



JIM HARSHAW JR.

Revealing Failure as the Path to Success

Success Through Failure Podcast

Action Plan Episode #255

Jim Harshaw Jr Solo - Outsourcing

Ever feel like there's just not enough time in the day to get your work done? Do you feel like you're bogged down? In the weeds? Do you wish you could hire someone to do the time consuming, repetitive or annoying tasks that you find yourself doing that steal your time away from your highest-value work?

There is a way!

In this episode, I share with you how I've outsourced not only in my businesses but also used outsourcing in past jobs that I've had so that I could do less low-value work and more high-value, results-generating work.

Tips, tactics, examples, and strategies are all packed into this episode. Start learning how to outsource your life today!

Quotes

"The amount of my job that I was able to outsource allowed me to crush it in sales."

"You have to outsource tasks that are non-sensitive information, things that are time-consuming, repetitive, or annoying for you."

"Once you outsource that first thing, it is addictive."

Putting Systems in Place 09:58 - 12:01

"My first real entrepreneurial venture in the real world as a full-grown adult was a window-cleaning business. It was [inaudible] Window Cleaning. We did window cleaning, pressure washing, gutter cleaning, and even Christmas lighting around the holidays. I was able to create systems. At first, when I started out, the business owned me. I couldn't shut it off. I was doing everything. That's when I started reading books like *The E-Myth* and *Work the System*. I really started internalizing this concept that I can't do everything. There are high-value tasks that I do, and there are low-value tasks that I do. You have the same thing. We get caught oftentimes, doing

so much low-value, shallow work. If you've ever read the book. *Deep Work* by Cal Newport, it's a great read, where he talks about deep work. You often get caught doing shallow work like emails, social media posts, getting bogged down in the weed, that it doesn't leave enough time for your highest value work, that deep work that really allows you to grow your business or live your life the way you want. This business was doing that to me. And then, I started creating systems. The first system I created was answering the phones. How do I get somebody else to answer the phone and take the basic information from a customer who wants to schedule some work? It was some high-value task I did in the beginning, I learned how to do it, how to answer the questions, and I knew that my highest value work was to meet with the customer face-to-face, and do the quotes and estimates. So I started to learn how to delegate. This is how I started and this is how you can start. I kept a notebook right beside my desk, right beside my phone where I worked. Every time I had a question come up repetitively, I wrote it down. Customers or prospective customers would ask the same questions. I started writing them down and it ended up being about 40 questions. This was over the course of probably a month and a half. I transferred them to a Word document and I realized I was at a point where somebody else can read through these 40 questions and familiarize themselves with them. They don't have to have them all memorized, but they can memorize the first 10 or 12, the most frequently asked questions. But the other one, they just have to know where to find the answers. So I hired my first virtual assistant."

Communicating Effectively 14:12 - 16:29

My next business was Riot Sports Marketing. This business, in the end, was a failure but I learned so much. I really got my MBA through my window-cleaning company, then through my next business which is this software company. I was doing some consulting along with it on social media marketing, etc. I was able to hire and outsource the building of a software. I had no experience and I was so clueless. I learned a lot about learning an offshore team to actually do the work. I had a development team in India to build this amazing software. But I did such a bad job of delegating to them. I just figured that they kind of knew what I was talking about and what I wanted. I had to do much better at communicating than I did. I did such a poor job, at least in communicating the way that they needed to hear how to build. I had no experience doing this before. You have to actually have to hold people's hands and create a process for them to understand what you're talking about because they're not in your head. That business went on for a couple of years, I got some great customers and revenue and eventually shut that business down and started working for a sales company.

Types of Tasks You Can Outsource 19:35 - 20:25

"One example is competitor research. Another one is prospect research. Another one would be presentations. Do you have to give presentations? Maybe you're not an expert. Maybe you can create the nuts and bolts, or like the wireframe, the basics of it. But you need somebody to go in and clean it up and make it look professional. There are plenty of people out there who are better at that than you. You can outsource this as well. If you need graphics created, you can find people who are much better than you at creating graphics. Maybe it's to research for a vacation you want to go on. Have somebody find itineraries.

Resources for Outsourcing 24:38

"First, look internally. Do you have an assistant or people who can do this job for you in the organization in which you work? If you're a coach, maybe it's a mom or dad, or an intern, or a team manager. If you're an entrepreneur, you can find interns.

The platforms I've used or am using right now, Upwork is a great one. Upwork is a platform where people from all over the world sign up as freelancers. As they do work, they get ratings and reviews and you can see all the work they've done for others, and the ratings and reviews they've received. You can see what skills they've been tested on. It's really awesome. I do recommend doing interviews and some tests once you hire somebody. You don't have to go all in. If it doesn't work out after the first week, you can look for somebody else. But whenever you find somebody good, you really want to stick with that and you hire a ton of people from all over the world. [Upwork](#) is a great one. [Fiverr](#) is another one, if you need graphics made or if you need a voiceover. You can get other experts, people who are more experienced than you to do this kind of work. There are also some automation platforms like [Zapier](#) or [IFTTT](#). This will allow you to automate tasks. Some examples might be let's say you have a Google Calendar. Any upcoming Google Calendar events, you can have them automatically posted to a Slack channel, if you use Slack. If you have incoming emails, you can have email addresses automatically added to your CRM. You can set it up to have all attachments come into your inbox saved to a Dropbox folder. These are some things that can be automated. You can automate your inbox or tasks that you do. The more you automate, the more it's going to level you up and allow you to work on your highest-value work. But here's the key; you have to understand that you're not that special. Everyone is replaceable.

Free Clarity Call With Jim Harshaw

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Recommended Books

[*The 4-Hour Workweek*](#) by Tim Ferriss

[*The E-Myth*](#) by Michael Gerber

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