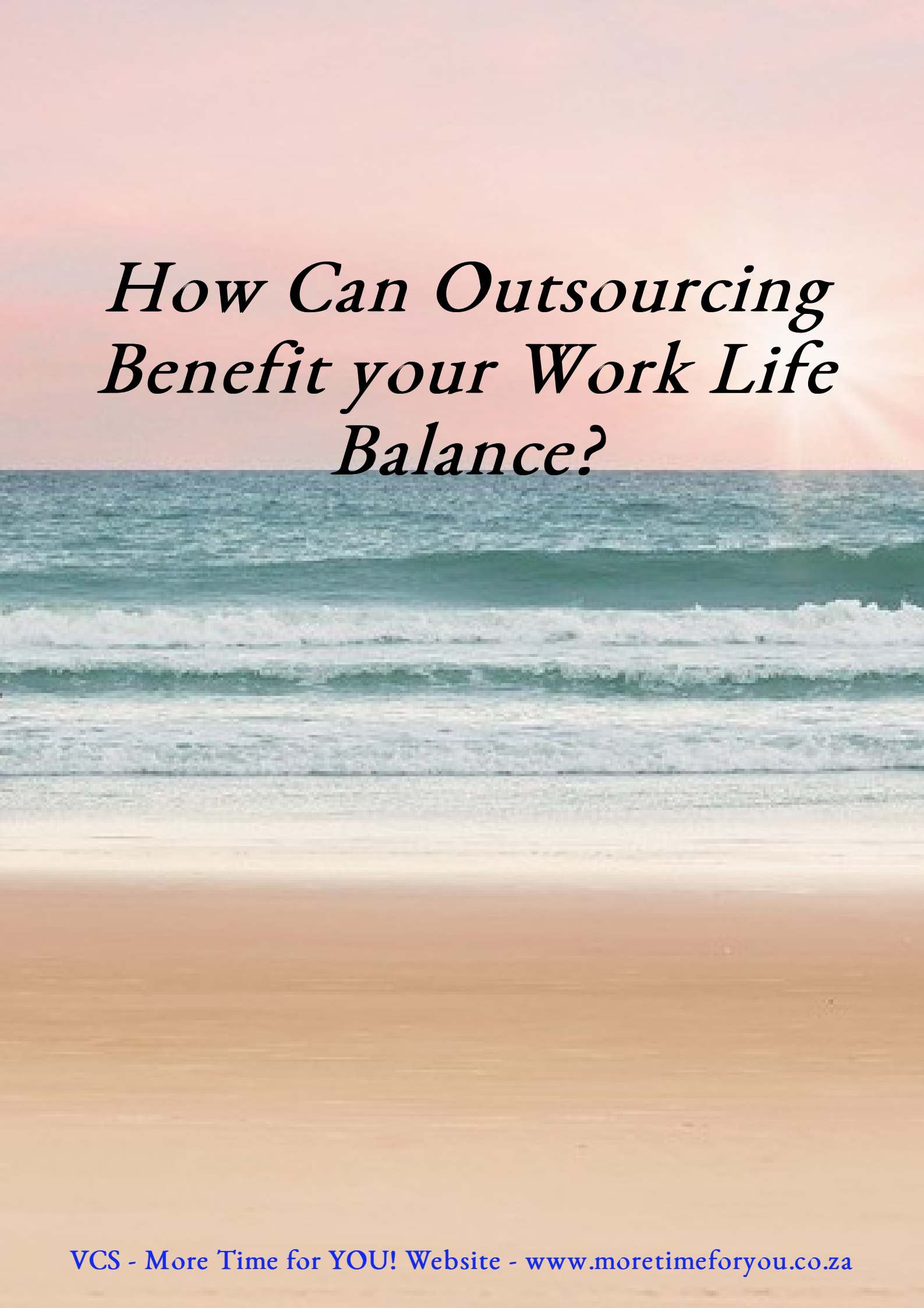


How Can Outsourcing Benefit your Work Life Balance?

How Can Outsourcing Benefit your Work Life Balance?



Running a business takes time, and a lot of it. How can we as business owners maximise our time and get the most out of everything we do? Many entrepreneurs have begun to realize the power of hiring a Virtual Assistant (VA) to help create a more profitable business.

A Virtual Assistant can help you by doing many of the tasks that must be completed but take up too much of your valuable time, leaving you with time to do other things that make you money.

The term "outsourcing" refers to hiring others to complete a portion of your business workload. While this is a great way to free up some of your time, or complete projects that you are not necessarily skilled in, outsourcing some of your tasks can also help your business grow by leaps and bounds.

How Can Outsourcing Benefit your Work Life Balance?

For instance, if you are in direct sales, you make money by selling products and recruiting people. Instead of spending your time answering emails, creating newsletters for your team and your customers, or posting recruitment ads online, you could hire a virtual assistant to do those things for you.

You will be able to take the time that you would normally spend on those tasks and use that time to book extra events.

If you are an internet marketer who creates and sells information products, a virtual assistant can handle administrative tasks such as distributing articles and press releases, answering emails, and researching new topics. You can hire a ghostwriter to write your articles, special reports, etc.

This will allow you more time to market and sell your products.

Many people believe they must wait until they are making more money before they can begin to outsource. This is a vicious cycle because there is a limit to how much money you can make while trying to do everything yourself.

If you are waiting until you have the extra money to pay a VA, you are wasting precious time that you could be leveraging to boost your business to the next level.

There are many ways to start outsourcing

If you feel as though you cannot afford to outsource, there are many ways to do so on a budget.

#1 You can start outsourcing one or two tasks a month; you can add to this number as your profits grow, and you can afford to outsource more tasks.

How Can Outsourcing Benefit your Work Life Balance?

#2 You can also trade your products or services in lieu of payment. For example, if you specialise in designing graphics, you can offer to design a logo instead of sending cash payment. If you are in direct sales, offer to exchange something from your catalog. You may find a writer or virtual assistant who would be willing to make that trade.

#3 **OR** are you just hesitant because you don't know of the true value of outsourcing yet?

Look at it this way

If you bill your clients R1,000 per hour but you have to spend three hours per week sorting emails. Instead of spending that time on your email, you instead hire a Virtual Assistant for R350 per hour to do that job. She charges you R1,050 but you are freed up by three hours per week to earn R1,000 per hour which equals R3,000. In this case **hiring a VA made you money**, it didn't cost you a penny!

It might be time to hire a VA. If you are ready to explore this with VCS – More Time For YOU – fill out our contact form HERE and let's talk!