

HOW AND WHAT TO OUTSOURCE



THE COVEN

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Regardless of what industry you're in, it's not an uncommon struggle to find the hours in your day to get everything done. Rather than running yourself into the ground trying to get the best out of your business, you should consider outsourcing. In this workbook, we're going to run through how you should outsource and what.

UNDERSTANDING OUTSOURCING

Simply put, outsourcing is assigning your work to someone outside of your business, such as a freelancer or agency. Short of cloning yourself, outsourcing means you're ultimately putting your trust in someone else to continue to deliver to the standard you do. Once you rid yourself of that fear and invest in the right person/agency, they'll become an extension of your business while making your life easier.

What could I outsource?

Who could I outsource the work to?



DETERMINING WHY YOU WANT TO OUTSOURCE

To put it bluntly, the reason you should outsource is that your time is better spent elsewhere. Typically, this means you'll be making more money by outsourcing. However, it can also offer you more free time or improved mental health. Whatever the reason, the whole point of outsourcing is to make your life easier.

What do I want to achieve by outsourcing?

DECIDING WHAT YOU SHOULD OUTSOURCE

Before you consider outsourcing, you need to determine where you're spending your time. To get started, you should use a time tracking app that will allow you to monitor your productivity.

How can I track my productivity?

After tracking your time for a minimum of a couple of weeks (if not longer), you can use the time tracking reporting tool to get a clear picture of where your time is spent. Typically speaking, the areas you spend the most time on are more than likely your core competencies; this is where you excel. On the flip side, the areas that you spend less time are likely to be the tasks you can consider outsourcing. For example, if you're a social media manager, you might find your time is better spent on strategies and creating content instead of community management.



Which tasks do I spend the least time on?

You could also approach outsourcing slightly differently and outsource the tasks you either don't enjoy or don't excel at. For example, if you're a sole trader but find it challenging to keep on top of your bookkeeping, it's likely time to outsource.

Which tasks do I enjoy the least?

Which tasks do I struggle with the most?

Focusing on your core competencies while outsourcing the rest can be what truly makes a successful business.

HOW TO OUTSOURCE

If you're at the stage where you've identified what you want/need to outsource, now it's time to decide who you will outsource it to. Of course, budget is a crucial factor when it comes to outsourcing.



What is my budget for outsourcing?

What expertise do I need?

No matter who you outsource your work to, you need to be crystal clear on their tasks and your budget. From here, you can craft a comprehensive job description that will ensure you're attracting the right people for your business.

Where will I advertise the role?

What are the non-negotiable skills?

When will I hire someone?



Communication is key when it comes to outsourcing. From the hiring process to actually working with someone new, clear and open communication is vital.

What tools can I use to ensure I get the most out of outsourcing? (e.g. time tracking, Slack, Asana etc)

