

● PLAYBOOK • DELIVER HOLE

SOP Template Pack

Turn what only lives in your head into 12 written SOPs your team can follow this weekend.

A BLACK FLAG MEDIA PLAYBOOK

NAMED FRAMEWORK

The 3-Layer SOP

12 fill-in templates. Zero from-scratch writing. The moment your business runs the same whether you are there or not.

● WHAT'S INCLUDED

Everything in the Kit

Instant access to all deliverables below.

1 • WEB READER

This page

Read anywhere, phone-friendly

2 • PDF

[sop-template-pack.pdf](#) →

Save, print, share

3 • TEMPLATES

4 • TRACKER

[templates.txt →](#)

12 SOP templates + storage + access guide

[sop-completion.csv →](#)

Track which SOPs are done + team adoption

LIFETIME UPDATES · When platforms or standards change, this kit changes. You get every update free.

The Cost of "I Will Just Do It Myself"

Every job you do personally because "it is easier than explaining" is a job that stays trapped in your head. Every time an employee asks "how should I do this" is time you will never get back.

Owners without written SOPs cap at \$500K-\$750K in revenue. Owners with 12 core SOPs written down scale past \$2M without losing quality.

The 3-Layer SOP

Every SOP has exactly 3 layers. Skip one and it fails.

OUTCOME: Why this SOP exists and what "done" looks like.

STEPS: Numbered, verb-first, so a smart new hire can follow with zero prior context.

CHECK: How you confirm it was done right.

The 12 SOPs Every Business Needs

Client-facing (4): Intake · Delivery · Handoff · Complaint/Refund.

Team-facing (4): Onboarding · Weekly meeting · Daily open/close · Emergency escalation.

Owner-facing (4): Weekly finance review · Hiring · Termination · New tool rollout.

All 12 are in the templates file. Fill in your specifics.

The Install (Weekend)

Time: 3-4 hours total. About 20 min per SOP.

1. Pick your top 3.
2. Fill each using the 3-Layer structure.
3. Test: hand it to an employee. Watch them follow it verbatim. Every place they get stuck = fix.
4. Store where the team actually looks (CRM, Drive pinned to dashboards, printed on shop floor).
5. One SOP per week after that. Four weeks. All 12 done.

Do one thing today: Pick the ONE task an employee most recently asked "how do I do this" about. Fill template #2 (Job Delivery). Print it. Hand it to them.