



Outsourcing Checklist for Small Business Owners

90 things you can outsource in your business

Introduction bla bla.

Let's get to the nitty gritty.

P.S. In case you don't know me -
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designer and SEO trainer



Admin and Day-to-Day Tasks

- Inbox management (sorting, replying, flagging essential messages)
- Calendar management (scheduling meetings, appointments, reminders)
- Client onboarding (sending contracts, welcome packs, booking links)
- Research (competitor research, market trends, keyword ideas)
- Creating and managing spreadsheets (content calendars, lead trackers)
- Chasing invoices or unpaid bills (no more awkward emails)
- Booking travel or accommodation for work trips
- Minute-taking for Zoom meetings or client sessions
- Form creation (for feedback, contact forms, application forms)
- Creating and updating SOPs (standard operating procedures)

Finance & Bookkeeping

- Invoicing and payment tracking
- Receipt organisation and expense logging
- Monthly bookkeeping and reconciliation
- VAT returns and Making Tax Digital tasks
- End-of-year tax preparation (for handing to your accountant)
- Cash flow forecasting
- Payroll, if you ever do have staff or subcontractors
- Setting up budgeting spreadsheets or using tools like Xero or FreeAgent

Design & Branding

- Logo and brand identity creation
- Canva templates for social media, proposals, and lead magnets
- Business cards and stationery design
- Slide decks for presentations or workshops
- Digital brochures or pricing guides
- Social media templates and post designs
- Website graphics, icons, and banners
- Product packaging design (for makers or e-commerce businesses)

Website & Tech

- Website design and development (from scratch or updates)
- WordPress maintenance (updates, backups, security checks)
- Fixing bugs or broken links
- Setting up lead capture forms and automations
- Landing page creation for events, webinars, and lead magnets
- Creating online stores or updating products
- Setting up booking systems (Calendly, Acuity, etc.)
- Installing and configuring plugins
- Connecting domain names and email accounts
- Setting up Google Analytics and Search Console

Email Marketing

- Setting up email marketing platforms (Mailerlite, ConvertKit, etc.)
- Creating welcome sequences or nurture sequences
- Weekly/monthly newsletter creation and scheduling
- Email list clean-up and segmenting
- Designing lead magnets and connecting opt-in forms
- A/B testing subject lines and improving open rates
- Writing email copy for launches or sales campaigns

Content creation & copywriting

- Blog post writing and uploading to your website
- Writing SEO-friendly product or service descriptions
- Creating website copy (home, about, services, FAQs)
- Writing LinkedIn bios and Instagram bios
- Ghostwriting articles or guest posts
- Proofreading and editing your copy
- Repurposing your videos or podcasts into blog posts
- Creating show notes for your podcast
- Writing case studies, success stories, press releases, media pitches

Social Media

- Content planning and scheduling
- Writing captions and finding hashtags
- Creating reels and TikToks
- Engaging with your community (replying to comments and DMs)
- Monthly analytics reports
- Repurposing content across platforms
- Storyboarding for video content
- Managing and growing a Facebook group
- Running giveaways or competitions
- Setting up and managing social ads (Facebook, Instagram, LinkedIn)

Video & Audio Editing

- Editing reels or TikToks (adding captions, music, cuts)
- Editing YouTube videos (intros, outros, graphics)
- Trimming and polishing podcast audio
- Adding intros/outros and transitions to your podcast
- Creating audiograms for social media
- Transcribing videos or audio for repurposing
- Uploading videos to YouTube and optimising with titles, tags and descriptions

Product-Based Tasks (for Makers & Retailers)

- Product photography editing
- Writing product listings for websites and marketplaces
- Customer support email responses
- Stock level tracking and reorder reminders
- Packaging design and sourcing materials
- Outsourcing order fulfilment (e.g. via a fulfilment house or dropshipper)
- Managing Etsy, Not on the High Street, or Shopify admin
- Sending emails to wholesale buyers or stockists

Business Strategy & Planning

- Business coaching or accountability support
- Marketing strategy planning
- Launch planning for new products or services
- Funnel audits and strategy
- Branding strategy sessions
- Creating a customer journey map
- Hiring support (job descriptions, interviews, onboarding)

Personal Life Stuff

- Booking appointments (health, hair, school admin)
- Researching gifts or planning birthdays
- Holiday planning and bookings
- Personal inbox management
- Meal planning and online food shopping
- Family calendar and scheduling support
- Outsourcing cleaning, laundry, or errands through local services

Which one will you outsource first?



More than just SEO!

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