

MY NOTE TAKING NERD'S NOTES FROM EBEN PAGAN'S GURU MASTERMIND PROGRAM

OUTSOURCING YOUR BUSY WORK

The focus of this session is delegating, outsourcing, and offloading your 'busywork', in order to free up your time so that you can focus on the things that have the "highest leverage" for your business.

The reason why we need to learn the SKILL of continually outsourcing and offloading our busywork, is because it's TOO EASY TO GET TRAPPED DOING THE THINGS THAT DON'T MAKE US MONEY AND THAT DON'T BUILD OUR BUSINESS...We really want to learn the skill of consciously identifying the things that don't make us money, in order to get them "off our plate" and use that time to consciously focus on the things that DO make us money and that DO build our business.

There's an interesting little quirk in human thinking and business...which is a confusion and a lack of awareness of what we SHOULD be doing and what we SHOULD NOT be doing....

(Per Eben: "I'm going to sound like your mom, here, now...")

"YOU NEED TO STOP DOING THOSE THINGS THAT ARE A WASTE OF TIME....!"

"STOP DOING THOSE THINGS THAT ARE THE LOW-VALUE ACTIVITIES...!"

"YOU NEED TO LEARN THE SKILL OF DELEGATION...!"

Delegation is MORE than just thinking, "okay, I'm going to give this task to someone else to do right now..."

True 'delegation' involves - figuring out the things that need to be done, creating a system for it, and teaching someone else how to do it, teaching them the system, refining the system, coaching them, getting feedback from them and reports, etc.

Key mindset: "I'VE GOT TO STOP DOING THINGS THAT WASTE MY TIME AND THINGS THAT ARE THE LOW-VALUE ACTIVITIES IN MY LIFE..."

ACTION STEP: Try to delegate and outsource at least ONE HOUR per day of work, which you might otherwise have been doing...this will add up to about 20 hours a month of activities, that you will outsource and give to someone else....

And it's not JUST about getting that hour-a-day of your life back...it's MORE about learning the skill and developing the ability to delegate and outsource and work with other people and manage other people...

You must create the habit of CONTINUALLY GETTING THINGS OFF OF YOUR PLATE....

Sometimes we become so accustomed to what we do on a regular basis...that we forget the idea that 'if we keep doing the exact same things...we're going to keep getting exactly the same results'!

Even some important things that we do can be outsourced as well. Examples include, things like getting new customers for your business, or working on your conversion, or creating your content....some of these things can be outsourced to other people as well.

For example, instead of doing a task such as proof-reading the draft of your Ebook, you might want to try outsourcing or off-loading the proof-reading of your book to others...

Key mindset to have: "I'm always looking for an hour-a-day's worth of activities that I can outsource to someone else... "

If you maintain this mindset and act on it, then you'll wake up in a year down to road, or in two years, or in three years from now...and you'll have a team of people, and they'll all be well-trained, and you'll have systems for your different processes...and when you bring someone new onto your team that needs to learn something, there will already be a system in place for them to do it...

This way, YOU can work on the pinnacle, the highest-value things... (e.g., strategic plans, etc)

If you don't do this, if you don't learn the SKILL of continually outsourcing and offloading, then you're going to wake up in a year, or two years, or three years from now...and you're NOT going to have that success, you're not going to be able to work with other people, you're not going to have the power to get things done inside of your business, and you're not going to attract the types of folks that you want to get around you; you're not going to achieve what you want to achieve.

We need to learn this skill of HABITUALLY outsourcing and delegating...

Get this mindset: "I'm always looking for an hour a day to outsource and delegate to someone else...I'm always looking for an hour a day..."

And every time you've done this successfully, and you've got someone that you've outsourced something to, and you've freed up some time...then, refocus that time on a high-leverage activity...and then look for the next hour to delegate...and then, once you've done that...then look for the next hour...

Per Eben: "Get this through your 'thick skull'...right? It's your mom speaking: You can't build a big successful business with YOU doing everything yourself...!"

In fact, if you really want to become financially independent, it's going to need to be done THROUGH OTHERS...through a TEAMWORK effect!

And, if you're already successful...then this is even MORE IMPORTANT! Because, when you're already successful, it's easy to get trapped into the mindset of "I'm the ONLY ONE who can do this really high value stuff..." And then it really becomes a prison [of the mind]...!

Instead, if you get successful at delegating and outsourcing, you can then start doing the REALLY HIGH VALUE things...you can make the quantum leap and take everything to the next level...and you start doing very high-value strategic things, while others do the tactical things...

Exercise: Take out a piece of paper and make a list of all of the things that you do each day, which you might consider "busy work." List not only your daily business activities, but also your daily personal activities. Examples include: washing your car, going shopping, getting gas, etc...

You've got to get BRUTALLY HONEST with yourself...

Figure out all of the things in your life, both in your business and personal life, that are really just 'busywork' that you really shouldn't be doing and which you can off-load...

More examples of activities to list (from business and personal life): Checking your stats, creating reporting, opening your mail, paying your bills, taking out the trash, cleaning your kitchen, doing your dishes, and even making meals...

Think about all of the things that are sucking up your time and energy in your life, and not bringing you high-leverage, high-value results...

Text From Worksheet: Management Pillar: Outsourcing Your "Busywork" To Free Up Time

[Intro] It's critical that you continually offload, delegate, and outsource your "busywork" to free up more and more time to focus on the high-leverage activities of your business. This is a continual process, and must be done on a regular basis. First, start by identifying one hour per day of activity that is the lowest "skill level" activity. Next, identify or recruit someone to

outsource this work to, and delegate the work by creating a process, tracking system, and feedback system.

[Exercise #1] Identify your daily "busywork"

Where are you spending one hour or more per day doing things that are below your level of skill, and aren't contributing to your success in a "leveraged" way?

[Exercise #2] Delegate or Outsource

List the KEY talent of the person you're going to find to do this busywork for you, then list key action steps of the process along with the key elements that will need to be included in the tracking and reporting

When you take the time to sit down and write out a list of the non-leveraged activities that you do on a regular basis, you'll be surprised at what you come up with. You'll end up writing down things that you hadn't even thought of before, and you'll identify low-value tasks that you do regularly, which you weren't even aware of before...

It's important to spend some time considering the unique talents needed which correspond to the specific busywork which you want to outsource. Then, find people who possess those unique talents and who take pleasure in doing the specific types of busywork that you will be outsourcing to them.

Also, it's important to create some kind of a 'feedback mechanism', when it comes to outsourcing.

Tip: Whenever you hire anyone new to start on a project for you, make sure that they send you a daily update by email, every single day that they work.

Just tell the person you've hired, "At the end of the day, take five minutes, send me a quick little daily update, tell me what you did, the results that you got, tell me if you ran into any problems or challenges, and then let me know if you have any questions for me. "

In summary, there are three major areas to consider, when it comes to outsourcing:

1. What are the unique talents that your hirees must have, in order to accomplish the work which you will be outsourcing to them?
2. What are the systems or checklists that you'll be giving to those people, in order to convey to them the work that you need them to do?

3. What kind of feedback mechanism will you utilize, to know what kind of results are being produced?

There are two websites Eben recommends, where you can go to find people you can hire and outsource your work to: Craigslist.com and Elance.com.

Craigslist is useful for finding hirees for tasks which need to be done in-person. Whereas, Elance.com is useful for tasks which may be done virtually.

Exercise: Write a personal letter from you to the person you want to find who has a particular unique talent, to be able to do your busywork. Tell them about your situation, tell them about your busywork, tell them about the talent which they need to have, tell them about the project, tell them about the system you'll be creating, and tell them about the feedback mechanism which you'll be expecting of them...in other words, tell them about the whole picture!

Bad ad: "Designer wanted" (too vague; too broad)

Good ad: "Talented Adobe illustrator designer wanted, for a small project"

Additional sample text, for a good ad: "Hi. I recently realized that I'm doing about an hour a day of Adobe illustrator design work, that I really shouldn't be doing, because I'm not that good at it...I need to turn this over to a professional. I'm looking for somebody who's really talented with Adobe illustrator to take over this design work. Let me tell you a little about what it is. (Provide a brief explanation about what the work entails.) I think that this will be about an hour a day of work. Right now I'm creating a system...here's an example of some of the work I do. What I'm going to do, is to have you do some work on this every day, and then send me a little email at the end of the day, every day, to let me know what you've done..."

"If you're the type of person who can take a project, turn it around very quickly, and you have about an hour a day of time available....and you're talented with Adobe Illustrator, then I'd really like to hear from you..."

Another little trick which you should consider using, if you want to qualify people even more, is to request a little mini-give your prospective hirees a little 'mini-assignment' in the ad which you place...

Example, "Please send me your resume, and ALSO write me a little note and tell me about your experience, tell me about your professional experience, tell me why you think you'd be good for this project, tell me about your philosophy of your design...etc"

By giving people a little tiny assignment like this, and by asking them to do something as a part of their response, you'll get a great deal of insight regarding your prospective hirees; for

example, you can learn about their work ethic, their ability to read and follow directions, and their ability to respond to what is asked for.

If you're hiring someone who's going to be doing a lot of work on the phone for you, give them a voice mail to call and leave a message for you on. In your ad, ask them, for example, to "please call this number, and leave me a message and tell me about your experience; tell me about your customer service experience; tell me how you'd respond if you got a customer complaint over the phone; etc..."

Huge tip: Only hire someone for a single, limited project, to start with. For example, hire them for four weeks. Let's say it's an hour a day for four weeks. Tell them "it's a 20- hour project, at \$15 an hour; so, it will be a \$300 project." Frame it as a project! Then, if your new hiree turns out to be a productive worker, then you can give larger and more extensive projects to him.

Also, create a minimum of a one-page outline or process that you will give to your hiree. List the specific steps that you want them to take; walk them through the steps; give them coaching; look over their shoulder on a regular basis, and correct them, and show them how to go to the next level. And, be sure and get a five minute update from them, at the end of each day.

A huge mistake is to not be clear and specific with people. Don't just say, here's what I want you to do...go for it!

Realize that you're going to probably go through a few people at first, before you find someone who actually works out long-term.

The experience of hiring, say, five or ten people to do five or ten projects over the next year or so...will be tremendously valuable to you.

Every year or so, you'll find out that you'll be able to DOUBLE your efficiency, and DOUBLE your effectiveness, and DOUBLE the results that you'll be able to produce...by just using this one simple technique of learning to regularly outsource things...

Always be looking for that next person to delegate something to...!

Go outsource a project