

## **Success Mastermind How, What, & When to Delegate**

### **What should you delegate first?**

While these aren't business-related tasks, by delegating some of these, you will free up hours to accomplish work tasks that maximize your talents and energy - and will pay you back many times over.

Start with the lowest-cost items to delegate. This tends to be household items such as:

- House cleaning
- Childcare
- Cooking
- Lawn care/gardening

### **What should you delegate next?**

As business owner, you have many roles. Some of these roles draw on your strengths and others don't.

I recommend that you be strategic about what you delegate by focusing on tasks that:

#1 You don't know how to do

#2 You simply don't have time for and are critical to helping you move forward in your business.

#3 You can do, but they take you a very long time to accomplish

#4 Drain you

### **Some of the tasks you may want to delegate:**

- Website design or editing (includes creating sales pages and squeeze pages)
- Graphic design
- Client communication

- Social media content creation & scheduling
- Setting up & scheduling emails in your email marketing system
- Writing & editing

### **What can you expect to pay?**

Rates vary widely, as does the quality of candidates you may consider. Virtual Assistant rates range from \$40-85/hour. It is possible to find people for less, but you'll want to screen them carefully. Graphic designers typically charge \$60+ and copywriters are \$45-\$100/hour, though many charge by the project.

With Virtual Assistant or others who may require a retainer, you can often negotiate a contract to do a 'trial' of a small project with someone before committing to a large contract. This makes it easier on the budget, and will show immediate results/impact. This way, you have the opportunity to get a feel for working together and the quality of the person's work.

### **Where to find Virtual Assistants, Graphic Designers, & Copywriters**

- Start by asking colleagues and people you know for referrals, including posting in colleague groups you're a part of.
- [Elance](#)
- [Hire my mom](#)
- [Upwork](#)
- [99 Designs](#)
- [Fiverr](#)

### **People you may want to contact:**

(Note, I haven't worked personally with any of these people.)

[joannajameslynn.com](http://joannajameslynn.com)

She does writing, editing, website development, social media, design, podcast management and much more.

[thewellnessva.com](http://thewellnessva.com)

She is an Infusionsoft specialist, she also offers graphic design, editing, membership sites, and much more.

<http://thehealthyva.com/>

Joanna helps with the set-up of online programs, courses, membership sites and more.