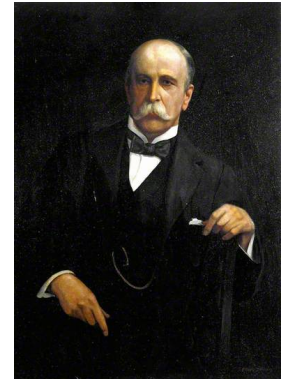


# 5 Things Every Business Owner Should Outsource Right Now To Be More Successful

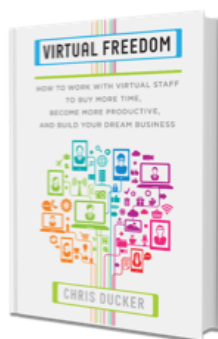
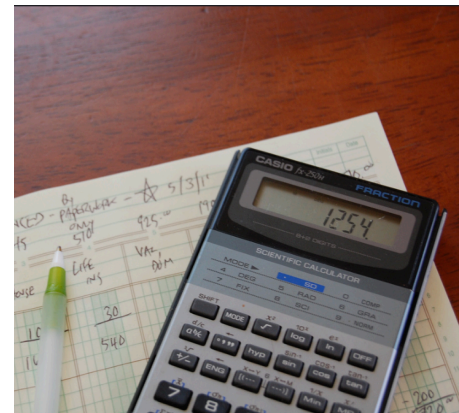
1. **Accounting, Payroll and Taxes.** No matter what your level of experience or expertise, this area is best left to the professionals. Sir William Osler famously said, “*A physician who treats himself has a fool for a patient.*” And the same applies to you in our business whether you are a CPA or not. A business owner must ask himself or herself if keeping current on the latest accounting or HR regulations, tracking receipts, or preparing taxes adds value to the business. The definitive answer is NO! These tasks are business maintenance tasks, which can pose significant risks if done incorrectly. Outsourcing this will be worth every penny. One caveat: NEVER leave your numbers up to someone else. You must be familiar with your business’ numbers, bank accounts, financial processes, payroll etc. You are delegating tasks, *not* responsibility.



**“You are delegating tasks, not responsibility.”**

2. **Legal Agreements.** Don't leave anything to chance, and don't try to take on highly specialized tasks like writing or evaluating lease agreements, employment agreements and contracts without qualified legal help. While using a lawyer may seem expensive, not doing so exposes you, your business and your family to potential risk. Do not just assume things will work out. Do not leave legal matters to hope and chance. The money you invest with a lawyer will reduce your business risk substantially.

3. **Banking.** Balancing a checkbook, cash flow management, line of credit maintenance all require time and some level of expertise. Your local bank can help. As a small business owner, your relationship with your bank’s branch manager and small business specialist can pay significant dividends. If you dedicate time to building a solid relationship, the bank will recognize you as a customer they want to keep and want to help grow. Banks will provide some services for free or for a small fee. Take advantage of these services, open your books to their expertise. As with accounting and taxes, remember you are delegating tasks, *not* responsibility.



4. **Administrative Support.** Are you answering the phone, responding to queries on your website, scheduling your own meetings or meetings of employees? Do you prepare email newsletters, customer invoices/refunds, book your own travel arrangements, and check voicemail and email? These are necessary activities for your business, and ones that can be outsourced easily to a part time assistant or Virtual Assistant. Chris Ducker’s [Virtual Freedom](#) is a phenomenal resource for understanding the benefits and the best practices of hiring a Virtual Assistant.

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5. **Marketing and PR.** Your business' marketing and PR is the fuel for sales. Both of these areas are best delegated to someone with proven expertise who can take your vision for the company and translate that into communications, website messaging, press releases, and social media presence. Marketing and PR is a high touch, complex discipline that requires near daily attention and keeping up with the latest trends, channels and tools.



**“Just because you can do something, does not mean that you should.”**

Think of outsourcing and the related expenses for these five areas as investments in sales and business success. As entrepreneurs, it is tempting to believe that we can do everything, or *have to* do everything in order to minimize costs. This is an easy trap to fall into, and a common roadblock for entrepreneurs.

Business owners who refuse to outsource key aspects of their businesses will plateau at a low level of success and be unable to grow their businesses past a certain point. Make the decision to outsource complicated aspects of your business to experts and focus on leveraging your passions and expertise to build your business.

Brian Mininger and his wife Victoria have started a new series dedicated to finding ways to keep your business from taking over your family. Together, they are sharing their challenges and successes in building a business together.

Brian and Victoria are also starting [The Simple Office](#) to help business owners (see #4 above!). They know from experience the difficulty of moving forward when you are overwhelmed. They want to free you to focus on your business success.



Rick Coplin has helped to build and sell a start-up company, directed technology programs in a major financial institution and consulted with companies throughout the United States in the areas of technology, finance, marketing and operations. He is currently Vice President of Community Partner Ventures with [TechColumbus](#). You can reach out to Rick through email at [Rick@RickCoplin.com](mailto:Rick@RickCoplin.com).

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