

# Is It Time To Hire?

2007-05-29 14:00:36



One decision that inevitably faces all small business owners is when to hire help. Any help will mean that you use business funds that could potentially have been profit to employ another individual, but there are times when hiring help will actually help you to create more revenue. Here are some guidelines to follow when you are trying to determine whether or not it is a good time to hire help.

## The Cost Analysis

One way to decide if hiring help will work out in your favor is to balance out the amount you will be paying out for the service against the amount of money you can bring in. There are a couple of situations that will play out under this scenario that make hiring someone an effective strategy:

- *The end result.* In an end result scenario, the amount of money generated by hiring someone to do a service results in more money coming in to the business than it cost to hire someone to do the service. This is a key component when you are considering an advertising campaign such as direct mail; hiring someone else to do the job can mean that you make more money as a result than you spend on the hire.
- *Freeing up your own time.* Another scenario involved using a professional to complete a service that you could do yourself, but would possibly miss a chance at revenue while engaged in the side project. For example, you might need to deal with public relations, but doing so takes up a certain amount of time in your day, time that could be better spent earning money by taking on projects; projects that could more than cover the costs of the specialist.
- *A stitch in time.* Again, your own time is important to you, and you don't want to spend hours learning something that is not actually bringing in money. Learning the ropes of your computer system might be rewarding in itself, but if you are taking too long to do so, you are missing out on a lot of potential dollars. Hire a technician to fix the problem instead, and focus on your own expertise.

## Quality Of Life

When you own your own business, it can feel like any dollar spent is a dollar that you will not enjoy. Sometimes, though, we become so focused on keeping overhead down so much that we don't realize we are spending way too much time on things that others could be doing, and not really enjoying life. When you are earning enough income through your business, it is time to hire help with the smaller things that others can handle, such as cleaning or filing. You'll free up valuable time that can be spent unwinding from the business day.

## The Cost Of Staff Is Equal Or Greater Than The Cost Of Their Wages

Hiring someone is in your best interest if the job they are filling is one that brings in more money, or equal money, than it costs to pay them. You might be so busy working on a project that you miss a phone call, but that phone call might have been another job, one that could more than justify the cost of hiring someone to answer the calls for you. Publishing costs and using someone to sell your services can also generate much more revenue than it costs to hire someone to do so.

Hiring someone else to help you out with your business essentially boils down to cost effectiveness. In order to justify the price of hired work, it is important that the work done either brings in money to equal or exceed it, or saves you enough time that you can earn money on other projects, or get some much needed time off. In any event, hiring someone means that your business is well on the way to

success!