

YOUR GUIDE TO FREEDOM

OUTSOURCE CHECKLIST

LEARN WHERE YOU CAN LET GO IN
YOUR BUSINESS TO MOVE UP

WOOSLEY VIRTUAL ASSISTING
WoosleyVA.com

WHEN SHOULD YOU OUTSOURCE?

It can be hard to know when to outsource. Many entrepreneurs outsource early in their business, and others wait until they are overwhelmed.

An easy way to determine if outsourcing is a good choice for you, right now, is to answer the three questions below. Be honest, think big, and allow yourself to imagine what your life will be like and how your business will grow if you let someone else handle some of your day-to-day tasks.

1. WHAT DO YOU HATE DOING?

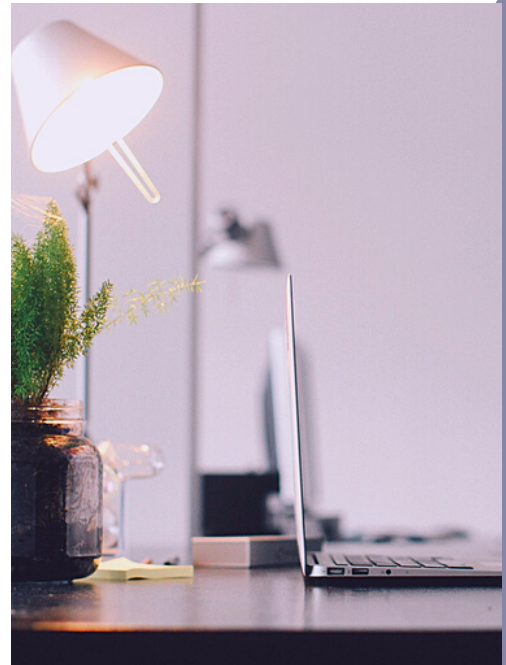
Don't be shy - let it all out! List the day-to-day tasks that have to get done in your business - that you despise doing.

2. WHAT CAN'T YOU DO?

List every day-to-day task that you don't have a lot of experience in or can't do efficiently. Sure, you could learn it, but that's not the point here. Fess up!

3. WHAT SHOULDN'T YOU BE DOING?

Tuck those superpowers away and answer honestly. Can you pay someone to do it cheaper than you can? What actual ROI does it have on your business?



WHAT TO OUTSOURCE?

Now you've got a starting list of things you can and probably should outsource in your business. Take a look at the lists below of tasks Virtual Assistants handle for their clients to give you even more ideas.

BLOGGERS AND WRITERS

- Proofread and edit content
- Research topics
- Create outlines
- Ghostwrite
- Explore guest posting and guest podcast opportunities
- Develop blog content schedule
- Develop/manage a content repurposing schedule
- Create graphics for social media
- Post to social media
- Respond to blog and social media comments
- Manage websites
- Create lead magnets and email funnels
- Respond to customer service requests
- Streamline client onboarding
- Bookkeeping tasks
- Email management (take care of your inbox)
- Follow up with customers and secure testimonials

GRAPHIC DESIGNERS

- Create color schemes
- Project management
- Client outreach
- Customer service
- Client onboarding
- Follow up with customers and secure testimonials
- Format branding guides
- File organization and management
- Website and blog updates
- Help finalize graphics and export to needed formats
- Email management
- Bookkeeping
- Develop business processes and implementation guides
- Proofread designs

WEB DESIGNERS

- Customer service
- Build out webpages (add content and images) in new designs
- Content and copy creation
- Create graphics
- Design suggestions
- Complete customer training and record training videos
- Project management
- Follow up with customers and secure testimonials
- New client outreach
- Client onboarding processes
- Manage company website and blog
- Email management
- Manage social media
- Bookkeeping

BUSINESS & PERSONAL COACHES

- Customer service
- Calendar management
- Appointment setting
- Travel arrangements
- Client vetting
- Bookkeeping
- Email management
- Source and book speaking engagements
- Proofreading and editing
- Website management
- Social media management
- Project management
- Email marketing and funnels

WHAT TO OUTSOURCE?

REAL ESTATE PROFESSIONALS

- Listing Preparation
- Transaction management
- Email management
- Calendar management and scheduling
- Customer support
- Website and blog updates
- Social media management
- Project management
- Follow up with clients and secure testimonials

GENERAL OFFICE

- Calendar management
- Meeting notes and transcription
- Email management
- Appointment setting
- Customer service and outreach
- Social media management
- Website and blog maintenance
- Marketing materials
- Customer onboarding
- Schedule and coordinate online meetings
- Project management

NEXT STEPS

These lists are neither exhaustive nor inclusive, and different VAs will bring different strengths and talents to the table.

To truly discover how much hiring a VA can help you grow your business, you just need to start the conversation.

Schedule a discovery call today. Take the first step toward discovering how much you can achieve.

Let's do this!

Schedule a free, no-obligation
discovery call today.

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