



Delegation – The Key to Business Success

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Hey everyone, its Sara Wagers here with Virtual Biz Partner and today we are talking about delegation. Oh, I am sure when you hear that word some of you love it, some hate it, to me it is a love/hate relationship with delegation.

As an online business owner or just a business owner in general you need to understand how important delegation is and you need to master the skill. If you were to ask me what is the one thing I need to do to be successful in my business I would say it's learn to delegate. If you do not learn to do that you will either, one, go out of business or two, never have a truly successful business. You'll be overwhelmed; you'll start having health problems, with anxiety, stress, all that stuff.

So I just want you to think about that and really understand that delegation is something that if you are not good at it you need to learn to become good at it. So anyway, I am going to give you some tips and tools and information that are going to help you learn to delegate. And just touching on the whole love/hate thing, you know we love it, or at least I love it because learning to delegate and being good at it frees up my time. I have more time to do things I love. And that is how I can grow my business. The hate part, and I know you may not like using the word hate, but the hate part is letting go, learning to trust, letting someone else do something that maybe we don't think they are going to be great at. Or question if it is going to get done right. So anyway just know that I understand that there are emotions with both ways but anyway, if you want your business to grow you have got to learn this skill. And there's this quote I love. It says,

The first rule of management is delegation. Don't try and
do everything yourself because you can't!

So that's really the thing I want you to think about, you can try and do it all. You will never be able to do it all. And you may think, oh well, yeah, it's not going to be...Well, just trust me, it won't be.

If you're someone who is thinking right now, "Oh my goodness, I'm not delegating anything, I'm not good at it, it's hopeless, it's not going to work for me." Just take little baby steps. Listen to



this, listen to this a few times if you need to. I've got some resources below that are going to help you. It's really going to be like developing a new habit. And I know a lot of people think you can develop a new habit in 3 to 4 weeks, you know 21 to 30 days. That's not really true. Most recently I was reading *The Seven Habits of Highly Effective People* and in that book it says that it takes 66 days to develop a new habit. So if you think of delegation and developing a new habit of delegating to your team it's going to take you a couple of months. And when I say 66 days that's when you are doing it every day. So just keep that in mind. Know that it's going to be a little bit of a process. That's what I want you to think about, it's going to be a process and it's not going to happen overnight.

So anyway, I've touched on why it's so important that if you want to grow your business you have to get things off your plate that you don't like, that you don't love, that you don't have to be doing. I mean that's what's so great about outsourcing is we can always find someone to do something that we don't like doing.

I'm going to give you some steps on how you can get started with delegating. So what I would first like you to do is write down, make a list of things you love and things you really dislike. So on the left sides of the paper are the things you love and on the right side are things you don't like. It could be bookkeeping. It could be editing your copy, whatever it is, just make a list. Because all those things you don't like, those are things that over time you're going to start delegating. They don't have to be done by you so that's the first thing I want you to start doing, just make that list.

If you are someone that you are not coming up with very many things do this over the course of a week. Keep a notepad beside your computer or desk wherever you most often work and as you think of something you don't like, or just something that maybe you don't mind doing it but it could be done by someone else, write it down in that column. So just keep this running list. Now you might be thinking okay, "I've got a list but now what do I do? How do I actually delegate this?"

Well you are going to need to outsource to someone, so you are going to need a virtual assistant and it's okay if you have a small budget and just get someone on a project basis. If you have a virtual assistant that works for you on an ongoing basis that's great, whatever the case you need to delegate to a virtual assistant. You are going to need to document your process of these things. So let's use a blog for example, formatting your blogs. So let's say you love to write and you write the blog but then it needs to be edited. It needs to be formatted on WordPress; we are just going to say your site is a WordPress site. You need to add a photo and



then you need to, some people might send it out to their list in the form of a newsletter. Some might post to social media. So document those steps. Write out those steps that need to be done. Now some VA's can help document and some may not be strong at that. So just, you know, keep that piece in mind. But anyway, document the process of how that blog, all those steps of posting that blog.

Once you have it documented you can hand it over to someone so all you're now doing is writing the blog post. Your virtual assistant is doing all of the rest. Maybe that used to take you an hour a week or an hour a month or however you know, it depends on how often you post to your blog. So now they are doing that for you. So think of that with anything you are looking to delegate write down the steps and then once you have it documented they are going to know how to follow that.

Also be sure to prioritize the things you are delegating so that, you know, so you start small. I would love for you to start with a goal of five things you would like to start delegating. So if you have a really long list of twenty items come up with the top five. Take the five that are the highest priority, most important, most urgent, however you categorize those and then document the process for posting those.

Then the last piece of this is to make sure that the tasks you are delegating are set up in a project management system so you always know when they are completed. So this kind of comes into that trust factor of, "I don't know if they are getting it done. "

So let's use the blog as an example again. You've decided what to delegate, you created the process of how they are going to do it. Now you can have your VA set this up in, let's say, Asana. I use Asana for project management.

Set up a task and you can create subtasks however you want it set up and structured in there. Just do it, get it set up. And then they can add you as a follower on that task. Or whatever your system is that you are using. And that way, when they complete that it will email you that it has been completed. So there's not the back and forth communication, there's not extra emails, so think of doing that for these five things. Start small. Once you get those five and once those are going smooth then start with another five items. And just continue doing that until you have freed up your time. You know, think about it this way. What would it feel like to have an extra five hours a week? What could you do with those extra five hours? So that's really what I want you to start looking at is, "What would I do with this extra time? How would I feel?" Then just start small.



So like I said, there are some resources down below, there is a checklist of things you can delegate and there's a couple of other things. Feel free to ask me questions if you are still a little stuck or if you're not sure how to document the process, if you are confused on where to find a VA to delegate your things to or getting set up on project management, whatever it is let me know down below and I am happy to help you out. Thanks! Bye Bye.

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