



Outsource to Rev Up Your Profits



Do you wish you could get more done than you actually do? Do you feel the need to hire other people to do certain tasks that you simply can't do yourself or shouldn't be doing? Do you want to grow your company's profits?

If you have answered **yes** to these questions, then outsourcing is the very thing that you need for your business.

Yet I hear it every day from entrepreneurs struggling to grow their business, "I can't afford it." Think of how much revenue you're losing by doing some of the work yourself. The busy work keeps you

from doing the things that directly gets you clients and generates revenue.

You might be three easy steps away from revving up your profits:

First, make a list of all of your non-revenue generating activities. Assign an estimated time it takes to complete each task. Then, identify how many of those tasks could be completed in just one hour. Remember, identify tasks that are not generating income or clients and consolidate into just one hour of work each week. (This might include errands, posting articles, or mundane or administrative work.) At the end of the month, you have four extra hours to spend on revenue-generating activities.

Second, identify all of your resources. Help is closer than you think! Let your circle of friends know the kind of assistance you need. Tap into your local community college intern, place of worship, referral, or at-home mom looking for additional work while the children are at school. You'll get an idea of the going rate in your area when you start mentioning that you need this assistance.

Third, when you've identified some candidates, interview them. Make sure that you:

Have a clear understanding of what you need completed. Your vendor will want to know what is expected of them and you'll need to be clear on the outcomes.

Call on their references and, better yet, get referrals from someone who personally has worked with them. You may need to provide passwords to them to complete the tasks so you will want to make sure it is someone you checked out thoroughly before outsourcing to them.

Manage it. If one hour is your limit, then you need to make sure your assistant communicates when the time is up. You don't want to get billed for unexpected extra hours.

There are other advantages to outsourcing to rev up your profits: Word-of-Mouth Advertising. When it comes to managing your business, it shows that you use the services of other people and businesses. The individual or company you outsourced to becomes familiar with what you do, and that is enough to spark word of mouth advertising from them about your business.

When you outsource your work (even if it is one hour a week), you can stick to the task of growing your business and focus on building your profit systems. You will laser focus your energy on providing clients with value-added resources and services.

Before you know it, you're growing your business with less effort!