

00:00:00, "Welcome to the Hair of the Dog podcast. I'm your host, Nicole Begley. And today we are talking about outsourcing. Now, before you're like, whatever, turn this off. Wait, wait, wait. Don't, don't, don't, don't. If you have a business, this pertains to you. Even if you think that you don't have enough things to outsource,"

00:00:22, "you don't have enough consistent clients yet to outsource. You don't want to have the expensive outsourcing. All of those things, just listen. Just take the next 45 minutes, listen to this podcast and see if you've changed your mind a little bit. Because there are so many ways that you can find someone to support you in your business that do not cost a lot of money."

00:00:46, "That can be on a project basis, that can be on a super part-time business. We're talking two or three hours a week, you know? And it doesn't even have to be consistent at first until you have more work. And that allows you then to, instead of working in your business, you're working on your business, you can focus more on building your business,"

00:01:04, "getting more clients in the door, your marketing and growing your client experience, all of that kind of stuff while somebody helps support you with some of the more routine tasks in your business. So definitely take a listen to this. Actually, I think everyone should listen to this even if you're not in business, because you could even take some of these things that we're gonna be talking about and start outsourcing things in your life to buy back more time."

00:01:28, "Because time is very limited. 24 hours a day. That's all any of us get, and we need to be able to use it effectively. And I think this conversation will help you do that. So stay tuned. Welcome to The Hair of the Dog podcast. If you are a pet photographer, ready to make more money and start living a life by your design,"

00:01:49, "you've come to the right place. And now your host, pet photographer, travel addict, chocolate martini connoisseur, Nicole Begley. Hey everybody. Welcome back to The Hair of the Dog podcast. I am so excited today to have a new friend on the podcast, miss Sara Monika. She is a documentary, documentary, oh my gosh, that's a word that I can sometimes not say for wedding photographer,"

00:02:16, "photography educator. And she also has her own podcast, the Shine Plus Thrive Photography podcast, A Rebel at Heart. Sara's mission is just the paradigm of the photography industry, both for her wedding couples and for us, for fellow photographers. And today we are gonna be talking about one of my favorite things, one of the things that I could not survive without,"

00:02:38, "and that is outsourcing. Hey Sara, welcome to the podcast. Hey, thanks so much. Oh my gosh, of course, of course. Yeah. A mutual friend introduced us and we were like, oh, let's talk about some outsourcing. And I'm like, yes, yes, let's nerd out. Oh my gosh, I know for me, oh my gosh,"

00:02:56, "how long has it been? Probably oh five and a half, six years since I hired my first part-time person in my business. And from everyone that I've talked to that has finally made that step, they're always like, man, I wish I did that earlier because it's made a world of difference. And

quite frankly, there's no way I could do what I do if I didn't have my team,"

00:03:20,"which has grown at this point. But yeah, I'm excited to to dive into this with you because I think a lot of you now, if you're out there and you've just heard the title of this and you're like, oh God, like Al, I don't need to outsource Uhuh. Uhuh, you're not allowed to turn this off. You need to listen through the entire episode and then you can decide,"

00:03:41,"okay, I don't need to outsource because Sara, you're gonna share like eight, the top eight tasks towards the end of this that you used to outsource. I'm so excited. Yes. Yay. Well, before we get started though, why don't you tell everyone a little bit about you and your background and kind of what your first kind of foray into the outsourcing and kind of how,"

00:04:04,"how you came to be such an outsourcing advocate? Yeah. Oh my gosh. So I've been a photographer now for 12, 13 years. And like long story short, there was just a time where, you know, in the beginning you get, you're so excited to do anything and everything in your business cuz you're like, I'm growing it, I'm growing it,"

00:04:23,"everything that I'm doing is important cuz actually gonna take me forward into being able to have people trust me to book them and to photograph them, all these things. But that didn't last very long. You know, that whole like fantasy and idea of like the boutique experience, like I do everything myself, I wear all the hats. Like the only way people will trust me is if I do everything myself."

00:04:46,"And you kind of like pride yourself on like being in that hustle mode and like doing everything with yourself, having that control and you know, pretty quickly, maybe like four years in, I guess maybe that's not that fast, I mean, but four to five years in, I just realized, I'm like, why do I feel like, so like I'm just constantly in catch up mode trying to catch up with my queue and my client experience is such a priority."

00:05:12,"Like I wanted the turnaround time for their wedding photos to be not like a handful of months. I genuinely would just, I'm like my turnaround time was two to three weeks. And so because that I prioritized that so much, I kept my bookings. I only took on maximum 15 weddings a year. But then I was only making like, I don't know,"

00:05:32,"20 something th thousand take home income, like after expense and everything. And I'm like, how am I making so little money? And then but working so hard, I'm literally working 12 to 15 hour days. I can't give more of myself, right? I have no more time for me to give. Is this just how it's gonna be? And then I thought of like future Sara,"

00:05:52,"I'm like, what are my goals? What are my aspirations? I'm like, well, you know, eventually I wanna have, have a family. I wanna have kids. I wanna have the freedom to be able to travel the world and just live my life. Have that harmony that I thought I would have if I was, was my own business owner."

00:06:06,"Right? Yes. A lot of the times we get into business thinking, you know, I'm my own boss so I get to do what I want

when I want. But then we end up becoming a worse boss to ourselves. Oh. Than we could have had like actually live with another job A hundred. One of my favorite quotes is like, why would I work 40 hours for someone else when I could work 80 hours for myself?"

00:06:28,"Yes. So funny. Yeah. And initially it is amazing, you do feel so free. But eventually when like that's where I got to, I'm like, wait a second, I'm actually not treating myself very well. I actually calculated, I was like, okay, if I'm working this many hours, I'm making this amount of money, how much am I making per hour?"

00:06:46,"It was like under \$5 an hour, right? Yeah. Like Under minimum wage. And I'm like, this doesn't make sense. And so I'm like, something has to shift. This is not sustainable. So yeah, I decided to like try outsourcing, figure it out on my own. Oh my God, was that a freaking headache? Like trial and error,"

00:07:07,"doing it blindly without, cause you're not taught this in school. No, you're not taught this. Like in the photography course I took, we just learned photography, we didn't learn business and all of that. And so it took me like a good two to three years by myself blindly to figure out how to do it on my own. And then I actually decided,"

00:07:26,"I'm like, you know what? I need to learn from others that have done it. Like there's so many businesses in this world that actually have help and support. And why is it that the norm in the photography industry is to meet up in the winter and laugh and be like, haha, finally we're out of our editing caves, now we can hang out."

00:07:43,"And then summer comes around, everyone's like, I'll see you in like eight months and then it's a joke, but really it's like, really it's our lives that we're talking about. So I decided, I'm like, you know what? I'm investing in my education. I'm gonna really learn how to do this properly. And then from the knowledge that I learned on how to,"

00:08:01,"you know, find the right person for you, whether it's your editor, virtual assistant, anything like that, how to train them effectively, how to give feedback, how to set up your, you know, standard operating procedures in the back end in case they quit or anything like that. I learned all of that and I learned it from outside of the photography industry."

00:08:21,"So I still had to figure out my most efficient outsourcing workflows. Like for example, I would outsource my editing to my editor and then I would spend three to four hours still trying to fix everything myself. And I'm like, this doesn't make sense, this is still not efficient enough. So I developed my own efficient quality checking system and feedback system where it only takes me maximum if I were to give feedback 10 minutes."

00:08:48,"And then also if I have to do any small fixes, it's maybe half an hour of a full wedding day. I love that 800 photos. Like so I, I pretty much was like nerding out on figuring out those systems once I had those systems in place. I was shooting like 37 weddings a year, working part-time hours during the week. So like four day workdays during the week while shooting 37 weddings."

00:09:11,"And I'm like, I have so much time on my hands, what

am I gonna do? And I'm like, photographers need to know this because there's too many photographers that are, their mental health is suffering, their health is suffering, their relationships are suffering, suffering. It's a ripple effect. If we're too buried in our work, we can't, we don't have the opportunity to number one,"

00:09:31,"see a way out and number two, like actually get out of that cycle to live a har more harmonious life cuz life is short. And so pretty much on a mission to help freedom driven photographers get out of that cycle and pretty much create a movement in the industry to make it a norm that photographers have support in their business. And it's not taboo."

00:09:55,"Like you don't have to be ashamed about telling your, your clients, you know, yeah, I get help with my editing and don't worry everything is quality check, quality checked. Like, but I get the support I need so I can show up as my best self for you and my life. So Yeah. Yeah, I love that. And I think from a client's perspective,"

00:10:14,"it actually makes, I think us look in their eyes more professional because, oh, like we must be really in this business having, serving clients, making money, doing all the things because look, we have a team, we have people working with us. Yeah. So I think from their perspective it actually elevates our business where we might be concerned of like,"

00:10:38,"oh, but they're losing touch with me. But as long as they're still getting that great service, they it's, it's fine. I think the biggest objection and one of the bigger objections that I had when I started was I had the story that if I brought someone else into my business, it opened up a whole new can of what ifs. Because if I did it all,"

00:10:56,"I could control it all. And if I brought someone else in, then it was like, all right, what if they do it wrong? What if they quit? What if I get so dependent on them that you know, and then they leave and I'm screwed? I mean at this point in my business there's certain things that my team does that I don't even know what they do."

00:11:14,"Yes. Someone's like, Nicole, how do you do that? I'm like, I don't know, I'll have to ask Liz. I, you know, but we've created the processes so if you know Liz decided to leave, then what she does is, is written down so that somebody else can come in or I can figure out what we were doing so that it's not this big scary thing but it seems like it at first."

00:11:37,"So I think that's the big objection. And then number two is, you know, always comes down to the money piece of just like, oh my gosh, now I'm feel responsible for this. Or thinking that you need to bring someone on as like a permanent part-time or full-time position. And we're gonna talk about, oh my gosh, the way she can start so easy."

00:11:57,"I still have project based people on my team that aren't, you know, they just come in for when we need some extra hands. So yeah, I'm so excited to dig into all of This. Yeah, and actually you mentioning the whole control thing, right? You're start to let go of control to another person because then you're like, but what if they quit and they leave me on this?"

00:12:17,"And it's like, but what if you're gonna be back to

where you are now in the pain of the hustle and the drudgery and you're already out of control, right? That's the funny thing is like we need to realize if you're already working 12 to 15 hour days, seven days a week, exhausted you, your only place to go is up. Yes."

00:12:37, "And just because you don't know how to do it yet doesn't mean it's not possible. There are systems, there are solutions, there are ways to vet people, to train people in a way that you don't have to like retrain the new employee in the future. There are ways to do things efficiently and effectively and if you're already out of control,"

00:12:57, "then I would suggest choosing maybe a different path where initially you might feel outta control because someone is helping you with something. But the cool thing is you can literally show them step by step how to do something exactly like you do. They replicate it cuz you learned it at some point. So everything is teachable. And then guess what? You're actually, when you have the support that you need and find and everything's running smoothly,"

00:13:20, "they're trained, you are in more, more in control than you ever have been in your business because you're not being reactive daily, you're being proactive. That's where the growth really happens. And then it gets really, really fun when you start bringing people into your team that do things way better than you do. Yeah. Like for instance, graphics. I am not a graphics gifted person."

00:13:44, "I like open up Canva and even with all the templates I'm like Still overwhelming. Yeah. But I have people that you know, help me that they are amazing at it and they find it fun where I want to like goe my eyeballs out. Yeah. So that's such an important piece. And I wanna touch on one thing that you said too about,"

00:14:05, "you know, when you're feeling like you're just at wit's end and you know, you hear all about the 12, 15 hour days, but you could be at wits wit's end with your schedule working six hour days, you know, so I don't want any of you guys to hear that and think, oh well I don't work 12 hour days. But like you are spending so much time doing the like nitty gritty in your business that you are not having time to focus on marketing or growing your business or not having time to enjoy your life."

00:14:37, "You know, if you find yourself sane, I'll do that when this is done, I'll do this when that is done. Which I mean I'm guilty of that too. Yeah. Hi, I'm, It's me. Hi, I'm problem. It's me, me Hey Taylor Swift. So I'm not sitting up here on some like holier than thou couch because I still struggle with this on the regular,"

00:15:01, "but really you can buy back so many things so much time cuz that's, that's the, we can't, we all get 24 hours a day, we can't change it. And if you are not spending those 24 hours a day how you want to be spending them, then there are ways to make this happen so that you know, you can enjoy your life and build that profitable,"

00:15:25, "thriving business to support life. Exactly. I love that you mentioned that like tasks, if you're noticing that there are tasks that drain you and bore you and you procrastinate them, those are signs of things you need support

with. So you can spend more of your time on those tasks that excite you, bring you joy, like editing, shooting who, who knows,"

00:15:46,"everyone is so different, right? But I love that you brought that up. It's so true. Yeah, absolutely. So is there anything else, we already kind of pretty much covered why you guys should definitely consider looking for support. Is there anything else that we haven't talked about in terms of why people might wanna do this? Why? I mean,"

00:16:10,"There's so many why's. I think the, the thing that hits home to me, I'm, I'm a new mom, like 13 months in aw, loving this stage so much. Holy crap. Like this is my favorite stage so far. But man, it just really when, when I used to have my, my students tell me, my kids used to like try to get through my office door and be like,"

00:16:32,"please mom, please can we hang out tonight? Can we hang out tonight? And they would sometimes even get through and just like literally shut, shut off the computer, like press the off button on the computer, be like out of desperation. And I felt that pain for them when they would tell me those stories. But now I feel it so I can understand it so much more now actually having my own kid."

00:16:50,"And it's like, it's, that's what life is about. And at the end of the day, my why has always been to have more time with my favorite people and right for myself. And it's like, that's all my students wise as well. So it's like number one, feeling fulfilled and excited about your work, not drained and stressed. And number two,"

00:17:15,"having time with your favorite people or to do what you wanna do when you wanna do, maybe you're a, you're a introvert and maybe you're never planned on having kids and getting married, but you wanna have so much more freedom to experience all different life's pleasures. So that's a huge why. Another reason why is it actually will, it can cost you way,"

00:17:35,"way less than you think. Like the cool thing about life is we have so many things that we don't know, right? And we can continue to learn and learn, discover new things. And I know that I was in a place where I didn't know what I didn't know. I had assumptions. I was assuming that I would have to, I would have to hire someone full-time or part-time."

00:17:54,"That's the only way. But you can part hire someone to start for two hours a week or three. And you can also hire overseas ethically just because it's the conversion rate on the dollar for even five to \$7 an hour to start. And that is a good regular pay and hourly pay for them. That person gets work, they get to work from home,"

00:18:17,"do freelance work that they wanna do. It's like a win-win. So another reason why is it's like, it's a lot more cost effective than you think. And if you can buy your time back for in a cost-effective way, that's how you open the door and the portal to that lifestyle freedom and business freedom. Yes. Oh my gosh. All of the yeses."

00:18:38,"Yeah, I would always question myself, my kids are older now, they're almost 13 and almost 16. They'll be that age this summer, so a couple more months. But I, you know, and it's, you go from these phases of, you know, they're young,

you're like, have to feed them and all of these things. And now they're at the age where they can feed themselves,"

00:18:59,"but they have their own life that I need to be available to take them to soccer, take them here, do these things. And it's amazing how busy it is. But it's all been just so fun. And I never want, like, I've always been kind of cognizant as they're growing up that I would never want them to not wanna run their own business because they looked at me and said,"

00:19:23,"but she worked all the time. Oh, oh my God, you know, my god, I just got the biggest goosebumps that makes me even want 'em cry. I'm the cancer so I'm really sensitive. That's so beautiful. But you know, I worry about that because I do, I I love my job and like they're not up in the morning."

00:19:39,"I sneak down into here and you know, and I feel like I balance it because we do a lot of amazing trips and we go do a lot of things. So when I'm home it's like we're working, we're doing things, but we still do fun stuff. But you know, hopefully they can see that you can have, especially for my daughter,"

00:19:55,"you know, that I want her to be able to be like, yeah, you can have kids and a business. Yeah. You can do all of the things and, and you have to get help in order to do so and Make really good money. You, it doesn't like, like hustle doesn't have to equal to making really good money. Like the year that I decided to outsource,"

00:20:16,"I, I mean I'm a very tr transparent open person with numbers because I think it's a taboo topic if everyone just kind of knew what was possible for them. Right. You know, open conversations. So I think 2015 is when I started to outsource and I was making \$69,000 in revenue. So that's gross revenue, expenses tax, my income included. And then the following year when I got more of my time back,"

00:20:40,"I doubled that in just one year. And since 2015 I've quadrupled that 69,000 number in revenue a year. So the more I outsource, the less I work and the more I make. Yes. It's like a beautiful recipe. It's counterintuitive. It's, yeah, yeah, yeah. We're both in James, wed James Wedmore's world and he would always say the less you work,"

00:21:03,"the more you make. Yes. I'm still trying to continue to lessen my work. Yeah. Yeah. It's a continuous practice of like being a conscious of like, wait, am I the one that's supposed to be doing this task or can I let it go? Continue? Yeah. Yeah. And also looking at your business and asking yourself, where am I the bottleneck."

00:21:21,"Yes. You know, especially once you start bringing this might beginning ahead of ourselves a little bit, why don't you start bringing a couple people on and they, I find it like again, hi, I'm the problem. It's me, it's my team. The only reason we haven't moved forward in that is because they're waiting for me. Yeah. Yeah."

00:21:39,"Oh my gosh. Okay. So anyway, let's, I think we covered the why you guys better all want to get some help now and feel inspired. I think you should, but if you're like, all right, yeah, no, that sounds good, but oh my god, what the heck do they do? How, what, what does this even look like?"

00:21:56,"Yeah, okay. Let me paint you guys a picture. I like

to share actual numbers, data, examples to really paint a picture for everybody. So I have put together literally sharing you my top eight tasks. And I think for, so outsourcing can be a big topic and you know, you can outsource your editing, you can have an editor."

00:22:16,"But one thing that I really love and it's such a great like way to bridge the gap from like just getting started with outsourcing to starting get some support and gaining momentum there is actually hiring a virtual assistant. And like I mentioned, you can do it ethically overseas for five to \$7 an hour to start incredibly affordable. And so I'm gonna share with you the top eight tasks that I have my virtual assistant do for me with the photography side of my business."

00:22:41,"And since I specialize in photographing weddings, this is my actual data. So I'm basing this off of a year where I've photographed 20 weddings. Okay. And so I'm gonna keep that number because I find a lot of photographers that's like the average of how much they kind of take on. So it's pretty relatable to most. So, so task number one is,"

00:23:04,"so whenever I, I get, I send out a questionnaire to a client for, for them to fill out with any information that I need. I used to copy and paste that information from that intake form into like this pretty color coded que template that I print out, take with me on wedding days so that I'm very well organized and prepared, right?"

00:23:25,"It just helps me so much visually and stay on track with everything. And I was just sitting there, copy paste, copy paste, copy paste. It takes me half an hour-ish per questionnaire and there's like three that I send out. Like, this is ridiculous. So pretty much that's one of the tasks I get help with. And that saves me about an hour and a half per wedding client."

00:23:45,"So that's about 30 hours saved during busy season. Wow. Just keep that in mind at the end of all the eight tasks, I'm gonna tally up the numbers, so don't worry about keeping track. All right. I love it. Yeah. So it's 30 hours saved during busy season just for that. I've also trained my virtual assistant how to call and she's actually never had any experience with this,"

00:24:07,"but everything is teachable. Oh, and trainable. I know, I know. That's like anxiety. Yeah. That's coming up a lot of power, a lot of artistic power. The cool thing is there's, there's a formula behind your artistic power. Oh and I teach, yeah, there's a formula. Everything you do there is a way that you do it and it's teachable."

00:24:29,"And so this, her helping me with culling saves me on average three hours per wedding and on average one hour per session, I'm just gonna average it out cause everything's so different, right? And so let's just say that's 70 hours saved during busy season. Okay, next one up. Next one that's up three. So curating top storytelling photos for short slideshow and blog posts."

00:24:55,"So what I do is I have, I create two slideshow for my wedding clients. One is a short three minute one where it's like a, an like a more impactful emotional storytelling. A slideshow where it shows like the top emotive images and



storytelling way for them to kind of see their wedding, like a trailer in a trailer kind of vibe. And it hits them more emotionally and that's something that their friends and family would actually watch."

00:25:20,"You know, they wouldn't watch something much longer than that. So it's a great way to market your business as well. And so pretty much I have a process where instead of doing work twice, I have it all in one go where the photos that are chosen for the short slideshow are also the blog post photos. So I've chosen, I've trained my VA on how to curate those cuz there's a formula behind that."

00:25:44,"So that saves me about an hour per wedding and that's about 20 hours saved during busy season, 20 hours. Just, just keep in mind that's like all, that's like half a work week already just with this one task. And then she also helps me with my long slideshow creation and short slideshow creation. So the long slideshows, all the photos included just so they can sit back,"

00:26:06,"relax, eat a snack, have a drink, enjoy it. And so that saves me about one hour per wedding and that's another 20 hours saved during busy season. And then task number five is organizing wedding galleries for clients. So it depends, I know a lot of you photograph, you know, pets and, and all of that. But if there's any reason for you to like maybe organize things up at the top for easier access for different moments that you had during the session."

00:26:33,"Different scenery, like for weddings, if you are all right, you know, there's so many different parts of the day. So for the best client experience we, I have to organize that at the top with of like ceremony photos, family photos and you know, that takes time. And even though it's not that much time, it's time and it's an additional thing on the to-do list."

00:26:52,"And that saves me about 25 minutes per wedding. And that's five hours saved during busy season. The next one we have album design. This one oh was so freeing cuz it created this whole new passive income stream for me. Cuz all I have to do is sell an album and then it's all done for me. It's amazing. So that saves me about two and a half hours per wedding and that's 30 hours saved during busy season."

00:27:18,"I love racking up these saved hours. You're Gonna have a whole like European type of multiple months off. Yeah, exactly. Yeah. Like full August off. Yeah. Then task number seven is putting together blog posts on my website. So you know, actually putting in the seo by the way protip, you can literally buy an SEO course instead of you learning it,"

00:27:44,"you just assign it to your virtual system to learn. Especially if they're, you're paying five to \$7 an hour, like that's very affordable if you know it takes them maybe five to seven hours to go through it and then they can be your SEO person on your website that easily. So yeah, they, she does my seo inputs, the images properly adds the text and all of that."

00:28:07,"So that saves me about one hour per post. And on average I'd say I blog maybe 50% of my weddings. So let's say that's 10 hours saved during busy season for that. And then task number eight. So this one is probably Nicole what you

would like it's helping with in with Instagram graphics in Canva, like the photo care cells, the IG stories about like promoting the new blog posts that you have up,"

00:28:36,"right. Model calls, content marketing, marketing, all of that. So it's obviously so hard to really figure out an exact number but like my accurate, sorry, my rough estimation that's price list. Yeah. My rough estimation is about 40 hours save during busy season. It's kind of like just the best estimation I can make on that. Yeah. Yeah."

00:28:57,"So those are the eight tasks that are like kind of like top of list, but there's like so much you can customize as so much they can do research for you, they can help you with your inbox calendar management like so, so much. And so the total of how much hours I saved with just those tasks only is 225 hours during busy season."

00:29:20,"Wow. But let me break it Down. But that's what it's like what, six weeks? So Yeah, no, so let's, so like let's say, okay, may, may to November or May to October, may, June, July. And this isn't even the whole year. This is just Your busy. Exactly. Yeah. So I'm gonna wait,"

00:29:35,"let me whip out my calcula calculator. So May, may, June, I'm counting on my fingers. May, June, July, August, September, October six months, six freaking months. Okay. 225 hours divided by six months. So that's an average of 37 hours saved each month, which is a full work week. Wow. Wow. And then you all know all know that you wanna know how much it'll cost you,"

00:29:58,"right? Right. Yep. So this is a range because let's just say you might hire, find someone for \$5 an hour, that's a good fit for you. Maybe they're \$7 an hour. It's just like a little bit of a range. So that would cost you for the entire wedding season or your entire season. \$1,100. 1100. I thought I said \$11."

00:30:17,"No. \$1,100 to \$1,500. That's it. Wow. And imagine with those 225 hours you would be able to like book so many more sessions. And I'm not saying fill up all those hours with the sessions. I'm saying Phillip, part of those hours with sessions, make that money and then guess what? Fill up all the other hours with whatever else you want."

00:30:39,"Right? Like whatever else gives you that like freedom in your life that fulfills you. Well and Here's that is mind Blowing. I love it. And here's the thing, it becomes addictive once you start doing it and then it will start to carry over into personal life a little bit too, where, you know, I start to look at, we haven't pulled the trigger on this yet,"

00:31:02,"but I've been me making a list of And checking it twice. Yeah, I'm, I checked my list a lot. I love list. No, I was thinking Christmas, make a list, checking it twice. It's all good. But anyway, I'm starting to make a list of random household things that I don't wanna do that I could hire just a personal assistant to,"

00:31:26,"you know? Yes. A high school kid, a college kid for \$15 an hour to go make those returns to target for me to go to Costco and pick up what we need, like just to do, go to shopping, do whatever they need to do. Yeah. Just kind of keeping a list of what that is. And so it can be an average of

like three hours a week."

00:31:46,"Yeah, a hundred percent. Three hours of my time is worth \$45. Yes. Yes. Like stuff, even if I use those three hours to sit on the front porch and read a book, oh my god. Like worth, it's So worth it. Yes. Yeah. And I think once you start to get there too, like you'll start to notice,"

00:32:05,"I mean where you talk a lot about mindset on this show. So as you guys start to think about outsourcing, what thoughts start to come up in your head? Like, does it come up with, oh only x, y, Z types businesses do that? Or you know, what thoughts come up in your head when we say hire someone overseas?"

00:32:24,"You know, because that usually has some sort of Yeah. Some sort of thoughts around them. Yeah. Which by the way, my overseas team is amazing. Shout out to Venus who's editing this right now. Hmm. That's an amazing name too. Oh my god. I know, I know. Gosh. She's been with me for, oh Venus,"

00:32:45,"how long you've been with me At least three years. Amazing. If not a little bit amazing more. That's amazing. Yeah. Started as part-time project based and now is basically full-time and helps everything run. There's just, we couldn't live without her. Yeah. But yeah, it just take a, take a stock of like what you're thinking or if you start to get like a,"

00:33:05,"a tightness to your chest when you start to think about it. Like why, why are you concerned about it? What are you worried about? And then reach out to me or Sara, we can help you rearrange that thought because yeah, truly once you start to experience it, it is just really life changing because then you can start to get that balance."

00:33:27,"I mean we all talk about this mythical balance between life and business and you know, sometimes there might be seasons but you, you need to make sure that you're taking care of yourself because if you're staying to yourself like, oh I'll exercise once I, you know, get more processes done and this and that, oh I'll do this once, I'll do that once."

00:33:47,"You know, just one more week of staying up till two o'clock in the morning editing. Yeah. Like that's, it's not healthy to be there because it becomes really easy to keep saying that over and over again. And then if nothing changes, nothing changes. Like Right. If you're gonna do, if you're doing that task, you're like, oh this is my one last time."

00:34:05,"It's actually not your one last time. Because you have to do it again in a way where you're training someone for it to actually be your last time. So every time you're actually doing it yourself and you're fooling yourself, it's your last time, it's actually not because you have to still show someone how to do it. Only once you're in training mode and that's done then it's your last time."

00:34:25,"Yes. Yeah. I have, I try to catch myself of you know, is this a task that I have been doing again and again and again. And then even if I haven't, you know, back in the beginning, even if I didn't know who was gonna do that task yet, I would sometimes just grab a loom video and record it."

00:34:43,"Yes. So that I could start to have this little loom library, which is what we do on our team now. Whenever there's a new thing, it's just like, hey, record a loom, pop it over here into our little s o p place. Yeah. So that way you know,

if there's questions, especially for things that you don't do often."

00:35:01, "So you can do this even if you're not gonna outsource it. But like paying my quarterly sales tax, the PA system was really straightforward and easy. The North Carolina system is a freaking nightmare. You have to like have it per county and town. It's total crazy. So yeah, I recorded a video for myself of basically my own s o p. So cuz I noticed every time I would go to do it,"

00:35:23, "AI would procrastinates and be like, I'm gonna have to figure this out again. Yeah, yeah. And then I would get in there and spend twice as long as now I can just do it in three minutes. So, you know, looking for those different places To opportunity, leveraging your time. Yeah. Yeah. Yeah. Huge. Oh my gosh, "

00:35:42, "this has been so good. I hope you guys out there are really excited to start testing this out. Where can, well actually before we do that, is there anything you kind of wanna say to kind of bring it all together for everybody? Or just like last words of encouragement for people that you know are interested in starting to dip a toe into this?"

00:36:06, "Yeah, I'm trying to see what intuitive hit am I getting Or like even where do you start? Like what's your first, what's the first thing that you do? First thing is to admit that you have a problem. No, I'm joking. Take along with us. Hi, I'm the problem. Kinda joking but not, no, I think it's just a, "

00:36:26, "just to stop fooling yourself having that reality check. Because I remember like, you know, off season, slower season, there's no off season, slow season for photographers. I used to fool myself every year and be like, okay, yeah I'm gonna update my like client experience. I'm gonna update my workflows cause I really wanna elevate the experience. Great."

00:36:45, "And then you look at your calendar at the year ahead, you're like, I actually don't have like my, my ideal amount of bookings, I'm maybe like halfway there or like two thirds there, but I'm not fully booked so that means I'm gonna have an easier season. So that means I won't be overworked so I'll be fine. Okay, yeah that's fine."

00:37:00, "This year I'm finally not gonna be burnt out. Oh my god. The amount of times I said that to myself and the amount of times other photographers have told me that they do this and then, you know, August rolls around September, October and then when you're in the thick of it and you don't have systems in place, you don't have the support, "

00:37:18, "you are forced to stay up working all night and all that kind of stuff. So it's like, it's like having that snap realization, like if something, if you felt some kind of movement within you while listening to this being like, oh I think that's me. It's okay. Like every person has this realization and the fact that you have that realization that is huge and the fact that it's come to your consciousness, "

00:37:41, "that is the first step that is huge. So just, you don't have to do anything more than just realize and accept it and be, and you don't have to beat yourself up for it over it. Just know that okay, yeah, if I don't change up my systems, I am gonna continue and continuously hit burnout. And so I'm

open and willing to listen,"

00:38:02,"to learn, to trust someone that has done it and apply it in my business so that I, you know, I, I moved through a new challenge just like when you first learned your camera on manual. Right. There was so much resistance there. I know for me, I literally didn't touch my camera for two years when I was 60 and I was terrified two years and then,"

00:38:22,"you know, so like there's so much resistance there, but no matter what, there's going to be new, new things to go through and move through in your business if you do want it to grow. Right. And I'm sure you do. So that's what I would say the first step is. Well and this works too. It's a great point."

00:38:39,"This works too though, whether you're full-time or part-time. Yeah. And I always used to like to say too, cuz people I would hear them say, oh I don't need to be priced profitably, I just do this part-time. I'm like, you need to be more profitable because you're only part-time. So like your time is even more limited. Yeah."

00:38:54,"Cause you're already working something else. Right. Most likely. Yeah. Yeah. So whether you are doing this part-time with no intention to go full-time or if you're going full-time and you wanna grow it, outsourcing can help you leverage more of that time. Because I mean it's really truly like putting a quarter into a slot machine and getting a dollar out. Yeah."

00:39:15,"In both profits and time. Yeah. Both. Both. Yeah. Yeah. Yeah. Oh my gosh, I love that you said that. Yeah. Yeah, for sure. Awesome. Well tell everybody a little bit about what you do to help photographers start to tackle this outsourcing bit and where they can find out more. Yeah, so this is what I specialize in teaching is all of my outsourcing systems and all of that."

00:39:41,"But, but instead of like, you know, overwhelming photographers with all of that, I, I'm so excited. I'm offering a brand new live workshop where I'm just going to help photographers take that first step to like bridge the gap between I've never outsourced before, I've never gotten help to, okay, let me just outsource, let me hire virtual assistant for two to three hours a week to start start small."

00:40:05,"I can, I can invest \$15 a week for my three hours of my time back. I can do that. And then once they have that step in place, once they found their dream and affordable virtual assistant, again, like you said, it becomes addictive. You can gamify it, you're like, oh my god, what else can I give to this person?"

00:40:23,"And so I'm pretty, I'm hosting a workshop really soon. It's gonna be live May 8th to the 12th. And if you can't make it live, they'll be replays available so you can register anyway. But it's called five Days to Your Dream and Affordable Virtual Assistant. Cool. So I'm so excited about that. I, my teaching style is very straight to the point."

00:40:44,"No fluff. I don't like to waste people's time because I am all about teaching people how to have more time freedom. Right? So every single day it's gonna be a half hour training, not even, it might not even be that long anyway either. Yep. With a homework assignment. So every single day

with the training and the homework, you would just need about an hour of your time and it's depending on where you're listening in from."

00:41:09, "I mean I'm in Ontario, Canada so in May it's just, we're gearing up just before busy season. So it's like peop I know a lot of photographers have that time available, but if you do invest that time to get, find that person you're gonna in the long run like reap the benefits for the rest of the season so much. And, and so yeah,"

00:41:29, "I'm really excited to literally step by step teach photographers how to do this. There's gonna be be a private community where you're all gonna be going through the steps all together. So you're not gonna be on your own. I'm gonna be answering questions outside of the training. Whenever you're actually in action, you're like, oh, I have a question. Pop into the private group,"

00:41:46, "ask. I'm there to support. And I also would love to break down like every single day what you're gonna learn. Cause it's really bite sized. So day one you're gonna take action and discover exactly what you're gonna focus on outsourcing first in your business. And this is gonna be small. Again, I'm not gonna ask you to choose all the things."

00:42:05, "I'm gonna ask you to pick one or two or three things maximum. You Won't say you need to outsource all your client inquiries. Oh my God. Exactly. Exactly. No, I'm gonna teach you exactly how to easily pick the best first thing to start off with. And it's not the same thing for everyone. And so that's why I need to teach how you pick the,"

00:42:26, "the right things so that you avoid those mistakes. And then I'm also going to teach you where you can actually find that VA oversees ethically for five to \$7 an hour. And then day two, I'm gonna give you my step-by-step process of putting together an effective job posting to be super clear and literally a magnet to like your unicorn, like perfect va. Like,"

00:42:49, "cuz you might be thinking, well I have all these specific needs, like who's gonna be perfect for that? It's like, no, the more specific you are, and I'm gonna show you how the better applicants you'll get. And it's just it, it's like seamless. So you're gonna get quality responses from that. So pretty much day two, I'm gonna show you how to do,"

00:43:07, "put together a job posting. You can literally copy and paste my templates as well. And you're gonna post that. You're gonna be in action that day and you're gonna post it. Okay. And day. And by the way, there's no pressure at the end of this process for you to be like, yes, for sure I'm hiring a person. Like,"

00:43:24, "no, but at least you're gonna even learn the skill on how to do it. Right. Day three, you're gonna learn how to quickly and effectively batch review applications with a secret little way of doing it that I have, which it's gonna take you one hour or less because if you're getting like 50 applications, if you're not doing it with in the most efficient way,"

00:43:45, "it could take you literally five hours. But I'm gonna teach you how to do an an hour or less so that you choose the right candidates to interview. And then day four,

I'm gonna teach you exactly what questions to ask and give you interview techniques so that you just have it printed out while you're interviewing them. And you have the step-by-step game plan."

00:44:03,"You don't have to figure it out. So that's amazing. And so day four, that's when you're actually going to start interviewing your one to three candidates. And day five, I'm gonna, you're gonna still, if you still have a couple more interviews left on that day, you can complete those. But I'm also gonna be teaching you on day five how to decide between those people."

00:44:24,"Because you might be like, well now how do I decide decision paralysis by analysis, right? So yeah, I'm gonna teach you exactly what to look for to see who's the right person for you and that's going to be the experience. And the workshop is very accessible, very affordable. It's only \$33 and you have lifetime access to it. You'll be able to learn this skill that is so valuable to finding anyone else,"

00:44:50,"your editor, all of that. And yeah, you can, registration is open, you can go to [saramonika.com/va](http://saramonika.com/va). So VA is short for virtual assistant. And that's Sara? No h Monica with a K. Awesome. Oh my gosh. Yeah. The link will be in the show notes guys, so definitely go check that out. S A R A M O N I K A."

00:45:14,"Yeah. The Polish Way. I love it. I love it. Oh my gosh. Yeah. If you guys, if this, if this podcast, if you were listening to it and you're thinking like, oh man, yeah, I'd like you are feeling what we are laying down here, definitely go check this out. \$33, completely affordable to be able to buy back so much of your time."

00:45:36,"Yeah. And also if you have, if you're like sitting there being like, I don't know, is, I still don't know if it's the right like workshop for me to take. Right. Literally shoot me a dm, @SaraMonikaPhoto on Instagram, Sara No H, Monica, the k, I will walk you through it. I, my number one like intention is to always guide photographers to a place that is actually right for them on their journey."

00:46:02,"I would never steer a photographer like, yeah, this is exactly what you need right now. No. Like I've told many people before, like, no, no, no, this actually isn't the right fit. I think you should actually start here with where you're at. So if you are just like curious, just like shoot me a dm, ask me,"

00:46:17,"I'm happy to help you figure it out. Yeah. I love it. Awesome. Oh my gosh, this has been so, so good. So much great information. I hope you guys out there feel inspired to start to figure out what you can outsource in your business and then also maybe in your personal life. Oh my god, Yeah. All the things."

00:46:39,"Yeah. So, so good. So thank you again for being with us. Definitely hit up Sara on Instagram, let her know if you found this helpful and we'll see you next week. Thank you, Nicole. Of course. Bye everybody. Thanks for listening to the Hair of the Dog podcast. This was episode number 189. If you wanna check out the show notes for access to any of the resources that we mentioned,"

00:47:02,"simply go to [www.hairofthedogacademy.com/](http://www.hairofthedogacademy.com/) 189.

Thanks for listening to this episode of Hair of the Dog Podcast. If you enjoyed this show, please take a minute to leave a review and while you're there, don't forget to subscribe so you don't miss our upcoming episodes. One last thing. If you are ready to dive into more resources, head over to our website@[www.hair of the dog academy.com](http://www.hair of the dog academy.com)."

00:47:30,"Thanks for being a part of this pet photography community."