

## Delegate or Die!

Evaluate each task and place a mark or comment in the appropriate section. If the item does not apply to your situation, please mark N/A.

ТАЅК	l do this	l need to do this	Somebody else could do this	N/A
GENERAL BUSINESS				
Create Daily To-do list				
Review my goals				
Check emails				
Return email				
Manage my email contact list				
Schedule calls and business appointments				
Check voicemail messages				
Make/return phone calls				
Look up and print directions to upcoming appointments				
Research people I have my next meeting/interview/etc. with				
Create a weekly phone reminder of upcoming events				
Create slides, PowerPoints, templates for presentations				
Schedule general working hours doing the work that is at the core of my career, business, service, etc.				
Sort through business mail				
Update computer software and subscriptions				
Manage phone contacts, phone upgrades/updates, etc.				
Technical/digital services, in-home or office, Internet connection, cable routers, phone service, computers, printers				
Cleanup junk off of my desktop				
Delete files from my computer				
Upload photos from my phone to on line file sharing				
Upload videos from my phone to on line file sharing/storage				
Buy office supplies				
File paperwork				
Book travel arrangements				
Drive to and from appointments/work				
Organize/clean workspace				
Listen to business/interest related podcasts				
Continuing education, online courses				
Attending seminars, trainings				
Reread notes from seminar				
Schedule time to implement new techniques and advice from seminar				
Work related research				



TASK	l do this	l need to do this	Somebody else could do this	N/A
Re-type my notes from seminars/trainings				
Schedule a time to review what I've learned with key people				
Begin to implement key objectives from most recent training/seminar				
Strategizing for next 90 days of my business				
Review the margins on my profits/activities				
Review the "fun factor" of my business activities				
Review timeline for upcoming project management				
Schedule time for creative thinking and brainstorming				
Creative thinking and brainstorming				
Schedule interviews with top leaders in industry				
Meet with or interview top leaders in industry				
Review and adjust tomorrow's work activities				
Respond to customer service complaints and questions				
Follow up with prospects				
Follow up with networking opportunities				
Meet with and partner with local businesses for marketing purposes				
Network and build relationships with local businesses				
Research and join a mastermind group				
Meet with my mastermind group				
Complete homework related to my mastermind group				
Other:				
TEAM BUILDING/MANAGEMENT/OUTSOURCING	_	_	_	_
Check in with personal assistant				
Check in with virtual assistant				
Create daily to-do list for personal assistant				
Create daily to-do list for virtual assistant				
Create a calendar of recognizing and rewarding my team				
Organize and run team training				
Schedule team training				
Collect RSVP for team training/meeting/call				
Create a list of jobs to outsource				
Manage projects by virtual staff/Elance				
Research Elance job descriptions				

SMART Success

TASK	l do this	l need to do this	Somebody else could do this	N/A
Research average pay for these types of jobs by freelancers				
Check in with freelancers daily				
Send videos to Elance to be edited				
Send photos to Elance to be edited				
Connecting with staff or key people				
Brainstorm recognition ideas for team				
Create a questionnaire so I know what my key customers or employees/staff would like for recognition (interests, sizes, hobbies, et	сс.)			
Plan a team-building event (even if just online)				
Check in with key customers (weekly, monthly)				
Create videos/screen flows to teach staff key responsibilities				
Create screen flows for all online activities I do regularly				
Create a video or audio recording of the training I regularly repeat				
Research best virtual staff/team management platform				
Research teambuilding activities				
Conduct team building meetings/trainings				
Send daily check in messages with key people				
Schedule time to connect with top customers, key people in social me	edia 🗌			
Pay employees or consultants				
Review hours of employees or consultants				
Performance reviews of employees or consultants				
Review health benefits for employees				
Meet with employees regarding any grievances				
Meet with clients, customers, patients				
Review taxes (Quarterly, monthly)				
Other:				
GENERAL SOCIAL MEDIA, MARKETING & EMAIL MAR	KETING			
Find inspiration for social media content				
Review top competitors' social media activity for inspiration				
Create a social media calendar				
Research "cliff notes" on recent changes/practices in social media				
Send my latest call/meeting or training off to be transcribed				
Create blog posts / article from my last transcription				
Create tweets and Facebook posts from my last transcription				



таѕк	l do this	l need to do this	Somebody else could do this	N/A
Organize photos and video files for use on social media				
Interact with top customers, clients, prospects, etc. on social media sites				
Create free content (articles, videos, tutorials, reports, etc. to attract new email subscribers)				
Proof read my free report/ebook				
Create monthly newsletter				
Proof read newsletter				
Manage collection of new subscribers to my newsletter				
Schedule live webinar				
Create content for live webinar				
Promote my live webinar in social media				
Create slideshow and presentation for webinar				
Download images and stock photos for webinars and info-graphics				
Research best webinar platform				
Write email chain for live webinar attendees				
Write follow up campaign for those who attended/missed				
Develop a better logo or branding				
Research topics for ebook or free reports				
Schedule photo shoot for better branding				
Edit photos				
Select photos to use				
Write articles regarding my ebook or free report for other websites				
Submit articles regarding my ebook or free report to other websites				
Rewrite email sequences for my new customers				
Proof read emails in my email sequences				
Create a thank you video or email message for customers				
Research best lighting and video equipment for social media videos				
Add Google+ link to email signature				
Add Facebook Like Page to email signature				
Add Twitter profile to email signature				
Add Pinterest profile to email signature				
Add YouTube profile to email signature				
Other:				



TASK	l do this	l need to do this	Somebody else could do this	N/A
FACEBOOK				
Develop a better plan for use of my FB Like page				
Write and schedule Facebook updates				
Manage my Facebook inbox				
Click "like" when anyone responds to my posts on Facebook				
Create Facebook banner art that changes weekly or more often				
Interact with new Facebook followers				
Create videos to upload to Facebook Like page				
Check stats on Facebook Like Page				
Learn how to use Facebook Power Editor for ad's				
Import look-a-like audience to Facebook for targeting				
Create and split test Facebook ads (min. \$5 per week)				
Monitor Facebook ads				
Watch a course to get better at Facebook ads				
Review Facebook pages like mine				
Analyze patterns and success on Facebook pages like mine				
Interact and comment on Facebook				
Create dark posts on Facebook				
Create Canva type images for Facebook				
Analyze best time to post on Facebook				
Research top hashtags to use on Facebook				
Other:				
INSTAGRAM				
Post daily photos/videos to Instagram				
Research adding Feature accounts				
Find content to feature on my Instagram feature pages				
Write posts for Instagram				
Mange Instagram DMs				
Interact with new Instagram followers, research to see if appropriate				
Create Canva type images for Instagram				
Analyze best time to post on Instagram				
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ТАЅК	l do this	l need to do this	Somebody else could do this	N/A
Other:				
TWITTER				
Write tweets				
Schedule tweets				
Manage Twitter DMs				
Interact with new Twitter followers, research to see if appropriate				
Create short videos 30 seconds long for Twitter				
Download and categorize all previously tweeted content				
Upload all previously tweeted content into an Excel document				
Upload all previously tweeted videos/images to Dropbox				
Create Canva type images for Twitter				
Change cover art on Twitter				
Favorite tweets				
Analyze top performing tweets				
Create similar tweets				
Analyze best time to post on Twitter				
Research top hashtags to use on Twitter				
Other:				
YOUTUBE				
Research the best content to upload				
Plan content				
Film content				
Edit videos for YouTube				
Interact with new YouTube followers, research to see if appropriate				
Create free YouTube overlay ads to your site				
Interact with YouTube community				



TASK	l do this	l need to do this	Somebody else could do this	N/A
Change cover art on YouTube				
Schedule YouTube video collaboration with people in my industry (celebrities or guests/experts)				
Clean up YouTube channel (create playlists, delete unrelated)				
Research key terms for titles on YouTube videos				
Analyze my top performing videos on YouTube				
Create plan for repurposing YouTube content				
Analyze best time to post on YouTube				
Other:				
PINTEREST	_	_	_	_
Create Pinterest photos				
Update my Pinterest page				
Pin other photos on Pinterest				
Interact with new Pinterest followers, research to see if appropriate				
Manage Pinterest messages				
Go through old blog posts and make sure all photos link to Pinterest				
Upload all photos and videos that relate to my blog posts to Pinterest and link back to my blog				
Create Pinterest boards that relate to my varied interests and brands				
Link all current Pinterest photos back to my blog/website				
Cultivate/curate additional content for future Pinterest posts related to my target market				
Learn more about using Pinterest for business/watch Academy/videos				
Create Canva type images for Pinterest				
Clean up Pinterest account				
Research key terms for content on Pinterest				
Analyze best time to post on Pinterest				
Research top hashtags to use on Pinterest				
Other:				



LINKEDIN         Interact with new LinkedIn followers, research to see if appropriate <ul> <li>Interact with new LinkedIn followers, research to see if appropriate</li> <li>Interact with new LinkedIn</li> <li>Interact with new LinkedIn</li></ul>	TASK	l do this	l need to do this	Somebody else could do this	N/A
Update photo on LinkedIn       Import SinkedIn	LINKEDIN				
Rewrite descriptive headline for LinkedIn	Interact with new LinkedIn followers, research to see if appropriate				
Upload content to LinkedInIIIImport Outlook contacts to LinkedInIIIImport webmail contacts to LinkedInIIICheck for people who affiliate with me on LinkedInIIISort through business cards and contacts and invite them on LinkedInIIISearch through first degree network connections on LinkedInIIIJoin relevant groups on LinkedInIIII	Update photo on LinkedIn				
Import Outlook contacts to LinkedInImport ServiceImport webmail contacts to LinkedInImport webmail contacts to LinkedInCheck for people who affiliate with me on LinkedInImport ServiceSort through business cards and contacts and invite them on LinkedInImport Import Import ServiceSearch through first degree network connections on LinkedInImport Import	Rewrite descriptive headline for LinkedIn				
Import webmail contacts to LinkedIn       Import webmail contacts and invite them on LinkedIn       Im	Upload content to LinkedIn				
Check for people who affiliate with me on LinkedIn       I       I       I         Sort through business cards and contacts and invite them on LinkedIn       I       I       I         Search through first degree network connections on LinkedIn       I       I       I       I         Join relevant groups on LinkedIn       I       I       I       I       I	Import Outlook contacts to LinkedIn				
Sort through business cards and contacts and invite them on LinkedInIIISearch through first degree network connections on LinkedInIIIIJoin relevant groups on LinkedInIIII	Import webmail contacts to LinkedIn				
Search through first degree network connections on LinkedIn <ul> <li>Image: Constraint of the search se</li></ul>	Check for people who affiliate with me on LinkedIn				
Join relevant groups on LinkedIn	Sort through business cards and contacts and invite them on LinkedIn				
	Search through first degree network connections on LinkedIn				
	Join relevant groups on LinkedIn				
Conduct relevant people searches on Linkedin and invite to my network	Conduct relevant people searches on LinkedIn and invite to my network				
Brainstorm content to post to LinkedIn	Brainstorm content to post to LinkedIn				
Review results on LinkedIn 🗌 🗌	Review results on LinkedIn				
Other:	Other:				
GOOGLE+	GOOGLE+				
Research use of Google+					
Set all posts to public using Google+	•	_			
Create source links for content to Google+		_			
Add a plus for a person's name to link to profile in post	-				
Add more circles on Google+					
Add friends to Google+					
Research and figure out who best to engage with on Google+	J. J				
Add Google+ button on websites					
Install code to link Google+ badge to my blogs, websites, ecommerce, etc.	•	 c. □			
Review my profile on Google+					
Schedule time to interact on Google+ relevant communities					
Post content to Google+ like mini blog	•				
Review trending topics weekly on Google+					_
Analyze best time to post on Google+					
Research top hashtags to use on Google+					_
Create a business page on Google+		_			
Research Google ripples to find authority figures in your industry/influences					



TASK	l do this	l need to do this	Somebody else could do this	N/A
Other:				
BLOG				
Create a blogging schedule				
Evaluate my current blog platform				
Reply to blog post comments and other blogs				
Research key terms and topics for blog posts				
Write blog posts				
Edit blog posts				
Edit and create interesting photos for blog posts				
Create Canva type images for blog				
Guest blogging				
Other:				
WEBSITE				
Update website or web design				
Make sure everything is Mobile Responsive				
Research best landing pages				
Write sales copy				
Upload testimonial videos of those who have work with me				
Upload written testimonial page Create Facebook ad				
Create a member forum				
Manage a member forum				
Research additional domain names I should reserve				
Go through every page of website looking for broken links, outdated info				
Create a FAQ video/or page for my website				
Look into creating online private membership site				
Develop content for private membership site				



таѕк	l do this	l need to do this	Somebody else could do this	N/A
Interact and answer questions on private membership site				
Upload content daily or weekly on private membership site				
Other:				
PODCAST				
Research podcast topics				
Research podcast names				
Record audio for podcasts				
Edit audio for podcasts				
Upload completed/edited audio for podcast show				
Write podcast show notes				
Write description of each podcast episode				
Search engine optimization and key term research for each podcast ep	oisode 🗌			
Research guests and topics for each podcast episode				
Analyze Libsyn stat numbers				
Upload episode to iTunes, Stitcher and Soundcloud				
Promote podcast on Twitter				
Promote podcast on YouTube				
Promote podcast on Pinterest				
Promote podcast on Facebook				
Other:				
НОМЕ				
Maintain property, repairs, etc.				
Organize home space				
Home insurance, security				
Organize, clean out closets				
Organize, clean out garage				
0				



TASK	l do this	l need to do this	Somebody else could do this	N/A
Wardrobe maintenance				
Organize accessories, shoes				
Organize and color code closet				
Plant care				
Daily straightening of the house				
Schedule monthly or regular deep cleaning of home				
Clean the house				
Redecorate/update				
Make the beds				
External cleaning of house (windows, yard, etc.)				
Home repairs				
Pack suitcases				
Unpack suitcases				
Clean vehicles				
Putting gas in vehicles				
Appointments for vehicle maintenance				
Dry cleaning pickup and drop-off				
Clothing alterations				
Wash and dry clothes				
Fold clothes				
Put clothes away				
Design area of home or corner of room for filming videos				
Feed pets				
Walk pets				
Cleaning/grooming pets				
Pet appointments, shots, etc.				
Taking pets to daycare				
Other:				
FINANCES				
Review interest rates and monthly fees to find places to reduce costs				
Create a will				
Create a living trust				
Review the work of my CPA/tax preparer, see if I need to hire hire someone new				



TASK	l do this	l need to do this	Somebody else could do this	N/A
Research and hire financial advisor				
Meet with financial advisor				
Pay bills online				
Manage business expenses				
Monitor bank accounts/investments				
Review profit loss statements				
Review back office/business accounting				
Other:				
PERSONAL	_	-	-	-
Shop for gifts				
Wrap gifts				
Order and send flowers, gifts, etc. to colleagues, family, friends				
Write thank you notes				
Write out birthday cards				
Buy cards for special occasions				
Returns (wrong size, etc)				
Schedule personal appointments (dentist, doctor, hair, nails, etc.)				
Take kids to school				
Pick the kids up from school				
Take kids to and from sporting activities				
Volunteer time				
Wash, clean, and prep fruits and vegetables				
Make breakfast				
Make lunches				
Make dinner				
Clean up after meal prep				
Prepare weekly meals				
Shop for groceries				
Phone calls or personal visits with family members				
Phone calls or personal visits with friends				
Research next vacation destination				
Plan/execute family events, birthdays, parties, get-together's, etc.				
Exercise				



TASK	l do this	l need to do this	Somebody else could do this	N/A
Reading/personal development				
Mindless time spent with loved ones				
Personal or spiritual development				
Meditation, prayer, etc.				
Shower				
Personal grooming				
Makeup				
Blow dry, style hair				
Date night				
Spend time with my kids				
Sexy time with my partner				
Hobbies / things that give me joy				
Veg out				
Other:				
	□			
	□			

## **Inventory Assessment**

I am 100% sure that I could outsource or delegate these things:

I am willing to "try" outsourcing these things:

 $\hfill \square$  I know I should outsource/delegate these things, but I have reservations.