



# The PlayBook

MEMBERSHIP

BUSINESS | MODULE SIX

*Building A Support System*

ARE YOU READY TO HIRE

WHAT SHOULD YOU HIRE

PREPARING TO HIRE

ONBOARDING SMOOTHLY

MANAGING

WHEN TO LET GO

# Are You Actually Ready to Hire

BEFORE YOU POST THAT JOB AD, LET'S CHECK ONE THING

## YOU'RE READY TO HIRE IF:

- You're consistently booked or close to capacity
- You're turning down work or working evenings/weekends
- You're doing tasks that don't require your brain
- You can afford support without panicking every invoice

## YOU'RE NOT READY IF:

- You don't know what you'd give them to do
- Your processes live only in your head
- You're hiring out of desperation, not strategy

## THE CLARITY TEST (DO THIS FIRST):

Write down everything you do in a week. Now label each task:

- £££ = makes money
- ⚙️ = supports money
- 😞 = drains your soul

Your first hire should take over ⚙️ and 😞 tasks. Not your genius work.

## SUPPORT VS SCALE HIRE

Ask yourself:

- Support hire → “I need my life back.”
- Scale hire → “I want to take on more clients/projects.”

Both are valid. Just be honest.

# What Should You Hire First?

MOST PEOPLE HIRE TOO BROADLY: VA FOR EVERYTHING

## EXAMPLES:

- Designer → production support
- Social media manager → scheduling + engagement
- VA → inbox, admin, onboarding
- Editor → content batching

## THE RULE OF LEVERAGE

Hire for the thing that:

- Takes you the longest
- Drains you the most
- Blocks growth if only you can do it

That's your first hire.

# Preparing to Hire

HIRING WITHOUT PREP = MICROMANAGING FOREVER.

## CREATE A “ROLE SNAPSHOT”

Not a corporate job description. Just this:

- What they're responsible for (3–5 tasks max)
- What success looks like (clear outcomes)
- What they don't do (this avoids confusion later)
- Admin: Identify Location & Salary

This is to not only help them but to help you understand what their purpose is in your system.

## WRITING A JOB AD

Structure that works:

1. Short intro (who you are, vibe matters)
2. The role + outcomes
3. Who this is perfect for (dont forget to list location if it matters)
4. Who this is not for
5. What to apply with
6. Where to Apply to (send an email, via a form, via a link)
7. Deadline

What to request:

- Portfolio (non-negotiable)
- Relevant experience only (can ask for a CV)
- A bio about them / A loom video introducing them

**Red flag: anyone who applies without reading properly.**

**Bonus Filter Trick**

**Ask one question at the end like: “Put XYZ in the subject header”**

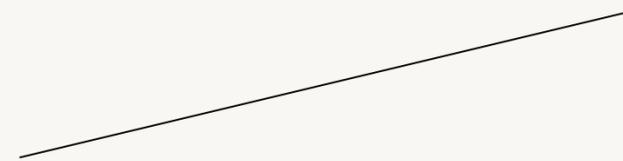
**Instantly filters lazy applicants.**

# Choosing the Right Person

YOU'RE NOT JUST HIRING SKILLS. YOU'RE HIRING HOW SOMEONE WORKS.

## LOOK FOR:

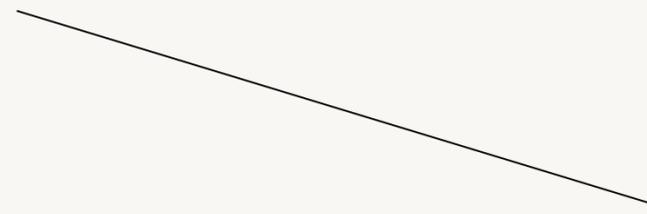
- Initiative (they don't wait to be told everything)
- Communication (clear > constant)
- Problem-solving (not panic-slacking)
- Alignment with your values + pace



### **The 70/30 Rule**

- **70% skill fit**
- **30% personality + work style**

**You can train skills. You cannot train attitude.**



### **Trial > Long-Term Commitment**

#### **Always start with:**

- **A paid trial task (lower rate for 1 month)**
- **A short contract period**

**This protects both of you.**

## THE INTERVIEW PROCESS

My rule: Strong application + strong portfolio = interview.

### Step 1: Review All Applications

You're looking for:

- Clear communication
- Relevant portfolio work
- Effort (did they actually read the brief?)

If the application feels lazy, confusing, not your style, or generic, it's a no.

### Step 2: Narrow It Down to 5

From all submissions, choose the top 5 that stand out most.

Not the most impressive resumes. Not the longest experience.

The ones where you think:

"I could actually work with this person."

Trust that instinct.

### Step 3: One Interview.

One interview. No second rounds. No test tasks.

You're not hiring an employee for a corporate role. You're choosing someone to work alongside you. Their portfolio caught your eye, now you want to see if you connect.

### Step 4: Make the Decision

After the interviews, ask yourself:

- Who felt aligned with my values and pace?
- Who do I trust based on their portfolio and communication?
- Who feels like the easiest 'yes'?

# How to Onboard the newbie

YOU'VE HIRED! WOO! NOW WHAT...

## YOUR ONBOARDING SHOULD INCLUDE:

- Overview of your business
- Clear expectations
- Payment processes
- Communication rules (where + when)
- Tools & access
- How feedback works

## THE 30-60-90 FRAMEWORK

- 30 days → learn + observe
- 60 days → execute confidently
- 90 days → improve + suggest

# The Boring (But Essential) Legal Stuff

NOT LEGAL ADVICE, BUT DON'T SKIP...

## BE VERY CLEAR ON...

- Contract or service agreement
- Scope of work
- Payment terms
- Confidentiality
- Ownership of work

## HOW TO PAY THEM

Common options:

- Set amount per project → clean & predictable
- Monthly retainer → stability
- Percentage → aligned incentives

Hourly is tricky for freelancers unless you trust deeply.

## CONFIDENTIALITY (NON-NEGOTIABLE)

Anyone working in your business will have access to:

- Client information
- Pricing
- Processes
- Strategy

You must have a confidentiality clause.

This simply states that:

- What happens in your business stays in your business
- They cannot share client or business information
- This continues even after the contract ends
- You don't allow them to publish the work created on social media (optional)

This protects you and your clients.

## OWNERSHIP OF WORK

This is important and often misunderstood.

In most cases:

- The contractor does not own the work (your freelancer)
- Ownership belongs to you or your client

Your contract should clearly state that:

- All work created under the agreement is owned by the business (you) or client
- They cannot reuse, resell, or repurpose the work without permission

This avoids awkward conversations later.

## NON-COMPETE / CLIENT PROTECTION CLAUSE

To protect your relationships, include a clause that:

- They are not allowed to work directly with your clients
- This applies during the contract and for 12 months after the client relationship ends

This isn't about control, it's about protecting the business you've built.

If someone pushes back hard on this, that's useful information.

## IF YOU'VE HIRED TO SCALE

It's important to let the client know you have team members carrying out tasks for their business with you overseeing it.

# Management

WITHOUT THE MICROMANAGEMENT

## THE DELEGATION FORMULA

When assigning a task, always include:

- Outcome (What does 'done' look like?)
- Deadline (By when?)
- Constraints (Constraints = the rules the task must follow).
- Ownership (Who's responsible for decisions?)

Example:

Outcome:

- Client posts are scheduled for next week

Deadline:

- Friday at 3pm

Constraints:

- Follow brand guidelines
- Use approved captions
- Schedule via Later
- Flag anything that needs client approval

Ownership:

- You manage the process and decisions
- Only check in with me if something breaks the rules above

**Then step back. Trust is built through clarity.**

# When & How to Let Someone Go

NOT EVERY HIRE IS FOREVER. AND THAT'S OKAY.

## SIGNS IT'S TIME:

- Repeated missed deadlines
- Poor communication
- You dread working with them
- The role has outgrown them
- You have to keep repeating yourself

## HOW TO LET SOMEONE GO

- 1. Have the Conversation on a Call
- 2. Follow Up in Writing
- 3. Honour the Notice Period

## FINAL THOUGHT

**Hiring isn't about building an empire. It's about building support.**

**The right people should make your business:**

- **Easier to run**
- **More profitable**
- **More enjoyable**

**If they don't, something needs adjusting.**

**You're allowed to grow. You don't have to do it alone.**



# YOUR PLAYBOOK PRACTICE

*Take 10–15 minutes to action this*

## 1. Spot the overload

What task or responsibility is taking up the most time or energy right now?

## 2. If this was off your plate, would it give you:

- more time
- more capacity for clients
- or more headspace?

(If yes → it's may be time to hire.)

## 3. Could you afford support for the next 3 months without stress?

yes/no?

## 4. Name the role

Finish this sentence:

“My first hire would help me with \_\_\_\_\_.”





# THE TEMPLATE VAULT

*My recommended downloads for this module*

**Freelancer Contract**

Ready to outsource? This is needed.

**Interview Questions Checklist**

A mini checklist of questions you should ask when hiring.



# Turn the Paige

AND FOLLOW THE PLAYBOOK

NEXT UP: WHERE TO FIND CLIENTS