# What’s My Time Worth?

If you outsource the right way, then outsourcing becomes an investment rather than an expense. And what’s more, you’ll often find that it’s less expensive to outsource as opposed to doing it yourself.

Here’s why: Time is money. Even if it feels like doing a task yourself is “free,” that’s not true. You’re spending time which is just like spending money.

Example: Let’s say your goal is to make $100,000 this year. And you intend to work 40 hours per week for 50 weeks out of the year to get your business off the ground. That means your time is worth $50 an hour to you:

2000 hours X $50 an hour = $100,000 per year

That’s just an example. You can use this formula to determine what one hour of your time is worth to you.

Just take the amount of money you want to make this year and divide it by the number of hours you intend to work. The end result is your hourly worth.

This year I want to make $\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

I want to work \_\_\_\_\_\_\_\_\_\_ hours per week.

I want to work \_\_\_\_\_\_\_\_\_\_\_\_\_ weeks this year.

I will work \_\_\_\_\_\_\_\_\_\_\_\_\_ hours this year.

\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

My Revenue Goal / My Work Hours This Year = What My Time is Worth Per Hour

Now figuring out whether to outsource just became easier.

You simply ask: Is it cheaper to outsource or to do it yourself?

Example: Let’s say your time is worth $50 an hour. If a task takes two hours, then that’s a $100 task to you. If you can find someone to do it for less than $100, then it makes sense to outsource it.

However, even if it’s cheaper for you to do a task, that doesn’t mean you should do it. Read on…

Are You Good at the Task?

Let’s say you can complete a task in two hours ($100 worth of your time), but you can’t find a freelancer willing to take on the task for less than $100. Does that mean you should do it yourself?

Not necessarily. If a freelancer can do the task better than you can, then it makes sense to outsource the task… even if on the surface it seems more costly than doing it yourself.

Tip: One example is copywriter. You may be able to create a sales letter for less cost than hiring a copywriter, but a good copywriter will pay for himself/herself many times over due to a high response rate.

Do You Enjoy the Task?

The last factor to take into consideration is whether you enjoy the task.

Example: If web design is one of your favorite things to do, then perhaps you’ll decide not to outsource it (even if a freelancer can do it for less cost).

Point is, you don’t necessarily want to outsource all the fun right out of your business!

Action Step: Decide what parts of your business you want to outsource.

If you’re just starting out, you may consider outsourcing things like web design and writing.

As you continue with this course, keep the above three factors in mind as you start making outsourcing decisions.