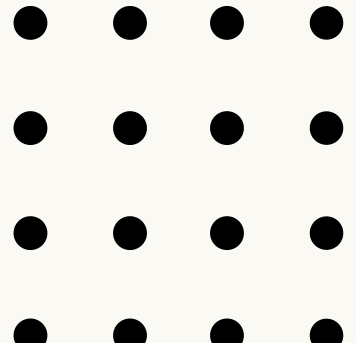


Outsourcing

EXPLAINED



10 Reasons to Outsource

1. Improve and protect your relationships
2. Save time
3. Get more work done
4. Make more money
5. Create opportunities for faster growth
6. Reduce overwhelm and stress
7. Do more of what you love most and what you do best
8. Because others are better qualified and more knowledgeable in some areas
9. Outsourcing is low-risk in comparison to hiring employees
10. To improve your customers' experience

WHAT'S YOUR REASON TO OUTSOURCE:



Identifying *what to outsource*

You know there are a lot of tasks that aren't the best use of your time as the business owner, the creative, and the innovator, but trying to give up control can be really hard. I started by just writing down the tasks I was doing for one week. There were things like researching for future blog content, answering emails, preparing social media posts, packaging, working with clients, following up with clients, and studying up on new business techniques.

After one week, I looked at the list and gave each task a score between 1 and 3.

One was for the most important roles that I do best and that should only be done by me.

Two were roles that I thought could be delegated but may be hard to train.

Three was for roles that could definitely be handed off to someone else.

Now, in the beginning, there were a lot more ones than twos and threes, and really there were almost no threes. I was just sure that I had to do everything. Now, I'm learning that there are much fewer ones and a lot more twos and threes. With a new found vision of what I could let go of, I proceeded to work on the five steps.

1

Primary tasks that

I need to do!

A large, empty rectangular box with a light beige background, intended for writing primary tasks. The box is positioned below the text and occupies most of the page's width and height.

2 Primary tasks that *I could let go of*

3

Primary tasks that

I should let go of



Sample Application Form

Jill-of-all trades (remote)

I'm excited you're interested in this part-time, 100% remote position!

Please complete the application below to apply for a position with us.

About this position:

This is the job for you if:

- + You believe clients are gold and should be treated as such!
- + You're excited at the idea of creating powerhouse content. This could include social media, blog posts, and email content in collaboration with me.
- + You have a talent for making things better! This could be anything from updating projects, plugging in growth strategies, or fixing punctuation.
- + Implementation Rockstar. You might find yourself plugging in content to create awesome courses, updating websites, or other fun projects.
- + You like thinking critically and figuring out how to solve a complicated problem.
- + You're a great verbal and written communicator, and comfortable explaining your ideas, process, and decisions to clients and collaborators.
- + You're organized, effective, and you never miss a deadline.

1. Full Name

2. Mailing Address

3. Email

4. Instagram Account

5. Please tell me about you and why you'd be a great asset to our team.

6. What is your minimum hourly rate you need to reach?

7. What's your ideal working situation? If we're a fit, I want you to love it, so please share!

8. How many hours would you like to work per week?

9. Upload Your Resume

10 questions to ask in an interview

1. Tell me why you think you would enjoy this work.
2. Can you tell me in what environment you feel you work best?
3. Based on what you've read about us/me, what do you feel we do?
4. Can you tell me why you believe you would be an asset to our team?
5. When you read about this position, what did you think your work would look like?
6. How many hours would you like to ideally be working each week?
7. Can you tell me about your last boss or manager?
8. How do you like to be managed?
9. What are your personal goals?
10. What do you feel you could add to this position that we haven't thought of? (or) ... that those other candidates can't?

What I use to create my training material



1 GOOGLE DOCS - They are easy to update and everyone can see them in real-time. I can have ongoing or upcoming projects, notes, and Policy and Procedure docs and I can give access to those who need them.



2 LOOM - has made everything easier. I use Loom almost daily. I turn it on and start recording my screen. This is how I explain new projects and how I create training material. It's critical to my team's communication process. I try to keep them short and to the point and I love sending the GIF version.



3 DROPBOX - I've been using Dropbox from the very beginning! I have folders for individuals on my team and some for the entire team. This is where I keep all the training videos and project folders with everything the team will need to be successful.



4 SLACK - I don't use Slack with my whole team, and it's not a necessity, but if you'd rather not communicate via email and instead have one place you can keep all team communication, Slack is worth looking into.



5 ZOOM - is critical for communication with my team. Example: On Monday I meet with 2 team members. One comes on 15 minutes early to chat about projects specific to her. Then we all chat together. For the last 15 minutes, I'm talking with my other team member about her projects.



6 MY TEAM - this won't work until you have a team, but I actually ask my team members to document their systems and procedures and create training videos. It helps me when I need to jump in and do something, but it's also so that if they get sick or anything happens, I've got the training manual ready.

How to *be a great boss*

In 2013, I shared: 'I feel like I'm starting to get the hang of this whole being a boss thing. I have not always been good at it though, and I do feel like there are a few people I probably still owe apologies to because I was just clueless as to how to be a good leader and a good manager. Here are some things that I have learned through trial and error.'

'Recently, we celebrated boss's day. It was so much fun to get cards and treats and gifts from my team members and to read their appreciation of how much fun they're having working with me. I can't tell you how good it felt! And part of that is because there was a time when I felt like I was scaring them away with all of my crazy ideas, my never-ending agendas and plans, and my lack of focus and direction.'

Rest assured, this is a learning process for all of us!

xo, Leah



1 Bring them into the story. Share your goals when appropriate and always share your why and come back to your why. It's an easy mistake to only talk about the task. But in sharing the why, you'll allow them to feel more ownership and enthusiasm when they know the why behind the work.

2 Give feedback. Don't be afraid to let them know what is working and what isn't working. In the beginning, I was so scared of hurting feelings that I was making the work environment an unhappy place because I wasn't giving feedback on mistakes that were being made.

3 Set clear expectations. There is nothing worse than being given a job without the tools and directions to do it well. Make sure you're being clear in expectation, and honest and kind in your feedback. This will allow them to be confident in the project.

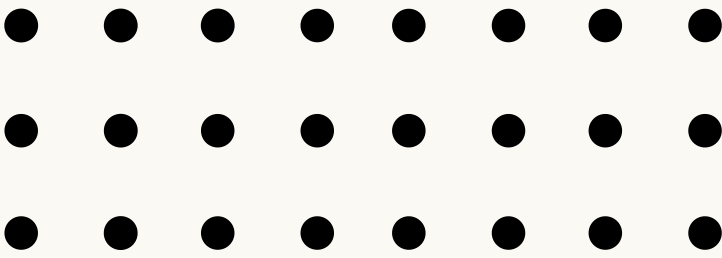
4 Honesty. You are not the most amazing person in the world. Neither am I. I don't know everything. I get things wrong more often than I care to admit. But if I'm going to have a strong team, I need to be honest about where my shortcomings are and willing to admit when I reach a point that I have to say I just don't know.

5 **Appreciation.** Don't forget to tell them and show them how much you appreciate them. I've had a lot of fun with this, like sending a card that says 'just want you to know how much I appreciate you. This is to take your husband out and please tell him thank you for letting me have some of your time.' Never miss an opportunity to say thank you.

6 **Generous.** Be generous in compensation, expectations, and timelines that you give people. Treat your team as you would want to be treated, including respecting their time. You may not be able to pay as much as you want to, so find other ways to be generous and to show how much you appreciate them.

7 **Work hard.** It's critical that you demonstrate the work ethic you want to see. That doesn't mean you have to be working all the time. It does mean you keep your commitments, meet your deadlines, and follow through.

By taking the time to really think about the kind of boss that you want to be, you can save yourself a lot of heartache and retraining because of turnaround. Plus you'll have a better team right from the start.



you are ready

START SMALL

START AS A TRIAL

...BUT START.

