

A desk setup featuring a spiral-bound calendar, a laptop, and a notebook. The calendar is open to a page with columns for Monday through Sunday. The laptop is partially visible on the right, and a notebook with a 'NOTE' tab is at the bottom right. A small potted plant is in the top left corner.

The Nanny Agency School

How to launch and grow a nanny agency the right way!

Stephanie Bauchum

Module 7

Hiring Staff and Outsourcing

Welcome to module 7 of The Nanny Agency School: How to launch and grow a nanny agency the right way. Hiring staff and outsourcing tasks helps you breathe as the CEO of your agency. There's often a misconception that you must do all the work from the beginning and hustle to get your agency off the ground, but that isn't always true. It's quite the opposite. Knowing how to run and operate your agency is important, but outsourcing early helps you focus on growing your agency as the leader. No matter your budget, you can always find extra help. In this module, we will cover:

Simple ways to outsource and scale your agency

Perform each task at your own pace and share your updates in our private Facebook group! Remember to email questions to info@nannyagencyschool.com.

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By now, you understand there are many moving parts when it comes to owning and operating a staffing agency. From making sure the ground work is firm, to social media posting, it can be overwhelming trying to do it all. Remember, the first thing we talked about is the importance of self care and mental health as an agency owner. Receiving help is self care, even as a business owner. It can be hard to let someone take care of your business baby, but understand it takes a village to run a business. That village is your staff, contractors, coaching, and project managers.

Repeat after me...

“There are people out there ready and excited to support me and my agency. Having extra help will make my agency successful.”

There may be a fear that you won't have enough money or resources to outsource, but if you develop a mindset that there's plenty, the money and resources will show up. It all boils down to a decision. This does not mean you should blow your budget on a full time employee that does all the work and you don't do anything. Start small within your budget, and decide what would make most sense right now. You have plenty of time to grow.

My favorite tools for outsourcing:

Fiverr.com

xRipple VA's

Pineapple Staffing

Interns from local colleges

VA companies overseas

Research local Facebook groups for freelancers and referrals

Consider hiring your nannies for agency projects or as agency staff

I've provided an extensive list of things you can outsource to help your agency grow.

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Agency Outsourcing list:

1. Building and maintaining your website
2. Creating website copy
3. Commenting on social media posts
4. Answering social media private message
5. Bookkeeping and agency payroll
6. Social media management
7. Social media content
8. Social media graphic and post design
9. Uploading videos and social media pre-scheduling
10. Content calendar
11. Email newsletters
12. Answering emails
13. Overseeing candidate emails
14. Overseeing client emails
15. Blog posts
16. Video and reel editing
17. Admin tasks
18. Nanny and candidate recruiting
19. Sourcing candidates
20. Reviewing resumes
21. Scheduling candidate interviews with the agency
22. Scheduling client consultations with the agency
23. Scheduling client and candidate interviews, virtually and in person
24. Agency job posts
25. Writing job descriptions
26. Calling references
27. Sending info to background check companies
28. Posting in Facebook groups
29. Interacting on LinkedIn

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30. Finding local events for partnership
31. Finding local events for sponsorship
32. Gaining community contacts
33. Attending job fairs
34. Vending at events
35. Agency branding and logo
36. Creating agency documents
37. Sending out gifts to placed nannies.
38. Sending gifts and holiday cards to clients
39. Marketing and ads
40. Finding events to sponsor
41. All Canva graphics
42. Training your nannies
43. Business taxes
44. Cleaning out agency and candidate emails
45. Printing off important documents and creating a binder
46. Creating freebies and printable for clients and hired candidates
47. Planning professional development events
48. Planning family events
49. Planning partnership events
50. Organize agency files and folders
51. Proofreading
52. Asking for reviews and testimonials
53. Creating and managing SEO's
54. Plan video content
55. PR and Community engagement
56. Inquire about guest hosting on podcasts or online livestreams
57. Plan agency livestreams and online events
58. Research trending topics and hashtags
59. Research social media posting trends
60. Research agency networking events
61. Keep and manage files of important document
62. Follow accounts on social media within your agency niche
63. Clean up social media and get rid of posts not pertaining to your agency
64. Review insurance policies and licenses
65. Cold calling and cold emailing.

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66. Clean out old agency emails.
67. Monitor social media engagement
68. Maintain agency email list
69. Plan for promos or create a list of business promos
70. Plan agency events
71. Project management
72. Manage Asana, Docusign, Hello Sign, Zoom, Asana, Slack, Trello, or agency accounts
73. Find volunteer opportunities
74. Create automatic away emails
75. Schedule monthly self care

Notes
