AgencyGod

THE FREE PLAYBOOK

● AGENCY GROWTH · THE BOTTLENECK IS YOU

The Delegation & Time Audit

Find **10 hours a week to hand off** in the next 30 days, without hiring a single full-time person. The fill-in time-audit grid, the $10/$100/$1,000 sort, the delegate-automate-delete decision tree, the first 5 tasks to offload, and the record-a-Loom method that turns any task into a VA-ready SOP.

The 5-day time-audit grid

The $10/$100/$1,000 sort

Delete / Automate / Delegate tree

First 5 things to hand off

The record-a-Loom SOP

The $6.50/hr hire math

A playbook from **AgencyGod**
agencygod.com

$10K GTD

The $10,000 Guarantee
You get the result or you get paid.

THE MATH YOU CANNOT ARGUE WITH

Every hour you spend on $15 work costs you $385.

You are not short on hours. You are spending the wrong ones. The reason your revenue is stuck is that the founder is doing fifteen-dollar work all day and calling it being busy.

The business does not grow because the one person who can grow it spent the day on the inbox, the reporting, and the invoicing - formatting a report a VA could have done for $4. By 7pm you are fried and you could not name what you actually moved forward.

PUT A REAL NUMBER ON YOUR HOUR

If your agency does **$25,000/month** and you work **160 hours**, your time is worth roughly **$156/hour** on average. But your highest-leverage hours, closing a $5,000/month retainer or fixing your offer, are worth closer to **$400 to $1,000 each.** Spend one of those on inbox triage and you did not save $15. You burned the gap.

The task feels free because no invoice arrives.
The bill shows up as a flat month.

1h 36m lost daily by SMB owners to unproductive tasks	**3 wks** of working time burned per year on that busywork	**33%** more revenue from CEOs with high delegator talent	**$6.50** per hour to buy back the work, offshore VA floor

Sources: Slack survey of 2,000 U.S. small business owners by Talker Research, 2024 (1h 36m daily / 3+ work weeks a year). Gallup study of 143 Inc. 500 CEOs, 2014: high-Delegator-talent founders generated 33% more revenue and posted a three-year growth rate 112 points higher. VA rate from 2025-2026 platform benchmarks. Figures are directional; your numbers depend on revenue, hours, and market.

This is not a time-management problem. It is a leverage problem. You do not need to wake up at 5am. You need to see where your hours go for five days, price each one, and push the cheap work off your plate. The next pages are the instrument to do it.

THE 5-DAY TIME-AUDIT GRID

You cannot offload what you have never seen.

For five working days, log every task in 30-minute blocks. Do not clean it up. The point is to catch yourself doing $15 work at $400-an-hour. Copy this into a Google Sheet, one row per block. The worked example rows show the format.

DAILY LOG · TUESDAY (WORKED EXAMPLE)

TIME BLOCK	WHAT I ACTUALLY DID	MINS	$ VALUE	DRAINED?
7:30 - 8:00	Cleared inbox, replied to client questions	30	$10	Y
8:00 - 9:00	Built and formatted monthly client report	60	$10	Y
9:00 - 9:30	Back-and-forth booking a call over email	30	$10	Y
10:00 - 11:00	Discovery call with new lead	60	$1,000	N
11:30 - 12:00	Wrote a proposal from scratch	30	$100	N
2:00 - 3:00	Reworked the agency offer and pricing	60	$1,000	N
____ - ____	__________________________	__	____	_
____ - ____	__________________________	__	____	_
____ - ____	__________________________	__	____	_

$10 = anyone can do it · $100 = skilled, not only you · $1,000 = only the founder

The rule for the column nobody fills in honestly: "Drained? Y/N" is the cheat code. Tasks that drain you are almost always low-value AND the first ones you will fight to keep. Circle every "$10 + drained" row. That is your hand-off list, written by your own hand.

THE $10 / $100 / $1,000 SORT

Three tiers. Every task you do fits in exactly one.

Go down your five-day log and tag each block. The sort is brutal on purpose. Most owners discover 60% of their week is $10 work they have no business touching.

$10/hr Anyone with a checklist can do this

- Inbox triage
- Scheduling
- Formatting reports
- Invoicing & AR
- Data entry
- Posting content
- File organizing

Verdict: this leaves your plate first. None of it requires you, your face, or your judgment.

$100/hr Skilled work, but not only you can do it

- Writing proposals
- QA on deliverables
- Client check-in calls
- Hiring screens
- First-draft copy
- Ad-account audits
- Routine reporting analysis

Verdict: delegate to a specialist or trained team member once your $10 work is gone. Keep it only until you have someone good.

$1,000/hr The work that only the founder can do

- Positioning
- Closing high-ticket deals
- Key partnerships
- The offer
- Long-term strategy
- Hiring senior people

Verdict: this is the only work that should fill your calendar. Per Sakas & Company, this is the tier that grows the agency. Everything else is stealing time from it.

⚡ THE ONE RULE TO PRINT AND TAPE TO YOUR MONITOR

If a task is **$10 or $100 work and it is not the one thing only you can do, it leaves your plate.** Not "someday when I can afford it." Now. The hire that does it costs less than the revenue you lose by being the bottleneck for one more month.

DELETE / AUTOMATE / DELEGATE

Most owners delegate the wrong thing first.

Run every $10 and $100 task through these four questions in this exact order. The order matters. Never automate what you can delete. Never delegate what you can automate (the Tim Ferriss rule). Pay a human last, not first.

QUESTION 1

Does this task actually need doing at all?

If NO →
RESULT
DELETE

▼ if yes, it needs doing

QUESTION 2

Can software do it for under $50/month?

If YES →
RESULT
AUTOMATE

▼ if no tool fits

QUESTION 3

Can someone else do it at least 80% as well?

If YES →
RESULT
DELEGATE

▼ if it is genuinely only you

QUESTION 4

Is this $1,000 work only the founder can do?

If YES →
RESULT
KEEP

The 80% rule is where founders get stuck. "Nobody can do it like me" is the most expensive sentence in your business. They do not need to do it perfectly. They need to do it 80% as well, freeing the 20% of you that is worth $1,000 an hour. An 80% report sent on time beats your 100% report sent at 11pm.

THE FIRST 5 THINGS TO HAND OFF, IN ORDER

Offload these five and you win back the 10 hours.

The order is deliberate. Owners delegate the scary, important things first, get burned, and quit. Start with the cheap, low-risk, high-frequency work. The dollar math is per item.

1 Inbox and calendar

A VA triages, drafts replies, and protects your calendar. You touch only what needs your judgment. **This alone is the daily 1h 36m back.**

3 hrs/wk × $400 = $1,200/wk → VA at ~$40/wk

2 Call scheduling, to Calendly or Cal.com

Kill the email back-and-forth entirely. Send a link, let prospects book themselves. This is automate, not delegate. **Set it up once.**

2 hrs/wk × $400 = $800/wk → tool at ~$15/mo

3 Client reporting, to Databox or Looker Studio

Build the dashboard template once. Reports auto-pull and send themselves. A VA adds the one-line summary. **No more screenshot decks at midnight.**

4 hrs/wk × $400 = $1,600/wk → tool + VA < $100/mo

4 Invoicing and accounts receivable

Recurring invoices auto-send. A VA chases anything late on a fixed cadence so you stop fronting client work out of your own pocket.

2 hrs/wk × $400 = $800/wk → VA + tool < $60/mo

5 Client onboarding checklist

Turn your kickoff into a repeatable checklist a VA runs (welcome email, intake form, access requests). **You only join the kickoff call.**

3 hrs/client × $400 = $1,200 each → VA-run, < $30 each

> **Delegate cheap and low-risk first.**
> **By the time you hand off something scary, you will already trust the system.**

THE RECORD-A-LOOM SOP METHOD

"I'd have to explain it ten times" is why you are still stuck.

You do not delegate because writing the instructions feels harder than doing the task. So do not write them. Record yourself once, and let the transcript write the SOP for you. One five-minute Loom replaces an hour of live training.

THE 4-STEP METHOD TOTAL TIME: ABOUT AS LONG AS THE TASK TAKES ONCE

1. Open Loom and hit record. 2. Do the task at normal speed while narrating every click out loud. 3. Stop. Loom auto-generates the transcript. 4. Paste the transcript into ChatGPT with the prompt below.

THE CHATGPT PROMPT PASTE YOUR TRANSCRIPT UNDER IT

"Turn this transcript into a numbered standard operating procedure with a short pre-send checklist a new virtual assistant can follow with zero prior context. Flag any step where a mistake would be expensive."

WHAT CHATGPT HANDS BACK IN 8 SECONDS

SOP: Build & Send The Monthly Client Report

1. Open the client's Looker Studio dashboard from the **/Clients** folder. Set the date range to **last full calendar month.**
2. Confirm every data source shows a green "connected" dot. If any is red, stop and message the account lead before going further.
3. **Cross-check ad spend in the report against the ad platform's billing tab.**

   If these do not match, the client gets a wrong number and we look careless. Never skip.
4. Export to PDF. Rename it **[Client] - [Month] Report.pdf.**
5. Paste the 3-line summary template into the email body and fill the blanks: result, what changed, next step.
6. Send from the shared inbox by **9am on the 2nd of the month.** CC the account lead. Log "sent" in the tracker.

PRE-SEND CHECKLIST

- [ ] Date range = last full month, not month-to-date
- [ ] Spend figure matches the platform billing tab
- [ ] File named correctly & account lead CC'd

DO THIS WITH THE NEXT $10 TASK YOU TOUCH

Catch yourself on inbox triage or report-building and hit record before you start. **You were doing the task anyway** - the only added cost is narrating it. Stack 15 to 20 of these in one folder and you have an operations manual.

WHO BUYS BACK THE 10 HOURS

You do not need a full-time salary. You need a part-time VA.

Ten reclaimed hours a week is roughly 40 hours a month of work to offload. That is a part-time virtual assistant, not a $5,000/month hire that scares you off the whole idea.

WHERE TO FIND THEM	ALL-IN RATE	BEST FOR
OnlineJobs.ph (offshore)	**$6.50 - $10/hr**	General admin VA, the cheapest reliable start
VirtualStaff.ph / LatAm	**$8 - $15/hr**	Timezone overlap, light specialist work
Upwork	**$10 - $25/hr**	Test fast, proposals back within 24 hours
US-based VA	**$25 - $45/hr**	Client-facing comms, when accent or hours matter

Rates from 2025-2026 VA platform benchmarks (OnlineJobs.ph, Upwork, VA Masters). Ranges shown as ranges. Actual cost depends on scope, timezone, and the screen you run.

$260

to $600 a month buys back 10 hours a week

At **$6.50 to $15/hour** all-in, ten reclaimed hours costs roughly **$260 to $600 a month.** Those same hours spent closing one extra $5,000/month retainer are worth thousands. The most lopsided trade in your business, and most owners never make it because the VA invoice feels more real than the revenue they lose.

COPY-PASTE JOB POST — FILL THE BRACKETS, POST ON ONLINEJOBS.PH OR UPWORK

Title: Part-time Agency VA - inbox, scheduling & reporting ([~10 hrs/wk])
Tasks you'll own: inbox triage & draft replies, calendar & call scheduling, monthly client reports, invoicing & chasing late payment, client-onboarding checklist.
Rate: [$_____/hr] , [_____ hrs/week] to start, room to grow.
To apply, start your reply with the word PINEAPPLE and tell me about one process you documented or improved.
Step 1 is a paid test task ([~30 min, $_____]) before any ongoing commitment.

Why those two lines do the screening for you: the PINEAPPLE opener kills the 80% who do not read instructions - which is the whole job. The paid test task is a work sample, and a work sample predicts performance far better than any interview. You hire on what they actually produced, not on how well they talk.

THE 30-DAY DELEGATION PLAN

Stop reading. Start offloading.

A system you admire changes nothing. Run this exact month and you will have 10 hours a week back and a VA running them by day 30.

1. **Days 1 to 5 - Run the time audit**
   Log every 30-minute block for five working days in the grid. Do not edit yourself. **Most owners are shocked how many "$10 + drained" rows pile up.**

2. **Day 6 - Sort and route**
   Tag every block $10 / $100 / $1,000. Run each $10 and $100 task through the Delete / Automate / Delegate tree. **Delete the dead ones first.**

3. **Days 7 to 9 - Automate the easy wins**
   Set up scheduling (Calendly), recurring invoices, and an auto-pulling report dashboard. **These need no human and pay for themselves in week one.**

4. **Days 10 to 14 - Post the VA role and screen**
   Write the job post with the PINEAPPLE screen. Run a small paid test task. **Hire on the work sample, not the interview.**

5. **Days 15 to 21 - Record the Looms**
   For each task you are handing off, record a Loom and generate the SOP. Build the shared folder. **You document each task exactly once.**

6. **Days 22 to 30 - Hand off and protect the calendar**
   The VA takes inbox, scheduling, reporting, invoicing, onboarding. You block the reclaimed hours for $1,000 work only. **Guard them.**

THE HONEST MATH ON THIS MONTH

Reclaim **10 hours a week** for roughly **$260 to $600/month** in VA cost. Spend even four of those hours closing one extra **$5,000/month retainer** and you have added **$60,000 a year** in recurring revenue, against a cost that rounds to nothing. The other six hours go to the offer and the partnerships that actually move the agency.

**The bottleneck was never the work.
It was who was doing it.**

YOUR NEXT MOVE

You can buy back 10 hours yourself. Or we can build the machine with you.

This audit hands you back your week. AgencyGod hands you back your growth. We build the front of the funnel so right-fit leads show up, install the systems so the work runs without you, and drive the whole client-acquisition machine to a number. It is backed by the $10,000 guarantee. **You either get the result or you get paid.**

Reclaiming ten hours only matters if you spend them on the $1,000 work that grows the agency. That is the part we do **with** you. We onboard only a handful of agencies a month so we can actually deliver, and **every spot carries the guarantee.** Run this audit, then come map your $40K/month machine with us.

$10K GTD You get the result or **we pay you $10,000**

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