

## **7 Questions that will decide if you should be doing a task, or if you should automate and outsource**

If you find yourself slogging over a task, quickly ask yourself these reflective questions to see if you should be outsourcing this task and getting on with your business. This should help add clarity to stressed out entrepreneurs working on outsourcing tasks in their business.

- 1) Do you enjoy doing this task?**
  - a) (Rate 1-10 how much you actually like doing this task to see how much you actually like it. Only keep doing it if it's a 10 -- i.e. playing with puppies).
- 2) How much time does this task take to do? Time yourself each week if you need to (it's probably longer than you think)**
  - a) How much time would that save you over a month?
    - i) With that time added up, what is one activity you could do that would be more productive in business or in life? (workout, spend time with family/friends, or making uncomfortable but effective sales calls?).
- 3) Is this task repeatable / will it come up again?**
  - a) Remember that it may be repeatable, but just some variables need to be changed (i.e. if sending invoice, need to change who it's to, email address, amount). Write out the changes.
- 4) Are you the "expert" in this task? (i.e. are you a logo designing expert or flyer designing expert?).**
  - a) If you're not an expert, why do you need to do it? Give the goals of what you want from the task / project and have your VA manage it for you on an outsourcing site.
- 5) How much money does this task directly make your company?**
  - a) (Note: I'm talking about THIS task, not tasks that lead to this task. For example, if the task is making sales calls, you must make a leads list so that you can call clients. The leads list task does NOT directly make you money, the calls make you money).
- 6) If you had a gun to your head right now, could you record this process on video or in easy repeatable written steps so that someone else could do it?**
  - a) If the answer is "yes" or "maybe", pretend you have a gun to your head and do it!
- 7) Would a customer be likely to leave your company if you weren't the one performing this task?**
  - a) Does the CEO at Starbucks have to sell the coffee so that people keep coming back? Or do they just come for the end result -- the coffee? So, will the customer actually leave if it's not YOU that does this task?