

# Outsourcing in the Age of AI

## 10 Point Checklist

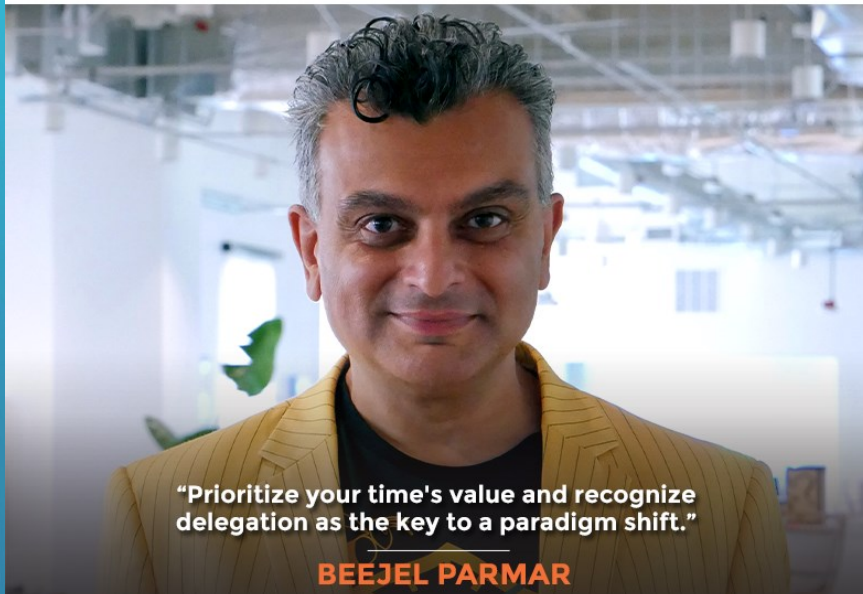
### Beejel Parmar

Want to gain as much knowledge as possible out of Marketing Speak? Read on below for a **10 point checklist** that gives the next, real steps you can take to elevate your marketing to the next level.



# Marketing Speak

HOSTED BY **STEPHAN SPENCER**



"Prioritize your time's value and recognize delegation as the key to a paradigm shift."

**BEEJEL PARMAR**

# 10 STEPS YOU CAN TAKE TODAY

**Want to step up your marketing game?**

**Here are 10 steps that can move you closer to your goals – today.**

- Stay aware of emerging AI technologies. Encourage my virtual assistants (VAs) to learn and adapt to AI, such as ChatGPT and other large language models.
- Implement an internal training program for my VAs. Ensure they grasp the fundamentals of prompt engineering and understand the basics of AI.
- Explore specialized niches within the VA domain, such as video editing, graphics, or specific administrative tasks.
- Build a localized community for my VAs. Promote regular social and professional gatherings for increased loyalty and support.
- Hire VAs as part of my Return on Investment (ROI) mechanism for my small business.
- Delegate networking tasks to my VAs. Extend their roles to represent me in external networking groups.
- Train my VAs to handle sales and marketing tasks. This allows me to focus on my core roles, including public speaking and teaching engagements.
- Leverage virtual assistants for priority planning. Ensure daily, weekly, and monthly goals of my VAs align with my business objectives.
- Establish a support fee model. Act as a matchmaker for VAs to my clients rather than as a traditional agency. Foster trust and loyalty with my clients.
- Visit [www.BeeEPiCoutsourcing.com](http://www.BeeEPiCoutsourcing.com) and access Beejel Pamar's gift, the Outsourcing ROI Blueprint. Engage in short exercises to craft a personalized outsourcing and delegation plan for my business.