

The Entrepreneur's Toolbox

# OUTSOURCING

## GUIDE:

*Simple Exercises  
to Outsource  
Effectively*



You've probably heard that outsourcing is important for growing your business. All the big-wig bloggers and entrepreneurs you look up to have a team of VAs, social media managers, editors, and admins supporting their business, and they seem to be growing and releasing new stuff all the time!

*The reality is that successful business owners were once where you are, at the point where they couldn't do anymore and needed someone to help them grow. This is one of many exciting milestones on your path to success. It's amazing that you're ready to take it, I applaud your growth!*

I remember all too well the struggles that lead up to the day when I decided to take my own advice and hire a team. I didn't even know exactly what tasks they needed to do just yet. I didn't have a flow in place, only a general idea of the areas where I needed help. I took the time to find some good help and slowly but surely, I was able to get my business organized and delegate tasks to my team. Soon, my business went from disorganized and stagnant to growing and operating like a well-oiled machine.

You can't do it alone, and you were never meant to do it all. Something I share a lot is that there is a reason companies have employees. No one can do it all and do it well.

You're probably at a point, or about to be, in your business where your growth is suffering because you have so many day-to-day tasks on your plate that things are falling through the cracks. Important things. You probably feel stuck and unsure where to start when it comes to outsourcing. Simply thinking about it likely makes your stomach hurt and your head spin.

*The first step to taking tasks off your list and regaining control is to decide which tasks could be done by someone else.*

This guide will help you look through your business tasks (both the ones that are and aren't getting done) to figure out which ones can be outsourced to a person and/or a system. Print it out, grab something to write with, and I'll walk you through the steps to get out of overwhelm and ready to delegate the tasks that will free you up to focus on the ones only you can handle.

*Let's get started!*

## WHAT YOU'LL NEED:

- 20 minutes
- A few different-colored pens, pencils, or highlighters
- A pen

### *Step One: Brainstorm*

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**Write a list of any business tasks you perform regularly, the ones that you keep putting off and the ones that keep falling through the cracks.**

### **Which of these tasks can only be done by you?**

Choose a color pen/pencil/highlighter and place a star to the left of the items you enjoy doing.

### **Which of these tasks do you enjoy?**

Choose a different color pen/pencil/highlighter and place a check mark to the left of the items you enjoy doing.

### **Which ones do you enjoy the least?**

Choose a different color pen/pencil/highlighter and place an X to the left of the items that do not light you up.

*Hint: These are typically the ones that get pushed off until the very last minute or consistently put on the backburner.*

### **Which ones could someone else easily do?**

Look at your list again.

**Which are things you HAVE to do that no one else could?** Are you sure? Are you *REALLY* sure no one else could do those tasks?

**If the answer is “yes”, are there parts of those tasks that someone else could do?** For example, if you don't want anyone else to write your blog posts, could someone else at least create an outline to get you started? Or could you write the outline so someone else could do the actual writing? What about all of the steps that need to happen *AFTER* you write it? i.e. Creating images, adding it to the blog, posting to social media, sending it to your list, etc.

**What do you think you need to learn to move your business forward?** This has held more than one person back (waving my hand wildly here!!) on creating a new offering.

For example, if you feel like you need to learn Canva to create graphics, could you just hire a graphic artist to make those graphics for you? Or maybe you're spending hours trying to learn/troubleshoot something in WordPress.

**What people or resources might you need? Could this be taken care of with a VA?**

**In your dreamiest dream life, what tasks would you have removed from your plate?**

These don't have to be business tasks! If you'd get housekeeping or laundry or grocery shopping off your list, write it down! Which of those tasks can be outsourced? (Answer: just about anything.)

**Look over all your lists.**

How would outsourcing these tasks help you?

How would you feel?

What would your schedule look like?

How would that make your life better?

What would you spend your time on instead?

How would outsourcing boost your profits?

Your sanity??

Write these answers down!

## **Step 2: Take Action**

Your lists might look pretty messy right now, and that's okay! Feel free to rewrite them if you'd like. Circle, highlight, or number the items you want to outsource first. Go for the low-hanging fruit first!

**What do you need to do in order to outsource those?**

**What kind of professional would you need to hire (OBM, VA, graphic designer, web designer, coach, etc.)**

**Where could you look? Who could you ask for recommendations?**



**Could this be handled by a system?** i.e. Teamwork PM, Asana, Trello, ConvertKit, MeetEdgar, etc.

Add any other notes you have.

**Take your highlighters or pencils again and start marking the action steps in your lists above.** Mark anything like “ask Facebook group for VA recommendations”, “Get a Lastpass account”, “Figure out my budget for an OBM”.

Now, take those steps and rewrite them below. If they fall into a logical order, great! If they don't yet, that's okay too!

If you're really serious about this, give those tasks deadlines!

If you're really, REALLY serious, tell someone else about those deadlines and ask them to hold you accountable. You can even [shoot me an email](#) and tell me about them!

*Congratulations!*

*You have the beginning of your to-do list  
to move you closer to outsourcing tasks  
in your business so you can focus on  
growing your business!*

Doesn't that feel better? Does outsourcing actually feel like it's in the realm of possibility for you now?

The first steps to organizing any significant project are

- take the time to actually look at the problem
- break it down into smaller, manageable pieces

Keep this guide handy so that if you begin to drift into a place of overwhelm and/or busy-ness, you are able to easily get back on track.

As your business grows, you'll continue to reach the point of "no more." This is you either **will not** or you simply **cannot** do any more of the "busy" tasks. This is a good thing! It means you're growing as an entrepreneur and allowing yourself more time and space to focus on growing your business, delivering value to your customers, and focusing on your strengths within your business.

I'm confident that going through this guide, you've realized that your vision has become even clearer. It's not uncommon to have questions at this juncture about all of the details. One of my favorite things to do is brainstorm with other business owners about bringing their vision to life so that they can make a greater impact with our audience.



*Today I am offering you a special strategy session to discuss any of your questions, provide feedback on moving forward, assessing your website, social media channels, hiring your first VA, OBM or anything else that has popped up for you. I look forward to meeting with you!*

[Click here to take advantage of this special offer now.](#)



Teresa is a bundle of vision, compassion and inspiration all in one. Her ability to assess a situation or an individual's needs are uncanny. She has an amazing talent to help guide with a firm hand, yet uses a delightful sense of humor to administer it. One can only feel grateful after working with her or being helped by her. She ignites excitement and passion wherever she goes. Teresa is an absolute delight!

*Connie Suson*



**Teresa Cleveland**  
Online Business Manager

I began my business 10+ years ago as a tech-savvy online business strategist creating websites. What I've seen again and again is that a killer site is great but the real magic happens when you have a team to successfully implement the other essential parts of the business building process. Creating those resources and learning that you don't have to do it all is a big step towards business growth.

Today I'm dedicated to providing complete business-building solutions to meet the goals that we all share. Revenue, new clients, greater impact.

Together we'll look at where you are and where you want to be. I'm passionate about identifying the gaps and building a team that's an exact fit. Together we'll implement the systems and procedures to set a strong foundation that allows your vision to become a reality.

*Clarity. Execution. Results.*