work without taking more of your time.

It's also the foundation of the Command Center, a system designed for solopreneurs who are ready to run their business from structure instead of memory.

Three Areas, One Outcome

1. **Consolidate.** Get your business information out of three different apps, your email, and your head, and into one place you can use.
2. **Structure.** Document what you do repeatedly, so it lives somewhere other than your memory and can eventually run without you in the room.
3. **Automate.** Use AI as infrastructure to carry the operational load, so your own thinking goes further.

SECTION ONE

Consolidate: *See What's Happening*

If your business information is spread across your email, a notes app, a spreadsheet, three different tools, and your own memory, you're running on habit and hope.

The first step toward running from structure is a single source of truth: one place where you can see your client information, revenue, open tasks, and follow-ups without piecing them together from five sources.

What to Consolidate First

1. **Client and prospect information.** Who you're working with, where each relationship stands, what you've promised, and what's pending. If you track this in your inbox or your head, move it.
2. **Revenue tracking.** What came in, what's outstanding, and what you expect next month. If you can't answer those three questions quickly, you don't have a clear view of your finances.
3. **Open tasks and follow-ups.** Everything waiting on you: client deliverables, outreach, and admin. If it lives only in your head, something will eventually slip.
4. **Your offer and delivery process.** What you sell, how you deliver it, and what the client experience looks like from start to finish. Everything else builds on this.

THIS WEEK

Find where your most important business information lives now. Pick one area (clients, revenue, or tasks) and move it into one accessible place this week. You don't need a perfect system. You need a starting point.

SECTION TWO

Structure: Build Processes *Outside Your Head*

A process that only exists in your head is a dependency. Every time you onboard a client, send a proposal, or wrap up a project, you repeat the same steps. Because they aren't written down, you rebuild them each time and risk doing them differently.

Documenting your processes doesn't mean writing a corporate operations manual. It means writing down what you do, in the order you do it, so it can eventually run without your full attention every time.

Where to Start

Start with repetition. Look for what you do every week, and every time you onboard a client, send a proposal, or follow up on an inquiry. Your systems start with those repeated tasks.

For each one, write down the steps you take today, even if they're not the ideal version. A rough process you use is worth far more than a polished one that never gets built.

The Difference a Process Makes

WITHOUT A PROCESS	WITH A PROCESS
Rebuilding client onboarding every time	Delivering the same experience consistently
Forgetting follow-up steps under pressure	Following up on schedule, even when you're busy
Needing long explanations to hand anything off	Someone else could run it from the documentation
Quality that depends on how much capacity you have that week	Quality that holds because the standard is defined
A business that depends on your availability	A business that keeps running when you step away

SECTION THREE

Use AI as Infrastructure

Many people use AI as a one-off tool: a faster way to write something or a quick answer to a question. That's useful, and the bigger payoff comes from treating AI as infrastructure, a layer built into your business that carries operational work consistently.

Where AI Belongs in a Solo Business

COMMUNICATION • DRAFTING AND REFINING

Client emails, proposals, follow-ups, and onboarding messages. AI removes the blank page and speeds up the first draft, so your time goes into the final version. Your voice stays yours.

OPERATIONS • ORGANIZING AND SUMMARIZING

Meeting notes, project summaries, research, and decision records. If you're spending time on tasks that don't need your judgment, AI can take them on.

DECISION SUPPORT • GENERATING OPTIONS

When you're stuck on a decision, AI can suggest options, test your assumptions, and raise points you might have missed. Use it as a thinking partner, and keep the decision yours.

Where AI Doesn't Belong

Keep your judgment, client relationships, and strategic thinking for yourself. Founders who try to automate everything end up with a business that sounds like no one in particular. Use AI for the tasks that don't need you, so you can show up fully for the ones that do.

THIS WEEK

Pick one task you repeat that doesn't need your judgment, like a type of email, a summary, or a recurring report. Build one AI-assisted workflow for it this week.

YOUR TURN

The Operations *Audit*

Work through these questions before you build anything. Your answers show where your biggest operational gaps are and where to start.

Where does my most important business information live right now?

What do I do every week that I've never written down?

If I stepped away for two weeks, what would fall apart or slow down?

Where am I spending time on work that doesn't need my judgment?

What's the one thing I could build this month that would make the biggest difference in how my business runs?

Start with your answer to the last question: the gap you can close this month with the time and energy you have now.

SECTION FOUR

Productivity Systems for a One-Person Business

Most productivity advice is written for someone with a calendar full of meetings and a team to coordinate. Much of it doesn't fit a solopreneur, and some of it adds more overhead than it removes. A productivity system for a one-person business has one job: making sure the high-value work happens consistently, even when everything else is competing for your attention.

The Three-Task Rule

Each day, choose three meaningful actions that move your business forward. Three tasks create momentum without a complicated task system, and choosing them forces the prioritizing most people skip. That's where the productivity gain comes from.

The three tasks don't have to be big. They have to be the right ones. A simple template that works for many solo operators: one revenue action, one visibility or delivery action, and one operations action.

Protect Your Best Hours

Most people have a window of a few hours when their thinking is sharpest. Save that window for work that needs your judgment: client work, strategy, offers, and decisions. Admin, email, and scheduling get the rest of the day. It sounds obvious, and very few people do it.

Make a Weekly Review a Business Practice

A 30-minute review every Friday changes how a business runs. Look at what got done, what didn't, what's carrying into next week, and the one thing that would make the biggest difference in the next seven days. Write it down. Getting it on paper gives you perspective you can't get from inside the week.

Most overwhelm is a structure problem. Adding hours to a structure problem only moves the ceiling.

SECTION FIVE

When to Build a System *and When to Hire*

Many founders hire before they understand what they need someone to do. The result is an expensive hire with a vague role who is asked to figure it out, and who either underdelivers or leaves within a year. Build clarity and systems first, so that when you do hire, you know what you're handing off.

Build a System When...

1. **The task is repetitive and can be documented.** If you do it the same way every time, write it down and build a system before paying someone to do it.
2. **The bottleneck is process.** If work is slow because there's no clear path, a better process will move faster than adding a person to a weak one.
3. **AI can carry the load.** Before paying for an hour of someone's time, ask whether AI can handle the task. Drafting, organizing, summarizing, and generating options are good AI tasks.

Hire When...

1. **The work needs expertise you don't have.** Legal, accounting, and specialized technical work need a person. Hire for those first.
2. **The system is built and needs someone to run it.** With a documented process, onboarding someone is manageable. Without one, you're paying someone to figure out what you haven't figured out yet.

PUT IT INTO PRACTICE

Your 30-Day Operations Starter Plan

You don't need to build everything at once. In 30 days, you can close your biggest operational gap and build the habit of running your business from structure.

WEEK	FOCUS	ACTIONS
Week 1	Audit	Complete the operations audit. Map where your most important business information lives. Choose the area (clients, revenue, or tasks) that's most scattered.
Week 2	Consolidate	Move client and revenue information into one accessible place. Set up a simple task tracking system; a shared document or basic tool works. Do a 30-minute Friday review.
Week 3	Document	Write down the steps for the process you repeat most. Choose one task that doesn't need your judgment and build an AI workflow for it. Keep doing the Friday review, and notice what's getting easier.
Week 4	Refine	Review the system you built: what's working and what needs adjusting. Choose the next process to document. Plan your next 30 days with what you now know about how your business runs.

Being good at your work gets a business started. Running it well keeps it going.

ABOUT THE AUTHOR

Amie Thompson

Entrepreneur and Business Strategist

Amie Thompson is an entrepreneur and business strategist who helps small business owners and early-stage founders build visibility, sell with confidence, and put AI to work. She's a former CEO with more than 25 years of leadership experience. She's an introvert who learned to sell by doing it.

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