

The Basic Facts of OUTSOURCING



As a busy professional, consider what you need to do in order to maintain your business, and what you can delegate to a Virtual Assistant for the purpose of increased productivity.

www.GoldForceSupport.com
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Who Should Outsource?

As a business owner you have many responsibilities that you often try to manage independently. Yet it is nearly impossible for you to do everything on your own. Your productivity is taking serious hits from spending time on tasks that, while important, are not a good use of your time.

Most busy professionals want to be busy driving the business or organization forward, busy working *on* the business instead of *in* the business. Whether your business is a traditional storefront, a service, direct sales, or strictly online, you need help getting various tasks done either due to not enough hours in the day, or because you lack the specific skills required.

You are an ideal candidate for outsourcing if you are a busy professional who desires to:

- increase your personal and organizational productivity
- enhance your business' bottom line
- experience additional business growth and development
- gain more flexibility of your time

Outsourcing the tasks you do not need to have a personal hand in is an ideal solution for your business!

What Tasks Can Be Outsourced?

When you want to be sure your business is operating at peak productivity, you will find that there are several tasks that can easily and, more importantly, beneficially be outsourced.

Take a close look at every aspect of your business operations, being keenly perceptive to the activities of each department. Consider what you personally need to do, and what you do not need to be directly involved with.

Some of the tasks large and small businesses outsource include:

- Administrative: communication, data entry, data management, word processing
- Customer Support: appreciation, communication, statements, surveys
- Financial Records: accounting, bookkeeping, business forms, invoicing, reviews
- Marketing: campaigns, graphic design, promotions, research
- Product Support: communication, customer appreciation, documentation, surveys
- Project Support: documentation, graphic design, presentation, proofreading/editing, research
- Social Media: content and comment admin, blog copywriting, research
- Web Support: copywriting, design, graphics, search-engine optimization

For help in deciding what tasks will benefit you most by outsourcing, see the BONUS included at the end of this report: **5 Steps to Decide What to Outsource First**.



When Should You Outsource?

It would be futile for us to suggest you begin outsourcing as soon as you start a business. After all, when a new entrepreneur first ventures into the business world it is often with a big dream and little funds. And it is all too common for the new business owner to feel they have to do everything and be everything in their business in order for things to go smoothly. Yet this could not be farther from the truth.

Ideally you should begin outsourcing before your business suffers due to:

- your or your employees' lack of time to complete necessary tasks
- lack of specific skills or required software
- prolonged procrastination of unfavorable tasks

Outsourcing is key to success if your business growth is stagnant or you wish to expand your products/services. It is always a good time to outsource!

Where Can You Outsource?

Thankfully, with the powers of computer technology and the speed of broadband, you can easily contract with a professional to handle many of your business tasks. These professionals are called a variety of terms: virtual assistant, administrative support specialist, virtual secretarial service, freelancer and more.

Regardless of what term they go by, these professionals are independent business owners with a professional interest in your business. They serve as your remote office, costing you only for time spent on the actual tasks or projects you need completed versus the additional employee overhead expenses required of a full or part-time in-office employee.

You can find qualified professionals through many avenues, such as:

- your local chamber of commerce
- your business network
- your LinkedIn network and shared group members
- online virtual assistant and outsourcing organizations
- internet research

Consider that you may need to contract with more than one professional in order to cover the skills required of each of the tasks you need handled. It is important to thoroughly research your potential contracted professionals. Be sure their skills match your needs. Interview them in person, via email, by phone and/or online conferencing, especially if they will be communicating with your clients or customers. Make sure you are comfortable with them, as they will be serving a vital role in your business.



Why Should You Outsource?

As a business professional, one of the most important things to remember is how much your time is worth. The second most important thing to remember is that there are only so many hours in a day. When you stop and think about these two things and the many tasks that you are performing yourself each day, you will find all of this work is not worth your high per-hour value.

When you outsource, you will pay someone else a fraction of your value to take care of those responsibilities, while you give attention to more important money-earning projects and tasks.

In addition to the time value of outsourcing, consider these benefits as well:

- more time to work on important income-generating tasks
- administrative and software specialists trained at their own expense
- an efficient and highly-productive office
- improved company image
- next-level business growth

When you begin to implement outsourcing techniques within your business, you will find many tasks and projects can easily be handed off to someone else, which provides you with additional time to concentrate on more important aspects of your business.

How Should You Outsource?

Sometimes it is very difficult for a business owner to let go of various tasks and have a contracted professional take ownership of them. The idea of keeping control of all aspects of your business is important and essential for your success. However, consider how much more effective your efforts are at building your business and increasing sales when not strapped to your desk performing tasks and projects someone else could be doing for you. As businesses grow, the most difficult challenge is for the owner to let go of handling every detail themselves. If you want the outsourcing relationship to work as it should, to free your time to grow your business; then you must assign tasks and let the experts accomplish them for you.

Taking the following actions is a great way to get started:

- Determine what you will outsource
- Research qualified contracted professionals
- Conduct in-depth interviews with your prospects
- Communicate the task or project expectations clearly
- Utilize your professional support to best serve your needs
- Enjoy the new-found freedom, less stress, and flexibility of your business operations



There are facets of outsourcing that you can, and should, maintain control of. Communicate openly and effectively from the very beginning. It is important that your contracted professional knows what your business is about; share your vision of the business, let them know the details of what you do and how you manage it. Be clear in your expectations. Whether it is a one-time project or long-term administration, it is important to provide the information that is needed.

In Conclusion

If you are a busy professional who desires to work *on* your business rather than *in* it, outsourcing the tasks and projects you do not need to personally be involved with will open up more time for you to do what you do best.

See the BONUS included at the end of this report: **5 Steps to Decide What to Outsource First** to determine what tasks and projects you should begin to outsource.

Take action to increase your business productivity now, before your business suffers from lack of time, training or resources.

Search your local business networks and online virtual assistant organizations for a contracted professional with skills matching your specific needs, keeping in mind you may need more than one expert.

The very best reason to outsource is the time savings and freedom you will experience due to relieving yourself of the burden of doing it all yourself. Instead, you will have a professional who will be managing tasks on your behalf, and who cares about your business success.

Your personal efforts have gotten you to this point; now your business is ready for greater success and it is time to assign those tasks and projects to an effective team member like **Gold Force Administrative Support!**

For more information on Virtual Assistance visit www.GoldForceSupport.com Call 330-754-2099 for a Free Consultation!

Michele Randolph established **Gold Force Administrative Support** in July of 2007 with the vision of sharing her creativity and accomplished office skills to benefit a diverse market of businesses, associations, and organizations.

Gold Force can perform virtually any task that an in-office employee can complete. Virtual Assistants utilize our own advanced software and technology, and are trained at our own expense.

Whether you are an entrepreneur in the start-up process, an active business owner seeking to spend more time growing your business than running it, or a successful CEO wishing to automate your office, **Gold Force Administrative Support** can assist in the management of your daily processes, monthly procedures, and one-time projects.



5 Steps to Decide What to Outsource First

As an entrepreneur, the demands on your time are often overwhelming. There are so many moving parts and things to do that there are never enough hours in the day. Even for the seasoned businessperson, it is difficult to relinquish control of any part of your business. Still, many successful businesses come to the point where they have to outsource in order to take it to the next level. How do you decide which things to outsource when you're ready?

Included here are five steps to help you get on your way to more flexible time in your schedule and increased productivity in your office through outsourcing to a Virtual Assistant.

Step 1. Make a list of all the tasks you do not like to do.

It doesn't matter whether you're good at it or not, if the task is something you truly dislike doing, then it is a good candidate for outsourcing. Often, these are tasks that you procrastinate completing, or are at the bottom of the to-do pile on the edge of your desk. Keep this list on top and add to it as you work through the day.

Step 2. Look at where you add value in your business, and where you don't.

Make a list of tasks where you don't actually add much value. Examples could be creating and executing mail campaigns, updating contact lists, formatting documents, bookkeeping, client invoicing. What are you spending your valuable time doing that is not bringing revenue into your business?

Step 3: Identify one-time tasks.

Make a list of jobs in your business that just need to be done once, and then they are complete. For example, creating a spreadsheet to track marketing efforts; drafting or revising business documents or employee handbooks; preparing a presentation's handouts and slides; setting up a client survey, executing, and compiling responses. These are just a few one-time tasks that can be completed quickly by someone other than yourself.

Step 4. Look at tasks that are easy to outsource first.

The one-time tasks (identified in step three) are usually the easiest to outsource first and help you avoid making a commitment to a longer term investment. However, if there are tasks you are doing that are taking time away from the true value-added activities only you can provide your business (found in step two), then outsourcing these can help you grow. If you already know that your business is profitable and could expand if you only had the time, then it may be worth outsourcing basic ongoing tasks (recognized in step one).

Step 5. Make some decisions and start your search.

Organize your list of tasks to outsource into immediate, short term and longer term. What you will outsource right away vs. in a few months or a year. Once you've made this list, you'll be able to tell just what you need in terms of a Virtual Assistant. This often means hiring different people for different tasks since not everyone is good at everything. Get recommendations, search for people with good reputations, and make sure you always get samples of work if the task is visual. Finally, be sure to test someone before you commit a lot of money.

One of the most common statements by successful business owners is that they wish they would have outsourced sooner. However, it's always easy to say something in hindsight. Take care to outsource wisely by making the most of your budget and testing your business model on a small scale first. Then, after outsourcing on a regular basis, you will wonder how you ever made it without a Virtual Assistant!



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Thank you for your interest in **Gold Force Administrative Support!**

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