



Should You do it ALL Yourself?

“Do it Yourself” projects are the big rage at stores like Home Depot and many home renovation companies especially this time of year.

But does that same “do it yourself philosophy” apply to business initiatives too? That depends.

Tinkering around in your backyard building a deck or painting a fence is a lot more laidback and carries less responsibilities, than deciding where to best spend *your* time and energy in your business.

For example, if you are a chiropractor or accountant by trade, should you be spending your time learning marketing on social media, website development and SEO's, CRM databases, or various apps for your business? Perhaps yes, but what the important question is – should you? If you bill out at say \$100 per hour, you need to factor in what it would cost to learn everything you need to know, retain it, keep up on any changes, and then regularly implement that task into your daily and weekly schedule. Quite simply – is it worth it?

Would it be wiser to hire a professional virtual assistant who can do what needs to be done in half the time? Of course, business decisions like this factor in more than just the cost. For example, perhaps client confidentiality, control, your regular input, or other factors are more important, but what could you outsource and what should you do yourself? There are a lot of self-help supports out there like the “Dummies Guide To” and “Wiki-How” which are “free” - but do come at a cost. The real cost is insidious and often hidden until you look back at the time spent, but essentially it's “your time” to learn everything and then to implement it all into your business – regularly.

Perhaps having a frank discussion with an advisor or a virtual assistant business can help you make these types of decisions. They can help do the math on where your time and energy is best spent and what you could possibly outsource. Perhaps Modern Link Professional Services could help you with this preliminary research and decision-making process. As you navigate through the plethora of options and time factors involved, we have one goal in mind - yours. Our mandate is driven by what is in the best interest of *your* business, *your* time, and essentially in the end - *your* bottom line.

