



Delegate Or Die!

10 Reasons Why Small Business Owners Won't Make It If They Keep All Their Tasks to Themselves, And What You Can Do About It!

According to US government statistics, 4 out of 5 businesses fail before the five year mark. If you are a small business owner, you have to:



- develop the vision and strategy for your business,
- do all the selling,
- create and deliver all the products and services, and
- take care of all the administrative details such as doing the billing, taking the checks to the bank, getting the website going, purchasing from vendors, etc)

What's a person to do? Hire someone and delegate, right? Except what if the revenues just aren't there for getting someone to help? Then you have to worry about payroll, payroll taxes, employment laws, recruiting and hiring costs, training and how much more strain that puts on your time. I know I've been there having owned several small businesses.

But you have to do something because things can't continue like they are. Here are 10 reasons why your business has to change or perish along with the other 80% of businesses that fail. **Don't expect to be coddled.** You need something powerful to get you over the decision-making hump. Do you want to succeed or fail? As a business coach, I'm going to give it to you straight. I've seen this over and over again.

After that we'll address how to get out of this trap.



10 Reasons Why Small Business Owners Won't Make It If They Keep All Their Tasks To Themselves

1. **You'll go crazy.** With too much to do it's overwhelming. Am I going to call prospects, work on my website, go to the bank, develop an idea for a seminar, email people I met last night networking, read about something new in my industry that could improve my product/service, or just eat junk food and procrastinate and tell myself I need a time-out and go watch some mindless TV?
2. **You only know what you know,** and you don't know what you don't know. You can't be a specialist in everything. When you depend only on your own knowledge and experience to get things done, you are in effect saying you know everything and you are the best at getting everything done. That's preposterous! Are you going to let the control freak in you shut down your business?
3. **You only know who you know,** and you don't know everybody else. In business having a big network of professional contacts is required. Your friend knows this person who needs what you have or wants to talk to you because you address the same target market. Research shows that each person usually has a network of about 250 people who are known as friends and acquaintances. Just think, if there were two of you in your business, the network would be 500. three and you'd have 750, 4 and ...well you get the idea.
4. **Working harder is not working smarter.** Typically the small business owner puts in many hours, many more hours than any other boss would probably require. Usually also, the reason you may have gone into business for yourself was to have more time flexibility and the opportunity to reduce your hours.





Ironic, huh? Generally a small business owner is working so hard at all the tactical things, that she rarely makes time to say, could this be done more easily if I thought about it in a different way? If I had a paradigm shift? It generally takes an outside point of view and an objective perspective to see the big picture in a different way.

5. **You will die** because you don't get enough sleep, don't eat healthy foods (too much fast food eaten on the fly), don't take time to digest food properly, don't make time to exercise, have gained too much weight and have run your immune system into the ground. Is your business worth all that?

6. **Your passion will fizzle.** Amid the overwhelm, sleepless nights, wondering where more dollars are coming from, you start to think is this worth it? Sure I had passion for my vision when I started, but I don't know now if it's worth all this. What if it never will work no matter how hard I work or what I seem to accomplish?

7. **Your self concept will be shot.** Along with depleted passion, you may be so identified with your business that you start to think, you're not good enough, that you can't accomplish this and are destined to be a flop. If your self-confidence and self-esteem rise and fall with the success of the business, business failure means personal failure, a very bitter pill.

A man owned a small business.

The IRS claimed he was not paying proper wages to his staff and sent an investigator out to interview him.

'I need a list of your employees and how much you pay them,' demanded the investigator.

'Well,' replied the business owner, 'there's my assistant who's been with me for 3 years. I pay him \$200 a week.'

'The delivery guy has been here for 18 months, and I pay him \$150 per week.'

'Then there's the half-wit. He works about 18 hours every day and does about 90% of all the work around here. He makes about \$10 per week, and I buy him a bottle of whiskey every Saturday night. He also sleeps with my wife occasionally.'

'That's the guy I want to talk to ...the half-wit,' says the agent.

'That would be me,' replied the business owner.



8. **Your family and friends will abandon you.** If you never give them attention because you've become so busy being married to your business, they will seek attention, emotional support, fun, and comradeship elsewhere. When they get these needs met by other people, you become superfluous. So you're left alone with your flailing business. Just like you wanted, right?



9. **You will run out of cash.** When the opportunities for growth keep passing you by because you don't have help in your business, the window of any opportunities keeps stretching and stretching. How long can your cash and bits of income sustain you? When will you reach a tipping point where things take off? How long can you hang on (can your cash flow hang on) before the cash is gone?

10. **Your competitors will eat you for lunch.** If you do everything yourself, you'll be stuck and not moving forward. But what will your competitors be doing? If they are smart, they'll be getting a lot done by having a team of more than one - to set strategy, implement ideas, and accomplish goals. That will leave you in the dust.

So do you feel sorry for yourself now? Well, get over it and fast.

Nothing will happen if you feel like a victim. Be proactive, take a risk.

But let's talk about risk taking. Many entrepreneurs are described as risk takers. In many ways they are not. They are always looking at how to mitigate risks. They do research. They try things in small ways before jumping in with two feet. They test relationships before forming alliances and partnerships. They test marketing strategies with 10% of a list before sending to the whole list. They test two different promotions on their websites to see which one generates the best response. Then they change direction if something doesn't work. They are attached to results, not the methodology. According to an article in Harvard Business Review, most entrepreneurs change their business strategy five times before they find the path that really succeeds. Get out of your rut, think smarter, go for it intelligently.



So to get out of your trap and avoid the 10 deadly results of staying a solo entrepreneur, you need someone to help. Someone who is a specialist at the things you're not good at. Someone who can get a lot done in a short amount of time. Someone who doesn't need you to watch over their shoulder and who needs minimal training. Someone with a network of contacts that can enhance your business.



And someone who gives you work hours that increase as your business increases. Someone you can ramp up with, test to make sure it's a good fit without a lot of penalties if things just don't work out.

This is a perfect description of a virtual assistant. A virtual assistant (VA) is a person who you can allocate jobs to and outsource work to as you need it done. There are virtual assistants that specialize in all kinds of things such as:

- maintaining your mailing list,
- cold calling your prospects,
- getting out your invoices and doing your accounting,
- getting out your newsletter,
- working on your website and handling your social networking,
- making appointments and handling your calendar,
- arranging for seminars and speaking engagements,
- researching, writing articles or reports,
- sending out materials,
- purchasing,
- anything else you can think of



You can have several VA's that you manage and pay separately, or you can hire one VA who then finds the others who have various specialties and you pay all under one contract. Less time spent managing sounds good to me.

You start with just a few hours a month, then increase to a few hours a week, then to even more hours. When you're ready, you can hire a real employee and stop using some or all of the VA's. Or, you can just continue to use a team of specialized VA's a long time. Either way you're past the trap of not enough time, not enough skills, not enough people in your network.

You've reclaimed some time so you can be a real person to your friends and family, care about your health, spend time on strategy instead of all tactics (so you can grow). You can even take advantage of opportunities that come your way. Maybe you can reinvigorate your passion and your self-esteem and even eat some of your competitors for lunch.



Where can you learn about how you get a VA? What do you tell them you need them to do? What questions do you ask when interviewing? Then how do you monitor and manage a virtual assistant? How do you know if you want a team of specialized VA's as opposed to a single VA working by herself? What does a VA cost? Are they certified? How much training is required?

These are all great questions. It's beyond the scope of this report to address them all. However, each and every question is answered in [Grow Your Business Through Delegation: The Why, Where and How of Using Virtual Assistants.](#) There are plenty of tools to help you get very specific about your needs, lists of questions to ask, websites and approximate prices of VA's and VA agencies.



[Growing Your Business Through Delegation, The Why, Where and How of Using Virtual Assistants](#) is a 45 page workbook that provides strategies, tools, charts, big picture motivators, self-assessments, productivity questions, examples, stories, websites, ideas and tips to expand your team so **you can have a life and enjoy your business** and get out of your own way therefore allowing **your business to grow**. This ebook will help you mitigate the risks and jump the gap to the next level. [Learn more.](#)

As a business coach I'm all about implementation. Your ebook comes with a free 30 minute strategy session so you can ask questions about your own particular situation. Use this session to gain clarification about your own goals, strategy, timeframe. and accountability. [Email me](#) to schedule your complimentary strategy session.

Is your business going to die a slow death? Are you going to be stuck in the trap of the 10 'Delegate or Die' scenarios? Or are you going to be proactive and do something to get to the next level? The choice is yours!

[About the Author](#)



Jeri Quinn is President of [Driving IR](#), a firm that works with stuck and inspired organizations, entrepreneurs and individuals to develop the Improved Results they seek in long term profitability, employee engagement, market dominance, and competitive advantage. Get Jeri's latest ebook [Growing Your Business Through Delegation, The Why, Where and How of Using Virtual Assistants](#) along with several bonuses and a complimentary strategy session, all focused on helping you achieve your goals. To your success!!

Want to use this article as free content on your website or your own ezine/newsletter? No problem! But here's what you MUST include:

Jeri Quinn, the Dance of Business™ Executive Coach at Driving IR works with professional service and creative firms and their partners to drive Improved Results by expanding mindsets, developing rainmakers, growing management, improving customer loyalty and creating sustainable profitability. To request a free consultation please review the Driving IR website <http://www.DrivingImprovedResults.com> and contact Jeri at jeri@DrivingImprovedResults.com