GLOBOSMART SERVICES

The Unbottleneck Blueprint

Seven systems for scaling affiliates, ads and email without becoming the person who runs them

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Operations for 7-figure direct response businesses

globosmartservices.com

The founder bottleneck

At the beginning, speed is the advantage. You ship, you improvise, you decide fast. That is how you win.

Then the business grows. More traffic, more customers, more partners, more tickets, more payments, more disputes, more moving parts. And the thing that made you fast becomes the thing holding you back, because every one of those moving parts now waits for you.

This is not a motivation problem and no amount of discipline fixes it. You do not need fifty tools. You need seven systems that keep running when you are not watching.

How to tell you are in it

- You run quick checks all day, every day, and they are never quick
- Revenue is decent, but you do not trust the foundation underneath it
- You cannot take a real week off without something breaking
- You have people, and you still feel alone
- "We should have a system for this" keeps coming up in meetings
- You have dashboards, and decisions still get made on opinions

> The cost is not the stress. It is the launches that slipped, the ad spend wasted while nobody was watching, the email revenue that fell quietly over two quarters, the affiliates who went inconsistent, the refunds that crept up, and the reputation damage you only notice once it is expensive.

Part 1: the ten-minute revenue leak audit

Five sections, five questions each. Score one point for every yes. Write the five scores down. Your lowest section is your first fix, and it will almost never be the one you find most interesting.

A. Email and deliverability

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- [ ] Do you know your current inbox placement rate, not just your open rate?
- [ ] Is someone monitoring domain and IP reputation weekly?
- [ ] Do you suppress chronic non-openers on a schedule, rather than when someone remembers?
- [ ] Could you name your spam complaint rate right now, without looking?
- [ ] If open rates dropped 25% tomorrow, is there a written procedure?

B. Affiliate and partner

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- [ ] Do you know the EPC of each partner, rather than a gut feeling about who is good?
- [ ] Is anyone recruiting new partners this week, specifically?
- [ ] Do partners who signed up and never sent a click get contacted?
- [ ] Are commission payouts on a fixed schedule that runs without you?
- [ ] Is there an approval gate before a partner promotes anything?

C. Paid traffic

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- [ ] Can you answer what you spent, what you got, and where it broke, for last week?
- [ ] Is tracking intact after the last round of browser privacy changes?
- [ ] Do you judge campaigns on cohort value at 30 to 60 days, or on the first sale?
- [ ] Is there a creative testing cycle, or do you refresh when performance collapses?
- [ ] Does anyone check whether a winning campaign is increasing refunds?

D. Customer experience

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- [ ] Do you know your first response time, in hours, this week?
- [ ] Can a customer find the cancel path without emailing you?
- [ ] Is your billing descriptor recognisable on a statement?
- [ ] Does anyone look for patterns across refunds, rather than handling them one at a time?
- [ ] Is support trained to retain, or trained to close tickets?

E. Operations

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- [ ] Are the four core flows written down, with an owner on each?
- [ ] Do escalation rules exist in the form "if X, then Y, within Z hours"?
- [ ] Is there a weekly meeting that ends in decisions rather than updates?
- [ ] Could a new hire run your top five repeated tasks from written SOPs?
- [ ] If you disappeared for two weeks, what breaks first, and does anyone else know?

> **Rule: start with your lowest score. Do not start with your favourite fix. Start with the leak.**

Part 2: the seven systems

SYSTEM 1

The four flows and who owns them

Most operational chaos is not a people problem. It is a handoff problem.

A handoff is the moment one person stops owning something and someone else starts. Most businesses never write these down, so the gap between two owners becomes nobody's job, and that gap is where money leaks.

Map four flows. Name one owner for each stage. Not a team, a person.

The four flows

- Acquisition: ad or email, then landing page, then checkout, then confirmation
- Fulfillment: payment, then CRM, then delivery, then customer receipt
- Support: ticket in, then response, then resolution, then refund or save
- Partner: affiliate sends, then tracking, then payout, then follow-up

Then write escalation rules in this exact shape

- If [X] happens, we do [Y] within [Z] hours. Owner is [A]. Escalates to [B].
- Example: if deliverability drops 25%, run the incident checklist within 24 hours. Owner: email operations. Escalates to: founder.

The weekly operator meeting, thirty minutes, four items

- What moved, and why
- The biggest leak this week
- One decision per leak: kill, fix, or scale
- Owner, deadline, next check

> **If a meeting ends without an owner and a date, it was a status update, not a decision.**

Part 2: the seven systems

SYSTEM 2

Deliverability protection

A big list can be a lie. If you are not landing in the inbox, list size is vanity.

Deliverability does not fail loudly. It drifts down two points a quarter until one day the revenue per send has halved and nobody can say when it started.

Watch five numbers, weekly, and write them down so the trend is visible.

Watch weekly

- Domain and IP reputation
- Blacklist status
- Spam complaint rate
- Bounce rate
- Open rate trend

Hygiene, on a schedule rather than on a whim

- Remove hard bounces immediately
- Suppress chronic non-openers at 90 days
- Remove suspicious signups
- Validate traffic sources when quality drops

The incident checklist, when placement drops

- Check blacklist status and reputation
- Check whether sending volume changed
- Check what changed in the content: links, wording, promotional density
- Check segment quality. Did you mail cold people?
- Restrict to the engaged segment for seven days
- Rebuild volume gradually

> **The fix is almost always to send less, to better people, for a short period.**

Part 2: the seven systems

SYSTEM 3

EPC and partner scorecards

Most publishers guess who is good. Scorecards replace the guess with a number.

Partners are not equal, and not even close. Without EPC per partner you will keep spending your attention on whoever emails you most, rather than whoever earns most.

Score every partner monthly on earnings per click, volume, refund rate on their traffic, and how much managing they need. Then tier them, and give the top tier something the others do not get.

The partner pack, sent on day one

- Welcome email with the terms in plain language
- Swipe copy and the angles that already work
- Creative pack
- Tracking links and the rules that go with them
- Promo calendar
- Reporting expectations
- Who to contact for approvals

> **A partner who has not sent a click in 60 days is not a partner. They are a signup. Contact them or remove them.**

Part 2: the seven systems

SYSTEM 4

The offer approval gate

Short-term cash grabs kill long-term brands. This is the guardrail.

Every offer you promote borrows your credibility. Some of them do not give it back. One bad promotion to a list you spent five years building can undo the lot.

Before promoting anything, you must be able to answer yes to all five. If any answer is no, do not promote.

The five questions

- Is it a genuine fit for this audience?
- Does it pass a basic compliance sanity check?
- Are refunds and support handled properly on their side?
- Is tracking unambiguous?
- Is a post-promotion review scheduled?

If you rent your list, these are not optional

- Vetted buyers only
- Approved offers only
- A clear frequency cap
- Reporting and review after every send
- An easy opt-out that actually works

> **You can rent your list without renting your reputation, but only if the gate is real.**

Part 2: the seven systems

SYSTEM 5

The paid traffic feedback loop

Most ad accounts fail because nobody can say where it broke.

You need to answer three questions every week: what did we spend, what did we get, and where did it break. If any of those takes more than ten minutes to answer, the tracking is the first thing to fix, before the campaigns.

Then judge on cohort value at 30 to 60 days rather than on the first sale, because the first sale is the least informative number in direct response.

> **The goal is steady compounding, not gambling. A campaign you cannot explain is a campaign you cannot repeat.**

Part 2: the seven systems

SYSTEM 6

Refund and chargeback defence

Refunds are usually a process failure. Chargebacks are the same failure, later and more expensive.

By the time a chargeback lands, four things had already gone wrong. The customer could not find the cancel path. Support took two days. The billing descriptor was unrecognisable. And nobody spotted the pattern across the other forty customers doing exactly the same thing.

Prevention beats representment, and it is cheaper.

Install first

- A billing descriptor a human recognises
- Fast first response, measured in hours
- A cancellation path a customer can find alone
- Expectation setting on the order page, before the sale

The retention playbook, when someone asks for a refund

- Respond fast, before frustration hardens
- Confirm the actual issue rather than assuming it
- Offer a fair resolution: replacement, partial credit, or support
- If a refund is right, process it cleanly and close politely

> **A customer who gets a fast, fair refund tells a different story about you than one who had to fight.**

Part 2: the seven systems

SYSTEM 7

The delegation stack

People fail when they are hired into chaos, not because they are the wrong people.

Hiring before the system exists means paying someone to invent it while learning your business, which is the most expensive way to build a process.

Write the SOP first. Then the scorecard. Then the cadence. Then hire into it.

The SOP template, copy and use

- Purpose: what this task is for, in one sentence
- Trigger: what starts it
- Steps: numbered, with the tool named at each step
- Definition of done: how anyone can tell it worked
- Escalation: what to do when it does not, and who to tell
- Owner and review date

> **If a task lives only in someone's head, it is not delegated. It is on loan.**

Part 3: the thirty-day plan

One fix at a time, in the order the numbers tell you.

Week 1 **Find the leak, do not fix anything yet**

- Run the audit in Part 1 and score all five sections
- Map the four flows and name one owner per stage
- Write down the five deliverability numbers as they stand today

Week 2 **Fix the lowest score, and only that**

- Install monitoring and segmentation on whichever area scored lowest
- Write the escalation rule for the failure you most fear
- Start the weekly operator meeting, thirty minutes, four items

Week 3 **Write it down**

- Write SOPs for the top five repeated tasks
- Build the partner scorecard, or the refund pattern review, whichever is more relevant
- Put the approval gate in front of the next promotion

Week 4 **Review and pick the next one**

- Re-score the audit and compare against week one
- Check whether the fix held, or whether it needs an owner change
- Choose the next lowest score and repeat

This plan works because it is realistic. Four weeks, one fix at a time, in the order the numbers tell you rather than the order you find most interesting. Start with the leak, not with your favourite project.

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