



T H E S O P T E M P L A T E L I B R A R Y

Get It Out of Your Head
and Into a System

Document. Delegate. Done.

Lauren Apple

Scaling Strategist for CEO Parents
Profit & Presence Co.

Why SOPs Matter

If only YOU can do it, you don't have a business — you have a job.

SOPs are how you go from being the bottleneck to being the CEO.

THE 4-STEP SOP CREATION PROCESS:

- LOOM IT — Record yourself doing the task
- WRITE IT — Or have someone else write from the video
- TEST IT — Have someone follow it without asking you
- REFINE IT — Update based on questions asked

DOCUMENT YOUR PROCESS

Process Name:

Purpose (why we do this):

Who Does This:

How Often:

Tools Needed:

STEP-BY-STEP INSTRUCTIONS:

Step 1:

Step 2:

Step 3:

PRIORITY SOP LIST

Which processes should you document FIRST? Start with the tasks you do most frequently.

YOUR SOP PRIORITIES

My top 5 most frequent tasks:

1. _____ 2. _____ 3. _____

4. _____ 5. _____

Which one will I document THIS WEEK:

SOP: CLIENT COMMUNICATION

Process: How we respond to client inquiries

Step 1: Check [tool]:

Step 2: Respond within [timeframe]:

Step 3: Log in [system]:

Templates to use:

SOP: SOCIAL MEDIA POSTING

Process: Weekly social media workflow

Step 1: Content creation day:

Step 2: Review and approve:

Step 3: Schedule in [tool]:

Step 4: Engagement check:

SOP: WEEKLY REPORTING

Process: Weekly team/client reporting

Step 1: Gather data from:

Step 2: Create report using:

Step 3: Send to:

Due by:

YOUR SOP TRACKER

Keep track of all your SOPs and their status:

SOP TRACKER TABLE			
SOP Name	Status	Owner	Last Updated
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Your Next Steps

TAKE THE DIAGNOSTIC

5 minutes to discover your primary zone and get personalized insights. Free.

[TAKE THE FREE DIAGNOSTIC →](#)

BOOK A STRATEGY SESSION

90 minutes to get crystal clear on your zone, your roadmap, and your next 90 days.

[BOOK YOUR SESSION →](#)



Hi, I'm Lauren!

Three years ago, my daughter asked her dad 'why is mom always working?' — and I was standing right there. That moment changed everything. Today I close my laptop at 4 PM every day, never miss Friday pickleball with my daughter, and help other CEO parents do the same. You can have profit AND presence. I'm proof.

profitandpresence.com

[@scalewithlauren](https://www.instagram.com/scalewithlauren)

[YouTube: @ProfitandPresenceCo](https://www.youtube.com/@ProfitandPresenceCo)

You can't skip zones. But you CAN move through them faster with the right support.