

Focus On What You're Good at, Outsource the Rest through Freelance Websites to Virtual Assistants Online

The most challenging aspect of running a small business, even for super organized business owners is the old question of how to "work smarter, not harder". This can be especially challenging for small business owners who may possess limited resources where that be financially or in skilled labor, or both. In today's modern age this becomes especially important for online and small businesses that often have to rely on one employee at their disposal - themselves.

Juggling multiple aspects of the workload become common place in work places where there is minimal staff or one lone online entrepreneur. Needless to say this can be challenging and ultimately draining. It's hard to focus on loftier goals such as sales expansion or product creation if you are bogged down with content writing and website maintenance. Sooner rather than later the day-to-day operations can take over in importance. Sure it's commendable to work hard, but it's even better to learn how to work smarter. Outsourcing may be the answer here.

Here's a quick exercise you can do to ascertain whether outsourcing may be appropriate for you.

1. Take an inventory of everything you do in an average day or an average week. Write down and note what you do and how much time you do it for.
2. Take note of the activities, which you enjoy or that require your expertise, often these activities are your 'money creation' areas. In so far that these activities actually often lead to sales or conversions.
3. Now take a note of the activities that you struggle with or that often take a lot of time. Take note of activities that are on-going, repetitious, laborious and often down right boring for you to do yet you do them because there is no one else who can do it for you.

This small exercise will make it clear what you should outsource and what you retain as your core functions. If you're not happy with how your time and energy is spent, it's likely that you may need an extra person or two to help you manage the workload. Now just imagine what you could do with your time if you had some extra help with your duties. For some this may mean more leisure time. For some this may mean they can be truly more productive. The great news is that an informed business owner now has access to an almost unlimited number of service providers who are very willing to help you in your business. By giving them a chance you're giving yourself a chance to do what you do best. Plus, you're working smarter and not just harder.

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