

ACTION PLAN

GROW YOUR TEAM **LESSON 1**

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LESSON 1 HOW MAY I HELP YOU?

Welcome to the **Grow Your Team** action plan! Over the next month, we'll guide you step-by-step through the process of hiring your first -- or next -- team member!

Hiring new team members can greatly improve your company by **saving you time** or by **increasing your revenue**. A new team member isn't just an expense to your company; they are an investment, helping your company earn more money each month.

In this month's action plan, we'll first help you figure out which position to hire *right* now, to have the biggest impact on your company. You'll then craft a job description, share it to your network, accept applications, and find the perfect person for the job.

Before we get started though, you first need to decide if now is the *right* time to make your first or next hire.

You're ready to hire if...

- Your business is consistently making sales each month.
- You're ready to grow your company and move into more of a management role.

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You're NOT ready to hire if...

- You aren't yet consistently making sales.
- You work best alone, and want to remain a "solopreneur."

If you're on the fence, we encourage you to give hiring someone a try, because often, new entrepreneurs don't hire anyone because they're scared of the unknown or because they believe it's too complicated or too expensive. But, if you do the process right and find the right person, your new hire can be a valuable asset: they can take things off your plate, save you from doing tasks you don't really enjoy, save you time so you can do more, and help you make more money.

You might wonder, if you should hire an *employee* or a *contractor*? Typically, we recommend hiring contractors (especially if you're making your first hire), because hiring a contractor is much simpler from a paperwork and legal standpoint, and it tends to be more affordable in the short-term.

The focus for this week is to figure out what you should hire this first person to do to get the biggest and best results as possible. Let's get started!

Action Step #1

Your first action step this week is to **determine whether your most immediate need is to save time or increase revenue.**

At first, this may seem like a difficult decision as most of us probably want both of these things. However, one of them will be a greater need for you right now...

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- If right now you are using up all of your time and making good money, but your plate is so full you're stressed out or unable to work on the things that make you MORE money, then you will most benefit from hiring someone who will save you time.
- On the other hand, if your time isn't maxed out, and having a few more hours wouldn't really help you make more money, and what really need is just to make more money each month -- but you're not exactly sure how, then you need to hire someone who can help you make more money.

(If this is the case, don't worry: you'll still get the result of saving you time, because you'll be able to cut some tasks off your to-do lists that you were doing to make money in your business.)

Another way you can look at it is this: consider the number of clients/customers you have right now. If right now **you have as many clients/customers you have the resources to serve**, then you most likely need to hire someone to save you time. But, if right now you don't have many clients or customers and **could benefit from more of them**, then you'll want to hire someone to help you get more customers and make more money.

Action Step #2

Depending on what you decided in action step #1, your next step is to either:

- a) List all of your current tasks to determine which could be outsourced to reclaim the maximum amount of time, or**
- b) List all current and potential money-making tasks to determine which could be outsourced to most increase your revenue.**

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OPTION A

If you need to save time, then make a list of everything you do on a recurring basis; daily, weekly, and monthly on repeat. Organize your list based on how frequently you do each of these things. Next, mark down how long each task takes you.

Then, circle the things that are the most important things that only YOU could do. These may be tasks related to serving your customers, or efforts you do to attract clients, such as Facebook ads or creating videos on YouTube. These are things you won't outsource right now.

OPTION B

If you need to hire someone to help you make more money in your business, then make a list of all the tasks you currently do to add to your business's revenue, and a second list of all the things you could potentially do to increase your business's revenue.

For example, maybe you're currently posting regularly on Instagram, doing email marketing, and posting videos on YouTube. Your *could-do list*, might include engaging with followers on Instagram or running Facebook ads to attract new customers.

Action Step #3

Finally, you want to **select the task or role your first (or next) hire will perform.**

Select the primary task your new team member will perform. If you're trying to save time, choose the *most* time-consuming task on your list that isn't one of those "most

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important” tasks you circled. Outsourcing this time-consuming task is your biggest potential win.

On the other hand, if you want to hire someone to increase your business’s revenue, take a look at the list of things you are doing to earn money, and choose the task that’s your BEST opportunity and the most likely to increase your business's revenue. We recommend you start with the list you’re *currently* doing as you already have data if these are working or not.

Maybe you know you get most of your customers from a particular marketing effort such as on Instagram, YouTube, or Facebook ads. Then consider what would happen if you did MORE of this activity or did it BETTER. Would you get EVEN MORE customers from that source?

On the other hand, if there isn’t something like that on that list, OR, if your most effective marketing tactic is something that can’t easily be scaled -- such as word of mouth marketing -- then consider the ideas on your second list. It might be time to try something NEW in your business!

In that case, you’ll want to hire someone who can help you get one of these new marketing channels off the ground. We recommend talking to other people in your industry about how they get most of their customers. Find out who they’re working with on their strategy and look into possibly hiring that person.

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HOW MAY I HELP YOU?

ACTION STEPS

Step 1

Determine whether your most immediate need is to save time or increase revenue.

Step 2

Either:

- a) List all of your current tasks to determine which could be outsourced to reclaim the maximum amount of time.
- b) List all current and potential money-making tasks to determine which could be outsourced to most increase your revenue.

Step 3

Select the task or role your first (or next) hire will perform.