

5 Signs You Are Doing \$15/Hour Work as a \$500/Hour CEO

For **coaches and consultants** in the mid six figures who are still doing everything themselves.

Why It Matters

Every process living in your head is a liability. Every decision only you can make is a growth cap. Read through the five signs below and count how many apply to you.

- | | | |
|---|--|--|
| <p>1. YOUR INBOX</p> <p>Your inbox is the first thing you open every morning. If your day starts in reaction mode, your strategic capacity is being spent before your most important thinking even has a chance to happen. Inbox management is \$15/hour work. The thinking that grows your business is not.</p> | <p>2. SCHEDULING</p> <p>You are the one scheduling your own meetings. Every back-and-forth you manage manually is time your business does not get your strategic attention. Scheduling is the most commonly delegated task, and the most commonly held onto one.</p> | <p>3. DELEGATION</p> <p>You could not take a full week off without things breaking. If your business stops when you stop, you have built a job with no ceiling and no paid leave. This is the most expensive operational risk in a founder-led company.</p> |
| <p>4. THE DOCUMENTATION GAP</p> <p>You are regularly doing tasks you have done before and could write instructions for. If you can describe how to do it, someone else can do it. If it keeps landing on your plate anyway, the instructions were never written down.</p> | <p>5. DISTRACTION</p> <p>Your highest-revenue opportunities keep getting postponed because you are too busy. The partnership conversation. The new service tier. The outreach to a warm referral. These activities move your business forward, and they keep losing to operational tasks someone else could have handled.</p> | |

Your Count

Zero to two signs: You are ahead of most founders. Protect the systems you have already documented.

Three or more: You are the operating layer of your own business, and Sign 4 is where that changes. Every other sign traces back to it. Your inbox, your calendar, and your postponed opportunities all stay stuck to you because the instructions live only in your head.

The Good News

Infrastructure problems have infrastructure solutions, and the first one takes two weeks.

The Document to Delegate Sprint

One area of your business, out of your head and into a playbook someone else can run. Two weeks. Mostly async. **\$1,500 founding rate** for the first five clients.

afloatvirtualassistants.com/sprint

Prefer to talk it through first? Book a free 30-minute **Operations Clarity Call:**
calendly.com/afloatvirtualassistants/30min