

101 WAYS TO TRIPLE YOUR INCOME

By Outsourcing Your
High Payoff Activities



Melanie Benson Strick

Million Dollar Lifestyle Business Coach
and Virtual Team Building Expert



Success Connections™
Entrepreneur Success Coaching

101 WAYS TO TRIPLE YOUR INCOME

By Outsourcing Your High Payoff Activities

Hi.

I'm **Melanie Benson Strick, Million Dollar Lifestyle Business Coach.**



When I first started my business I found myself feeling like I was constantly running a rat race. There were always way too many things on my to-do list than I could ever get done.

To make matters worse, I realized I had hit a financial plateau (and it wasn't at a revenue I wanted to stay at)!

I was already working more than I wanted to and there was no more bandwidth to accomplish any more tasks. Getting there by myself was no longer an option. I was going to have to get out of my own way and start thinking like a CEO of a big business to grow my income and my results.

That is when I discovered **the power of leveraging other people's strengths to accomplish more.** Outsourcing and delegating became my new secret weapon.

Within the first 6 months I added a virtual bookkeeper and personal assistant. I went from making about \$4,500/month to making over \$15,000/month.

I never looked back. Well, I guess who would when you are **regularly doubling and tripling your revenue every time you get a mundane task off your plate?**

This special report outlines **101 of the highest payoff activities** that you can outsource to your very own virtual assistant team so that you can experience more time and money freedom in your life.

Even if you've already dabbled with hiring a VA or support team of some kind, I'm pretty sure you'll find some additional golden nuggets in this report to free up even more of your time to focus on your "bigger fish" – the tasks that you enjoy the most, that make you the most money, and cause you to feel as if your business is effortless.

I'd suggest as you read through the 101 tasks that you **check off the ideas that you can't wait to outsource.** Then use the "Hidden Gold" worksheet at the end of this report to make a list of all the tasks you are doing so you can prioritize how you will delegate your high payoff activities. Then just hand off this list to your new VA so they know what to focus on. Handy short cut, huh?

Enjoy your new found freedom!

A handwritten signature in black ink, appearing to read 'Melanie Strick'.

Melanie Benson Strick

Million Dollar Lifestyle Business Coach & Virtual Team Building Expert

101 WAYS TO TRIPLE YOUR INCOME

By Outsourcing Your High Payoff Activities

Office Administration

Even the most basic administrative tasks can cripple you or derail you from focusing on your highest payoff opportunities. Get these off your plate as quickly as possible to create more bandwidth for the tasks that you enjoy and that will actually make you money.

- Managing all your incoming emails and routing to proper person for handling
- Handling incoming phone calls and ensuring questions are answered promptly
- Create client, event or project file folders and mail to your office
- Handle incoming and outgoing mail processing
- Conducting research on statistics, data, or other presentation needs
- Conducting research on competitors, similar offers, product comparisons
- Send out client and prospect birthday cards
- Coordinate holiday card mailings
- Coordinate holiday gifts to clients
- Researching and booking your cheapest travel options
- Paying your bills
- Paying your invoices
- Billing your clients on time
- Follow up on bounced or expired credit cards
- Tracking unpaid invoices to ensure they are paid
- Creating monthly cash flow reports for your review
- Monitoring profitability by reviewing your income and expenses per product

Project Management/Office Manager

If you begin to have more than one person on your team you will quickly realize that being a manager is not your “fun job.” Allow someone with great follow up skills and detail management to coordinate and track your projects and resources. You will get a HUGE return on investment as projects will actually get done on-time with fewer mistakes!

- Create systems to automate work flow

101 WAYS TO TRIPLE YOUR INCOME

By Outsourcing Your High Payoff Activities

Project Management/Office Manager *(continued)*

- Set up speaking, teleclass or interview checklists
- Set up and manage online procedures guide in tools like WIKI
- Track project deliverables in project tracking systems like www.smartsheetsuccess.com or www.basecamp.com
- Conduct first round interviews with potential team members
- Set up project launch checklists
- Track team member progress on goals
- Track project launch deliverables to ensure on-time completion

Marketing to Generate New Leads

Essential to generating additional revenue is generating new client leads and converting them to paying clients. With many of these tasks delegated you will be able to get many more lead sources generating traffic to your website and business. This is a great area to outsource as there are too many different marketing tactics for just one person to manage alone.

I've broken this section down into four different categories to help you identify the type of resource you might need.

Affiliate Management

- Set up affiliate tool boxes
- Manage affiliate communications
- Approve affiliate partner applications
- Coordinate affiliate custom URLs
- Track affiliate payouts

Online Marketing Support

- Formatting email blasts so they read properly
- Sending email blasts to specific lists

101 WAYS TO TRIPLE YOUR INCOME

By Outsourcing Your High Payoff Activities

Online Marketing Support *(continued)*

- Modifying and updating web content
- Setting up custom product order pages
- Setting up squeeze pages for online list building
- Tracking website statistics (unique hits, traffic patterns, etc.)
- Create ezines by plugging in content and formatting layout
- Weekly “cleanse” of online subscriber lists of hard bounces
- Creating custom blogs with wordpress or typepad
- Post free “lead generation” products to multiple sites such as podclasssuccess.com, freeiq.com, or clickbank.com
- Managing blog posts
- Setting up and managing social networking sites like (be sure to search for me when you get there):
 - www.myspace.com
 - www.facebook.com
 - www.podclasssuccess.com
- Cross-postings to multiple blogs/sites. Here are a couple of my favorites:
 - www.ryze.com
 - www.sole-e.com
- Post upcoming events, teleseminars or workshops to multiple websites. Here are a couple of my favorites:
 - www.sharedvisionnetwork.com
 - www.ryze.com

Visibility Management

- Screen and evaluate potential speaking/teleclass opportunities
- Book interviews with internet and radio shows
- Screen and evaluate potential JV relationships
- Update website and personal calendar for event engagements

101 WAYS TO TRIPLE YOUR INCOME

By Outsourcing Your High Payoff Activities

General Marketing Support

- Creating and submitting press releases
- Managing monthly or weekly article submissions to 3rd party sites
- Editing and posting audio messages or podcasts
- Coordinate direct mail projects
- Collect and manage testimonials for websites or live calls
- Set up registration sequence for events & calls
- Manage print newsletter projects by coordinating articles, quizzes, member profiles, etc.
- Edit and proof articles, e-books and newsletters

Prospecting and Follow up

Prospecting and follow up is an area that many busy people let fall behind. Delegating and automating these tasks make for easy money in the bank.

- Entering business cards into contact follow up system in a timely manner
- Following up with prospects using scripts to ensure proper conversion
- Creating and loading auto-responders for automated follow up on a free download program, product sales, launch campaigns, and live events
- Set up products for ordering in online shopping cart
- Create post-event sales tracking sheet
- Process orders and call all purchasers from speaking events
- Track live event speaker split payments
- Create and format product one-sheets
- Design and layout live event order forms

101 WAYS TO TRIPLE YOUR INCOME

By Outsourcing Your High Payoff Activities

Product Development

An area that you may be overlooking is product development support. Many tasks that you think no one else can do as good as you may be of huge value to outsource. Delegating these tasks can free up precious hours in your day to accomplish your “bigger fish.”

- Edit audio files for information products and marketing
- Edit audio recordings for podcasts or weekly audio messages
- Set up teleclass or webinar bridges
- Follow up with 3rd party vendor projects and deadlines
- Create pay-per-click ads
- Track campaign successes including conversions, click throughs, etc.
- Manage your personal calendar for cancellations, over-bookings, double-bookings
- Assist clients with scheduling sessions or prospect appointments
- Set up and track other people’s affiliate program information
- Manage your online product store with updates
- Handle un-blacklisting your domain
- Create banner ads or buttons for products and campaigns
- Cleanse and prepare direct mail lists
- Create new client intake packages
- Create PowerPoint sales presentations

Client/Product Fulfillment

Remember that your job as entrepreneur is to work “on the business” not in the business. Outsource as many client fulfillment activities as possible, especially if they can be done at less than half your hourly rate. In addition to administrative support, you can also leverage apprentices, interns and sub-contractors in the product fulfillment area.

- Conduct follow up “coaching calls” for purchases to assist with implementing program
- Conduct group calls for coaching or membership programs

101 WAYS TO TRIPLE YOUR INCOME

By Outsourcing Your High Payoff Activities

Client/Product Fulfillment *(continued)*

- Manage membership program sign ups
- Send event reminder email blasts to teleclass, event or webinar participants
- Coordinate all speaking for 3rd party events like sales forms, getting products on site, handouts, etc.
- Coordinate membership or expert call speakers
- Coordinate membership site/continuity program mailers, newsletters or gift mailings
- Post fee-based products to multiple sites such as www.podclasssuccess.com, www.freeiq.com, or www.clickbank.com
- Coordinate the printing, duplication and fulfillment of purchased products (through a product fulfillment house is best)
- Coordinate product orders to clients
- Design and proof product packaging

Event Management

Event management can drain a lot of your time and energy, especially if you do not have any experience in this area. Outsourcing this task can not only save you tons of money, it can keep you from making costly mistakes and help ensure your guests have a great experience. Which means, you will make more money in the long run!

- Negotiate, book and manage live events with hotels
- Track room consumption for contracted venues
- Set up food and beverage requirements with hotels
- Coordinate all on-site supplies for live events
- Coordinate all special client event dinners, outings and transportation

101 WAYS TO TRIPLE YOUR INCOME

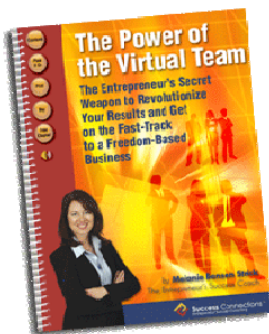
By Outsourcing Your High Payoff Activities

Customer Service

Customer service is an area that if done by the business owner can sap your energy. Who wants to deal with complaints? Who has time to make all those phone calls? There are people who thrive in this area and you want to leverage them immediately. The key is having proper systems and protocols so you get the “highlights” without getting dragged into the muck.

- Conduct post-purchase thank you and welcome phone calls
- Follow up on online rejected purchases
- Receive and process product returns
- Staff 800#, website “help chat” or other customer service call centers
- Answer routine questions for new members or clients

Want to learn more about how the power of a virtual team can help explode your business growth?
Get instant access to our proven resources:



The Power of the Virtual Team
\$24.95

The Power of the Virtual Team eBook

Discover a simple tweak that will turn the business you have into the business of your dreams. Catapult your ‘solo act’ into a rewarding and successful MONEY-MAKING MACHINE by discovering the Power of hiring a Virtual Team.

Get instant access to this 65 page multimedia ebook at www.PowerOfTheVirtualTeam.com.

101 WAYS TO TRIPLE YOUR INCOME

By Outsourcing Your High Payoff Activities



Virtual Team Building Secrets

\$297.00

Virtual Team Building Secrets

Learn the secret to 6- and 7- figure success without employees or 90-hour work weeks when you listen in on these 5 super-star entrepreneurs share their secrets to building their business with virtual teams. Discover the virtual team building secrets of **Alex Mandossian, Alexandria Brown, Will Craig, Michael Port** and **Tracy Monteforte** with these 5 idea-packed audio interviews. Includes:

- 5 CDs with transcripts from each call
- Worksheets to put the principles into action
- Access to my very own Million Dollar Team Building Rolodex

Available at www.VirtualTeamBuildingSecrets.com.



Virtual Team Building Tele-Bootcamp

\$1997 10-week webinar

Virtual Team Building Secrets Tele-Bootcamp

A 10-week webinar coaching program that will guide you step-by-step through creating your virtual team (or making the one you have work 1,000 times better!) Includes:

- Virtual Team Building Secrets self-study program
- 10 live group coaching calls (recorded so you can listen as many times as you want) to guide you through each element of a highly successful team
- 8 Q&A Call-in Sessions
- Virtual Team Building Checklists, Templates, and Action Plans
- Access to my Secret Stash of Proven Tools and Resources

Get more information and register at

www.virtualteambuildingtelebootcamp.com

Or contact our Virtual Team Building mentors to find out the best solution for your needs:

Toll-Free: (877) 830-3139
(818) 530-4884

Email: info@successconnections.com

“Hidden Gold” Exercise

DIRECTIONS:

1. Make a list of everything you are doing during your week.
2. Code it.
3. Identify how much time you spend on it.
4. Prioritize the ones you spend the most time on that are a diamond or a sad face.

CODES:

- ♥ - Love
- ◆ - Do it but don't like it
- ☹ - Hate it, procrastinate it

CODE	TIME	STATUS	TASK