





The HerBusiness Growth Zones®

- Planning
- Sales & Marketing
- Products
- Systems
- People
- Money
- Technology
- You

Create More Freedom Through Outsourcing - with Kristy Smith

Today's HerBusiness Growth Zone®



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- with Kristy Smith



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What You'll Learn in the Masterclass:

- The role you need to play to ensure your outsourcing efforts are successful
- How to identify the tasks you could outsource
- How to create simple processes
- Systems that will help you work and communicate with a VA effectively
- How to choose the right resources for your business



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Kristy Smith

Virtual Elves



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HER
BUSINESS

Successful Outsourcing

MINDSET
CLARITY
SETUP
RESOURCES



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HER
BUSINESS

MINDSET

What is stopping you from outsourcing right now?

- **TIME** to get the right person
- **AFFORDABILITY** and financial barriers
- **THE RIGHT PEOPLE** for the right tasks
- Finding **QUALITY** services
- **LETTING GO**
- **COST VS VALUE**



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HER
BUSINESS

MINDSET

YOUR ROLE



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MINDSET

Committed
Flexible
Realistic
Communicative
Responsive
Embracing
Willing to let go



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CLARITY

Identify what you need

- What are your **GOALS**?
- What would having **MORE TIME** allow you to do?
- What would it mean for your business to **GROW** and increase **PROFITS**?

GET CLEAR ON WHAT YOU WANT



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Identify what you need

TASK AUDIT CHALLENGE

- 5-7 Days time and task tracking
- Braindump (Free download to help with this!)
- Highlight your core zone of genius tasks only
- Categorise remaining tasks into Category Grid
- Easily build a clear job description



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S A D D



SYSTEMISE
AUTOMATE
DELEGATE
DITCH



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What are the top 3 tasks you would like to delegate?

- Calendar management
- Content, Social Media and Digital Marketing
- CRM management
- Bookkeeping
- Graphic Design
- Kajabi/Funnels



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Build your processes

- **SIMPLE** is the key!
- **VIDEO** training is most effective



- Start with your **TOP 3 TASKS**



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Create Systems

- Again, **SIMPLE** and **MULTIFUNCTIONAL** is the key!
- **5 key areas systems can support your outsourcing:**
 - **CLOUD BASED EVERYTHING!**
 - **COMMUNICATIONS** (Skype, Slack, Whatsapp, email, Phone)
 - **PROJECT/TASK MANAGEMENT** (Asana, Monday, Wrike, Basecamp)
 - **CRM** (Active Campaign, Ontraport, Infusionsoft, Mailchimp)
 - **REPORTING** (Xero, Hubstaff, Harvest, Zoho)



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What's right for you?

- Freelancer **versus** Core Team Member
- Agency **versus** Direct
- Full Time **versus** Part Time **versus** Ad Hoc
- Local **versus** Offshore
- In-House **versus** Virtual



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Hire right!

- Clear Job Description
 - Sell the role
 - Be clear on the hours/set work boundaries
- Know your budget and what you want to pay
- Know the Key Performance Indicators you will measure success with
- Be ready to share the bigger picture to engage the right person
- Interview properly
- Know your obligations



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“If you empower people and they honestly believe they play an important role in the business and it’s purpose, they feel connected way beyond the paycheck”



Summary:

- **PREPARATION** and being committed to **YOUR ROLE** will ensure your outsourcing efforts are successful!
- Having **CLARITY** and identifying what you want is the first step to gaining back your time!
- **SETUP** for success by creating simple processes and systems to allow you to communicate with your VA and operate your business with ease.
- You have the choice of **RESOURCES** to make outsourcing work for you, so take your time and do it right.



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MEMBER QUESTIONS



Member Offer

Receive your FREE OUTSOURCING SUCCESS PACK

- 100 Things a VA Can Do For You Checklist
- Task Audit Challenge Program
- Sample Job Description Template
- 22 Questions to Ask a VA in an Interview
- 30min Discovery call with Kristy to find out if a VA is right for your business

+ BONUS

- First 5 hours FREE if you engage the VA Services of Virtual Elves

www.virtualelves.com.au/success-pack



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Contact Me

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Thank You



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