



What Should I Outsource?

A worksheet to help you identify where a VA could free up your time

If you're not sure what to hand over, start here. Work through each section honestly — most business owners are surprised by what they find.

Step 1: Reflect

Take a moment and answer these before you look at your task list.

1. What tasks do I dread doing each week?

2. What do I keep putting off, even though I know it needs doing?

3. What am I doing that isn't actually making me money?

4. What do I do simply because "I've always done it," not because it needs to be me?

5. If I had an extra 5 hours a week, what would I do with them?

Step 2: Time Audit

List out the tasks that make up your typical week — admin, client work, marketing, everything. Estimate how long each takes, then mark whether it truly needs you.

Task	Time spent per week	Keep / Delegate?
e.g. Email management		
e.g. Managing Diary		
e.g. Social media (include growing audience, messaging, content, etc)		
e.g. Invoicing, quotes, chasing payments, obtaining PO's, etc		

e.g. Graphic creation for social media		
e.g. Blog post writing and publishing		

Step 3: Sort Into Two Buckets

Only I can do this

Tasks that need your expertise, judgement, or personal relationship — client strategy, big decisions, the things that genuinely require you.

Someone else could do this

Process-driven, repetitive, or admin-heavy tasks — inbox management, scheduling, social media, data entry, invoicing. This is your outsourcing shortlist.

Step 4: Look Beyond Time — Look for Stress

Some tasks don't take long but weigh on you constantly — chasing invoices, forgetting to follow up, missing a message. Note anything here that creates mental load, even if it's quick to do.



Step 5: Reframe the Cost

If a task takes you 5 hours a week and your time is better spent elsewhere, outsourcing isn't a cost — it's an investment. Multiply your hourly value by the hours you'd free up, and compare it to what support would cost. The maths usually speaks for itself.

Your Next Step

Pick one or two items from your "someone else could do this" list to hand over first. You don't need to delegate everything at once — start small, see the time (and stress) it gives back, and build from there.