

BUILD YOUR DREAM TEAM

PRINTABLE

YOUR JOURNEY STARTS HERE

So you've done it too huh? Plunged yourself into this crazy world of business ownership and all of the ups and downs, highs and lows that it brings along with it?!

I know how you might be feeling right now. You've put your heart and soul into your business and you are so proud of what you have done. You have learnt so much. You have created something from nothing. And you should be proud. Because that is amazing.

But there is just one thing. On top of those feelings of pride of there is also overwhelm, confusion and fear. Fear that you will never make the money that you thought you would. Fear that you have gotten yourself 'stuck' in a business that demands so much of your life, and gives so little back.

Yep. I have been there!

The good news is that if you're feeling like this, it might be nearing time for your outsourcing journey to start. Yippee! *Imagine how good it would feel to hand something over.*

I can tell you right now, it is a relief. All of a sudden, you will go from a one woman band to a *team*. You will have support for you business but also a second ear who is invested in seeing you succeed.

You will no longer be alone.

I understand the path to outsourcing can be a scary one. You've just started getting more money in and outsourcing will be waving goodbye to that.

But outsourcing is one of the secrets to your business success. You must grow your support team if you want to offer more, be more, sell more.

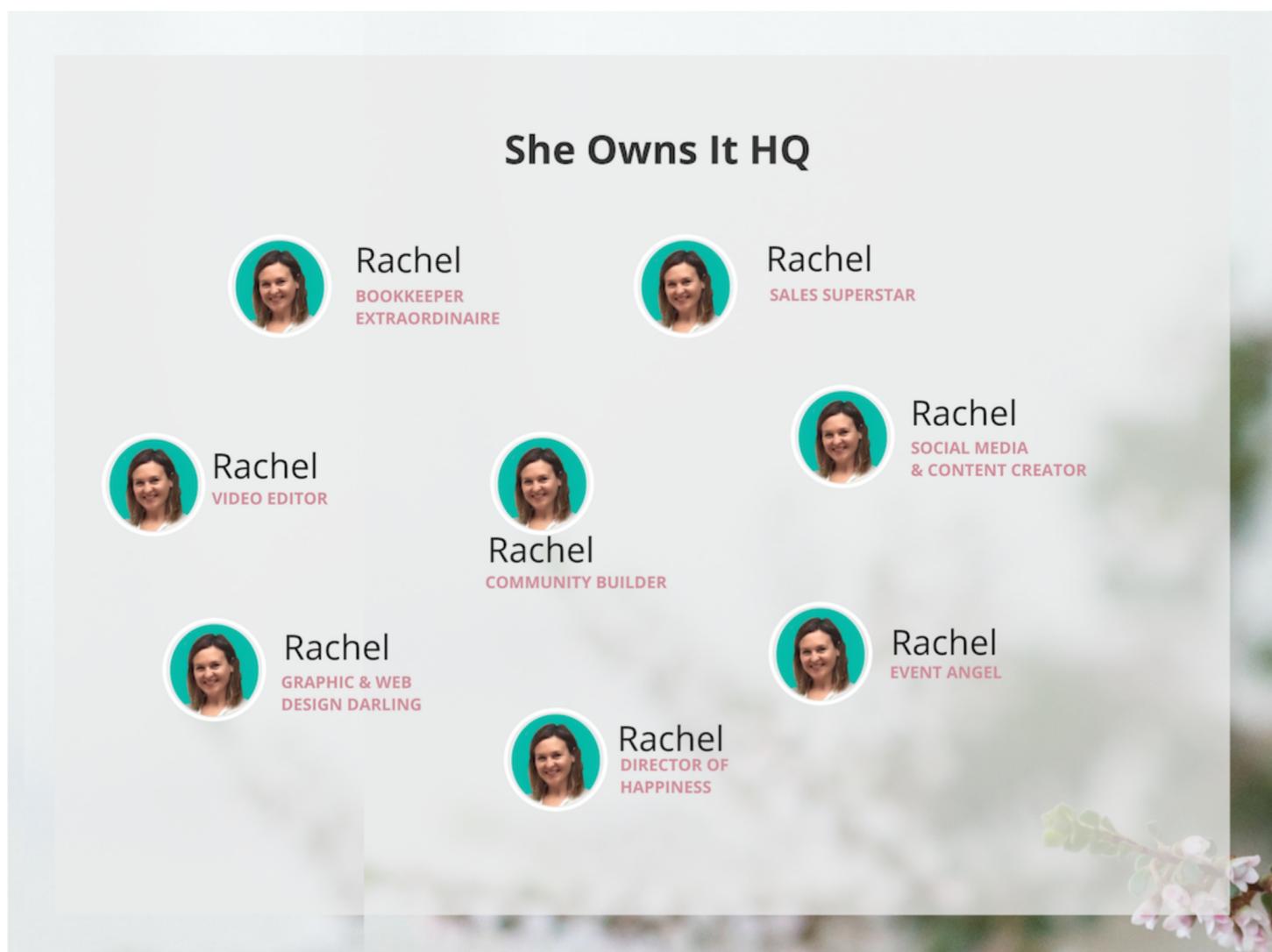
So just for a minute, bear with me as we consider your outsourcing journey, and dream a little.

I know once you've got a few simple steps in place, you'll be feeling happier, more in control and more empowered to take the leap!



xx Rach

STEP 1: DREAM A LITTLE



When I started my She Owns It journey I shared this with our Community. It's a list of all of the hats I had to wear as the Founder of She Owns It- and the roles I knew I'd need to outsource as we grew.

This is a simple, clear way to step out of your business for a moment and step in to visualising what a more systemised, supported version would look like.

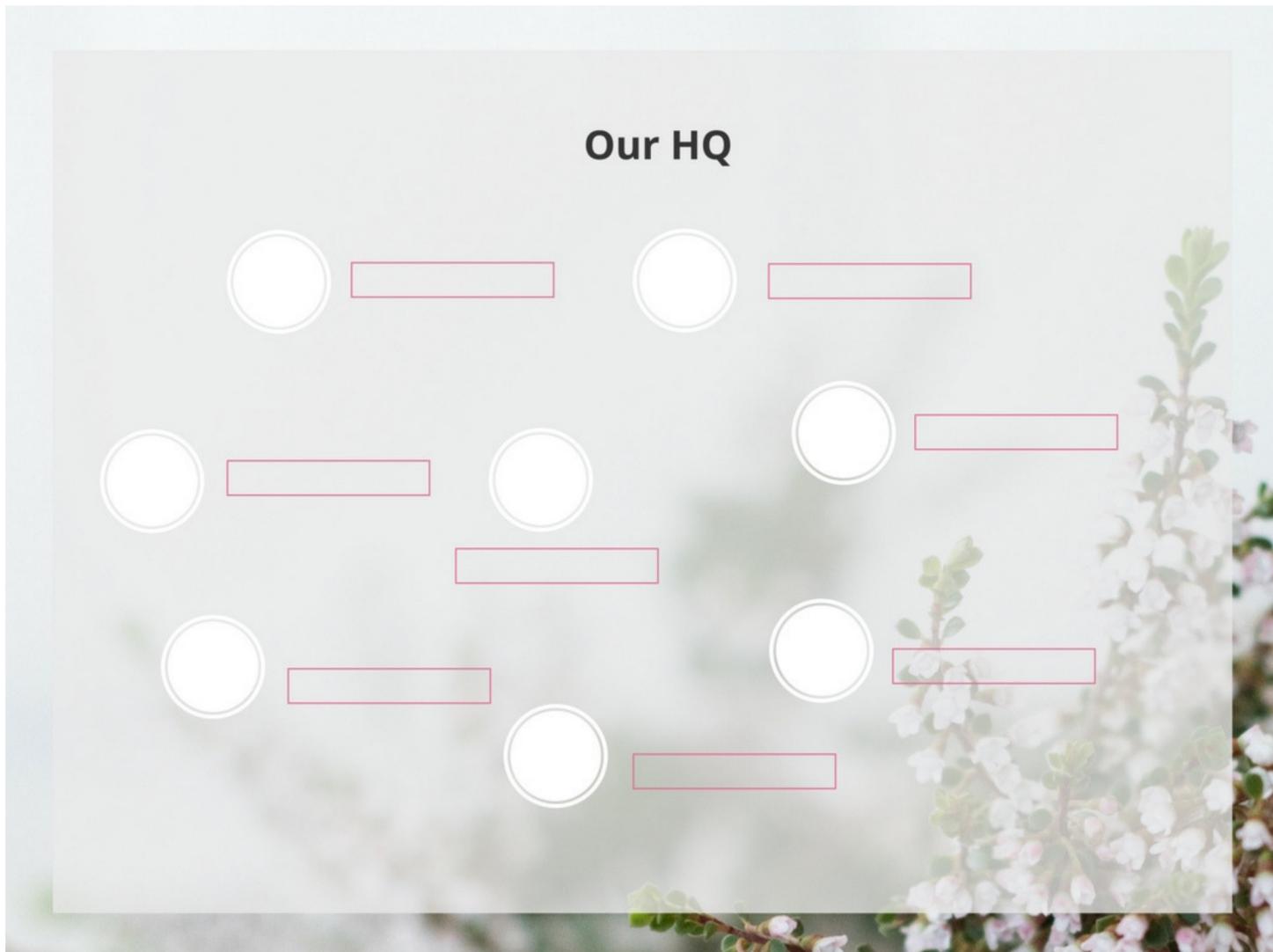
Yes it felt overwhelming to acknowledge how many 'things' I was trying to do at once. But it also gave me so much clarity about what moving parts there were. I was also able to reflect on which of these things I loved and which made me run into a corner and hide.

And guess what? 2 1/2 years down the track almost all of those faces have been replaced by amazing women from this community.

I am truly no longer alone on the She Owns It journey. I'm not outsourcing everything, all of the time, but I have people to lean on when I need to and when I choose to.

And all of that means that I can focus on doing the things I love and make a bigger impact to my business and to you. Sounds good? Let's get you there too!

STEP 2: YOUR TURN



So now it's your turn. Break down all of the roles that you play in your business right now. From social media to customer service to dispatch, think of everything that you do that someone else could be doing for you one day.

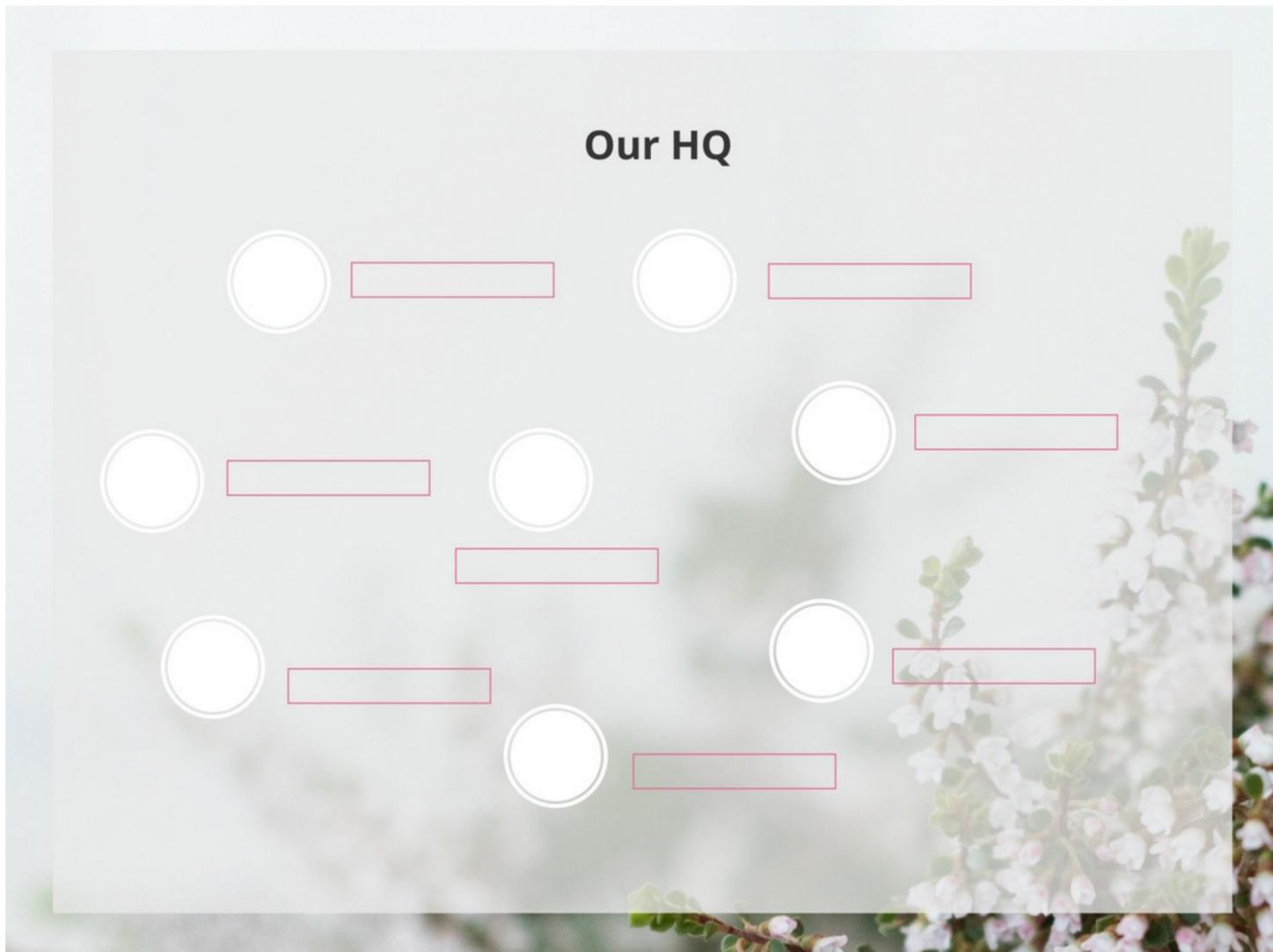
Create your own HQ chart.

It's important not to worry about the how right now. Imagine that you have the money to do this tomorrow.

What would your team look like? What roles would you create? What roles would you want to keep doing yourself- the stuff that you love, that comes naturally to you, that you thrive at?

And then allow yourself the indulgence of dreaming about your team taking jobs off you. Jobs that you don't like anyway, that they love and will do so much better than you!

STEP 3: DREAM TEAM



Now I want you to take this one step further.

Take a look at each of those roles on your HQ chart. Do you know anyone already who you would love to work with in one of those roles?

I'm talking your Dream Team of support staff here. Do you know an amazing social media guru who will take your social platform to new great heights? Do you know an accountant or book keeper who will help you with your biz and keep your docs in order?

Write their names down on your HQ sheet. Print off a photo of their beautiful face and stick it on there!

Get that Dream Team in place so you can look at it every day and visualise where your biz is going and who you will be have by your side as you grow.

STEP 4: BRAIN DUMP

OK so you've got your dream in place. What next? You've got no money for this so how do you get from a dream to a reality?!

This page is clear for a reason! Use it to brain dump all of the tasks that you could start outsourcing in your biz. Here are some ideas to get you started:

- Email marketing
- Content creation/ blog writing
- Social media management
- Customer enquiries
- Book keeping
- Creating a sales funnel
- Video editing and uploading
- SEO management
- Graphic design
- Content planning

STEP 5: PRIORITISE

The next step is to prioritise. So get some post it notes and start playing around!

You need to think about a few things:

1. How much of my time will outsourcing this task free up?
2. How much stress will it relieve to outsource this task?
3. How beneficial will it be to the business to bring on skilled support for this task?
4. How much will it cost to outsource this task?
5. Will outsourcing this task help with income generation and how?

You might be surprised with some of the results. For example, you might find that simply outsourcing your blog posts or a newsletter costs a minimal amount, frees up a lot of time and causes you great relief!

Or, you might decide you want to keep control of writing content but that you need to reduce your overwhelm by getting some support mapping out your content plan. Totally up to you!

STEP 6: MONEY MAGIC

But wait Rach, where does the money come from?

This is the part that can be a shock to the system. In my experience, it can take at least two years for an idea to become an income generating business. What I mean by that is this.

You will make profit in your business. But unless you had money upfront to invest in outsourcing and growth, you should expect to put ALL of the profit you generate from your business back **into** your business for a couple of years.

Obviously there are exceptions to this rule, but if you want your business to grow, you have to invest both time and money. If you don't have the money upfront, it needs to come from the business, and go back IN to the business.

I am not in a position to do that though! I can hear you say.

Well, don't worry, you do have options.

1. Find ways to tighten the belt if you can. No more coffee from the coffee shop could save you \$5 a day, nearly \$2000 a year. Enough to outsource something.
2. Go to the bank. Get your outsourcing plan in place, figure out the costs involved and how many sales/ how much you need to be making in your business to achieve it. You will find once you have a better plan in place you will be more confident that you can repay a loan.
3. Start an 'outsourcing' savings account. Put just a little bit in there each month until you have enough to kick something off.

If you really want to do this, you will make it happen. Create your plan and the money will follow.

*Where focus goes,
energy flows.*

STEP 7: CULTURE

Great, so you know what the dream looks like, you know what you would outsource first, and you've got some money! What happens next?

Before you go any further I want to touch on something that is close to my heart. Culture.

I have been in business for nearly 20 years. I have a team of ten staff in my business in the UK. I have outsourcing staff. I have thousands of nannies who are working for thousands of families through our company around the world.

I also built She Owns It from nothing to one of NZ's largest communities of women in business in less than 12 months, almost all through word of mouth.

I will tell you what I have learnt from all of this.

There is no bigger gift that you can give to your business than culture. DNA. Core beliefs that trickle down from you, right through your team to your community and your customers.

If you want your business to succeed, if you want it to grow into something that is about more than just you, you have to have culture.

You have to make your business about something bigger than yourself. So that your team, your community and your audience know what your brand stands for and that **your mission** is something they want to be a part of.

Know your mission, know your values, create a strong culture, and your outsourcing team will understand your brand and feel connected to it, making your life so much easier.

That means thinking hard about you AND your customer. The transition your customer wants to make. What you represent, what you value and how you help your customer make that transition. Get your team excited about that mission as well, and you will find your culture becomes automatically strong.

STEP 8: YOUR TEAM

CHOOSING YOUR TEAM

One of the biggest decisions you will need to make when considering outsourcing is how and where to find your team.

There are a lot of options including looking offshore for cheaper labour, using sites like Fiverr, Upwork, 99 Designs, Creative Market and Clarity or hiring closer to home through She Owns It.

How do you make your choices? Price is a big consideration but it's key to remember that cheaper doesn't always come with quality. So if you are thinking of going offshore, I'd recommend popping into the Members Club or using your existing networks to ask around for recommendations.

Always, always do your research. Make sure the person you are going to hand over to has the testimonials to back up the sales pitch. Ask to speak to some existing or previous customers if you need to. A little time spent now will save you so much time down the track.

The other option is to go with your dream person from day dot, and only hand over to them what you can afford right now. You can slowly build that relationship and get those systems in place as you go.

TRAINING YOUR TEAM

One of the things I love about outsourcing is that it literally forces you to get systems in place if you don't have them already! You will need to hand over your work to your outsourcing team.

A simple and fast way to do this is to record yourself completing tasks using Loom or other screen record software. Send that to your VA and file it in a 'processes' folder and you have the start of your operating systems.

You will need to work with your team member, explain to them how you like things done and if they are good, listen to their feedback and ideas. Hopefully they will extend you and help you refine your systems.

The key is to treat your outsourcing relationship like an employment relationship. Your outsourcer is not going to know exactly how to do something immediately. You will need to work together. But build that relationship of trust, and over time your input will be less and less required.

KEEP THE DREAM ALIVE

Finally a reminder to start small and keep your outsourcing dream alive! It doesn't matter if you can't afford to outsource right now.

The key is that you have a plan and something to work towards.

If you need to, set an income target with the reward of outsourcing something when you get there. That will give you an additional nudge to keep focussing on those critical income generating activities!

You will find that if you plan and **visualise your dream**, it will eventuate over time. Visualisation is a powerful tool because it fosters self belief. And you can do this.

Recognise that your business will grow when you focus on growth. That means planning for growth now, not waiting for it to happen.

In saying that please be easy on yourself- we are all busy and our time is split between so many important things. Especially if you are on a strict budget, all of these things take time. But you are empowering yourself with knowledge and that is a key step!

So congratulate yourself for making it to the end and having a good think about your outsourcing strategy. You are doing a great job!



xx Rach