

Trying to do more with less these days?

If you're trying to accomplish just as much work with less headcount and a smaller budget, the secret is to focus on where you're most productive, and **outsource the tasks that clutter your desk and sap your time**. For many people, writing is an activity that may be enjoyable, but consumes far more time than it really should.



It might seem counterintuitive to think of outsourcing as a way to stretch resources, but it can be. The key is **becoming aware of the value of your time**. When you outsource time-consuming, distracting tasks, you can put more of your thought and energy into your primary responsibilities. You'll be more productive and effective.

When you outsource something like writing, you're paying for exactly what you need—nothing more. Just as important, a professional writer will probably be able to turn the work around in less time than you could, further improving your productivity. Best of all, **you'll still get the credit for the writer's work and your task's success!**

Ghostwriting: a low-cost approach with a big return

Looking for a marketing tool that **costs less than advertising but is much more compelling and versatile**? Consider the value of developing articles on subjects your organization's experts know better than everyone else. Trade magazines, association journals, and print and online business publications crave content, especially when it's free—and an editor who publishes your article adds third-party credibility to your message and provides independent evidence of your expertise.

Articles have value that extends beyond publication. Savvy organizations obtain reprints and send them to stakeholders. **And the same article may be re-used in several markets and publications.**

Since you and your staff probably don't have time to develop those articles on your own, consider bringing in a ghostwriter (like me) to learn about the subject matter and create the articles for you.

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