



The *Fuel Growth Now* Handbook

A List of Tasks Companies
Should Delegate to Fuel
Growth and Boost Productivity

www.thenewworkforce.com



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Kraig Kleeman

Founder & CEO
The New Workforce

As the founder of three profitable businesses, I don't have a choice: I have to *Get Things Done*.

Growing The New Workforce and Rock The C-Suite, while launching a third complimentary business – all within the past 24 months has required that I become a Chief Delegation Officer of sorts. One core lesson learned has been the importance of refining the process of recruiting skilled, cost-effective talent whom I can trust to professionally manage the tasks delegated to them.

Obviously, since The New Workforce specializes in finding outstanding offshore talent and utilizing them for repetitive tasks, the whole topic of delegation and “getting things done” is core to our team. Every department heavily uses The New Workforce and it’s fair to say that our entire business is run by talented offshore workers.

A question that I am asked often is when to delegate. My answer: Get started asap!

So without further fanfare, please enjoy our long list of “getting things done” tasks that we (or our clients) delegate to talent from The New Workforce. For some of these tasks, I provide context and even tangible examples.

Click on anything that interests you or keep scrolling

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Section 1

Data & Reporting

With technology and on-demand sources, most everyone has access to myriad data. Leading businesses use data to their advantage. But it's hard. It's also time-consuming. It's often annoying. But it's vital to have the right data in the right format, at the right time.

So “get it done” by delegating it.



What you will learn in this section



Prepare all reports



Enhance lead data



Ensure data quality



Prepare all reports

Identify the KPIs that you as a leader need and insist that you can access them. For me it was the number of new customers, number of prospect and partnership meetings held, number of prospect and partnership meetings scheduled, pipeline metrics, and number of meeting cancellations. I have an entirely different set of KPIs regarding customer retention and customer expansion.



Enhance lead data

The more you know about your leads the better. However, form conversion rates suffer if we ask all the questions we want. So for every lead, we have Data Analysts conduct research and add additional data points to our CRM system. Currently, we are adding:

- Amount of employees
- Industry
- Funding
- Persona (we differentiate between multiple target personas)
- Age of company

The New Workforce is **cost-effective**, **efficient**, and provides **exceptional outcomes**!





Ensure data quality

As a company we are still in the startup phase. We have, however, matured a lot in recent months. Previously, I was conducting all sales calls and the way we used our CRM in the sales process had not yet matured.

Long story short, the quality and accuracy of our aged leads lacked integrity. Core information was not tracked properly. We deployed a team from The New Workforce talent pool (which is our own talent pool). They made enormous improvements in our data quality by identifying leads with missing or obviously wrong data. This function alone yielded a revenue boost!

That same team read through old emails, reached out to the Sales or Customer Success team, and completed research to track down and assemble missing information. Now our data quality is close to 100% accurate. Some other common tasks around data and reporting:

- Display data from various sources in one report (e.g. Google Analytics, Shopify, Facebook Ads).
- Track UTMs used in our channels and aggregate them into reports.
- Color code items in various reports based on rules (e.g. highlight when ROAS is above 3)

100%

DATA QUALITY

CRM IS ALWAYS UP TO DATE
WITH CORRECT DATA



Section 2

Content Creator

Content creation is the secret sauce to help businesses achieve the holy grail of revenue growth! Let me explain:



Increased Brand Visibility and Awareness

When you create regular content, it's like putting your brand on a pedestal for everyone to see. Your brand becomes a thought leader in its industry, and your target audiences will say, "Who's that brand I've been seeing everywhere?"



Improved Website Traffic and Search Engine Optimization

High-quality content is a magnet for organic website traffic. It also ranks your website's search engine higher than a hot air balloon!



Lead Generation and Customer Engagement

By providing valuable information and insights through content, you're planting the seeds of trust and credibility with your customers. Before you know it, you'll be reaping a bountiful harvest of leads and engagement!



Higher Conversion Rates

Well-crafted content is like a magic wand that can educate and persuade potential customers to buy from you. It's the ultimate win-win situation!



Customer Retention and Loyalty

By consistently serving valuable content, you're building long-lasting relationships with your customers. They'll stick with you through thick and thin and be eager to spread the word about your brand to their friends and family.



Section 3

SEO Strategy

Exceptional SEO Strategy is manna from Heaven for businesses wanting to grow their revenue! By eating and digesting the Heavenly manna of optimization on your website, you'll see the following benefits come to life:



Increased Visibility

Your website will soar, reaching that coveted top of search engine results pages (SERPs) like a phoenix rising from the ashes. More organic traffic will flock to your site like moths to a flame.



Increased Credibility

Being at the top of the SERPs is like winning the online popularity contest! Your business will be the talk of the virtual town, and people will trust you more.



Cost-Effective

SEO is like a money-saving genie in a bottle. Compared to paid advertising, it's much more budget-friendly. You'll have more money to spend on fun things like office parties and cat videos!



Better User Experience

A well-optimized website is like a smooth ride in a luxury car. Your visitors will have a pleasant experience and be more likely to engage with your site and convert into paying customers.



Long-Term Results

SEO is a wise investment that pays off in the long run. Unlike paid advertising, which can only give you short-term benefits, SEO will keep bringing you new business for years.

Section 4

Graphics Artwork & Design

Brands cannot thrive without great design. I know that is true about our brand here at The New Workforce.

When I hired my first full-time designer, I feared that I would not have enough work to keep him busy. I was wrong about that.

The moment we hired him full-time, the creative part of my brain went into overdrive. I began imagining handbooks (the one you are reading now), eBooks, landing pages, infographics, cartoon images for outreach campaigns, custom landing pages, social media images, web design, and much more.

We now have two full-time graphics designers and we are about to hire our third.



Our team can help you
with all your design needs.



Social Media posts



Ad creatives



Landing pages



Emails



Packaging



Videos



Presentations



Web Design



Section 5

Marketing Assistant / Sales Assistant

Ready to take your marketing and sales game to the next level? Hiring marketing and sales assistants from The New Workforce are the way to go! Here's why:



Increased Efficiency

Increased Efficiency: Picture a hamster on a wheel - that's your marketing and sales assistants working their magic non-stop! They'll keep those projects rolling and ensure your productivity stays on track.



Dedicated Support

No more outsourcing or hiring temp workers! Full-time employees are like superhero sidekicks, always there to support your marketing and sales efforts.



Specialized Skills

Got a challenging problem to solve? Full-time employees come equipped with technical skills and knowledge, ready to help you achieve your marketing and sales objectives.



Cost Savings

Who doesn't love saving money? Hiring full-time employees is like finding a dollar on the street - a total win!













Improved Relationships

Your full-time employee will work on building solid relationships with customers, partners, and other stakeholders. Think of it as a warm hug for your business.

Section 5 (continued)

Marketing Assistant / Sales Assistant

Most Marketing or Sales Assistants from The New Workforce have been trained and certified in SaaS tech stack tools, before they arrive to begin work. Oh yeah! Below is a sample list of tasks that our talent executes daily for our customers:

-  Social Media Engagement Tasks and Activities
-  Administer Email DRIP or Cadence Outreach Campaigns
-  Persona Research Administration
-  Design Emails
-  Track Ad Performance
-  Graphics Design & Video Production Project Management
-  Outreach to Media Publications
-  Manage and Segment Lists
-  Launch A/B Tests
-  Setup Nurture Sequences

And much more...

So, why not hire a full-time marketing and sales assistant today? They'll bring stability, consistency, and expertise to your marketing and sales efforts, helping you reach new heights and grow your business like never before!

It Should Be Noted

The function of marketing is BIG. So we created individual segments for Email Marketing, Paid Ads, and SEO. We recently partnered with an SEO specialist who is our Managing Director for SEO Strategy, helping our customers soar to discover and digest Heavenly SEO manna



Section 6

Video Editors

Hiring a Video Editor from The New Workforce is Like Hiring a Superhero for Your Business!

[View Our Video Portfolio](#)

Picture this: you have a big project, the deadline is rapidly approaching, and you need a video editor to save the day. But who do you call? A freelancer who may or may not be available, or a dedicated video editor from The New Workforce, always ready to leap into action?

Here are five reasons why a full-time video editor is like a superhero for your business:



Consistency

Consistency is their middle name: With a dedicated video editor on the team, you can count on the same level of quality and style in all your video content. It's like having Clark Kent on the Daily Planet, always ready to turn into Superman and save the day.



Availability

Availability is their superpower: Having a full-time video editor on staff means you don't have to wait for a freelance hero to become available. They're always there, ready to tackle any project you throw their way, just like Batman waiting for the Bat Signal.



Cost-Effective

Cost-effectiveness is their kryptonite: Hiring a dedicated video editor can save you money in the long run compared to outsourcing. No more project fees or agency overhead to worry about - it's like having Wonder Woman's Lasso of Truth on your side.



Flexibility

Flexibility is their cape: Dedicated video editors are more flexible. They work closely with you and are omni-aware of your specific needs and goals. They're like Spider-Man, quickly swinging from one project to the next.



Expertise

Expertise is their secret weapon: With their technical skills and industry knowledge, a dedicated video editor can take your content to the next level. It's like having Iron Man's cutting-edge technology at your fingertips.



Section 7

Staff Accountant / Finance Assistant

The New Workforce finance and accounting professionals are like hiring “yet another superhero” to save the day for your business! Here's why:



Cost Savings

By outsourcing, you can kiss goodbye to the high overhead costs of hiring and training an in-house team. Think of it as saving money while getting the best of the best!



Improved Efficiency

Outsourcing gives you access to superpowers like specialized skills and technology, making your financial processes run faster than a speeding bullet.



Increased Focus on Core Business

Dedicated finance and accounting, and you'll have more time and resources to focus on what you do best, like saving the world (or at least your business)!



Enhanced Accuracy and Control

With dedicated finance and accounting services, you'll have better financial management and accuracy, reducing the risk of errors and fraud. It's like having a financial shield to protect you!



Compliance with Regulations

Dedicated finance and accounting, and you will achieve peace-of-mind that your business is meeting all financial reporting and tax requirements. It's like having a financial compliance superhero on your side!



Scalability

Outsourcing allows you to easily adjust the scope and level of financial support as your business grows or changes. Think of it as a financial support team that develops with you!

Section 7 (continued)

Staff Accountant / Finance Assistant

The jury is in! Hiring dedicated finance and accounting professionals from The New Workforce will bring numerous benefits to businesses, from cost savings and improved efficiency to enhanced accuracy and control, and compliance with regulations.

You can focus on your core activities, have peace of mind knowing you're your finances are in good hands, and easily adjust your financial support as your business grows. With The New Workforce, companies can have their own financial superhero to save the day!



Are you ready to
Fuel Growth?

*One of our Workforce Analysts
will schedule an exploratory
meeting with you!*

Join The Waitlist

