

# Outsource Your Life

**Welcome!** Regardless if you are an entrepreneur, manager, author or busy single parent, you are probably like most people...hopelessly strapped for time. No matter how fast you run and how much you plan, you never seem to have enough hours in the day to get done what you want.

Outsource it?

Sure, you've heard about outsourcing tasks and items to make your life easier. The thought of someone taking care of YOU for a change is about as exciting as winning the lottery. If you are a busy entrepreneur, however, a few roadblocks creep up rather quickly. The biggest one is cost. How can you outsource getting leads if you don't have any sales?

Working parent? How can you afford to have someone pick up your drycleaning and plan your errands if you are struggling to make ends meet?

Listen, you're smart. The fact that you are reading this proved to both of us that you're no dummy.

If you COULD capture an extra 1, 2 or 3 hours a day, what you DO with those hours could earn you well above the \$10 or \$20 it may cost you to outsource.

- Where do you start?
- How can you test it before hiring a part-time assistant?
- When do you outsource domestically?
- Which is the best overseas country for what you need?

You'll have more questions than can be covered in this brief report and mindmap, so be sure to use the combined knowledge and experience from our firms at [BrandLaunchPros](#) and [AuthorYourBrand](#).

Time.

If you outsource just a few small tasks or the bulk of your projects, before long, you will have more time....much more.

What you DO with that extra time should be addressed before this new bounty appears.

Over the next few pages, I'll outline a strategy to create 1, 2 or 3 EXTRA hours each day in your life. It doesn't matter if you are an entrepreneur or a stay at home mom. Regardless of your circumstances, by using even 10% of the plan and resources in this guide, you'll be making more money, freeing up valuable time and taking control of your life.

Guaranteed.

Let's get started...

## **In Brief**

The attached mindmap (it's a linear one) attached to this report, gives you the 1, 2, 3 step system for outsourcing more of your stuff and recapturing your precious, irreplaceable time.

1. **Know Thyself.** Many entrepreneurs suffer from "shiny object" syndrome and are not the best at completing tasks and details. If this is you, outsourcing to your weaknesses will seem like you've cloned your better half. By using a tool like [The Action Machine](#), you will be more productive by default and you'll have an app that runs in the background to keep you on track.
2. **Assemble Your Dream Team.** When you outline all the tasks, roles and responsibilities in your life, both personal and business, you'll find there are hundreds of thousands of qualified people eager to do what you should not be

doing. Search [OnlineJobs](#), [Elance](#) and [Odesk](#) and give some folks a few test assignments to see how they do. Be sure to understand the cultural differences before you push your brash, Western attitudes on them. Check out [my ebook](#), 10 Benefits of Hiring a Filipino VA to work the system like a pro.

3. **Educate & Connect.** Once you have organized yourself and assembled a great team, it's time to build your tribe and grow your business. Using webinars and online meetings to educate, inform and sell your products and services is a fast, highly efficient and scalable system. [Webinar Jam](#) and [Lead Pages](#) are two favorites to create super-fast sales pages and take a typical online meeting and make it highly profitable.

## Where Do You Spend Time?

Before you log on to any outsourcer directory to skim for your virtual assistant, graphic designer or house manager, it's important to know where you are financially and what the value of your tasks are. The list below is broken down into roles for business, personal and household chores. Next to each task, assign what YOU think, the dollar value of each of those tasks is. Getting your grass cut in Southern California will have a different cost than in Ames, Iowa.

Some domestic tasks have value other than monetary. Walking your dog can also be exercise for you and helping the kids with their homework can be a bonding moment.

But, getting someone to walk your dog and hiring a personal trainer may 10x your exercise routine and give you better long-term benefits. Everything is a trade off, so be sure to know the MAIN reason you elect to do or not do any task.

When it comes to digital services, such as optimizing your blog for search engine optimization (SEO) things are a bit different. Services such as SEO can be done from anywhere in the world. You may find highly productive and cost efficient talent in the Philippines as opposed to Los Angeles, where the quality may be nearly identical, but the cost can be 10X fold different.

Let's start at home....

# Household

## Domestic Chores

Hours/week

Local \$ rate

Weekly Housecleaning	_____	_____
Deep Monthly Cleaning	_____	_____
Lawn Maintenance	_____	_____
Pick up dry cleaning	_____	_____
Prepare Grocery List	_____	_____
Grocery shopping	_____	_____
File Receipts	_____	_____
Prepare & File Taxes	_____	_____
Pay Bills	_____	_____
Walk Dog	_____	_____
Prepare Meals	_____	_____
Take out garbage	_____	_____
Overseeing Contractors	_____	_____
Sending Notes & Cards	_____	_____
Research/Book Travel	_____	_____
Driving to Appointments	_____	_____
Repair/Maintain Home	_____	_____

Buying gifts/crafts	_____	_____
Homework w/Kids	_____	_____
Driving Kids to Activities	_____	_____
Laundry	_____	_____
Organize Holiday Decoratoins	_____	_____
Enter/Maintain Calendar	_____	_____
Other	_____	_____

The traditional "Ozzie and Harriet" home life is about as popular as a leisure suit. For many single and dual income families, outsourcing the household chores can be the difference between chaos and an enjoyable home life.

When it comes to business, the stakes are equally as high and the variety of tasks, even greater. In the digital age of ecommerce, social media and online enterprise, you can outsource nearly everything.

Fill out this form above and use the [Action Machine](#) to get a TRUE time budget of where you are wasting your life on tasks that could be outsourced, delegated or reduced.

It is highly unlikely you'll be able to rearrange your schedule and buy back those precious 2, 3 or more hours per day without first knowing and cataloging where your time has gone.

## **Business**

One of the biggest misconceptions of working with virtual staff is that one employee can do everything for you. It's not possible. There are tasks you can do and others you should to do. There are very few that you have to do. Below are 5 key tasks that you are best suited for and impossible to outsource. If you find yourself doing anything OTHER than these, hire it out. Period.

1. Speaking
2. Writing
3. Doing interviews
4. Shooting video
5. Networking

In order to effectively use virtual assistants to grow your business, you need to hire for the *role*, not the task. That means building a team. A team that will work together to achieve what you're aiming for as a business owner.

I've broken it down into the following roles & already anticipated some pricing options:

- General Virtual Assistant (GVA)                      \$3-\$10/ hour
- Audio / Video Editor                                      \$5-\$15/ hour

- Content Writer \$10-\$25 per article
- SEO / Web Marketer \$2-\$15/ hour
- Graphic / Web Designer \$10-\$100 per graphic
- Web Developer \$8-\$25/ hour

When it comes to pricing, there is a wide range of experience and value. When the time comes to vet and test your team, refer to my [highly opinionated report](#) on the cultural nuances of various countries with a concentration on the Philippines. You CAN get a highly qualified web developer for under \$10 and more than \$25...it will depend on hundreds of factors including the individuals circumstances, experience, country of origin and dozens of other subtleties.

It's important to acknowledge and appreciate that no one person can handle all of these different roles. It's about using what you've got at your arsenal, to get what you want out of your team building and outsourcing.

Let's begin with a look at the one person that I feel every single entrepreneur on the face of the earth should have at their disposal – the General VA (GVA). This is that one person that you can lean on to help you, day to day, more so than any other employee.

They are true time savers – and therefore, as an entrepreneur, they're your life savers, too! If you don't have one on board in your business yet – get one now!

### **ROLE: GENERAL VIRTUAL ASSISTANT (GVA)**

#### Email & Schedule Management Tasks

One of the biggest time-suckers in the land of entrepreneurship is email. Before I actively took it upon myself to remove myself from my business and become a Virtual CEO, I spent at least 3-4 HOURS per day in my in box.

Working with a GVA to handle your email, as well as things like your calendar is essential to becoming more productive as a modern-age entrepreneur. As Tim Ferriss aptly points out in *The Four Hour WorkWeek*, outsourcing your email is a bit scary

at first. Delegating your “voice” and responses requires patience and training.

Start slow...give them a few tasks within this role to see what can be done and what needs to be done. Use the [Action Machine](#) on any or all of these tasks for a week to see where your time was spent.

For the following 101 business items you can outsource, you may not be even doing ½ of them right now. Why? Because you don’t have the TIME!

As you gradually increase your team and their capabilities, you’ll expand your marketing, systems and operations.

However, just because it can be outsourced, that doesn’t mean that you should.

For every social media link, measure the engagement, reach and/or monetary gain. Not all of your activities can be directly connected to your bottom line profits, (I highly recommend Gary Vaynerchuk’s book, [Jab, Jab, Jab, Right Hook](#)) as some of your efforts will be to empower your tribe and give them leadership.

Invest some quality time in assessing where you spend (waste) yours. You can’t manage what you can’t measure, so take a week and jot down how much time you spend (or should invest) in the following...

<b>ITEM</b>	<b>Time Spent</b>
1. Filtering Emails / Managing Spam	_____
2. Database Building / Updating Contacts or CRM	_____
3. Answering Customer Service Emails /Tickets / Chat Support	_____
4. Sending of Greetings eCards, Event Invitations, etc.	_____
5. Calendar Management	_____
6. Appointment Scheduling	_____

7. Travel Arrangement and Planning \_\_\_\_\_

8. Reminder Services \_\_\_\_\_

### File Storage & Organization Tasks

We live in a world of flashing lights, buttons and other things that distract us consistently throughout the course of our working day. Being organized is about as important as being productive. Your VA can help you systematize and put processes in place to help your business become more organized. Using [dropbox](#) or Google drive is a must for any team.

9. Dropbox / Google Drive Organization \_\_\_\_\_

10. Data Entry in Word, or Google Docs \_\_\_\_\_

11. Creating / Managing Spreadsheets \_\_\_\_\_

12. Preparing Powerpoint / keynote Presentations \_\_\_\_\_

13. PDF Conversion, Splitting and Merging \_\_\_\_\_

### Administrative & Blogging Tasks

Your VA can manage your blog, as well as help you with the marketing of your blog. However, there is so, so much more your GVA can do for you when it comes to additional administrative tasks, and assisting you on the day to day managing of your projects and marketing efforts.

For many marketers in Western, English speaking cultures, it will be more efficient to hire native speakers. Members of [Author Your Brand](#) (It's free to join) get access to some of our best connections, vendors and templates.

Why reinvent the wheel?

Here are some administrative tasks that may best be done by people who were born in your own country. Others can be handled equally overseas and marked with a \*.

- 14. Transcription of Video and Audio Files \_\_\_\_\_
- 15. Simple eBook Layout / Formatting \_\_\_\_\_
- 16. Preparing Online Meeting Minutes \_\_\_\_\_
- 17. Report Creation \_\_\_\_\_
- 18. Forms Creation \_\_\_\_\_
- 19. Document Template Creation \_\_\_\_\_
- 20. [Online Research](#)\* \_\_\_\_\_
- 21. Data Mining & Development\* \_\_\_\_\_
- 22. Blog Publishing Management\* \_\_\_\_\_
- 23. Moderating Blog Comments\* \_\_\_\_\_
- 24. Adding Tags & Images to Blog Posts\* \_\_\_\_\_
- 25. Receptionist Duties \_\_\_\_\_
- 26. Voicemail Checking \_\_\_\_\_
- 27. Sending Client Invoices\* \_\_\_\_\_
- 28. Basic Bookkeeping (MYOB, XERO & Quickbooks)\* \_\_\_\_\_
- 29. Personal Errands (Purchasing Gifts Online, etc.)\* \_\_\_\_\_
- 30. Project Management & Training Tasks\* \_\_\_\_\_
- 31. Project Management Between You and Team members\* \_\_\_\_\_

- 32. Preparation of Training Materials \_\_\_\_\_
- 33. Training of New Virtual Staff\* \_\_\_\_\_
- 34. Deadline / Deliverables Tracking\* \_\_\_\_\_
- 35. Social Media Management Tasks\* \_\_\_\_\_
- 36. Creating Facebook Fan Pages\* \_\_\_\_\_
- 37. Posting and Scheduling Facebook Insights\* \_\_\_\_\_
- 38. Promoting Facebook Pages\* \_\_\_\_\_
- 39. Collating and Interpreting Facebook Insights\* \_\_\_\_\_
- 40. Creating a Twitter Account\* \_\_\_\_\_
- 41. Managing and Increasing Your Twitter Following\* \_\_\_\_\_
- 42. Schedule Tweets and Track Mentions and Hashtags\* \_\_\_\_\_
- 43. Create and Manage LinkedIn Account / Profile \_\_\_\_\_
- 44. Create Pinnable Images on Pinterest\* \_\_\_\_\_
- 45. Scheduling and Tracking Pins\* \_\_\_\_\_
- 46. Create and Manage YouTube Account\* \_\_\_\_\_
- 47. Upload Videos on YouTube\* \_\_\_\_\_
- 48. Moderating YouTube Comments\* \_\_\_\_\_
- 49. Uploading Videos to other Video Sharing Sites / Social Media\* \_\_\_\_\_

50. Answer inquiries and Messages on All Channel & Profiles\* \_\_\_\_\_

51. Create Slideshare Presentations\* \_\_\_\_\_

### Email Marketing

All this work is pointless if you're not 1) growing your tribe, and 2) engaging with your people on a regular basis. The industry average for successful marketers is for every name on your list, you should be averaging \$1/ month. If you are not close to that performance level (or don't have a list) engaging your VA in this department is job #1.

52. [Creating a New List in Email Marketing Software](#) \_\_\_\_\_

53. Adding and Removing Subscribers from Lists \_\_\_\_\_

54. Creating and Scheduling Broadcast Emails to Promote Content \_\_\_\_\_

55. Editing Follow-up Emails and Auto-responders \_\_\_\_\_

56. Creating Email Newsletters \_\_\_\_\_

57. Editing / Proofreading Emails \_\_\_\_\_

### **ROLE: AUDIO / VIDEO EDITOR**

The use of virtual staff in audio and video production is will be one of the largest time benefits for a content-based marketer. The explosion of video and the ease of editing your videos, still requires a decent amount of time. As the captain of your ship, spend more time developing your content, instead of touching it every step of the way. The same rule should be applied to your podcasts, blog, images, Pinterest, etc.

58. Basic Editing of Audio Files \_\_\_\_\_

59. Removing Background Noise from Audio and Video \_\_\_\_\_

- 60. [Setting up Webinars](#) \_\_\_\_\_
- 61. Basic Photoshop / Image Editing (Not Graphic Design) \_\_\_\_\_
- 62. Powerpress (Podcasting WP Plugin) Installation \_\_\_\_\_
- 63. Podcast Setup on iTunes \_\_\_\_\_
- 64. Podcast Insertion on Blogpost \_\_\_\_\_

**ROLE: CONTENT WRITER**

Outsourcing the creation of your content can be done, but it isn't wise to start there. Your voice and personality is one of the most difficult things to outsource. Just as you can never outsource an interview, your videos, blog copy and any item that is branded to you personally, should be created by you initially.

Over time, as you outsource all the little things, you'll free up big chunks of time for recording videos, writing and speaking. As your enterprise grows, you may happen upon a guest blogger or ghostwriter that is your virtual twin...great. Test them on a few posts and have some of your loyal fans read it. If they can't tell the difference, you're ready to outsource yourself.

- 65. Content / Blog Post Creation \_\_\_\_\_
- 66. Guest Blogging / Ghost Blogging \_\_\_\_\_
- 67. Edit Blogs for SEO \_\_\_\_\_
- 68. Press Release Writing \_\_\_\_\_
- 69. Newsletter Writing \_\_\_\_\_
- 70. Copywriting (Don't Suggest Sales Copy) \_\_\_\_\_
- 71. Directory Submission \_\_\_\_\_

72. Article Curation \_\_\_\_\_

73. Article Marketing \_\_\_\_\_

**ROLE: SEO / WEB MARKETER**

The SEO (Search Engine Optimization) world has changed drastically over the last couple of years. What used to work doesn't anymore. And what works today might not work so well tomorrow. However, any marketer who creates solid, useful, unique and relevant content will be rewarded over time.

Your serious competition is doing the same thing, however. In order to keep your fans engaged and prospects coming to you, you'll need to keep your website fresh.

Having a solid SEO / Web Marketing VA in place will enable your content to be positioned and marketed in a way that will bring in consistent, long-term traffic.

74. Site Analysis ( keywordspy, seoquake ) \_\_\_\_\_

75. Keyword Research for Blog Content \_\_\_\_\_

76. Competitor Analysis \_\_\_\_\_

77. Landing Page Set-up/Creation \_\_\_\_\_

78. Web Master Submission \_\_\_\_\_

79. Sitemap Submissions \_\_\_\_\_

80. On-page optimization for a post / page (see below example) \_\_\_\_\_

WordPress SEO by Yoast

General Page Analysis Advanced Social

Snippet Preview: [Love or Hate Google Hangouts? Here's a one-click solution - Author ...](#)  
[www.authoryourbrand.com/love-hate-google-hangouts-heres-one-click-solution/](http://www.authoryourbrand.com/love-hate-google-hangouts-heres-one-click-solution/)  
 Webinars (or infomercials as some marketers like to use them) can be a powerful and captivating method to inform, educate, engage and sell to your tribe. W ...

Focus Keyword:

SEO Title:   
 Title display in search engines is limited to 70 chars, -7 chars left.

Meta Description:   
 The meta description will be limited to 156 chars, 156 chars left.

Excerpt

Send Trackbacks

+ Add New Category

Tags  Add

Separate tags with commas

- Alex mandossian
- Google Hangout
- Laura Betterly  Webinar Jam
- Webinars On Air

[Choose from the most used tags](#)

Featured Image 

- 81. Off-page optimization for a post / page \_\_\_\_\_
- 82. Social Bookmarking (Digg, Reddit, Digg, Delicious) \_\_\_\_\_
- 83. Creating a Social Bookmarking Tracking Sheet \_\_\_\_\_
- 84. Blog Commenting – Off Page Optimization \_\_\_\_\_
- 85. Forum Participation / Moderation \_\_\_\_\_
- 86. Creating Backlinks / Link Buidling \_\_\_\_\_
- 87. Weekly / Monhtly Google Analytics & Traffic Reports \_\_\_\_\_
- 88. Monthly Keyword Ranking Reports \_\_\_\_\_

## **ROLE: GRAPHIC / WEB DESIGNER**

Tinkering around in Photoshop is a MASSIVE waste of time for every entrepreneur. Even if you are artistic and good at it, the highest and best use of your time will always be doing things you can't outsource. Remember, creative one, your time on earth is limited. When you focus on your 5 core tasks, you'll be happier, healthier and richer. Remember what they are? Here's a refresher:

1. Speaking
2. Writing
3. Doing interviews
4. Shooting video
5. Networking

You will find amazing creative talent all over the world that can design magnificent work for just a few bucks. In the case of graphics, language is less of a barrier, so your choices are even wider than with many other roles and tasks.

- 89. Designing Logos, Banners, Icons, eBook Covers and Headers \_\_\_\_\_
- 90. Designing Infographics Images (Content Provided) \_\_\_\_\_
- 91. Designing Websites, Creating Mock-Ups \_\_\_\_\_
- 92. Designing Landing / Sales / Opt-In Pages \_\_\_\_\_
- 93. Basic Video Editing (Splicing Intros & Outros with Raw Footage) \_\_\_\_\_

## **ROLE: WEB DEVELOPER**

While you're putting together content plans and a publishing schedule for your site, get a super-skilled Web Developer VA to handle the coding and customizing side of things for you.

We recommend Wordpress for nearly any website you need. The Wordpress platform has thousands of theme choices and a skilled developer can further customize many of these themes to your liking. Start by looking at websites you like and take screen pictures of them. Over time, as you forward these to your designer, he'll better understand your style preferences.

- 94. Support and Develop WordPress (PHP) Websites \_\_\_\_\_
- 95. Install WordPress Plugins and Themes \_\_\_\_\_
- 96. WordPress Theme Customization \_\_\_\_\_
- 97. WordPress Functionality and PlugIn Enhancement \_\_\_\_\_
- 98. Site Maintenance / Security and Troubleshooting \_\_\_\_\_
- 99. CRM Integration & Social Media Integration \_\_\_\_\_
- 100. Payment Gateway Integration \_\_\_\_\_
- 101. Install and Support an Email Ticketing System (eg. ZenDesk) \_\_\_\_\_

## **Conclusion**

The list of tasks virtual workers can handle is as diverse as the roles we have as business owners.

Working with VA's can go as far as your imagination can carry you. It's more than just filtering email and managing your social media. With a well managed team, you can outsource 25-50% of your daily tasks, both business and personal.

I promise you'll get excited about having someone else take care of the details in your life. It's about business growth. It's about waking up and understanding that, as business owners, there are things you should do and things you have to do.

Research as many roles as you can and when you hire the right talent, you'll smile as you remember the things you *used* to do.

# "OUTSOURCING YOUR LIFE"

# 1

## Be Über Productive:

Manage Your Shiny Object Syndrome. Systems Can

<p><b>MANAGE YOURSELF FIRST</b></p> <p><a href="#">Action Machine</a>  <a href="#">Tickspot</a>  <a href="#">Getharvest</a>  <a href="#">Rescuetime</a>  <a href="#">Slimtimer</a></p>	<p><b>MANAGE YOUR PROJECTS</b></p> <p><a href="#">Basecamphq</a>  <a href="#">Lighthouseapp</a>  <a href="#">Activecollab</a>  <a href="#">Huddle</a>  <a href="#">Teamlab</a></p>	<p><b>ORGANIZE YOURSELF</b></p> <p><a href="#">Google Drive</a>  <a href="#">wetransfer</a>  <a href="#">dropbox</a>  <a href="#">yousendit</a>  <a href="#">4shared</a></p>	<p><b>MANAGE YOUR TRIBE</b></p> <p><a href="#">Aweber</a>  <a href="#">Mailchimp</a>  <a href="#">Constant Contact</a>  <a href="#">Teamviewer</a></p>
--	--	--	--

# 2

## Clone Your Brilliance:

Vet, Set & Forget. Outsource Everything Except Your

<p><b>FIND OUTSOURCED TALENT</b></p> <p><a href="#">Odesk</a>  <a href="#">Guru</a>  <a href="#">Elance</a>  <a href="#">OnlineJobs</a>  <a href="#">Freelancer</a></p>	<p><b>QUICK TASK OUTSOURCING</b></p> <p><a href="#">Agentanything</a>  <a href="#">Taskrabbit</a>  <a href="#">Mturk</a></p>	<p><b>CROWD SOURCE</b></p> <p><a href="#">99designs</a>  <a href="#">Crowdspring</a>  <a href="#">Mycroburst</a></p>	<p><b>PAYMENT</b></p> <p><a href="#">Paypal</a>  <a href="#">Xoom</a>  <a href="#">Skrill</a></p>
---	--	--	---

# 3

## Educate & Connect:

Create & Grow a Vibrant, Passionate Tribe. Be

<p><b>MARKETING WEBINARS</b></p> <p><a href="#">Webinar Jam</a>  <a href="#">WebinarsOnAir</a>  <a href="#">Google hangouts</a>  <a href="#">Gotomeeting</a></p>	<p><b>WEBSITE &amp; LEADS</b></p> <p><a href="#">Optimize Press</a>  <a href="#">Lead pages</a>  <a href="#">Godaddy</a></p>	<p><b>CROWD MARKETING</b></p> <p><a href="#">Kickstarter</a>  <a href="#">Indeogo</a></p>
--	--	---

[doug@dougcrowe.com](mailto:doug@dougcrowe.com) 1-949-491-9591 [www.BrandLaunchPros.com](http://www.BrandLaunchPros.com)