

*As a business owner your personal time and your business time are exactly the same. The same cost to you and your business and the same duration.*

*Let's do a quick poll*

*Hands up if you do your own ironing*

*Keeping those hands up – who does their own cleaning*

*Keeping those hands up – who cuts their own garden*

*Keeping those hands up – who washes their own car*

*Hmmmm – a pretty high percentage. Thanks, hands down*

*Hands up anyone who'd come and wash my car for £8/hour*

*Anyone volunteer to do my ironing £8/hour*

*Anyone volunteer to do my garden £8/hour*

*So, what's the difference*

*Is your time worth £8/hour or not. It is irrelevant whether you are washing my car or your car – either your time is worth £8/hour or not.*

*It is the same in business – what jobs are you doing IN your business that could be given to someone else to allow you to work ON your business. In business, beware of false economies where you do something yourself to save money at the expense of your very valuable time. Look where you can delegate or systemise rather than doing it yourself.*

*I encourage you to look at your time carefully both at home and in the office.*

*Outsourcing the office tasks will allow you to invest valuable time planning and guiding your business. On the table here we have a range of world class business books written by world class businessmen. Investing £10 and a few hours in a book could save your £££, hours and revolutionise your business. I'd like to recommend two in particular. Steven Covey, *The 7 Habits of Highly Effective People* – in my view the best book on personal development ever written and Michael Gerber – *The E-Myth* - essential reading for all business owners.*

*Outsourcing your home tasks can free up the time you deserve as a Business Owner to have quality time with your friends, family or at leisure.*

*Some of you may be thinking – 'How can I justify spending £8/hour when I can do it myself'. My question is 'How can you justify doing £8/hour tasks when your business and family are dependent on you for leadership and guidance.*