VIRTUAL
INGENUITY, LLC

Outsourcing vs. Hiring

Show Notes

In this episode of The Virtual Ingenuity Business Podcast, Claudine Land, Business Strategist of Virtual Ingenuity, LLC, and Laura Johns, Founder, and Chief Executive Officer of The Business Growers discuss the pros and cons of outsourcing versus hiring. The Business Growers is Mississippi's only marketing firm focused on serving technology companies. Laura's team serves clients in 20 states, specializing in marketing strategy and implementation for B2B tech. In 18 months, The Business Growers has grown to over 12 rockstar employees.

Laura is passionate about empowering women and seeks to do so in her business and personal life. She currently hosts a podcast for business leaders and entrepreneurs called "Know, Grow and Scale with Laura Johns," and a podcast for working moms called "The Home and The Hustle." Learn how to know when it's time to outsource projects and tasks and when to hire employees for greater profitability and peace of mind.

Listen as we discuss:

1. What is the difference between Outsourcing vs. Hiring?
2. How do you know which one is beneficial to your business?
3. How do you know when it's time to hire?
4. How many employees have you hired since you started?
5. What's been the easiest hire? Hardest?
6. What hire has been the most critical for your company's growth?

We close by asking Laura if our listeners could have one take-a-away from what we talked about today, what is that one takeaway, and what is the one piece of advice she wished someone had given her when starting her first business.

Learn more about The Business Growers:
- Website: https://thebusinessgrowers.com/
- LinkedIn: https://www.linkedin.com/in/laurapickardjohns/

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You may visit our website at: https://virtualingenuityllc.com

Thank you so much for listening!

Let's impact together! Virtual Ingenuity, LLC