

Q: "My favorite business book is by Marley Majcher, *But Are You Making Any Money? Stop Being Busy and Start Creating Cash*. The question I would ask her is 'Have you ever considered being a Stand Up Comedian? You are hella funny!'"

- Monique Hogan, *Monique Hogan Weddings and Special Events, Manhattan Beach, Calif.*

"In the dark recesses of my brain, I somehow think that it would be great to just walk on some fabulous stage, without prepared material (because why would I need to prepare when this stuff just comes out of my mouth so naturally?? - #dumbidea), and just rock it. Then the nightmare continues, and I am on that stage, exactly no one is laughing at anything, and I realize in the days of social media's ability to blast everything everywhere, I have just made even more a mess of my life than I had before. So I guess the answer to: 'Have you ever considered being a stand up comedian?' is: 'Sort of, in my nightmares!?' Oh, how I love that you asked! I needed that today!!!"

- Marley Majcher, author

Q: "My all-time favorite business book is *The Art of the Start* by Guy Kawasaki, because his wonderful observations about starting a business were invaluable to me when I started mine. The question I would ask him is, 'How can you incorporate your long-term goals into your day-to-day activities?'"

- Lindsay Barrows Ruggieri, *Custom Love Gifts, Events, and Prints, Knoxville, Tenn.*

"All your day-to-day activities should make you progress to your long-term goals. There shouldn't be a big difference between the two. Think of it like the long-term goal of fitness: the day-to-day activities like what you eat, how much you exercise, etc. are to achieve the goal. That's not to say that success is a straight and easy path, but what's important is that every activity supports or detracts from the ultimate goal."

- Guy Kawasaki, author

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Beth Erickson, editor *Wedding Planner Magazine*, La Crosse, Wis.

AM I READY TO OUTSOURCE?

Very often, this is the first question I get from small business owners who are new to remote help: "How do I know when I should outsource?" This question is really two distinct questions. They are:

- How do I know I'm ready to outsource?
- How do I know what types of things to outsource?

Both are great questions that, on the surface, look simple to answer but are worth thinking about in a deeper way. I define outsourcing as "asking for help in your business," while delegating is "telling that person specifically how to help you." That's not terribly complicated, is it? You do that all the time in your work as a parent, spouse, or friend. How do we do it in business? Am I ready? How will I know? These are the most constant questions for an entrepreneur. We visit these questions again and again throughout time, because the answer changes.

A RIGHT-TURN STRATEGIC MOVE

Sometimes, being in business is like driving your car into a parking garage. Specifically, I'm thinking of the municipal lot in downtown Boston. It's a concrete behemoth with a circular ramp at its core. This was my secret garage where, with a bit of luck and strategy, I regularly scored the cheapest parking. The secret? At each level, you had to stop and decide to turn left and go down, or turn right and go up. Left meant a shorter walk down but more time spent looking for a space. Right meant a longer walk down but more available empty parking spaces. I usually opted to go right.

You'll face similar questions and choices in your biz. Outsourcing is a right turn strategic move. It might take you a minute to figure out how to make outsourcing work

for you, but when you do, you'll have oodles of opportunities from which to choose and no real competitors around to get in the way. Not that I believe in competition. There is no competition when you are on your own path and not comparing yourself to others.

GET READY TO DELEGATE!

How do I know I'm ready to outsource? You'll know when you are ready to outsource when you are ready to delegate—now! Delegation is a great way to:

- grow yourself as a business person,
- achieve more but actually do less,
- and create a smart, caring team that can save you from burnout.

Delegating allows you to focus on other things that are important to you once you get to be a master at it. Worried about money? Don't be. There is a teammate waiting to help you—no matter what your budget or project.

GET STARTED

A great first outsourcing project is to get custom social media covers made for Facebook and LinkedIn. This project is low risk and low cost, so it is perfect for your "baby step" into delegation. Look at sites like Upwork and Fiverr for freelancers who specialize in

social media images and covers. Browse and select a freelancer with a five-star rating who has the visual style you like. Then order!

Above all, remember that outsourcing and delegating will allow you to achieve more in your business, earn more doing what you love, and decrease your stress-load. What's not to love?

- Get a free Rapid Start Guide at <http://OutsourceEasier.com>. **WPM**

—
Dina Eisenberg, JD

What is outsourcing?
Asking for help in your business.
What is delegating?
Telling someone specifically
how to help you.