



YOUR TIME IS NOT FREE

Reclaim 15 Hours This Week with a
Virtual Assistant



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01 YOUR TIME IS NOT FREE

01: Your Time is Not Free

Let's be clear.

If you're still handling your own emails, scheduling, document formatting, and invoice follow-ups; you're not being efficient. You're operating below your pay grade.



Every hour spent on admin is an hour diverted from growth, leadership, and decision-making. The issue isn't whether you can do these tasks.

The issue is whether it makes business sense for you to.

You didn't launch your business to micromanage back-office work. But at some point, you became the bottleneck; telling yourself "it's just quicker if I do it" or "I'll outsource later."

That mindset costs you more than you think.

Your time is your most valuable, non-renewable asset—and right now, you're overusing it on low-impact tasks.

High-performing founders protect their hours. They allocate time where it drives return:

- Strategy Revenue
- Product Clients
- Rest

Not admin.

Here's a smarter approach: reclaim 15 hours this week.

Not someday. Not “when you're bigger.”

This week—with the right Virtual Assistant.

Delegation isn't a luxury. It's operational leverage.

And leveraging well is what separates busy business owners from scalable ones.



02

WHY 15 HOURS MATTER

02: Why 15 Hours Matter



Fifteen hours might not sound like much; until you realize what it's worth.

Let's do the math:

If your hourly value is \$50 (and for most founders, it's more), that's \$750 of high-impact time every single week.

That's:

- 5 sales calls you never booked
- 3 proposals you never finished
- 1 marketing campaign you never launched
- And 15 hours you'll never get back

Now multiply that across a month. A quarter. A year. It adds up to thousands of pounds—and missed momentum you can't afford.

Here's the point:

You don't need to delegate 50 things to win back those hours. You just need to identify the right ones.

- Because delegation isn't about doing less. It's about doing more of what matters.
- Fifteen hours gives you breathing room.
- It creates the space where your business can grow.
- Where you can move from surviving the week to designing your next breakthrough.
- And once you feel that clarity—the shift from reactive to intentional—you'll never go back.



Takeaway:

This isn't about saving time. It's about redirecting it to where your value is highest. The next section will show you exactly how to calculate that; and why a VA is the smartest first hire you'll ever make.

03 YOUR VA ROI FORMULA

03: Your VA ROI Formula

Think hiring a Virtual Assistant is “nice to have”?

Let’s break that myth—by doing the math.

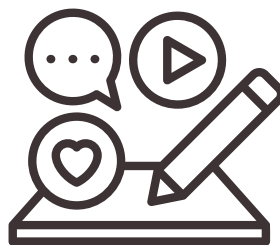
Imagine this:

- ➡ Your time is worth \$60/hour (whether you charge that or not)
- ➡ A skilled VA from Fitma costs between \$5–\$15/hour
- ➡ You delegate 15 hours of admin, content, or coordination tasks
- ➡ That’s \$900 worth of your time
- ➡ And you only spent ~\$150 to get it done

Your return? At least 6x in time value. And that’s not just a financial win. It’s strategic. You now have 15 hours back to:



Close clients



Create content



Build new offers

Your Simple ROI Formula:

Your Hourly Value × Hours Delegated = Time Freed Value

Time Freed Value - VA Cost = Net ROI

Example:

\$60/hour × 15 hours = \$900

\$900 - \$150 (VA cost) = \$750 ROI

What's Your Hourly Worth?

Ask yourself:

- What tasks actually generate revenue in your business?
- How much is 1 hour of focused work worth to you?
- What's the cost of not getting to that work?

If you're spending prime hours on emails and appointment scheduling, you're not running your business—you're stuck in it.

Delegation isn't a cost. It's leverage.

And the longer you delay, the more you lose—because every hour spent on low-value work is.



04 THE 15 HOUR TASK STACK

04. The 15 Hour Task Stack

You don't need to build a 50-task delegation plan.

You just need to offload the right tasks—the ones that quietly eat your time every single day.

Here's how to get 15 hours back this week by delegating high-drain, low-growth activities across three categories:

Admin & Scheduling (5 hours/week)

Let's start with what clogs up your mornings:



- Inbox filtering and basic email replies
- Calendar scheduling and meeting coordination
- Travel research and bookings
- Document formatting (Google Docs, Word, PDFs)
- Data entry and file organization

Fitma Tip:

Record a 5-minute Loom showing how you manage your inbox; your VA can replicate it in under an hour.

Social Media & Content Support (5 hours/week)

Your content doesn't have to consume you:

- Scheduling posts on Instagram, LinkedIn, Facebook
- Creating basic graphics in Canva
- Repurposing blogs into social posts or email snippets
- Comment monitoring and inbox replies
- Hashtag research or post formatting



Fitma Tip:

Send your VA your last 3 posts and let them schedule and prep the next 3 in your tone.

Business Ops & Customer Support (5 hours/week)

Stop being the operator—start being the strategist:

- CRM updates and lead tracking
- Sending invoices and payment reminders
- Following up on client outreach
- Basic order processing (for eComm or service-based businesses)
- Preparing weekly reports or summaries



Fitma Tip:

Use Google Sheets or Trello to assign recurring tasks—your VA will take it from there.

Done right, this gives you:

- 15 hours back immediately
- More energy for revenue-generating tasks
- A system you can build on week after week

And the best part? Fitma VAs are trained to pick up fast, work independently, and handle these tasks without micromanagement.

05

HOW TO DELEGATE WITHOUT MICROMANAGING?

05. How to Delegate Without Micromanaging?

I know why you're hesitant to delegate. You've tried it before. The results weren't great. You spent more time fixing things than if you'd done them yourself. Sounds about right?

Here's the truth:

You don't have a delegation problem. You have a clarity problem. When tasks live in your head, of course no one else gets them "right." But once they're out of your head—and documented properly—you'll never want to take them back.



Here's the simplest way to make delegation work:

1. Record Once, Repeat Never

Don't type. Don't overthink it. Just hit record (Loom, Zoom, your phone screen). Walk through the task while you do it. Talk naturally.

Example: "This is how I prep my weekly report. I pull data from this file, drop it here, format it like this, then send it."

You've just created an SOP in 3 minutes. No docs, no slides. It works.

2. Write a Task Brief (Takes 2 Minutes)

In a Google Doc or Notion page, write:

- What the task is
- What success looks like
- Any logins or tools needed
- When it's due

That's all your VA needs. Not perfection. Just clarity.



3. Review, Don't Redo

The first time your VA completes a task, don't jump in and fix it. Instead, give clear feedback; what to change, what worked, what didn't.


Then let them own it from round two. Delegation gets easier with repetition—but only if you step back and let it.

 Quick Task: Run the “You or Not You” Filter

Look at your task list for tomorrow. Now ask yourself:

- Does this task need me, or just someone competent?
- Could a VA do this 80% as well—and save me an hour?

Write down 3 tasks that don't require your brain or judgment. Mark them “VA-ready.” That's where you start. If you want more time, you have to earn it; by letting go. Start small. Delegate one task. The next time, it gets easier. Then faster. Then automatic.



06

YOUR 7-DAY DELEGATION PLAN

06. Your 7-Day Delegation Plan

Hope you're starting to see how valuable your time really is—and why handing off tasks is the smartest move you can make right now. If you're ready to reclaim some hours this week, here's a simple 7-day plan to get started. No big systems, no perfect processes. Just practical steps that actually work for busy business owners like you.

- ➔ **Day 1: Spot the time-wasters:** Write down 3 tasks you do often but don't need to.
- ➔ **Day 2: Pick one task:** Choose one from your list. Show your VA how to do it (record a quick video or write simple steps).
- ➔ **Day 3: Let go and check:** Have your VA complete the task. Review and give clear feedback.
- ➔ **Day 4: Add two more tasks:** Repeat the same with two more tasks.
- ➔ **Day 5: Organize access:** Give your VA the tools and logins they need.
- ➔ **Day 6: Delegate a recurring task:** Assign a regular task like scheduling posts or managing emails.
- ➔ **Day 7: Review and plan next:** Check how much time you saved. Choose your next tasks to delegate.

By following this, you'll free up at least 5 hours next week—just by delegating smarter.

07 BEFORE & AFTER: A BUSINESS OWNER'S WEEK WITH A VA

07. Before & After: A Business Owner's Week With a VA

Let's be real. You won't fully believe delegation works until you see the difference it makes.

Here's what a typical week looks like:

Without a VA

- You're stuck answering emails all morning
- Meetings run back-to-back, with no time for planning
- Important projects stall because you're buried in admin
- Evenings feel like catching up, not winding down

With a VA

- Your inbox is filtered; only priority emails reach you
- Meetings are scheduled and confirmed without your input
- Admin tasks handled quietly in the background
- You have dedicated time for strategy, sales, or real breaks

That's not a theory. It's what Fitma VAs do for clients every day.

The question is:

Do you want to keep doing it all?

Or do you want to get your time back?

08

STILL THINK YOU'RE NOT READY?

08. Still Think You're Not Ready?

I get it. You're thinking:

- "I'm too small to hire a VA."
- "It takes too much time to train someone."
- "I can't afford the cost right now."

Here's the reality:

You're not too small.

Delegation isn't just for big teams. It's how smart business owners grow without burning out—whether you're a solopreneur or a small business.

Training doesn't have to be a time-sink

Recording a quick video or writing simple steps takes minutes. Your VA learns by doing, and Fitma's VAs are trained to pick up fast.

It's an investment, not a cost

Every hour you spend on low-value work is money left on the table. A VA at \$5–\$15/hour frees your time to focus on the tasks that grow your business and your income.

Waiting until "the right time" means you keep working harder, not smarter. The best time to start is now.



09. START RECLAIMING YOUR TIME TODAY.

09. Start Reclaiming Your Time Today.

You've seen the numbers. You know the tasks to offload. Now it's time to act. Here's your quick checklist to get started:

- Identify 3 low-value tasks you're doing this week
- Record or write simple instructions for your VA
- Share access and tools they need
- Assign the tasks and review results

Plan your next delegation batch



Why Fitma?

Our VAs work with you to free up your time fast; skilled, reliable, and affordable. No long onboarding. No wasted effort. Ready to reclaim at least 15 hours next week?

[Get started with Fitma today.](#)

Remember: Time lost is opportunity lost. Don't wait for "later." Take your first step now.





Fitma

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