

Decide to Delegate... or Stay Small

By Jim Palmer – The Newsletter Guru and Dream Business Coach

One of the most important decisions an entrepreneur needs to make to get to six figures and then to move on and create a multiple-six-figure Dream Business is to release and let go. This chapter could make an amazing difference in your business with just three words – “delegate or die!”

At the very least, it’s “delegate or go directly to Squishyville”... do not “Pass Go” and do not collect additional revenue and higher profits.

This mindset challenge is one that trips up far too many entrepreneurs, and it is essential that you climb and conquer this entrepreneurial mountain if you truly want to create a dream lifestyle.

In the beginning, most entrepreneurs start their businesses on day one, armed with an idea, a skill, or talent they want to bring to market and build a business. Whether you’re a dentist, lawyer, accountant, or web site developer, you have a talent that solves problems, provides value, and fills a need. That is the essence of a successful business.

But something happens between the time you get your business cards and hang out your shingle and when your growth becomes impeded because you’re not willing to release and let go. This chapter will shed some light on potentially what’s holding you back, and I hope the story and information I share will help you DECIDE to act... DECIDE to release!

In most cases, I think it’s fair to say to every entrepreneur initially wear many hats running a small business. In addition to your “skill” hat (whatever you do), you also wear the hat of other personnel within a typical company such as the accountant, customer service rep, delivery person, janitor, head of marketing, legal advisor, and about a hundred more!

To be clear: recognize that every big business starts small. As sales grow, so do the demands for the time and attention of the entrepreneur and business owner. The stumbling block for many entrepreneurs occurs when they hold on too long to the notion that they can do it all – the lean and mean approach.

One common expression you’ll hear around the entrepreneurial water cooler is, “I can do it faster, cheaper, and better than anyone else.”

Now if I took some creative license and got into the mindset of many entrepreneurs in a safe environment where full disclosure occurs, the full version of that expression probably sounds like this:

“I can do ‘it’ faster, cheaper, and better than anyone else, and I’ll be darned if I’m going to pay someone to do something I can clearly do myself. I want that all the money in my pocket. I also do not want to hire additional support personnel until I reach a certain point where I can no longer do it all myself.”

Do these words ring true for you? Have you actually said them to someone? Or at least thought them on more than one occasion?

Over the course of my entrepreneurial journey, I've gone from being an "I can do it faster, cheaper, and better than anyone else" entrepreneur to having a support team of nine plus people. And every time I hire someone new, my gut twinges slightly, so I ask myself two really important questions:

- Is this new person truly essential to my company and necessary for our continued growth?
- Will this new person either free me up or free up some other key person on my team, so we can implement more and move this business forward at a faster rate of speed?

Here's the bottom line regarding personnel: You should hire slow and fire fast, but if you need to hire to keep growing – then hire! I created a video on this topic for Newsletter Guru TV and in delivering the message I likened it to this expression: If you're thirsty, you should have already been drinking.

If you feel like things aren't getting done and your progress and speed are not what they should be, you should be delegating!

What's even truer is that you do not hire anyone unless they're going to increase your profits. That is really the only reason to "invest" in additional help – to help you make more money! What's important to keep in mind here is that the person you hire is going to help you increase profits by **growing** your business. Don't fall back to the "I'm not going to pay someone to do something I can do myself" mentality, thinking that doing it yourself leaves more money in your pocket. That mentality leads to slow-to-no growth. That mentality leads to Squishyville.

Read more about this topic and more in ***DECIDE – The Ultimate Success Trigger!***



Jim Palmer is a marketing and business building expert and host of [Newsletter Guru TV](#) and [Stick Like Glue Radio](#). He is best known internationally as 'The Newsletter Guru' - the go-to resource for maximizing the profitability of customer relationships. Jim is the founder and President of Custom Newsletters, Inc., parent company of:

- No Hassle Newsletters
- No Hassle Social Media
- Concierge Print and Mail on Demand
- Success Advantage Publishing
- Custom Article Generator
- Double My Retention
- (MARS) The Magnetic Attraction and Retention Training Program
- Dream Business Academy
- Dream Business Coaching and Mastermind