



How to Delegate as a Blogger

WITH CARA HARVEY

ABOUT CARA

Cara is a wife and mom, she works as a mom empowerment coach and her mission is to provide women with the tools, resources, and community to reach their goals, empower themselves, find their happiness, and live a life by design. She does this via her blog, podcast, virtual community groups, and e-courses that help women learn to balance their lives, finances, schedules, health, and themselves!

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[00:00:07.370] - Liz Stapleton, Host

We've all been there, running ourselves ragged, trying to do all the things and knowing that there must be a better way and there is! The truth is organization is the key to success. And it will not only make sure you don't miss things, but it will make delegating those things down the road so much easier.

[00:00:22.040] - Liz

Hi, I'm Liz Stapleton, your host for the Blogger Breakthrough Podcast. In today's episode, I'm sharing delegation tips from productivity superstar Cara Harvey that she taught us during the 2021 Blogger Breakthrough Summit.

[00:00:32.760] - Liz

Let's get to it.

[00:00:33.530] - Cara Harvey

I want you to start thinking about delegating. You do not have to be the person doing every little thing in your business. And then I tell you, it wasn't until last year, like a literal year from today, that I hired my first person. For two years, I did everything by myself and then I hired someone else. And when I hired someone else, it was the scariest thing that I did. But it was amazing because I didn't have to do it all.

[00:00:59.860] - Cara

I have to be everywhere. And then my brain was free to actually be the CEO and visionary of my business. And so by asking for help, by delegating, by hiring things out, I freed up a lot of time and I've made a lot more money. So it works. And now we have a team of four and then a whole bunch of freelancers that work for us, which is incredible. So you're going to go through, I'll show you in a second on Trello, and you're going to label things like that you can delegate.

[00:01:23.660] - Cara

You're going to delegate things that you don't like doing, things you're not good at, things that take you forever and things that you do just because it allows you to procrastinate. So let's let's break this down.

[00:01:32.750] - Cara

OK? I don't like making images. I don't like doing it because I'm not good at it. So I want to delegate those things. I don't like making sales pages because I'm not good at, right? I hate checking my email because I get overwhelmed. Delegate those things out.

[00:01:47.810] - Cara

Now, there are also things that take you forever to do. So like I currently write all the copy for my emails, but I am so ready to hire a copywriter because it takes me a little bit longer than I would like. And then there are also things that we do that allow us to procrastinate. So I really love planning and so I can't really always delegate all the planning out, but I can delegate some of it out because I will make up my procrastination tool.

[00:02:12.620] - Cara

I have a friend who loves design and so whenever she's procrastinating, she just goes to Canva and makes a whole bunch of Pinterest pins. And I'm like, well, that's not the most efficient use of your time, but you can find tons of people you can hire out to. So I've had high school kids work for me from church. They do some of my social media. I've had them do photoshoots for me. Like I've had to do a lot of random things...watch my kids.

[00:02:32.900] - Cara

So you can find high school kids. I have a teenager. And so he's like downloading videos for me and things like that. You can find interns at colleges, you can go to [onlinejobs.ph](https://www.onlinejobs.ph), you can hire abroad, you can also find moms in your local area that are looking for some help. Like, don't feel like "I can't hire out because I don't make the money." You don't make the money because you don't hire out. OK?

[00:02:52.850] - Cara

OK, so think about the ways that you can do it. And also you don't have to delegate everything now. Why don't we create a wish list together, start to record your processes now so that when you're ready, you know exactly what the job description is. You know what it looks like. I've made this mistake where I've handed, like I've hired people with no system in place. And it was a whole mess. And it took us months to finally make a system that worked and it frustrated them.

[00:03:17.300] - Cara

Right. They were frustrated with it and I was frustrated with them. And it was because we didn't have the system first. So what I want to do is go back into your list. So let's go to Blogs. And I made a label here in Trello. But again, grab a highlighter, whatever you want to do. This label is called "Can Delegate." And I want you to think, "Do I have to be the one doing it?"

[00:03:35.300] - Cara

If it doesn't have to be me, then it gets a label. So I think I'm going to do it. So this is a keyboard shortcut on Trello with the labels. Just to show you what I'm going to do real quick, if you stick your cursor over this little pencil, you can hit the number four and it'll come up red, which we've already identified as "Can Delegate". So I'm going to go through and hit four on anything else.

[00:03:59.900] - Cara

So like I like to outline my blog post so I know what I'm talking about and I still write them. But could I go get them? Maybe. But somebody else could be doing all the research, the editing, the images, the opt-ins. I would need to create the video, right? That I want to put in there but somebody can format it. Somebody can schedule a social media, somebody can publish it, somebody can do the Pinterest. Somebody could add it to a promotion board. Wow! Look for only I need to show up.

[00:04:23.510] - Liz

Hopefully, this episode has helped to provide some clarity on how to start crafting your processes to make delegating easier. To hear the rest of Cara's productivity-filled talk, be sure to head over to bloggerbreakthrough.com/podcastdeal to get access to all of the 2021 Blogger Breakthrough sessions in their entirety, including Cara's for just \$17. Be sure to join me next time to hear how to decide what to write about and how much to write with Brian Robinson. I'll catch you then!