

Model The Game Changing Strategies Used By Six & Seven Figure Earners To Work Less & Make More In Your Business. And Find Out Exactly How To Secure Your Future Success By Bringing Together A Team To Do The Work For You!



**"The Entrepreneurs Guide To Working Less & Making More"**



# **INSIDE OUTSOURCING**

MODULE 2 SR1: HOW TO DELEGATE WORK

MY FUTURE  
BUSINESS

A banner image with a red background. On the left, there is a white window frame with a person's silhouette standing next to it. In the center, the text "The Entrepreneurs Guide To Working Less & Making More" is written in white with a black outline. On the right, the words "INSIDE OUTSOURCING" are written in large, bold, white letters with a black outline. The background also features silhouettes of people and stacks of money.

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## **How to Delegate Work Effectively**

### **Introduction to Delegating**

As an entrepreneur, you're known for creating things, coming up with ideas and having the desire to constantly expand your knowledge when it comes to all areas of your business.

However, given these qualities, it's sometimes hard for people like us to realize that we can't always do it all alone. At some point, your business will start to grow and you will need help so it can continue growing. This is where you will need to delegate some of the work you are doing yourself or that needs to be done.



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## **Why Delegating Is Essential to Your Success**

While the business you have created is based on your ideas, thoughts and/or dreams, you will eventually need to recruit someone to help you to continue building that dream. For some entrepreneurs, it's very difficult for them to realize that at some point they will have to share their business with others.

After all, every part of the business is their "baby" and no one could possibly know or care enough to make it the success they want it to be. Unfortunately, this line of thinking is what gets most businesses in trouble and prevents them from achieving the success they should.

What you must understand is that as your business grows, it will be impossible for you to handle each and every task that needs to be done. Not to mention that it won't be the best use of your time. Your focus should remain on building and improving your business instead of performing the daily tasks needed to keep it running.

Delegating daily tasks to others will allow you to focus your time on how your business should grow. It will also help to keep your mind fresh because you won't be bogged down by mundane tasks. This will ensure that your business continues to grow on the path you've set out on.





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## What Tasks Are Best to Delegate?

It's hard enough to accept the fact that you need to delegate work to others but you also must make careful decisions on exactly what tasks should be delegated. There are three key factors that you will need to evaluate as you go through your business and assess what tasks you can assign to others.

- **Amount of Time to Complete** - there may be many tasks that need to be accomplished on a regular basis to keep your business running smoothly but some will most likely take more time to complete than others. Those tasks that do take a considerable amount of your time should be the first to go. The only tasks that should involve a lot of your time should revolve around planning and product creation.
- **Lack of Knowledge or Training** - if tasks come up that you have never done before or you need to learn how to do them first, they aren't worth spending your time on. Most people make this mistake when it comes to setting up their website or blog or with an aspect of online marketing. They've never done it before but they want to do it themselves because they don't trust anyone else will know what is best for their business. There are plenty of professionals out there that have worked with many business owners and now how to deliver quality work to their clients. Interview a few of them or review samples of their work so you can feel more confident in their ability to assist you.
- **Tasks You Prefer Not to Do** - for everyone, there are tasks that we just prefer not to do. This could be either tasks that are boring to us or that we just hate doing. Regardless of whether its taking phone calls or order processing, the tasks that you don't want to do will not only drain you but they will drain your time. If you don't like doing something, you will either take a lot of time doing it or procrastinate to avoid it altogether. This will keep you from being productive and it will prevent your business from moving forward. Delegate those tasks that you prefer not doing as soon as possible to avoid any potential problems.



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### **How to Manage the Tasks That Have Been Delegated**

Once you've delegated some tasks to other people, it's important that you have a way of managing them to ensure that they are completed to your satisfaction. While you don't want to micro-manage people, you will still want to have a way of checking in with them and monitoring their progress.

One way to avoid any potential problems before they start is to hire the best person or team for the job. If you're just starting out, this may take some time to figure out but it will be time well spent.

You don't want to hire the first person that comes along and you also don't want to necessarily go with the cheapest option either. This is where you will need to do some research to find the person you want to hire. You will want to review their past work and know how their clients felt about working with them. If you decide to hire someone from a project site like Elance or Fiverr, they have a rating system that will provide this information for you.

Another way to ensure that the tasks you assign are managed well is to provide clear instructions from the beginning. Without clear instructions, the person you hire may not understand your exact wishes or what you want the outcome to be. Giving them clear instructions will prevent this and you will also want to establish a method of communication so they can ask questions of you if needed.

As the work is being performed, you will also want to have a way to follow up with your workers. If they are new to your business, they may hesitate to bother you to ask questions so you will want to encourage them to communicate with you.

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You may want to set up a way to check in with them either via email, instant message or Skype. Set up something that works best for both of you at least once a week so the work they are performing can be discussed. This is also a good time to discuss any problems that need to be resolved.

Part of managing tasks that you have assigned should also involve setting clear deadlines. Not only should workers know what is expected of them but they should also know when tasks should be accomplished. Make sure you allow time for any revisions or changes that may happen along the way that may result in an improved finished product. Work with the person you hire to determine deadlines that are attainable but also definite.



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## Summary

Being a business owner means that you will have to rely on others to help you keep your business running smoothly; and by delegating tasks, your focus will remain on the creation and development of products while the daily tasks are handled elsewhere.

If you are still uncomfortable about delegating tasks, start small. Hire one person to do one thing and take it from there. You will find that just relieving yourself of that one task will free up some of your time.

After the one task has been completed, evaluate the process.

- Did the task get accomplished correctly?
- Was it accomplished on time?
- Did the person you hire act professionally?
- Did they follow up with you and were they responsive to your comments and suggestions?
- Would you hire them to do additional tasks?

If you can answer yes to most or all of these questions, it's likely you can trust the person you hired to do more work for you. You may also find that passing on the responsibility of that one task alleviates the worry of it getting accomplished and allows you to focus your energy for the tasks you are best suited for. Since they've already demonstrated that they are proficient at what they do, you should start giving them more tasks that can be delegated.