

# hybrid-ops-analyst-optimizer

## Hybrid Path: Operations Analyst + Systems Optimizer Dossier

### 1. Snapshot

- **Structure:** Full-time ops analyst role paired with automation consulting side practice.
- **Ideal Jeff Strengths:** Deep process insight, automation curiosity, stakeholder coaching.
- **Why It Works:** Day job uncovers real constraints; consulting monetizes automation solutions.

### 2. Lifestyle & Capacity Planning

- **Day Job:** 35–40 hrs leading process improvements; aim for remote-first employer.
- **Consulting Cadence:** 8–10 hrs/week delivering automation sprints & retainers.
- **Energy Watchpoints:** Guard weekends; schedule automation builds in focused evening blocks.

### 3. Skills & Tool Stack

- **Shared:** Process mapping, KPI dashboards, stakeholder facilitation, ROI storytelling.
- **Ops Role:** SOP governance, cross-team collaboration, metrics reporting.
- **Optimizer Role:** Zapier/Make, Airtable/Notion, API basics, monitoring dashboards.
- **Tool Synergy:** Convert ops improvements into automation templates for clients.

### 4. Market & Demand

- **Ops Roles:** Remote-first SaaS, logistics/fulfillment, RevOps teams.
- **Automation Clients:** Agencies, course creators, e-commerce, B2B SaaS.
- **Risk Mitigation:** Ensure employer contract allows consulting; separate login environments.

## 5. Income Model

- **Salary Baseline:** \$75K–\$105K ops analyst/manager.
- **Consulting Add-On:** \$1K audits, \$3K implementations, \$1.5K/month retainers.
- **Goal:** Achieve \$3K/month side income by month 9; evaluate partial transition to fractional COO/automation studio.

## 6. Entry Strategy

- Land ops analyst role in remote-friendly company needing process overhaul.
- Document internal wins (time saved, error reduction); sanitize into case studies.
- Launch “Constraint to Automation” offer—map workflow + implement automation in 2-week sprint.
- Promote via ops/automation communities; share Loom demos of real transformations.

## 7. Weekly Operating Rhythm

Day	Ops Focus	Optimization Focus
Mon	Constraint log updates	Prospect follow-ups
Tue	Process workshops	Automation build block
Wed	Reporting & exec briefing	Pause/rest
Thu	Pilot experiments	Client training call
Fri	Document wins	Deliver Loom, prep next sprint
Sat/Sun	Recharge	Optional template creation

## 8. Challenges & Mitigation

- **Time Pressure:** Use batching; limit consulting clients to 1–2 simultaneously.
- **Conflict of Interest:** Keep employer projects confidential; offer external clients non-overlapping domains.
- **Burnout Risk:** Set quotas (max 10 consulting hrs/wk); schedule recovery days post-launch.

## 9. Lead Sources & Employers

- **Employers (Day Job):** Remote-first ops roles on Otta, AngelList/Wellfound, company boards for Zapier, HelpScout, Asana, Deel, Remote.com.
- **Consulting Channels:** NoCode Ops Slack, Automation Hangout, RevOps Co-ops, MicroConf Connect, r/operations “automation” tags, Indie Worldwide.
- **Marketplace Leads:** Codemap, Heep, Zapier Experts directory, Fiverr Pro Automation, Upwork “operations automation” gigs.
- **Referral Engines:** Partner with fractional CFOs, RevOps agencies, HRIS implementers, bookkeeping firms; trade leads for automation oversight.

## 10. Money Loop Experiments

- Pilot \$500 “Ops-to-Automation Diagnostic” and upsell implementation.
- Offer a monthly “Ops Command Center” retainer for \$1,200 (dashboards + automations).
- Sell Airtable/Notion templates capturing best practices for \$79 each.

## 11. Notes & Next Steps

- Maintain shared metrics dashboard comparing job + side income to track progress toward financial goals.
- Create onboarding questionnaire covering process pain + tool stack; reuse for both job and clients.
- Decide at 12-month mark whether to shift toward full automation consultancy or remain hybrid.