

**Earn More  
Live More  
WORK LESS**

*How To Outsource Yourself  
A Wonderful Life*

**ANDI LEE MAN**

# Earn More, Live More - Work Less

How To Outsource Yourself A Wonderful Life

Andi Leeman

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## Introduction

If you have ever had the desire to live more, and earn more but to actually work less, then this book will help you.

It was written with one intention only, and that was to get you to master both time and money in your daily life so that you actually earned more money and have more free time allowing you to live a more enjoyable and calm life... by doing less.

I know it sounds rather contradictory and I'm sure you are thinking, *how can you live and earn more by doing less?*

This is one of the *secrets* of the rich.

Everyone sees it, but very few people have figured it out. Every day we see it happening all around us, but fail to understand its power and potential.

And this secret is?

Other people. Or more importantly, leveraging other people's time. Also known as *outsourcing*.

Every film or TV programme you have seen which features an incredibly wealthy family or rich business tycoon will feature other people who are beavering away doing stuff in the background.

From Batman to Downton Abbey, there is always an Arthur or a Gieves type person close by.

The other people are the ones who help make the wealthy, wealthy.

So that question again.... *how can you live and earn more by doing less?*

The answer is that you are going to do less of the stuff which you do not enjoy, or the stuff which robs you of time and ultimately costs you more money in the long run, and to focus more on the stuff which you would rather do.

The stuff you would rather do, can and will give you more back if only you were free to do more of it. And that's where the problem lies.

Too many people have too much *other stuff* in their lives to do. This *other stuff* gets in the way. It robs them of time and prevents them from moving forward in life. It gets in the way and prevents growth and expansion.

More importantly, *other stuff* can prevent people from earning more money and steal their freedom.

Successful and wealthy people understand this, and this is why they avoid as much of the *other stuff* as possible and focus only on the stuff which:

1. They enjoy.
2. Gives them maximum returns for their efforts... i.e. more money and more free time.

And how do the wealthy achieve this? By *outsourcing* the *other stuff* to *other people*.

The *other stuff* which I am referring to, is very often the stuff which has to be done regularly... sometimes daily.

It's the small stuff and the mundane stuff.

By outsourcing the other stuff and paying others to do it for you allows you to focus on what you really enjoy doing and gives you the opportunity to do more of it.

Which leads to a more fulfilled life.

It's important to remember, money can be replaced, time cannot.

Time wasted doing other stuff is lost for good. To make money to aid a fulfilling life, you will need time. You cannot make money when a lot of your time is spent doing the other stuff.

There is a limit to what you can earn and achieve in life if a large amount of your time is spent doing the other stuff.

You have to use your time to buy back more time. This is the secret of the rich. They use their time to buy more freedom.

It's very hard to plan a full day's work and do a full day's work when you have to 'deal with this' or 'pop off to do that'.

Any time you are doing something which takes up your time, is taking time out of your day, time which could be used more productively or spent doing something more enjoyable.

**Please note:** The examples in this book use UK £s because I am English and it's easier for me to work with while writing the examples. Please convert any monetary values to those which suit your area. They are rough guides really and you will get the idea to what I am trying to say.

## Outsourcing: Your Way To A Better Life

The aim is to *outsource* specific tasks and leverage other people's time... so that you can earn more or have more free time to do the things you love.

Once you read through this book you will begin to see things differently and hopefully understand what I am saying. My first task is to change the way you look at work and money so that you will start to see things a lot more clearly.

Most of us are programmed to save our money, to hold onto it as tightly as possible and only use it to buy things which we enjoy or absolutely need, but on the whole, we use money to give us pleasure.

So we juggle the money we have and try to use it as wisely (more often unwisely) as we can. We create a balance where we spend what we can on things we love without spending too much on things that need to be done by opting to do a lot of it ourselves.

For example: a lot of people will do their own decorating, after all, it's not actually hard to paint a wall or two. It's just a case of slapping something wet and sticky onto a wall using a brush.

I mean, how hard can it be?

The idea of paying someone else to do the decorating seems like madness when it is so simple.

Why would you ever pay someone £500 or more to paint a room when you can do it one weekend?

It is a valid argument. However, it could also be the wrong thing to do for many people.

Doing specific jobs yourself which you probably do not really want to do, just so that you can save money, can in fact be a false economy. I shall come back to this decorating example to explain more later.

So what do I mean when I say *false economy*?

A false economy is where you do something in order to *save* money, but it actually *costs* you more money in the long run.

The problem is that trying to save money by doing something you would rather not do, means that you are going to spend time doing it... which is time you cannot spend doing the things you enjoy and love... things which could make you more money than the amount you would save when doing the jobs you hate.

The way most people look at *time* and *money* is where the majority of their problems stem from.

I shall explain this in more detail shortly.

The intention of this book is to get you to understand that money is simply a *tool* and that time is *short*.

## Money Is A Tool

Money is a tool, it is to be used and leveraged, and not only to be spent on the things you want.

By leveraging your money to pay for other people's time, you will end up with more of *both*.

As hard as this may sound, using your money to buy snacks, takeaways and other treats which you enjoy, could actually be the reason why you have little *spare time* to spend doing the things you love.

Now, as a guy who is partial to a bit of takeaway food, I am not saying that you cannot do those things, far from it. I want you to do the stuff you love more and more. And the best way to do that is to have more money and more spare time... and you will get that by leveraging *your money* and *other people's time*.

Think of it this way, imagine you were planning on spending the day doing house work which includes washing pots, washing clothing, changing bed sheets and hoovering throughout your home.

Now imagine that a child, either one of your own if you have them, a niece or nephew, or one of your friend's children, offered to do the work for you for £30.

Imagine that you don't have £30 spare so you are about to say *'thanks, but no thanks, I'll do it myself'* when I turn up and ask you to do something for me for £60.

And let's say that what I asked you to do would take a couple hours less to accomplish than all of the cleaning you were planning on doing.

What would you do?

As a bonus, what I am asking you to do is something which you actually enjoy doing too.

What would your answer be?

Would you say yes to me *and* the person offering to clean?

I hope so. Why wouldn't you?

You will get to enjoy doing something you actually enjoy, you will also have a couple of hours free to yourself, the cleaning of your home is done for you and you will also be £30 up on the day.

Isn't that a great result?

It is a win-win situation for all involved.

You got the cleaning done for you, you got to enjoy some free time after doing something you enjoyed as well as being £30 up. The child has earned £30 pocket money and I have had you do some work for me which has helped me.

Everyone's a winner!

Now you should be starting to see where I am going with this book.

Obviously, the previous example is not going to happen all the time, not out of the blue anyway. The only way that is likely to happen more often, is if you make it happen. You design your life in a way where the previous example becomes a way of life.

As I stated earlier, money is a tool which should be leveraged. And when leveraged in the same way that you paid the child to clean your home, you were able to make an extra £30. Now you can order your pizza and enjoy it in your freshly cleaned home without having to use money from your bank... and you didn't have to do the cleaning either!

Had you not taken me up on my offer, had cleaned your home yourself, and then paid for a takeaway pizza, you would be down £10 - £20 (depending on what you got, who you are with and whereabouts you live that is) and probably miffed that you have had a crap day.

But because you paid someone to clean your house for you instead while you earned money doing something you enjoyed, you are eating pizza in a freshly cleaned home with extra cash in your pocket... and feeling happy because you have had an enjoyable day.

Going back to the decorating example from the start of this book, when doing the painting yourself, you will save money, but you also waste time. Now, what if the painter was charging you £18 an hour to do the work, but you could earn £25 or more an hour doing something else which you find more rewarding?

What would you do?

Or should I say, what should you do?

Trying to do something yourself to save £18, could in fact be losing you £7 per hour. By paying a painter to decorate your room at £18 an hour, and then working to make £25 an hour, you are going to walk away with a profit of £7 per hour. Which over an eight hour period, is going to put £56 in your pocket.

Or, you do just six hours work ( $6 \times £25 = £150$ ) have two hours to yourself to do whatever you want, then pay the painter £144 for doing a full day ( $8 \times £18 = £144$ ) and still have £6 extra in your pocket... which incidentally, is slightly more than the price of a piping hot traditional 12" Margherita pizza from my local pizza shop!

**Winner - Winner - Pizza Dinner!**

This is something which needs to be planned and worked towards. This is a lifestyle which is designed.

Now, before you panic and think that I am insisting that you spend all of your time working, this is not the case.

What I am saying is that you should find a way to make money which is going to earn you more than what it costs to have the mundane and tedious jobs you hate done for you. You should find a job... or second income which brings in extra money to offset the costs of having those types of jobs done.

You need to buy back your freedom.

I am not suggesting that you get any old job which pays well, unless you choose to. You should find a way to make more money doing something which you *really* enjoy. Remember, this is about creating a life by design. You are designing an enjoyable life where you do more of what you love, less of the things you don't, while earning more money and giving yourself more free time.

Mundane jobs include shopping, putting fuel in the car, cutting the grass, cleaning, washing clothes and ironing (do people still care about ironing clothes these days?), washing windows, painting and home maintenance. These are jobs which require very little skill and can be done by most people which means that they can cost little to have done.

## It's All About The Numbers

Successful living comes from understanding the numbers.

I hate cleaning, it's such an annoying *time vampire* to me. When in the throes of cleaning, I just see my time being *sucked away* and all I can think of is what I could be doing instead with the time. I know it needs doing and I love having a clean house, *but boy... do I hate cleaning!*

If it costs £20 to have a cleaner in for a couple of hours, yet you are able to earn £30 an hour writing articles for a website, would it not make more sense to hire a cleaner and spend those two hours writing articles making £60?

Again you are going to be £40 up on the day and you have avoided doing something which you dislike. (If cleaning is something you enjoy and it is a kind of therapy to you, then think of other areas in your life where this idea will suit.)

You could simply work one extra hour and earn enough to cover the cost of the cleaner and have an extra hour all to yourself. You could enjoy a walk in nature, or pop to see a friend or relative, or just sit and chill in front of the television with that extra hour.

Food and essentials shopping is another job which people often hate doing. Again, it is not hard to pull things off a shelf and put them in a trolley. You most certainly would not be paying a premium price to have someone do it for you.



You might know someone who would happily do it for you for a quick £20 or so. A little bit of *extra beer* money or *going out* money is all they are after. Again, you can pay that while you focus on earning more. *More on this later.*

Remember though, this is about balancing things in your favour. You pay the people to do the tasks you hate, giving you more time to work on the things you love which will bring in more money than what you are paying out, plus giving you more free time.

This will not work if all you are doing is paying people to do the work you hate while you sit on the sofa in your undercrackers watching films, drinking beer and eating pizza. Although that may sound like a lot of fun, if you are not earning a tonne of money per hour, it is a sure fire way of getting into debt and trapped in a lifestyle where you NEED to work.

This is all about figuring out the best way to live. It is optimum living. It is effective living. It is having a great life by design.

This falls nicely into the 80/20 rule.

## How To Eat More Pizza In Your Undercrackers Using The 80/20 Rule

The 80/20 rule states that 80% of outcomes (or outputs) result from 20% of all causes (or inputs) for any given event.

The 80/20 rule is based on the Pareto principle which was named after Vilfredo Pareto, the mathematician who discovered it. It is basically a law of nature. You see it working in everything around us.

The figures are not always 80/20, it may be 75/25 or even 70/30 but they are thereabouts.

You will see it in action everywhere.

80% of the traffic in the UK will be carried by 20% of the road network.

20% of the animal kingdom will have supremacy over the other 80%.

80% of the planet's resources is being used up by 20% of the nations

80% of the money paid to professional footballers, is paid to only 20% of the players.

20% of social media influencers are earning more money than the other 80%.

80% of a company's profits comes from 20% of its sales.

80% of a company's sales comes from 20% of its customers.

80% of a company's output comes from 20% of its workforce.

80% of the world's wealth is owned by 20% of the population... and then 80% of that wealth is owned by another 20%... and 80% of that wealth is owned by another 20% and so on and so forth.

You simply cannot escape it, it is a law of nature.

It cannot be any other way.

But when you understand it, you can use it to your advantage. You can design a life around it and make it work for you.

When you understand that 80% of your money comes from 20% of your efforts, you can focus on doing more of that 20% work, and then outsource the other work to other people for pennies.

For example: Mike Shreeve is a writer from the United States who earns hundreds of thousands of dollars from several sources. He writes fiction which is published on Amazon Kindle, he writes sales copy for his own educational products which he creates and sells, and he used to write sales copy for other people.

These four sources would bring in hundreds of thousands of dollars for Mike. Over time, they have all added up to several 7 figures.

Instead of putting fuel in his car, cutting the grass at home and doing the weekly food shop, Mike paid someone else to do those tasks for him allowing him to focus on the work which brought in more money and gave him more freedom to spend time with his family.

It is a lifestyle he created by design. And you can do it too.

As long as you can cover the costs, why not pay someone to do the jobs you hate?

Money is a tool (I am going to keep repeating that line until it sinks in!), that is what it was designed to be.

Money is a universal tool. It can be used for so many things.

Use it to make your life better and more enjoyable. There is no reason to do everything yourself just to *save a few pounds* or because you think it is the *right thing to do*.

Ultimately, it is up to you to decide what is right for you. You need to prioritise which things are important and not important to you.

Remember, you cannot get time back. Once it's gone... it's gone. I hate having my time taken up or wasted by other people. And as I get older I am getting worse.

Maybe it has something to do with the knowledge that I am getting closer to saying goodbye to this beautiful world. There are things that I want to do and experience and that time is ~~slowly~~ *fastly* running out.

There are a lot of things that I don't want to do and so when my time is taken up doing them, or by other people and circumstances, I get frustrated.

I just want other people to deal with them. So I can be left alone to do the things which I enjoy, that make me grow as a person and make money which can enhance my life.

And deep down... I believe that you are the same.

## Outsourcing: Cooking and Food Preparation

This is an idea which a lot of people are going to struggle with, yet, people do it all the time without realising.

When people are busy with work, they often buy food to eat. They either stop off on the way home to buy something or they order a takeaway once they are home. They do this because they are late home, need a shower, have other jobs to do and do not have a lot of time to cook, or they are simply too tired or can't be bothered to cook.

It happens more often than most people care to admit. Yet when I suggest that they buy in ready prepared food from a pre-cooked home delivery service, they are shocked at the idea.

*"But it's ridiculously expensive Andi!"*

Cooking and preparing food can take quite a bit of time out of your day. Especially if you eat three times a day. I only eat once a day so the time lost would be minimal for me, but fortunately I have my food prepared for me while I work for which I am very grateful.

For other people, cooking and preparing the main meal of the day can sometimes take an hour to do... occasionally longer.

Some people enjoy cooking, it allows them to wind down after work, others enjoy it as it gives them something to do. This is great if you enjoy cooking and you have nothing else you'd rather do... but for those who don't enjoy cooking and would rather do something else more enjoyable instead, it makes sense to outsource food prep and cooking to someone else... as long as you are going to earn back more than what you pay out.

Most takeaway food - not all - is fairly unhealthy. Eating too much of it will do you no good in the long run. But there are healthier alternatives. These healthier alternatives are usually pre-cooked, packed in tubs and delivered cold. All you need to do is pop them in the oven or microwave to warm up and eat when ready.

Pre-cooked food and home delivery services are becoming more and more popular with people who live busy lives. The downside is that they can be quite costly. For a couple, two meals can cost anywhere between £8 and £15, which over the course of a month (30 day average) is going to be somewhere between £240 and £450. That is quite a lot of money if you are not earning it or more back.

The price, which seems expensive, includes more than the cost of cooking. It includes sourcing and supplying ingredients, time spent chopping, stirring, cooking, fuel costs, packing and delivery. But it's much more than that, it also frees you from having to go shopping for the ingredients themselves. You are buying back time.

Shopping alone can steal an hour or two each week. Especially if your favourite supermarket doesn't have specific items and so you have to stop off at other stores to buy them. If you live miles away from the nearest store, just driving there is going to cost you quite a bit in time. It isn't such an issue these days thanks to supermarkets offering cheap delivery services.

Shopping, cooking and preparing food can take up a lot of your time, and if you hate shopping and cooking, then it's no fun, it's a chore. So what if you were able to do other things with that time, things which you would rather do and could earn you more than what it costs to pay to have your food cooked for you?

Again, wouldn't it make sense to do it?

As an example, I was recently paid £250 to write an email for a client. I did it one evening, and it took less than 30 minutes. That one email could pay for one full month of food for two people using a cheap pre-cooked food delivery service. Now that I no longer need to cook an evening meal for the next 30 days, I can write more emails for clients making even more money.

Or, I use that time which would normally be taken up cooking food, to go for an enjoyable walk, or go and do some other form of exercise like yoga. Once I have done what I wanted to do, I simply warm the food up in the oven or microwave and sit down to enjoy it.

If ordering in pre-cooked food which simply needs to be warmed up is not for you, you could always consider paying someone to come to your house and cook a fresh healthy meal each day. It will be more costly than the delivery option, but that doesn't matter as long as you are utilising that reclaimed time to make the money to cover the costs.

Remember, this is about giving yourself more time to do the things you enjoy and to do things which will earn more money allowing you to live a more enjoyable life.

I am not saying that you should work 12 -14 hours a day in your employed job if you absolutely hate the job (you'll also be lucky if your employer can give you that much overtime).

What I am saying is that you need to swap the time you waste on the mundane tasks to doing something else which you enjoy that will bring in the money to pay to have the work you hate done for you.

If you are employed and hate your job, then look for an alternative second income which you can do to make the money which you use to pay others to do the cooking for you. Maybe find a way to make money from a hobby.

Let's imagine that you love playing the guitar, could you teach people how to play the guitar charging £15 a session using the time you would normally spend cooking? If you were able to charge £15 per session, do a session every day of the week and you paid £4-5 for a pre-cooked meal, you would be £10 up each day AND spent time doing more of the one thing you loved.

If you were only able to find 3 students each week, you would still have earned enough to cover your food costs for the week, enjoyed more time on the guitar AND have more time to yourself which could be spent enjoying playing the guitar on your own.

Why not be smart about it, do an online course where you teach several people all at the same time. Make all the money you need in one sitting giving you plenty of free time for the rest of the week.

The downside to using these kinds of food preparation and delivery services are the amounts of packaging which is used. If you are environmentally conscious and are concerned about the amount of plastics being put into the bin, then this may not be right for you. You may be better paying a cook to provide you with food as part of the service.

Or, as you will learn more in the next section, pay someone else to do your weekly shop for you so all you need to do is cook.

## Outsourcing: Shopping

Another one of those mundane *must-do* jobs is shopping. I am not talking about the pleasurable type of shopping where you go out to buy new toys like a sports car, a holiday or music equipment.

Buying items you know you are going to enjoy is a lot more fun than having to pop to Morrisons, Aldi or Tesco (other supermarkets are available) to stock up on milk, tea bags and toothpaste.

Again, this is one of those things which takes up a lot of time. Depending on where you live, you may need to drive miles to the nearest store to stock up on the necessities. It is quite easy to lose a couple of hours getting the weekly shop.

In the past I have driven out of town to another supermarket because it stocked items that were not available in the local stores. Items which my good lady preferred. And because of health reasons at that time, she couldn't go alone. Those out of town shopping trips took up several hours of the day.

Granted, we made the best of it while being in a different town by spending time in the park, having a walk while drinking a takeaway coffee which I enjoyed, so it wasn't all a mundane chore. However, the fact remains, I lost a couple hours of the day buying soft bog roll (and other things).

Time I will not get back.

Another problem with shopping is bumping into people you may know. I am not necessarily an antisocial person, but the last thing I want to do when I go shopping is to spend time chatting to people in a busy supermarket. I want to be in and out as fast as I can. Stopping to talk to people by the pizza counter just eats into my precious time. It's fine if you have nothing better to do that day... but I am sure you do.

And let's not forget about the shopping list which you need to compile. That too required time. Ideally, you should have a notepad or a chalkboard in the kitchen which you can add items to throughout the week when you know that they need replacing.

Even if you buy your food from a pre-cooked delivery service or have a cook buy your food items for you as part of the cooking service, there will always be other items you will need. (If you have a cook who is willing to buy your food for you as part of the service, he or she may also buy your other items for a few extra quid in their pay.)

You can do a shop online while you relax at home, that is faster than having to go and do the shopping yourself and is a great way to leverage other people. It can save you a lot of time and money.

If you do not want to use online shopping, and I can understand why at times, there is nothing more frustrating than being given a poorly thought out substitution, you order a vegan pasty and end up with steak bake... you can always pay a close trusted friend or family member who is looking for a little extra pocket money.

This could be a weekly thing, or a fortnightly affair or even just once a month. It all depends on what you need and how much of it you need. Either way, you pay someone to go to the shops on your behalf, buy everything on your list, bring it home and put it away in the cupboards for you.

A teenager may do it for you for £15 - £20. Or even a retired person who is fit and healthy and looking for a way to supplement their pension may happily do your shopping for you for a small fee.

Again, this is not going to cost you a lot as it is something which does not require a lot of skills to do. By having someone else do your shopping for you, you are free to focus your attention on better and more enjoyable things.

Unless you are wealthier beyond your wildest dreams, you should only outsource the shopping as long as you are *using that reclaimed time* to make more money... or at least cover the money you are paying out.

### Bonus: Money Making Tip Of The Wealthy:

*Wealthy people outsource a lot of the mundane jobs to other people so that they can focus more on the work which brings in the money, as talked about in the 80/20 principle. But did you know, wealthy people also turn their hobbies into ways to make money?*

*That way they get to enjoy more of what they love in their spare time, AND earn money from it at the same time.*

*Take the previous example of the man playing the guitar, giving guitar lessons or opening up an online shop to sell guitar parts, is a great way to earn extra money from your hobby. This is what a lot of wealthy people do. They find a way to monetise the thing they love to do.*

*They then pay other people to do the jobs they hate so that they can focus on the stuff they love to do and get paid to do it. Effectively, they get paid to play.*

Imagine that you were paying someone £20 to do your weekly shopping. Each week they spend two hours on average going to the supermarket and back, and putting your shopping away. That is a cost of £80 a month, but you have now reclaimed eight hours of your time.

Now imagine that you were a busy website builder who charges £500 to build a five page website ideal for small local businesses (this is a reasonable price for a five page website). A five page website takes roughly four hours to build.

You now have an extra eight hours to work on websites generating an extra £1,000 a month. Or work on one, earn £500, have four hours to yourself and still be £420 better off.

Please remember, I am not telling you to work every hour going, but in the above example, you only have to work an extra four hours, and you will have more money in your pocket, four hours free time AND not have to go to the shops.



It doesn't just have to be the weekly food shop either. Any form of shopping can be outsourced. There is always someone who is willing to go and buy or collect items for a fee.

## Outsourcing: Cleaning & Laundry

This is one of the better known local outsourcing jobs. Quite a few people already pay out for cleaning services... and I don't blame them. I am not a fan of the *time vampire* known as *Count Cleaning* - as you already know - and would rather pay someone else to do it.

And the best part about this is that there are people who are happy to do it. (Crazy people.)

There is always an advert in the local paper or Facebook group promoting cleaning and laundry services. Some people focus on just ironing alone, not that I will ever need that service. *Count Ironing* is another *time vampire* I avoid at all costs. I have managed to survive the last 20 years only ironing clothes when there is a funeral or job interview. I see no other reason to spend time ironing. As you can imagine, I hate doing it.

### Bonus Tip: How To Get Ironed Clothes Without Ironing

*I have my good lady to thank for this tip, she too hates ironing. When you remove the wet washing from the machine. Always give the wet screwed up clothing a shake and gently pull the wrinkles out when hanging it on a washing line or radiator.*

*Shaking clothes and gently pulling them straight removes wrinkles preventing creases from forming and removes the need to iron. Creasing tends to occur when wet and wrinkled clothes are drying. The heat sets the wrinkles in place, like baking clay in an oven.*

If you are one of those people who insist on having every piece of clothing ironed - some people even want their undercrackers pressing! - and love the feel of pressed clothing but hate doing it yourself, then paying someone to do it for you is something you should consider... *the above bonus tip is cheaper!*

Same for cleaning and vacuuming. I guess there may be some people who enjoy it, but for me, it really doesn't float my boat. Having to get on my hands and knees to scrub out showers, baths, toilets, bins, under cupboards... it's just awful. Awful... awful... awful job.

Going round taking a layer of dust off everything is just tedious, and when you have a house with a lot of ornaments, knick knacks and flat surfaces... there is a tonne of dust to move.

Personally, I would rather spend that time writing. I could write an email which generates enough sales to cover the cost of a cleaner, I could work on a sales letter which could generate thousands of pounds in sales, or I could work on a fiction story which could earn money for many years to come.

Spending time doing any form of cleaning is time taken away from more enjoyable and profitable tasks... *and it is time you cannot get back!*

An independant cleaner (not a uniformed agency cleaner... the woman who lives two doors down and is friends with your mum's neighbour) can come and clean once a week for between £10 and £12 an hour. Even if you paid them a decent £15 an hour and they worked for two hours each week, you are paying no more than £30 to have your home cleaned (depending on how big your place is of course).

That is a total monthly cost of £120.

In the example where I earned £250 writing an email for a client in as little as half an hour... I could spend that reclaimed eight hours doing client work or finding more client work.

I don't know about you, but I would rather spend my time writing an email and being paid £250 for the pleasure than being on my knees cleaning out a toilet or listening to the loud whiny drone as I go around vacuuming the house.... *again!*

I am sure the guitar teacher would rather be out giving guitar lessons at £15 an hour and pay the cleaner £15 an hour to give his pad a good going over. He may not be better off in the pocket, but spiritually he will be. He has a clean house and has spent time doing more of what he loves... and it hasn't cost him any money.

I am sure guitar teachers charge more so I expect they would go home to a clean pad with some extra in their pocket.... *enough to buy a nice pizza!*

Time is very precious, once it's gone, it's gone!

You can always make more money. If you lose it, you have many chances to make more.

But not with time. You can't go out and earn another year.

So, why would you want to waste your time doing work which you don't want to do, work which other people are willing to do for a fee?

As always, please remember, the idea is to outsource the tasks you don't want to do so that you can spend time doing the things you enjoy and/or make you more money.

Again, I am not saying that you should spend all of your time working and flogging yourself to death. It is the opposite in fact, you should design your life so that you are doing MORE of the good stuff, LESS of the tedious and mundane stuff... and without it losing you any money and taking you closer to debt. Ideally, you will be more in pocket.

Ironically, when you focus your attention on the work which brings in more money and outsource the work which robs you of your spare time, you will have more spare time to play with.

## Outsourcing: Gardening

Gardening is another job which many people have to do but hate with a passion.

I've affectionately called it... *Count Gardening*, because... well you know why.

If you are one of those people who love gardening, then obviously spend your time doing it. If you enjoy it, then it is good for your soul and for your spirit. It is nourishing and a great form of therapy. An antidote to the stress and pressure of modern life.

However, if you do not enjoy gardening, then why are you out there on a Sunday afternoon mowing the lawn, raking up the grass, sweeping the path and cutting back bushes. Why do you even have a lawn mower?

Surely it would be better to pay someone once a fortnight or once a month to come and maintain the garden while you do something more enjoyable?

As always, the same rule applies, if you can do something which you enjoy AND generates an income which exceeds the cost of the gardener, then that is perfect.

Let's say that you have been making money selling pre-loved items on eBay and making good money from it. This involves spending time sourcing items from charity and thrift shops, cleaning them up, photographing them, listing them on eBay and then once sold, you have to package them ready to take to the post office.

If you are employed full time and this is a side job which you are doing in your spare time... would it not make more sense to focus on the eBay work which is making you money rather than spending time mowing lawns which is making you irritable and miserable?

The gardener could easily be finished within a couple of hours at a cost of £50. That would save you from doing maybe three or four hours of annoying work - professionals often get the jobs done faster - and has allowed you to work on your eBay listings which could bring in £100 or £200 for the day... wouldn't that be a better use of your time? I think so.

*Money is a tool. When it is used correctly... it will make you more. Used incorrectly, it will trap you in a cycle of lack of money or even debt.*

## Outsourcing: Maintenance Work

I once worked for a multi-millionaire who had a chap to do all of his maintenance work, no matter how small it was. Even putting a painting up on the wall was a job for his *go-to* chap.

If a job required a hammer or a drill, this chap was called in to do it. And while he was doing these small jobs, my boss would focus his attention on his work which was responsible for making him millions. To him, it made more sense to pay someone else to do the small jobs while he worked on making his next million, spend time with his family or doing more of the things he loved.

A lot of maintenance tasks are small or relatively easy to do and most people can attempt to do them and be fairly successful in their completion. Like decorating for example. And so that is what they do, on the weekends or evenings, they turn their hands to maintenance.

But, these small maintenance jobs often take longer to do compared to having a professional do them, and if you have never done anything like it before, you can spend a fair amount of time trying to learn and figure out what needs to be done.

Instead, why don't you pay someone who knows what to do, to do it for you, while you focus on making the money to pay them?

Use the time which you would have spent trying to do it yourself, doing something else, something which you know how to do with ease and will make you money. If not now, will make money in the future.

Learning new skills and studying is also very beneficial. So if you are unable to make extra money while the carpenter is fitting a new gate, you could spend the time learning skills which will eventually pay you far more per hour than what you would pay a tradesperson.

It is said that it takes 10,000 hours to master a skill, so you are going to need to focus your time and efforts. If you are trying to learn a new set of freedom skills, you won't do it if you are spending a lot of your precious spare time doing maintenance work, shopping, washing & cleaning etc.

You need to utilise your time better so that you master your new skills as quickly as possible.

Unless money is ridiculously tight, use it to buy your time and use your time effectively to learn or earn. The faster you learn, the faster you will earn, and the faster you earn, the faster you can buy more time.

*Quick Tip: Although they say it takes 10,000 hours to master a new skill, it takes far less time to become good at something. You don't always need to wait 10,000 hours until you master something to profit from it.*

*Being good at something - or at least better than most others - is often enough to get you earning.*

*10,000 hours is 416 and a bit days, which is one year and seven weeks. Depending on what it is you are learning, I am more than certain that you can profit from your new skills within half a year... Maybe even after a couple of months.*

Going back to maintenance, there are a lot of hazards associated with DIY and maintenance work. I am a qualified carpenter and joiner, I've worked both on site and in workshops. I have also done a lot of other building work as part of my 20 or so years in the building trade, so I am confident in my abilities.

However, during that time, I have drilled through at least three electrical cables which were hiding in places they shouldn't have been, one gas pipe, put a nail through a water pipe, fractured my ankle, shot a nail into my thumb (the nail gun slipped as I fired it), had far too many splinters to count, hit my thumb with a hammer numerous times, and had to go to A&E to have my eye washed out when wind blew a pile of sharp chipboard cuttings at me after cutting kitchen worktops outside. (And yes, I was wearing safety glasses but had removed them just as the wind got up!)

After reading all of that it might be hard to believe, but I was actually quite good at what I did.

I have also worked with several guys who have lost fingers and eyes while working with woodworking machinery. I know how dangerous this work can be, and I am very lucky that I haven't had a more serious incident over the years.

Now I have to ask, do you like the sound of that?

Do you want to risk drilling into a gas or water pipe?

I can tell you now, it is quite a scary moment. With gas or water whooshing past your ears at speed, you suddenly fear that you are either going to blow up or drown.

Water can do a lot of damage to a property, and time is of the essence. If you don't know where the shut-off valve is, pressurised water can soon fill up a place. It's not good, and it can be quite costly.

Also, have you ever seen anyone fly across the room after being electrocuted?

You don't want to... least of all be the one who gets electrocuted. One electric cable in the wrong place, often the result of a bad DIYer, can stick you in hospital.

It is safer all round if you find someone to do those kinds of jobs for you and stick to making the money elsewhere... preferably doing something you enjoy more.

These tradespeople will charge more than someone popping to Tesco for an hour, but the same rules apply, do something else to find the money instead of risking your life.

Ideally, develop a premium skill which will pay you a lot more money for doing less. As I have mentioned previously, I was paid £250 to write one short email... that is not the only money I have earned from writing.

I have earned a lot of extra pocket money over the years writing. This book will also make me money, money which I will use to buy freedom. And do you know what? It took me less than a week to write it, spending only an hour here and an hour there on it.

## Outsourcing: Family Stuff

This is not necessarily new to most people. Using babysitters and nannies to free up time has been going on for many years, but there is a reason for it. It makes sense.

Being a parent to young children can be incredibly tiring and stressful as well as time consuming. There is no shame in trying to reclaim some of your time back by outsourcing some of the parental work.

Noone is saying that you should become a bad parent and completely pass your children over to someone else so that you can focus all of your time on a career or making money. Far from it.

Why bother having children if you are not going to enjoy them and enjoy spending time with them? Children are to be enjoyed.

Unfortunately, as a parent, your other commitments do not stop when a child is born. You still need to work and earn money and pay bills. You have to keep a roof over your family's head. Plus, now that you have young children, there is a lot more expense to consider with all of the baby food, clothing, toys and lots of other stuff you have to buy.

Parents can be under a lot of pressure, and pressure leads to stress, and stress can lead to a whole range of complications. Being tired, stressed and under pressure can affect your work life. And there is nothing worse than having your source of income affected when you have children who are relying on you.

Being tired at work can lead to making mistakes, being irritable and under performing. Depending on what kind of work you are employed in, you could quite easily lose work.

For example, if you are self-employed who works on smallish jobs for clients, you will need to keep finding new work, but if you are tired and *not with it*, it doesn't take much to miss a meeting or two. And that can be disastrous to your income.

The radio and TV presenter and Big Brother winner Kate Lawler, recently gave birth to her first child. On her Instagram account she admitted that she uses a *night nanny* several times a week to put the baby to bed.

She does this to allow her and her partner to get some decent sleep and have time for themselves. This means that they are better rested with more focus allowing them to perform normally at work and in other areas of their lives. Areas which will earn more than what they pay out for the night nanny.

Had she not decided to hire a night nanny to build better routines, when maternity leave is over and she goes back to work full time she could possibly find herself very tired and run down which in turn could result in sick days and loss of earnings, or worse, loss of work.

This doesn't mean that she doesn't love her baby or not want to spend any time with it, far from it, you can see that she is a loving and doting parent on her Instagram. But she is also



aware that she needs to get a decent night's rest, spend some quality alone time with her partner, and be refreshed and focused on her work.

What she can earn as a TV and radio personality will pay for the night nanny as well as put a little extra into her pocket.

If you have young children, it makes sense to get help. You need it sometimes just for your own mental wellbeing. If you can hire a trustworthy nanny or a close friend or family member, you can give yourself some important 'you' time to focus on the things you enjoy and ways to make some money.

If you think that making money while in charge of little ones is not doable, please remember that JK Rowling wrote her first Harry Potter while being a single mother of a newborn. She did a lot of her writing while the baby was asleep.

Everyone's situation is different, but if you have little time spare and are a parent of a young child, you could hire a night nanny once or twice a week to put the child to bed and stay for a couple of hours to be there should the child wake and need anything allowing you to do what it is that you want or need to do.

Again, before you start to condemn me for suggesting using babysitters and night nannies regularly, I am not anti-children or suggesting that you must do it. I am merely saying that you should consider it if you need to find time to learn or earn some extra money. Or if you need some rest and sleep so that you perform as best as you can, or simply to give yourself a much needed break.

# Outsourcing: Leveraging Your Money To Make A Better Life

Leveraging money is the real and only way forward if you are looking for more money and a better life.

Remember, money is just a tool.

Think about advertising for one minute.

What is advertising?

Advertising is the leveraging of a company's (or person's) money in order to make more money. It is the use of a company's (or person's) money to show their products to others for no other reason but to increase sales.

Advertising is leveraging money. Simple as that.

You are putting money to good use, and using it as a tool to get better results.

You spend £1 to make £2 or more back.

If you could hand over £10 to a person in the morning, and he came back to you at the end of the day and gave you £20 back, would you do it?

Of course you would.

Why wouldn't you?

You are doubling your money every time. That is what leveraging is all about... and that is what money is best used for.

Money is not really designed to sit in a bank and be hoarded. Unless you have a lot, it will earn you very little and the government will keep eating away at it with inflation.

Money is meant to be used. It must flow. If it wasn't used and people just put it away, then nothing would happen. The world would grind to a halt.

Life would be hard if no one spent any money.

And this is what you need to do in your life. You need to leverage any spare money you have to outsource specific tasks and mundane work so that you can make more money or do more of the things you really love.

But please remember, unless you are incredibly wealthy, if you pay people to do a lot of the stuff you dislike so that you can focus on the stuff you love but do not earn any extra money, you could end up in a bit of a financial mess.

The idea here is to pay £10 out and earn £20 back while enjoying more of the things you do in your reclaimed time.

When it comes to money, here are a four truths which you really need to take on board:

### Truth #1. You are either making money, or losing money.

When you are not actively earning or making money, you are losing it. There is always something going on in your life which is costing you money. You may not be actively spending it in a supermarket, in a coffee shop, online or on anything in particular, but you are using electricity, water, living in a building, eating food out of your cupboards or doing one of many different things which cost money.

### Truth #2. Most people spend their money on fun stuff and ego trinkets.

One of the main reasons people struggle with money throughout their lives is that they spend a lot of their money on things they don't actually need. As hard as it is to accept, people do not need that coffee and cake, or that pizza, or that beer, or that bottle of wine.

They don't need it, they just want it. They want to enjoy the coffee and cake. They want momentary pleasure, no matter how fleeting it is.

Yes, life is to be lived, but a person's future is jeopardised because they regularly insist on buying things they do not need.

They WANT them, but they do not NEED them.

Most purchases are for ego and pleasure only... which is understandable, the human being is predominantly a pleasure seeker. It has helped us evolve into the species we are today.

However, individually, it can be incredibly harmful to a person's life and future. Too many takeout coffees from Starbucks, too many beers at the Swan and Duck, and too many kebabs on the walk home will mean far too many days of feeling like crap when you cannot afford to pay bills or do the essential shop.

If you are using your money to purchase pleasure and ego trinkets on a regular basis, then you are basically buying debt.

How does that feel?

You are using your money to buy debt.

### Truth #3. The cost of something is different to its worth.

The majority of people focus on the cost of something more than what it's worth, yet the worth to your life and happiness can far exceed the initial cost.

People often compare costs of very different items such as the cost of a course with the cost of food and drinks or a holiday.

***“£997 for an eBook and a few videos? I’m not paying that, I can have a fortnight in Ibiza for less than that!”***

The £997 cost of a holiday is for those two weeks. The effect of spending that money on a holiday can have far reaching and damaging repercussions if you are not incredibly wealthy.

Whereas the £997 cost of a course could be worth tens of thousands, if not hundreds of thousands of pounds in the future as well as being able to spend more time with friends and family by reducing your working week from 5 days to 3 days... or less.

That is if you learn, master and put into action what the course is teaching. If you don't, then the worth of the course is exactly the same as the price you paid for it.

### Truth #4 Using your money as leverage, is the best way forward towards wealth and freedom.

Imagine you were given £500 by a close friend or family member.

What would you do with it?

Most people I imagine would *‘treat’* themselves to something nice. Maybe some new clothes, a nice meal out with a few drinks, maybe they will have a few nights away or a short holiday.

Very few would use it to pay off part of a debt or invest it into their future. Paying £500 off a mortgage or a loan may not seem like much fun, and you won't appear to get much for your money, but over the years, that £500 could possibly save you several thousand pounds in interest payments.

Already that £500 has more than doubled it's worth and added a lot of freedom to your life by reducing your loan or repayment costs by several thousand pounds. The problem is, you won't see it. Not like you would a brand new home cinema set up.

What if, instead, you used that £500 to have a book written and a website built which was specifically set up to sell your book on autopilot?

Imagine it was all done for you, all of the necessary work was *outsourced* to other people.

You didn't have to write a word, or process any payments, there were no books to send out as you are providing a digital eBook so it is automatically delivered right to the customer as soon as they have paid.

That one book could possibly be worth tens, if not hundreds of thousands of pounds to you if it was promoted right.

That small £500 lump sum could change your future and fortunes for the better, all because you leveraged it by having an automated product created instead of spending it on pleasure and ego trinkets.

Now imagine you used that £500 to pay people to do the mundane jobs like shopping, cleaning and washing.

How much time could you buy back with it?

What could you achieve using that reclaimed time?

More than the initial £500, I am certain of that.

Warren Buffett and Roman Abramovich are two people who are perfect examples for leveraging spare money. When they were younger, both men used whatever spare cash they could lay their hands on to buy stocks and shares.

They refused to spend their money on excessive treats, pleasures and ego trinkets until they really could afford it. They refuse to buy debt.

Now they are both billionaires.

When Warren Buffett was a young man, his close friends spent what was left of their wages on having the latest *must-have* model car. Even worse, they were paying for the cars on HP (hire purchase). Buffett could never get his head around this.

Once you have paid your rent and living costs, why would you use what little you had left of your wages on a car which depreciated in value as soon as you drove it off the forecourt?

Even worse, why would you pay interest on it?

You are not just paying over the odds on the car price by paying interest, you are paying far more, because the value of the car is reducing each and every day.

If you buy a car at £1,000 and agree to pay monthly paying interest which amounts to £250, you may think that you have paid £1,250 once the car is paid off. But what if the value of the car has halved by that time and is now only worth £500?

You have paid £1,750 for something which now has a resale price of only £500. And we haven't looked at the other costs associated with running a car such as fuel, insurance, road tax and wear and tear.

And yet, if you had used that £1,000 in other ways instead, ways which are effectively buying you money and freedom, your future will be different to those who are basically buying debt through purchasing pleasure and ego trinkets.

There are many ways that you can leverage your money through outsourcing as you will see in the next chapter.

## Outsourcing: Work

This is one of the most recommended outsourcing models. Everyday, business experts are telling folks to outsource specific work like having a website built or an ebook written. Even I used it as an example when talking about leveraging money.

There is a logic to it. If you have spare money and very little time, you can pay people to do things for you. It gets things done a lot quicker, and it can be quite cheap too. If you outsource work to people overseas who live in a cheaper economy, you can get quality work done for a fraction of the price you would pay here in the UK.

It is also good to outsource work which you cannot do. If you want to publish a book but have never written as much as a note to the neighbour asking them to not park over your gates, then paying a professional writer to ghost write a book for you is a good idea. You could have a book ready to sell in a matter of weeks.

However, paying people to do jobs like these can still be a lot more costly than paying people to clean your house. And if you want to become the face of your business and become a big earning author, then it might make more sense to pay people to do your more menial jobs at home, freeing you up to master the craft of writing.

Remember the 80-20 rule?

You want to focus on the 20% which brings in 80% of your income, and if that is writing and publishing books, does it not make sense to master that instead of paying someone else to write your books while you clean your house?

You may disagree, big businesses have been built from people paying others to do the work while they focused only on the marketing. And you would be right, but marketing is one of those 20% jobs which bring in the big money and if you have the money to pay people to create the content for you then do it.

The people who build businesses by outsourcing all work to other people, generally have a nice chunk of cash to play with already.

Very often, the people who are in a position to outsource all aspects of a business into a fully functioning automated process which they need not get involved with, have worked themselves up through the ranks to get to that point.

They usually start doing so much of the work themselves, only outsourcing a few specific tasks until they are in a position where they can outsource all of them.

Everything is by design. They use outsourcing to build their business until it can function without them.

If you are not rolling in money like those guys and need to master a 20% skill, then starting off by outsourcing jobs closer to home may be better for you. It makes more sense.

I am only trying to get you to think it all through and see from all angles so you can make the best informed decision as to what is right for you.

Remember, outsourcing work and leveraging your money has one ultimate purpose, to make you more money and give you more free time.

That is it.

You are not doing it for anyone else or any other reason.

It is a big bonus for those who you outsource work too. They get work and earn money. But you do it to give yourself a better way of life. Your aim is to have more free time to make more money or do the things you love.

Thanks to the internet, the opportunity to outsource a lot of different work has grown to the point you can run a business from anywhere in the world, pay people who you never meet, from countries you may never go to, to do 80-90% (even 100%) of the work for you while you kick back and count the money coming in.

Here's a list of some the types of online work which are outsourced regularly:

**Writing** - Includes ghostwriting, blog & article writing, email writing, newsletter writing, book writing, and copywriting (writing sales & marketing copy).

**Web building** - Includes building e-commerce websites, membership websites, blogs & ad revenue websites, and sales funnels.

**Marketing** - Tasks include running paid advertising campaigns, viral marketing campaigns, and content marketing campaigns.

**Social Media Management** - Tasks include running and managing the content posted to social media platforms such as Facebook, Twitter, Instagram, Pinterest, LinkedIn, YouTube and many more.

**Audio Production** - Tasks include editing audio files, creating recordings and podcasts, editing music, creating and supplying music.

**Graphics** - Tasks include creating images and graphics for marketing, images and graphics for social media, images and graphics for websites, images and graphics for products, images and graphics for ebooks/books, images and graphics for articles and newsletters.

**Video Production** - Tasks include editing videos, creating and recording videos.

**Personal & Virtual Assistant** - Tasks include managing bookings, making and taking phone calls, reaching out to people or companies on behalf of someone else.



**Email Assistant** - Tasks include screening emails, answering emails, and deleting unwanted emails.

**Customer Support** - Tasks include answering emails and phone calls regarding enquiries, complaints, and refund requests for specific products or services.

**Data Input** - The recording of specific data and adding data to sheets and files.

**Researcher** - Performing research of all kinds of information online for clients.

**Transcription Service** - Turning audio recordings into written text.

An individual or a company can outsource a lot of specific tasks online. There are thousands of people around the world who will happily do the work you can't or won't do. Many of them will do it fairly cheaply too.

A lot of virtual workers are cheap because they live in cheaper economies. It has nothing to do with them being bad at what they do.

Some workers may live in emerging countries which, to the outside world, may appear to be third world countries. The housing and general living conditions of that nation may be poor in comparison with the UK, but the skill levels and quality of work from people who live in these countries can be exceptional.

Workers skills and the quality of work they deliver is on par with those from countries like the USA and the UK. Just because the country may not be as affluent or as established as many of the Western nations, it doesn't mean that the workers are any less good or professional.

But because food and living costs in these countries are dirt cheap in comparison with the US and the UK, these workers can afford to do the work at a fraction of the price US and UK based workers need to charge.

Remember, you are using the internet to connect with them and hire their services, this is the same internet they used to learn and master their skills. Unless the government of their home country has put a block on specific internet usage, the internet is a global borderless marketplace accessible by all. It is the big leveller of playing fields.

And because of this, you can hire workers from anywhere in the world at prices which gives you the opportunity to blow the financial doors wide open.

For a few hundred pounds, you can have a product made which you can sell online for many years that could potentially earn you thousands upon thousands of pounds.

The only thing I will warn you about, is that if you want some written work doing, it may be best to find someone who speaks and writes in English as their first language.

That doesn't mean that writers from non English speaking nations are going to be bad, and I am not saying that you cannot or should not use them.

There are many people in countries like India, Bangladesh, Pakistan, the Phillipines and many African nations who speak English as a second language, and they speak it perfectly well. It is worth doing your research and due diligence if you are looking for someone who is a non-native English speaker to write in English.

I've focused mainly on online work in this section, but outsourcing as a means to make money, do less and have more time has been around for centuries. Way before the internet was a thing. Many wealthy people grew their wealth by paying people to do work for them.

The property developer pays the builders, plumbers, carpenters, plasterers and electricians to build or renovate properties for them while he or she focuses on the planning and design.

The woman who runs a salon pays people to cut hair, give beauty treatments and answer the phone to take bookings while she focuses on ideas, marketing and growing the business.

The man who supplies packaging machinery to the food industry pays people to build the machines, stick them on the back of lorries, deliver the machines, to design the machines, answer the phone calls and to sell the machines. He focuses only on the finances and making the big company decisions.

They focus on the 20% which gives them the 80%.

## Having Your Own Personal Assistant

We've all seen the films, the big executive of a large company sending out his assistant to buy food, coffee, a present for the children, flowers for the wife, sexy underwear for the mistress. They do everything apart from bringing in the money.

The rich and the powerful all have assistants. They cannot make money if they have to keep stopping to tend to every little annoying and distracting task, so they pay someone else to do them all for them. They buy their time back. They use their time to earn money. Basically, they buy money.

Take Thomas Edison as an example; he could not have made so many inventions and advancements in technology if he did not have such supporting wives who took care of all of the other stuff which happens each day.

His second wife, Mina Edison, handled his very busy social calendar, dinner parties, and public relations so he could remain doing what he did best... inventing and the advancement of technologies.

As well as being wife and mother to their 3 children and 3 children from Edison's first late wife Mary, Mina was his very own personal assistant. She took care of everything else allowing him to focus only on the things which brought in the money

I can't say whether she was directly paid a wage for the work she did, but her work was rewarded by the wealth and success which came from Edison's work. Edison acknowledged that he could not have done what he needed to do without the help of Mina and Mary.

They worked together as a wonderful partnership which enhanced their lives and bought them the freedom others could only dream of.

If you do not have a partner who can - or is willing to - step into the role as personal assistant, then hiring people to do all or some of the *other stuff* is your next best option.

Having your own personal assistant is incredibly freeing. But before you start thinking that you need to be making some good money to make it worthwhile, the idea behind using paid help is to free you up to make more money. It is possible to use the help first, then pay them once the money has come in.

If you are smart, you could start with a personal assistant and pay them out of the excess money you make with the time that you reclaimed by hiring them.

A personal assistant can do a lot of the fiddly jobs which you hate doing, such as popping to the shops when you need something urgently, booking appointments with doctors or dentists - the amount of time you can waste waiting on the phone trying to get through to a busy reception desk is insane sometimes.

Have you ever had to make an important phone call where you hear... *"You are currently held in a queue, please continue to hold and your call will be answered as soon as possible. You are caller number 45. Please hold."*

I hate it, especially when I have better things to be getting on with. I am sure you do too.

Not only does it cost you money when using your phone, it robs you of a lot of time which is incredibly frustrating.

This is one of those jobs a personal assistant can do for you. That is what they are paid to do. They are paid to free you up so that you can get on with more important work.

A personal assistant is not employed to make you money directly, the work they do makes you money *indirectly*. They are employed to do the smaller time sapping work (the 80%) so that you can continue to make more money by focusing on the work which earns (the 20%).

I once worked for an engineering company where I didn't directly make the company any money. I didn't produce anything to sell so I wasn't actually adding to the company's profits from the hours I worked... or so it appeared.

What was really happening was that I was indirectly making the company more money.

You see, I was paid to do a range of specific tasks such as load and unload lorries using the fork truck, sort and arrange the distribution of spare parts, take in deliveries, do any maintenance which was required, keep specific areas clean and clear paths when there were heavy snow days.

I was kind of like a personal assistant to the shop floor and all of the other workers.

Being paid to do these tasks meant that other people - who were paid more than me because of the nature of their role, profession and skill level - could carry on with the work they were paid to do and earn the company money.

Before I started at the company, a lot of the jobs mentioned above were done by the rest of the workforce. This meant that they were taken away from doing the profitable work which meant that they were not earning the company any money.

They were also being paid exceptionally well to do the mundane tasks such as empty bins and take in deliveries which are more suited to a lower wage bracket. I came along and filled that hole. By doing what I was doing, it meant that the company was not paying engineers to do it, and those engineers could simply do what they were paid to do which resulted in more profits.

I mentioned the US writer and businessman Mike Shreeve earlier, he had an assistant who would do a lot of the smaller jobs such as fill up his car with fuel so that he didn't have to. A personal assistant can give you a lot of help and free time.

The big problem today here in the UK is that if you employ anyone for any length of time, by law you have to pay into a pension for them. I do not know the full *ins and outs* of this, but it makes it a lot more complicated and costly than simply paying someone to run your day to day stuff for 20 hours each week.

Ideally, you want to hire someone who is self-employed and offers a specific service. But that then puts the price up quite a bit. You may find that you could be paying £5 or £10 per hour more. You certainly will if you use an agency.

But, if you plan and manage your time well, paying someone to run your life and do your mundane jobs could pay off big.

Paying someone £50 or so to free up two or more hours a day which enables you to earn an extra £100 each day is good right?

That is £100 more on top of what you would normally earn each day. So if you normally earn £150 a day, you will now earn £250 a day which after paying £50 out to your assistant still gives you £50 extra. Which can add up to around £1,000 a month.

And you didn't have to do any of the *other stuff!*

I used a small sum of money for the above example, but some people make hundreds of pounds per hour and so by utilising an assistant for a couple of hours, they can generate a hell of a lot more money. Especially if they use the 80/20 rule and focus on doing more of the 20% work which brings in 80% of their money.

## Final Words

Okay, so we have looked at outsourcing and how it can make your life better. We have looked at how you can actually earn more money and have more free time to do the things you enjoy by paying people to do the jobs you hate.

It makes sense, the numbers are there.

Outsourcing is one of the *big* secrets of the rich.

We have seen that the money to pay people is already there, and that by paying people to do specific tasks, you can actually end up with more money in your pocket. It is all about perspective. It is about how you look at things.

You can only see what you know, and what you know is based on what you have been taught.

If you've never been told that outsourcing the *other stuff* could give you more money and free time, you are unlikely to do it.

*You don't know what you don't know.*

You cannot make positive changes to your life or financial situation if you don't know what changes to make. You cannot make necessary changes if you can't see them. If you do not know how to look at things from a different angle, how can you see what needs doing?

I hope that this book has helped you to see things a lot differently to before.

You *can* pay people to do the work you don't want to do, and still end up with *more free time and more money in your pocket*.

This is what wealthy people have been doing for years.

Maybe some wealthy people in the past had home help for status, but they all paid people to do the mundane jobs of cooking, cleaning and even looking after the children so that they could focus on making money and living.

The historical wealthy would throw lavish parties, but they never cooked the food or laid out the tables themselves. The scullery maids, cooks and butlers did all that. The rich landowners and business tycoons would talk business, make deals, and work until the last minute before joining the party.

By leaving the staff to do the *other stuff*, they were able to make more money which would cover the costs of the staff for the day.

And the good news is, there is no reason why you cannot do it too.

You do not have to outsource everything to have a better life. Simply paying someone to do one or two of the jobs you hate can have huge positives on your life.

Think about cleaning and cleaners again. Paying someone to clean your house once a week for a couple of hours can give you back those hours allowing you to do something else. As long as what you do is beneficial and in some way makes you more money back, or changes your future for the better.

If you pay people to do stuff for you while you lounge around in your undercrackers doing nothing, will not be beneficial to you unless you are already wealthy.

This requires planning. This is lifestyle by design. You are designing your future. You need to make sure that you are focusing on the 20% which brings in the 80% and you pay people 20% to do the 80%.

I really hope you give the information in this book some serious thought and consider outsourcing your way to a fun and relaxing life.

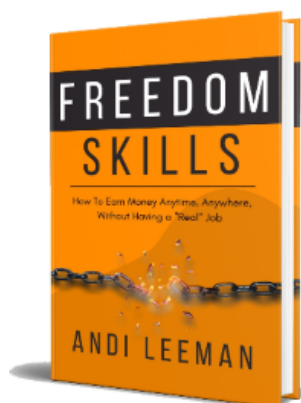
You deserve it. Life should be fun... and you only have one shot at it.

Oh and remember, money is just a tool. Use it... and use it well.

I wish you a great life with an abundance of time and money.

All the best.

Andi Leeman.



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