It's tempting to do it all, but this will only lead to burn-out. Instead, learn how to properly outsource:

1. **Set Your Goal**
   - Bandwidth, Time & Expertise
     - Which asset are you comfortable delegating? Consider your:
       - **Bandwidth**: Focus your resources on things you excel at.
       - **Time**: Use your time on things you enjoy/are good at doing.
       - **Expertise**: Some skills are not easy to master, find experts for them.

2. **Decide Between Partial or Full Stack Outsourcing**
   - How much of the project do you want to outsource?
     - **Partial Outsourcing**: Hiring a freelancer for each individual creative task.
       - (+) Straightforward if simple project
       - (-) Complicated to coordinate if complex project
     - **Full Stack Outsourcing**: Hiring a trusted partner to coordinate all freelancers involved.
       - (+) Peace of Mind & Higher quality asset
       - (-) More Expensive

3. **Find the Right Partner**
   - Your chosen vendor should:
     - Have a proven track record (look for reviews, testimonials & ratings)
     - Have a portfolio with high quality assets similar to what you want.
     - Be transparent about price & time

4. **Communicate with a Brief**
   - Be clear on what you want to get back.
     - List relevant details like tone, length, style, etc.
     - Share references like pdfs, videos, to share what you have in mind.
     - Set a clear timeline for deliverables (drafts & final versions).

5. **Give Proper Feedback**
   - Pave the way to a smoother process.
     - Be candid about what you liked & didn’t like (with the asset and the outsourcing process)
     - Suggest how to improve
     - Ask for feedback as well