

A woman with long dark hair, wearing a light-colored blazer over a dark top, is smiling and gesturing with her hands as if being welcomed. She is holding a folder or bag. In the background, there are other people and office equipment, all slightly out of focus. The entire image has a warm, orange-toned overlay.

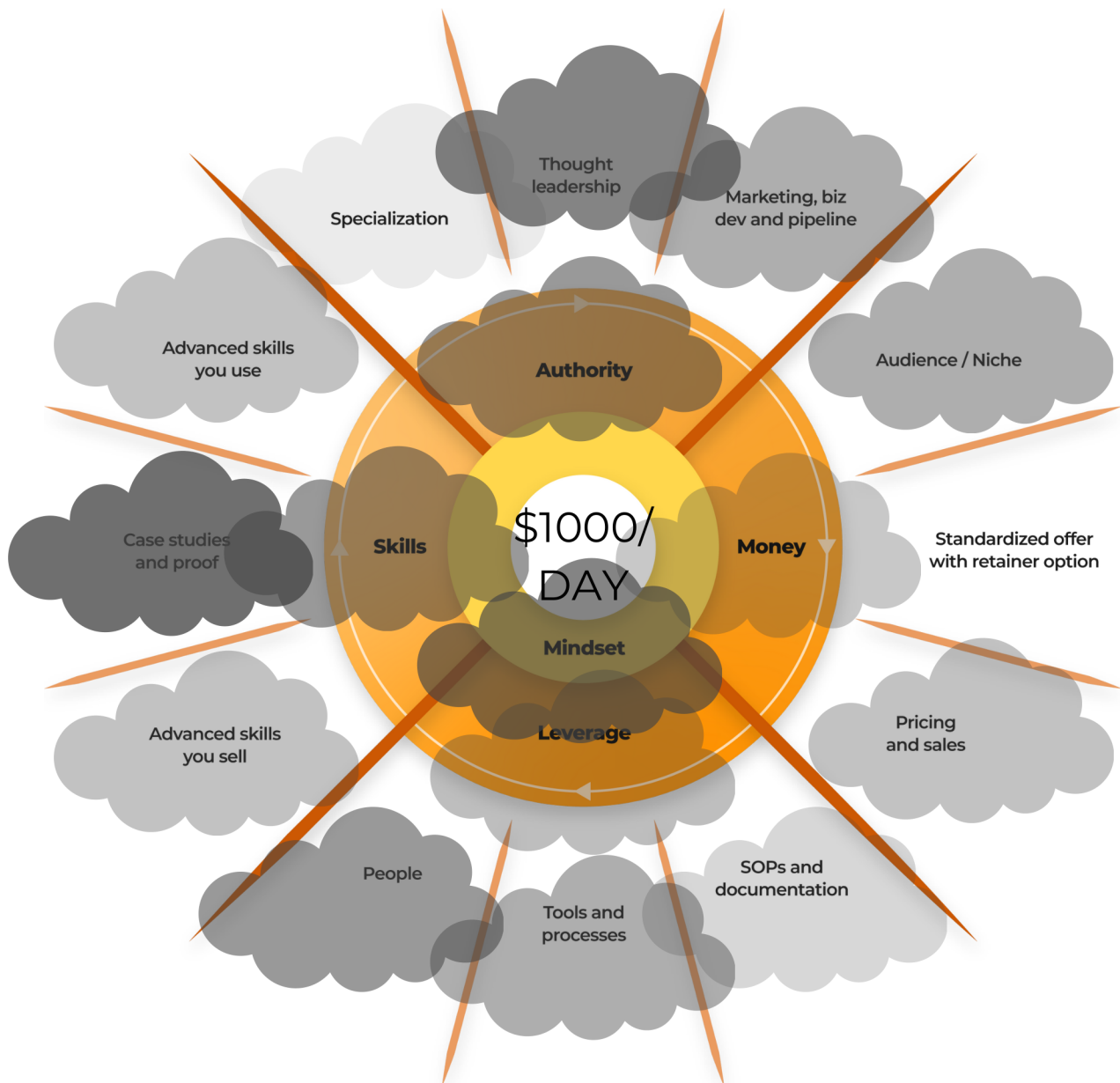
# **WEEK 6:** **HIRING & ONBOARDING YOUR VA (or first hire)**

Add the right people at the right time so you can scale for improved profitability.

Use this approach to help you gain leverage so you can work on the business.

## THIS WEEK'S SECTIONS OF THE SUNSHINE GROWTH MODEL

*Week after week, we will reduce the clouds for several sections of this growth model.*



## END OF WEEK: CEO NOTES

My anxieties about hiring people are:

My hopes for hiring people are:

I know what my first / next hire should be:

I have completed my org chart for my business three years from now

*This is the drive where I'm saving all of my hiring and onboarding files:*

I have used AI to write job descriptions for each one of the roles on my org chart

I have added completed job descriptions to the file referenced above

I recognize that I am already doing all of those jobs, few of them successfully

I have updated my LinkedIn profile to CEO and adjusted my work history

I have set up a business page / profile on LinkedIn and made myself an employee

I know what I need to add to my New Employee Handbook

I have started to create my New Employee Handbook

# NO EMPLOYEE SHOULD BE AN EXPENSE.

Every person you hire should help you make more money. Sometimes they do this by attracting and closing more clients (direct marketing, ghostwriter, sales); sometimes by freeing you up so you can do the work clients are paying for (VA); and sometimes by doing the work that clients are paying for (copywriters, implementation specialists, researchers, analysts, designers, CROs).

Although most freelancers and early stage agencies hire a virtual assistant (VA) as their first “hire,” that may not be the right path for you. You won’t know who your first hire should be until you have a clear vision for your business’s future.

Welcome to the week you become a CEO.

## Create your own org chart.

- Imagine your business three to five years from now. (“The E-Myth Revisited”)
- Think through how you’ll **deliver** world-class services to clients (e.g., dedicated pods).
- Create an org chart for that business using the one Jo’s provided here as a base.



The sample org chart  
[copyhkr.com/tif-org-chart](https://copyhkr.com/tif-org-chart)



Jo’s walkthrough  
[copyhkr.com/tif-chartwalkthru](https://copyhkr.com/tif-chartwalkthru)

# USE CHATGPT TO HELP YOU WRITE JOB DESCRIPTIONS.

Every job on your org chart needs a description. You'll use the description to understand what you should be doing as you undertake that role (until you hire someone else to).

The first / next three  
roles I should hire,  
in order:


With ChatGPT, write a first-draft job description for each role listed above.

Draft a salary for each role. Calculate the hourly rate.

Estimate the monthly revenue you will need to generate 30% profit on the hire(s).

Estimate what month you will be able to post your first job opening.

Add a block to your calendar to post the job opening, with a consequence if you don't.

## Prepare to use LinkedIn to recruit / post job openings.

Update your LinkedIn profile to reflect your title: CEO.

Create a company page on LinkedIn.

Make yourself an employee of that page on LinkedIn.

Ensure all of your "employees" are listed as employees.

# REMOTE WORK DOES NOT MEAN “YER ON YER OWN, KID.”

Did you know it takes at least six months for the average employee to be “onboarded”? People need a long time to learn the nuances of working for your brand, your audience and you. You can accelerate that learning time by creating amazing onboarding materials starting now.

Now is the time to become aware of future needs for team members and start solving for them. Be the boss you wish you’d had! Make it a habit to start documenting everything you do. And create a mechanism, such as a calendar workblock, to organize your onboarding materials / documentation in a space that makes the most sense for you.

TIP: If your audience wonders about onboarding people, and if you’re not sharing sensitive information, why not make your onboarding materials public? Everything is content.

## Choose a central space for onboarding materials

- |   |  |
|---|--|
| <input type="checkbox"/> Thinkific or online training space   | <input type="checkbox"/> Dropbox / Online drive for docs, links, etc |
| <input type="checkbox"/> Medium or public-facing content area | <input type="checkbox"/> Other: <input type="text"/>                 |

## Choose a preferred medium for onboarding materials

- |  |  |
|--|--|
| <input type="checkbox"/> Video               | <input type="checkbox"/> Docs / PDFs                 |
| <input type="checkbox"/> Tango-created lists | <input type="checkbox"/> Other: <input type="text"/> |

## NEW EMPLOYEE HANDBOOK

Set up a central space for onboarding materials

Create buckets or categories for those materials (e.g., Getting Started, Software)

Fill in the following page

Select and create an account for the appropriate software (as identified on prev page)

Tango or other click-based SOP creator

AI / ChatGPT

Thinkific, Teachable, AccessAlly, etc

Public space (e.g., Medium, Udemy)

Others:

Prioritize getting 5 SOPs / lessons (on next page) ready to go this week

Add a task / calendar workblock for 3 more SOPs every week until they're done

# DOCUMENTATION NEEDED

## PRE-WORK

What to send new hires before they start work.


## DAY ONE

What new hires need to know and do on their first day.


## WEEK ONE

What new hires need to know and do in their first week.


## WEEK TWO

What new hires need to know and do as they settle in.


## MONTH ONE

What new hires should have accomplished in the first 30 days.


## QUARTER ONE

What new hires should have accomplished in the first quarter.



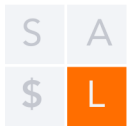

INTRO



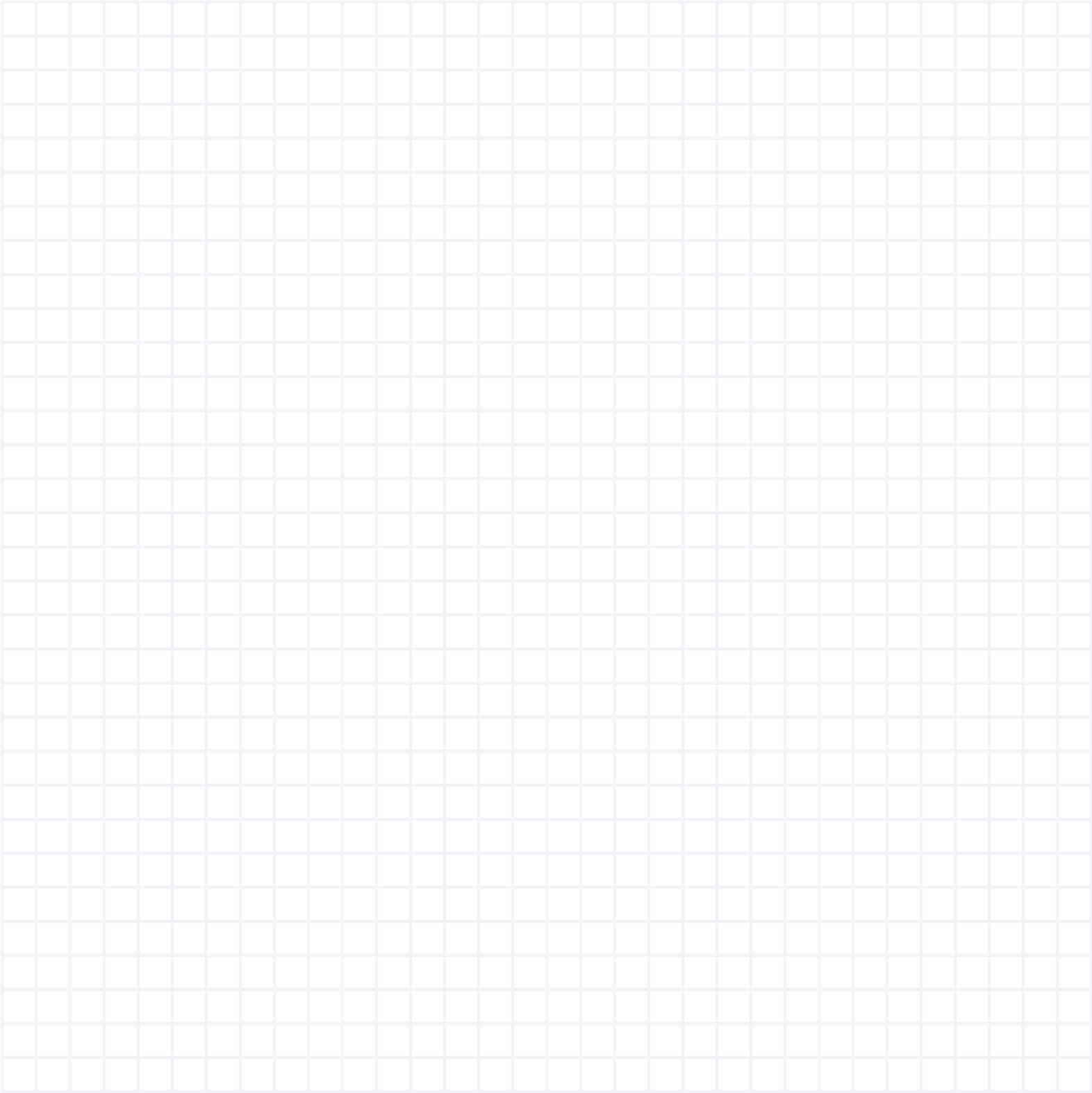
INTERMEDIATE



ADVANCED







## MY THOUGHTS AS WE HEAD INTO WEEK 7

THE INTENSIVE  
BY COPYHACKERS

Stuff that's getting in my way...

Stuff I'm excited about...

Questions for coaching...

# MY THOUGHTS AS WE HEAD INTO WEEK 7