

# 101 WAYS TO TRIPLE YOUR INCOME AND DOUBLE YOUR TIME OFF

*How To Do What You Do  
Best and Delegate the Rest*



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**Success Connections**™  
Entrepreneur Success Coaching

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Hi.

I'm **Melanie Benson Strick, Million Dollar Lifestyle Business Coach.**



When I first started my business I found myself feeling like I was constantly running a rat race. There were always way too many things on my to-do list than I could ever get done.

To make matters worse, I realized I had hit a financial plateau (and it wasn't at a revenue I wanted to stay at)!

I was already working more than I wanted to and there was no more bandwidth to accomplish any more tasks. Getting there by myself was no longer an option. I was going to have to get out of my own way and start thinking like a CEO of a big business to grow my income and my results.

That is when I discovered **the power of leveraging other people's strengths to accomplish more.** Outsourcing and delegating became my new secret weapon.

Within the first 6 months I added a virtual bookkeeper and personal assistant. I went from making about \$4,500/month to making over \$15,000/month.

I never looked back. Well, I guess who would when you are **regularly doubling and tripling your revenue every time you get a mundane task off your plate?**

This special report showcases a **101 Ways to Triple Your Income and Double Your Time Off -- How to Do What you Do Best and Delegate the Rest.** My wish for you is to discover what is truly a high payoff activity for YOU so that you can delegate the rest to your very own team of highly qualified virtual assistants, contractors, and experts. This is the fastest way to experience more time and money freedom in your life.

Even if you've already dabbled with hiring a VA or support team of some kind, I'm pretty sure you'll find some additional golden nuggets in this report to free up even more of your time to focus on your "bigger fish" – the tasks that you enjoy the most, that make you the most money, and cause you to feel as if your business is effortless.

To use this resource in the most effective way possible, here is what I want you to do right away.

**Step One.** Review the list of 101 tasks. **Check off the ones that you can't wait to get off your plate.**

**Step Two.** Complete the "Hidden Gold Exercise" on page 9. You will probably have quite a few ideas stirred up from reviewing the 101 tasks. **This process will be one of the most profitable action steps you take this year.** Because once you "categorize" the tasks based on what you love to do, what you do because you are good at it, and what you put off and hate doing, you'll know immediately how to soar in the months to come.

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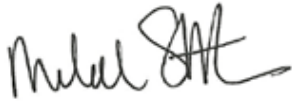
As a matter of fact, just getting 3 – 5 of those tasks off your plate that you don't love to do or aren't really your "high payoff activities" can result in twice as much money in the bank in a matter of weeks.

**Step Three:** Prioritize the tasks you will get off your plate by grouping them into roles. Now I know this is where things can get a bit sticky if you aren't used to doing this. No worries. I've given you an example of some the most common roles in the "organizational chart" sample on page 10.

The benefit to grouping the tasks into roles is you will become very clear on who to hire to do what.

That should get you started and on your path to enjoying a lot more lifestyle.

Enjoy your new found freedom!



Melanie Benson Strick  
Million Dollar Lifestyle Business Coach

P.S. If there is anything we can do to support you in your delegation and team building process, please let us know! I know how quicky you can achieve your dream when you leverage other people's strengths. Just know we are here for you!

# 101 WAYS TO TRIPLE YOUR INCOME and Double Your Time Off

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## Office Administration

Even the most basic administrative tasks can cripple you or derail you from focusing on your highest payoff opportunities. Get these off your plate as quickly as possible to create more bandwidth for the tasks that you enjoy and that will actually make you money.

- Managing all your incoming emails and routing to proper person for handling
- Handling incoming phone calls and ensuring questions are answered promptly
- Create client, event or project file folders and mail to your office
- Handle incoming and outgoing mail processing
- Conducting research on statistics, data, or other presentation needs
- Conducting research on competitors, similar offers, product comparisons
- Send out client and prospect birthday cards
- Coordinate holiday card mailings
- Coordinate holiday gifts to clients
- Researching and booking your cheapest travel options
- Paying your bills
- Paying your invoices
- Billing your clients on time
- Follow up on bounced or expired credit cards
- Tracking unpaid invoices to ensure they are paid
- Creating monthly cash flow reports for your review
- Monitoring profitability by reviewing your income and expenses per product

## Project Management/Office Manager

If you begin to have more than one person on your team you will quickly realize that being a manager is not your “fun job.” Allow someone with great follow up skills and detail management to coordinate and track your projects and resources. You will get a HUGE return on investment as projects will actually get done on-time with fewer mistakes!

- Create systems to automate work flow
- Set up speaking, teleclass or interview checklists
- Set up and manage online procedures guide in tools like WIKI

# 101 WAYS TO TRIPLE YOUR INCOME and Double Your Time Off

*How to Do What you Do Best and Delegate the Rest!*

- Track project deliverables in project tracking systems like [www.smartsheetsuccess.com](http://www.smartsheetsuccess.com) or [www.basecamp.com](http://www.basecamp.com)
- Conduct first round interviews with potential team members
- Set up project launch checklists
- Track team member progress on goals
- Track project launch deliverables to ensure on-time completion

## **Marketing to Generate New Leads**

Essential to generating additional revenue is generating new client leads and converting them to paying clients. With many of these tasks delegated you will be able to get many more lead sources generating traffic to your website and business. This is a great area to outsource as there are too many different marketing tactics for just one person to manage alone.

I've broken this section down into four different categories to help you identify the type of resource you might need.

### **Affiliate Management**

- Set up affiliate tool boxes
- Manage affiliate communications
- Approve affiliate partner applications
- Coordinate affiliate custom URLs
- Track affiliate payouts

### **Online Marketing Support**

- Formatting email blasts so they read properly
- Sending email blasts to specific lists
- Modifying and updating web content
- Setting up custom product order pages
- Setting up squeeze pages for online list building
- Tracking website statistics (unique hits, traffic patterns, etc.)
- Create ezines by plugging in content and formatting layout
- Weekly "cleanse" of online subscriber lists of hard bounces
- Creating custom blogs with wordpress or typepad

# 101 WAYS TO TRIPLE YOUR INCOME and Double Your Time Off

*How to Do What you Do Best and Delegate the Rest!*

- Post free “lead generation” products to multiple sites such as podclasssuccess.com, freeiq.com, or clickbank.com
- Managing blog posts
- Setting up and managing social networking sites like (be sure to search for me when you get there):
  - [www.myspace.com](http://www.myspace.com)
  - [www.facebook.com](http://www.facebook.com)
  - [www.podclasssuccess.com](http://www.podclasssuccess.com)
- Cross-postings to multiple blogs/sites. Here are a couple of my favorites:
  - [www.ryze.com](http://www.ryze.com)
  - [www.sole-e.com](http://www.sole-e.com)
- Post upcoming events, teleseminars or workshops to multiple websites. Here are a couple of my favorites:
  - [www.sharedvisionnetwork.com](http://www.sharedvisionnetwork.com)
  - [www.ryze.com](http://www.ryze.com)

## **Visibility Management**

- Screen and evaluate potential speaking/teleclass opportunities
- Book interviews with internet and radio shows
- Screen and evaluate potential JV relationships
- Update website and personal calendar for event engagements

## **General Marketing Support**

- Creating and submitting press releases
- Managing monthly or weekly article submissions to 3<sup>rd</sup> party sites
- Editing and posting audio messages or podcasts
- Coordinate direct mail projects
- Collect and manage testimonials for websites or live calls
- Set up registration sequence for events & calls
- Manage print newsletter projects by coordinating articles, quizzes, member profiles, etc.
- Edit and proof articles, e-books and newsletters

## **Prospecting and Follow up**

# 101 WAYS TO TRIPLE YOUR INCOME and Double Your Time Off

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Essential to generating additional revenue is generating new client leads and converting them to paying clients. With many of these tasks delegated you will quickly be doubling or tripling your revenue.

- Entering business cards into contact follow up system in a timely manner
- Following up with prospects using scripts to ensure proper conversion
- Creating and loading auto-responders for automated follow up on a free download program, product sales, launch campaigns, and live events
- Set up products for ordering in online shopping cart
- Create post-event sales tracking sheet
- Process orders and call all purchasers from speaking events
- Track live event speaker split payments
- Create and format product one-sheets
- Design and layout live event order forms

## **Product Development**

An area that you may be overlooking is product development support. Many tasks that you think no one else can do as good as you may be of huge value to outsource. Delegating these tasks can free up precious hours in your day to accomplish your “bigger fish.”

- Edit audio files for information products and marketing
- Edit audio recordings for podcasts or weekly audio messages
- Set up teleclass or webinar bridges
- Follow up with 3<sup>rd</sup> party vendor projects and deadlines
- Create pay-per-click ads
- Track campaign successes including conversions, click throughs, etc.
- Manage your personal calendar for cancellations, over-bookings, double-bookings
- Assist clients with scheduling sessions or prospect appointments
- Set up and track other people's affiliate program information
- Manage your online product store with updates
- Handle un-blacklisting your domain
- Create banner ads or buttons for products and campaigns
- Cleanse and prepare direct mail lists

# 101 WAYS TO TRIPLE YOUR INCOME and Double Your Time Off

*How to Do What you Do Best and Delegate the Rest!*

- Create new client intake packages
- Create PowerPoint sales presentations

## Client/Product Fulfillment

Remember that your job as entrepreneur is to work “on the business” not in the business. Outsource as many client fulfillment activities as possible, especially if they can be done at less than half your hourly rate. In addition to administrative support, you can also leverage apprentices, interns and sub-contractors in the product fulfillment area.

- Conduct follow up “coaching calls” for purchases to assist with implementing program
- Conduct group calls for coaching or membership programs
- Manage membership program sign ups
- Send event reminder email blasts to teleclass, event or webinar participants
- Coordinate all speaking for 3<sup>rd</sup> party events like sales forms, getting products on site, handouts, etc.
- Coordinate membership or expert call speakers
- Coordinate membership site/continuity program mailers, newsletters or gift mailings
- Post fee-based products to multiple sites such as [www.podclasssuccess.com](http://www.podclasssuccess.com), [www.freeiq.com](http://www.freeiq.com), or [www.clickbank.com](http://www.clickbank.com)
- Coordinate the printing, duplication and fulfillment of purchased products (through a product fulfillment house is best)
- Coordinate product orders to clients
- Design and proof product packaging

## Event Management

Event management can drain a lot of your time and energy, especially if you do not have any experience in this area. Outsourcing this task can not only save you tons of money, it can keep you from making costly mistakes and help ensure your guests have a great experience. Which means, you will make more money in the long run!

- Negotiate, book and manage live events with hotels
- Track room consumption for contracted venues
- Set up food and beverage requirements with hotels

# 101 WAYS TO TRIPLE YOUR INCOME and Double Your Time Off

*How to Do What you Do Best and Delegate the Rest!*

- Coordinate all on-site supplies for live events
- Coordinate all special client event dinners, outings and transportation

## Customer Service

Customer service is an area that if done by the business owner can sap your energy. Who wants to deal with complaints? Who has time to make all those phone calls? There are people who thrive in this area and you want to leverage them immediately. The key is having proper systems and protocols so you get the “highlights” without getting dragged into the muck.

- Conduct post-purchase thank you and welcome phone calls
- Follow up on online rejected purchases
- Receive and process product returns
- Man 800#, website “help chat” or other customer service call centers
- Answer routine questions for new members or clients

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Want to learn more about how to explode your profits while enjoying more time off for what’s important to you?

Register now for the

“Entrepreneur’s Secret Weapon:

A Simple Leverage Strategy to Create  
Tons More Profit & Free Time.”

At <http://www.entrepreneursecretweapon.com>

Or contact our leverage mentors to  
find out the best solution for your needs:

Toll-Free: (877) 830-3139  
(818) 530-4884

Email: [info@successconnections.com](mailto:info@successconnections.com)



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*How to Do What you Do Best and Delegate the Rest!*

## Role Organization Chart (from the Virtual Team Building program)

In each role, write in the name of the person on your team who is responsible for this function. You can also create your own “organizational chart” with roles that are specific to your business.

