

systems-optimizer

Systems Optimizer Career Dossier

1. Snapshot

- **Role Type:** Automation design, systems integration, operational optimization.
- **Remote Profile:** Fully remote; clients value async execution.
- **Ideal Jeff Strengths:** Automation curiosity, systems mapping, ROI storytelling.

2. Personal & Lifestyle Fit

- **Core Work:** Audit workflows, implement no-code automation, build dashboards, train teams.
- **Energy Signals:** Energizing when puzzle-solving; monitor scope creep to avoid overload.
- **Work Rhythm:** Project sprints (audit → build → train) plus retainer monitoring.
- **Work Environment:** Founders, ops leads, marketing teams; you're the expert setting direction.
- **Value Alignment:** Tangible leverage for clients—time saved, errors reduced, revenue unlocked.

3. Skills & Tooling

- **Essential:** Zapier/Make, Airtable (or SmartSuite), Notion systems, API basics, change management.
- **Nice-to-Have:** Webhooks, scripting (JavaScript/Python), dashboards (Looker Studio), documentation.
- **Habits:** Pre/post metrics tracking, incident logs, SOP creation for every automation.
- **Learning Path:** Build showcase automations, earn platform partner badges, document ROI case studies.

4. Market & Demand

- **Outlook:** Exploding demand as SMBs adopt no-code; few specialists provide holistic approach.
- **Automation Risk:** You ride the wave—your role evolves with tools; risk is staying current.

- **Client Stickiness:** High with retainers—clients rely on you for maintenance and iteration.

5. Compensation & Economics

- **Audit Sprint:** \$750–\$1.5K for system review + playbook.
- **Implementation Projects:** \$2K–\$8K depending on scope and stack.
- **Retainers:** \$1.5K–\$5K/month for monitoring, iteration, training.
- **Tool Partnerships:** Referral revenue (Zapier Experts, Make Partners).

6. Entry Strategy

- Publish automation teardown videos (before/after time saved).
- Offer “Weekend Automation Sprint” to 3 pilot clients for testimonials.
- Engage in Automation Hangout, NoCode Ops, Indie Worldwide—share wins, answer questions.
- Build a lead magnet: “Constraint Radar + Automation Blueprint” Notion kit.

7. Engagement Lifecycle

1. **Discovery & Audit:** Map tech stack, pain points, data flow.
2. **Design:** Prioritize automations with ROI calculator.
3. **Implementation:** Build, test, document, train team.
4. **Maintenance:** Monitor errors, iterate, surface new opportunities.

8. Challenges & Stressors

- Reliability of third-party tools; need monitoring and contingency plans.
- Managing scope + change requests; standardize statements of work.
- Continuous learning—tools update frequently.

9. Ideal Clients & Where to Find Them

- **Target Clients:** Marketing/ops agencies, course creators, community-based businesses, SaaS customer success teams, info product founders drowning in admin.
- **Lead Sources:** NoCode Ops Slack (#ops-opportunities), Automation Hangout job posts, Makerpad community, Indie Worldwide, Twitter #nocode/#buildinpublic.
- **Partnership Channels:** Fractional COOs, RevOps firms, bookkeeping/accounting shops wanting automation, CRM implementers (HubSpot, ActiveCampaign) needing backend support.
- **Outbound & Content:** Personalized Loom of automation idea, case study threads on Twitter/Reddit r/nocode, webinars with tool partners, Airtable/Notion template freebies capturing emails.
- **Marketplaces:** Heep (no-code marketplace), Codemap, Fiverr Pro Automation, Upwork niche gigs, Zapier Experts directory (apply for listing).

10. Money Loop Experiments

- Sell a \$300 “Automation Triage Call” with actionable fix list.
- Create a \$49 “Automation Templates Pack” for Airtable/Notion.
- Run cohort-based training “Automate Your Ops in 14 Days” (\$299 seat).

11. Notes & Next Steps

- Standardize onboarding questionnaire + ROI calculator spreadsheet.
- Build monitoring dashboard (Errors caught, hours saved) for retainer clients.
- Consider bundling with Operations Analyst offer for end-to-end transformation.