

# OUTSOURCE *at work*

|   | Already Outsourcing | Outsource in the Next 90 Days | Outsource in the Next 6 Months |
|---|---------------------|-------------------------------|--------------------------------|
| Adding audio / video metadata   |                     |                               |                                |
| Answering support chats with clients  |                     |                               |                                |
| Answering support tickets (with the use of Zendesk or similar tool)                     |                     |                               |                                |
| Audio / Video Editor  |                     |                               |                                |
| Blog commenting   |                     |                               |                                |
| Book travel   |                     |                               |                                |
| Booking & scheduling  |                     |                               |                                |
| Booking conference venues   |                     |                               |                                |
| Booking restaurant reservations   |                     |                               |                                |
| Bookkeeping   |                     |                               |                                |
| Calendar Management (personal and business)   |                     |                               |                                |
| Capturing business cards to your CRM system   |                     |                               |                                |
| Capturing receipts to your accounting system.   |                     |                               |                                |
| Client Inquiry Screening & Vetting  |                     |                               |                                |
| Cold calling.   |                     |                               |                                |
| Collating & interpreting SEO & SEM reports and conversions                              |                     |                               |                                |
| Collecting documents for tax season.  |                     |                               |                                |
| Communicate between you and other team members  |                     |                               |                                |
| Community management (your Facebook group)  |                     |                               |                                |
| Conducting employee / applicant background, credit, and criminal checks                 |                     |                               |                                |
| Content Writer  |                     |                               |                                |
| Converting audio / video content formats.   |                     |                               |                                |
| Create basic reports (reports on weekly tasks, deliverables, sales)                     |                     |                               |                                |
| Creating & managing affiliate accounts.   |                     |                               |                                |
| Creating & monitoring launch advertising campaigns                                      |                     |                               |                                |
| Creating & queuing social media (Facebook, LinkedIn, Pinterest, Twitter, YouTube, etc.) |                     |                               |                                |

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| Creating & running AdWords, Facebook, LinkedIn, or Twitter ad campaigns  |                     |                               |                                |
| Creating & running online contests.                                      |                     |                               |                                |
| Creating & scheduling email drip campaigns.                              |                     |                               |                                |
| Creating & scheduling email newsletters.                                 |                     |                               |                                |
| Creating & sending event invitations.                                    |                     |                               |                                |
| Creating & sending meeting agendas.                                      |                     |                               |                                |
| Creating & tracking Google Alerts.                                       |                     |                               |                                |
| Creating & updating Twitter lists.                                       |                     |                               |                                |
| Creating a launch calendar.  |                     |                               |                                |
| Creating case studies from past customers.                               |                     |                               |                                |
| Creating document templates.   |                     |                               |                                |
| Creating email autoresponders.   |                     |                               |                                |
| Creating email list segments.  |                     |                               |                                |
| Creating explainer videos.   |                     |                               |                                |
| Creating infographics.   |                     |                               |                                |
| Creating landing pages with pre-made social shares to promote the launch |                     |                               |                                |
| Creating landing pages.  |                     |                               |                                |
| Creating online forms & surveys.   |                     |                               |                                |
| Creating presentation slides.  |                     |                               |                                |
| Creating press releases.   |                     |                               |                                |
| Creating resource lists for blog articles.                               |                     |                               |                                |
| Creating sales reports   |                     |                               |                                |
| Creating shareable launch images & videos.                               |                     |                               |                                |
| Creating social media marketing plans.                                   |                     |                               |                                |
| Creating training materials.   |                     |                               |                                |
| Customer support   |                     |                               |                                |

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| Database management (create and update)   |                     |                               |                                |
| Designing business cards.   |                     |                               |                                |
| Designing cover photos for social media profiles.                                 |                     |                               |                                |
| Designing featured images for blog posts.   |                     |                               |                                |
| Designing logos.  |                     |                               |                                |
| Developing & maintaining mobile apps  |                     |                               |                                |
| Developing a brand identity.  |                     |                               |                                |
| Developing, customizing, or installing website themes or plug-ins.                |                     |                               |                                |
| Document Creation and Formatting  |                     |                               |                                |
| Document meeting minutes  |                     |                               |                                |
| eBook / PDF formatting and layout.  |                     |                               |                                |
| Editing & publishing blog posts.  |                     |                               |                                |
| Editing photos.   |                     |                               |                                |
| Email management  |                     |                               |                                |
| Email Management/ Filtering   |                     |                               |                                |
| Email Marketing   |                     |                               |                                |
| Email Screening   |                     |                               |                                |
| Expense Report Management   |                     |                               |                                |
| Facebook ads management.  |                     |                               |                                |
| File Management (organize files in Dropbox, Google Drive, etc)                    |                     |                               |                                |
| Filter and reply to comments on your blog   |                     |                               |                                |
| Filtering emails and bringing any that are urgent to your attention.              |                     |                               |                                |
| Finding & contacting industry experts to participate as podcast / video / webinar |                     |                               |                                |
| Finding & fixing broken website links.  |                     |                               |                                |
| Finding & ordering office supplies online.  |                     |                               |                                |
| Finding guest blogging opportunities.   |                     |                               |                                |

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| Finding networking opportunities.   |                     |                               |                                |
| Finding products & service providers.   |                     |                               |                                |
| Finding speaking opportunities.   |                     |                               |                                |
| Following up with clients/customers   |                     |                               |                                |
| Graphic / Web Designer  |                     |                               |                                |
| Graphic design  |                     |                               |                                |
| Implementing Content Delivery Networks.   |                     |                               |                                |
| Improving website speed   |                     |                               |                                |
| Installing SSL certificates.  |                     |                               |                                |
| Installing website software updates.  |                     |                               |                                |
| Integrating websites with third-party services (such as payment gateways, CRMs, |                     |                               |                                |
| Learn a system you don't want to.   |                     |                               |                                |
| Manage and update Social Media Accounts   |                     |                               |                                |
| Manage your blog (basic WordPress skills)                                       |                     |                               |                                |
| Managing customer refunds.  |                     |                               |                                |
| Monitoring competitor pricing.  |                     |                               |                                |
| Notifying you of important calendar changes.                                    |                     |                               |                                |
| Off-page content optimization (sitemap submission, directory submission, etc).  |                     |                               |                                |
| On-page content optimization (keywords, metatags, image alt descriptions, etc). |                     |                               |                                |
| Organizing files in Box / Dropbox / Google Drive.                               |                     |                               |                                |
| Participating in discussion forums or message boards                            |                     |                               |                                |
| Paying bills.   |                     |                               |                                |
| Personal errands (online purchases, gifts)                                      |                     |                               |                                |
| Pinterest ads management.   |                     |                               |                                |
| Placing job ads and filtering candidates.                                       |                     |                               |                                |
| Prepare slideshows (Powerpoint Presentations)                                   |                     |                               |                                |

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| Preparing invoices for your review.  |                     |                               |                                |
| Processing customer service emails.  |                     |                               |                                |
| Processing customer voicemails.  |                     |                               |                                |
| Processing support tickets from clients.   |                     |                               |                                |
| Promoting published social media content.  |                     |                               |                                |
| Proofreading documents, reports, emails, and ebooks.                               |                     |                               |                                |
| Publish posts on your blog (content you provided)                                  |                     |                               |                                |
| Publishing podcast content.  |                     |                               |                                |
| Receptionist duties (answering and making occasional calls)                        |                     |                               |                                |
| Recruit contractors/ other team members  |                     |                               |                                |
| Removing background noise.   |                     |                               |                                |
| Research   |                     |                               |                                |
| Research & content writing   |                     |                               |                                |
| Research for content creation or special projects                                  |                     |                               |                                |
| Researching ideas for new blog posts / reports / videos / podcasts / infographics. |                     |                               |                                |
| Researching industry hashtags.   |                     |                               |                                |
| Researching industry influencers.  |                     |                               |                                |
| Researching keywords for blog / website content.                                   |                     |                               |                                |
| Researching presentation content.  |                     |                               |                                |
| Researching report content.  |                     |                               |                                |
| Researching web hosting options.   |                     |                               |                                |
| Running website backups.   |                     |                               |                                |
| Schedule blog posts and podcasts   |                     |                               |                                |
| Scheduling appointments with clients   |                     |                               |                                |
| Scheduling follow-ups for leads.   |                     |                               |                                |
| Search Engine Optimization   |                     |                               |                                |
| Searching for and purchasing domains.  |                     |                               |                                |

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| Sending new invoices & following up on late ones  |                     |                               |                                |
| SEO / Web Marketer  |                     |                               |                                |
| SEO competitor analysis   |                     |                               |                                |
| Social Media Management   |                     |                               |                                |
| Sourcing & training additional virtual assistants.  |                     |                               |                                |
| Sourcing quotes from suppliers.   |                     |                               |                                |
| Sourcing royalty-free music.  |                     |                               |                                |
| Sourcing voice talent & creating voiceovers.  |                     |                               |                                |
| Submitting blog content to directories and aggregators.                                   |                     |                               |                                |
| Submitting social bookmarks for blog content (Digg, StumbleUpon, Reddit, Delicious, etc.) |                     |                               |                                |
| Taking meeting notes.   |                     |                               |                                |
| Tracking and notifying you of budgets.  |                     |                               |                                |
| Tracking and notifying you of impending deadlines.  |                     |                               |                                |
| Tracking product / service / brand mentions.  |                     |                               |                                |
| Transcribing audio, video, and handwritten notes to text.                                 |                     |                               |                                |
| Transcription (transcribing voicemail, video or audio, podcasts etc.)                     |                     |                               |                                |
| Updating documents in Word, Excel, or Google Docs.  |                     |                               |                                |
| Pinterest ads management.   |                     |                               |                                |
| Updating email list subscriber details.   |                     |                               |                                |
| Updating existing contact details in your CRM system.                                     |                     |                               |                                |
| Updating opportunities in your CRM system.  |                     |                               |                                |
| Uploading content to YouTube, DailyMotion, Vimeo, etc.                                    |                     |                               |                                |
| Web Developer   |                     |                               |                                |
| Writing & scheduling relevant social media posts  |                     |                               |                                |
| Writing launch sequence emails.   |                     |                               |                                |
| Writing launch-related blog posts.  |                     |                               |                                |
| Writing reports.  |                     |                               |                                |

# OUTSOURCE *at home*

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| Appliance Repair                            |                     |                               |                                |
| Booking Appointments                        |                     |                               |                                |
| Booking Travel                              |                     |                               |                                |
| Buying Gifts                                |                     |                               |                                |
| Calendar Management                         |                     |                               |                                |
| Car Detailing                               |                     |                               |                                |
| Carpet Cleaning                             |                     |                               |                                |
| Carpooling Children                         |                     |                               |                                |
| Car Upkeep                                  |                     |                               |                                |
| Car Washing                                 |                     |                               |                                |
| Catering                                    |                     |                               |                                |
| Childcare                                   |                     |                               |                                |
| Cleaning                                    |                     |                               |                                |
| Cooking                                     |                     |                               |                                |
| Coordinate Babysitter                       |                     |                               |                                |
| Daily Housekeeping                          |                     |                               |                                |
| Dog Walking                                 |                     |                               |                                |
| Driver for kids                             |                     |                               |                                |
| Driver for you                              |                     |                               |                                |
| Driver for parents/elders                   |                     |                               |                                |
| Email Management                            |                     |                               |                                |
| Errands                                     |                     |                               |                                |
| Event Planning (birthday parties, holidays) |                     |                               |                                |
| Facial                                      |                     |                               |                                |
| Fish Tank Cleaning                          |                     |                               |                                |
| Furniture Assembly                          |                     |                               |                                |
| Grocery Shopping                            |                     |                               |                                |
| Hair Stylist/Color                          |                     |                               |                                |

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| Hauling                                |                     |                               |                                |
| Help with Elderly Family Members Needs |                     |                               |                                |
| Holiday Light Installation             |                     |                               |                                |
| Home Office Tech                       |                     |                               |                                |
| Support                                |                     |                               |                                |
| Household Repair (Handyman)            |                     |                               |                                |
| House Painting                         |                     |                               |                                |
| House Sitting                          |                     |                               |                                |
| Interior Design                        |                     |                               |                                |
| Laundry                                |                     |                               |                                |
| Massage Therapist                      |                     |                               |                                |
| Moving Boxes                           |                     |                               |                                |
| Nails                                  |                     |                               |                                |
| Nutritionist                           |                     |                               |                                |
| Online Shopping                        |                     |                               |                                |
| Organization                           |                     |                               |                                |
| Personal Shopping                      |                     |                               |                                |
| Personal Trainer                       |                     |                               |                                |
| Pet Daily Care                         |                     |                               |                                |
| Pet Waste Removal                      |                     |                               |                                |
| Photo Album Creation                   |                     |                               |                                |
| Preparing for Holidays                 |                     |                               |                                |
| Research                               |                     |                               |                                |
| Returning Purchases                    |                     |                               |                                |
| School Communication                   |                     |                               |                                |
| Selling Items                          |                     |                               |                                |
| Shipping Packages                      |                     |                               |                                |
| Tutoring                               |                     |                               |                                |
| Yardwork/Snow Removal                  |                     |                               |                                |