

# The Art of Delegation

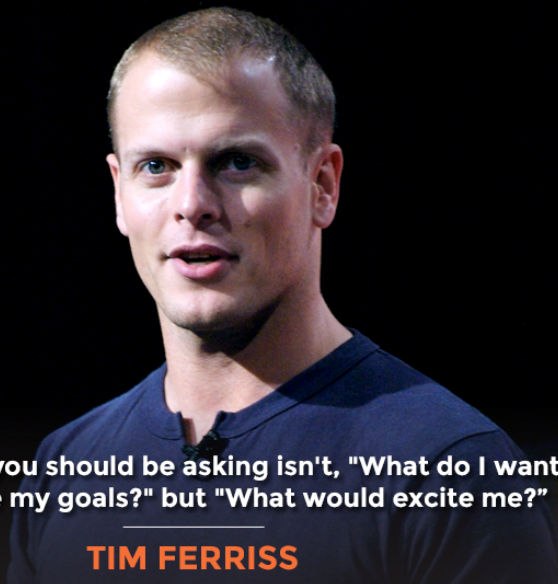
## 10 Point Checklist

**Tim Ferriss**

Want to gain as much knowledge as possible out of Marketing Speak?  
Read on below for a **10 point checklist** that gives the next, real steps  
you can take to elevate your marketing to the next level.

**MARKETING SPEAK** 

HOSTED BY **STEPHAN SPENCER**



"The question you should be asking isn't, "What do I want?"  
or "What are my goals?" but "What would excite me?"

**TIM FERRISS**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?**

**Here are 10 steps that can move you closer to your goals – today.**

- Search for virtual assistant groups or websites with several team members, so if someone gets sick, fired, or quits, my project will not be left unfinished.
- After finding a few trustworthy candidates to outsource to, assign them all 20-30 minute tasks to test their communication and turnaround time.
- Check out Tim's book [The 4-Hour Workweek](#) to get more inside tips on how to delegate and effectively find more time for my personal life.
- Practice the low-information diet. I don't have to consume every new tip and process to get to the top of my career.
- Make a list of essential tasks in my business that only I can work on. The majority of my remaining to-do's can be delegated.
- To avoid mistakes, be clear with my instructions and set a dedicated check-in time with new assistants.
- Search for overseas assistants for time-consuming tasks that don't require a high level of efficiency with writing or speaking. I can get better rates from workers in India or the Philippines.
- Don't go by my yearly income to decide on a pay rate. Instead, determine my per-hour earnings to ensure I am not paying out more than I make.
- Cut down on the time I spend on email. If I can get down to check my email only once per week, I will have much more time to build my business.
- If there is a task that I have to complete, such as an article or blog post, try having my assistant write a draft that I can then edit to save time.