



10 THINGS YOU CAN

Outsource in Your Business

*What can you do with the hours added
back into your life?*

Outsourcing for Creative Entrepreneurs

“Outsourcing” is such a buzz word in our industry right now... for good reason! I was resistant to outsourcing for so long. But lately I've been letting go of business tasks that are not dependent on my own skillset.

I know my biggest strengths in my business: years of experience behind the camera. My love for connecting with people at our sessions. Experience as a teacher and a heart for education.

But I've also come to recognize the tasks I can delegate: editing, web design, finances. Maybe even housekeeping!

There are plenty of tasks that can actually be done *better* by someone else.

Letting go of tasks within your business is tough. Outsourcing for creative entrepreneurs is never easy!

But with every opportunity to outsource, just weigh the cost/benefit: what can you do with the hours added back into your life when you're not folding laundry?

If you could bring more income, more time, and more joy into your life... why wouldn't you?

sound good so far? read on!

10 TASKS YOU CAN OUTSOURCE IN YOUR CREATIVE BUSINESS →



01 Finances

I cannot say this fast enough: hire an accountant! I'll confess: I DIY-ed my finances for years (and learned some lessons the hard way—aka, the costly way) before biting the bullet and hiring a professional accountant... I only wish I had done it sooner! Save yourself the time and headache of tax season by letting someone with experience do it for you. It's worth every penny.

Editing

Photographers: outsourcing your editing could be more attainable than you think. Yes, it is an investment... but how long does it take for you to edit one gallery? Could you book a whole other session with that time added back into your life? If so, do it! And let's get over our pride (myself included): It's easy to think "only I can edit the way I do." But guess what? There are people out there who may even be better at editing than you are! You could learn a thing or two from your editor along the way.

03 Web Design

How much time have you spent tinkering with your website? If you don't truly love web design, hand it over to someone who does! (I'm so excited for my new site to launch—you're going to love what Bonnie helped me bring to life!) Make the investment for an outstanding website that you won't have to constantly update. Not to mention—a professional design will immediately elevate your brand and attract the right clientele.

Graphic Design

Does your package guide need an update? What about freebies on your website? Or customized checklists for your clients? Whatever collateral elements you need in your business... skip the DIY route. Unless you really love design (and have a knack for it), your time / money is better spent on a professional who will make you look amazing!

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05 Copywriting

Does your website need a dose of a personality? How are those insta captions coming along? What about your blog posts? The fact is, our job as a creative entrepreneur involves a lot of writing. If that's not your thing, it might be someone else's! Don't be afraid to let a copywriter give your website, package descriptions, and/or blog a wordplay makeover.

06 Client Management

Are you using Honeybook? If not, [click here!](#) Honeybook is a game-changer if you're looking to save time and impress clients. It allows you to easily save email templates, contracts, and invoices—so you don't have to write them each time you book a client.

Once you've gotten everything set up, sit back and let your workflows and templates work for you.

07 Inbox Management

Is your email holding you back and keeping you bogged down at your desk? Consider hiring a part-time VA (Virtual Assistant) who can help respond to generic emails and clear your inbox. I recommend Rock Solid Virtual Assistants!

08 Housekeeping

I'm not saying you have to hire a weekly housekeeper... but one "deep clean" will work wonders. (dusty ceiling fans, anyone? dirty baseboards? messy fridge?) A team of well-trained housekeepers can do more in three hours than you would find time to accomplish in weeks! From there, consider once-a-month maintenance to keep things nice and tidy. Another important factor to consider: a clean home and office environment makes a huge difference in your mindset! If you would feel more inspired and motivated walking into a clean workspace, housekeeping is doubly worth the investment.

09 Cooking

Luckily, in our home Tim is the chef! If it were up to me, it'd be take-out every night. But if you are the primary cook at home, consider a meal delivery service that could lighten your load (even just a couple times a week).

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Education

Hear me out: most people don't think of education as "outsourcing," but I do! Hiring a coach or investing in a course or workshop is outsourcing all the hours you would otherwise spend Googling or wasted on trial and error. Consider hiring a professional who can bring clarity and focused action-steps to your business. I work with coaches, mentors, and launch strategists who have all saved me so much time and stress!



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Where can you commit to outsourcing in your own business?

Will you join me? Take the leap of faith and take a good look at the areas of your business that do not bring you joy (and, if we're honest, maybe you're not that good at).

It isn't easy to take that first step, but it's worth it. You and your business will be much happier for it!