

**THE NEW
TALENT
PLAYBOOK**
Podcast

Action Kit

**Don't Have an
Assistant? You are
One. (Stings a little,
doesn't it?)**

Featuring Rob Levin

Episode 6 - Season 5

By Rob Levin, Creator of [Thenewtalentplaybookpodcast.com](https://thenewtalentplaybookpodcast.com)

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You just listened to Rob Levin, serial entrepreneur and co-founder of WorkBetterNow, reveal why every business owner is stuck in the slow lane without an assistant, and why hiring one isn't a luxury, it's a strategic necessity. Rob breaks down the hard truth: if you don't have an assistant, you are one. You're spending 40% or more of your time on \$25-an-hour tasks when your real value is \$200+ per hour. **In a world of rapid change, AI transformation, shifting customer behaviors, and evolving markets, you need time to think, strategize, and lead.**

1. Calculate Your True Hourly Cost

Rob challenges every business owner to answer one question: Why are you doing \$25-an-hour work when your time is worth \$200+ per hour? The math is simple, but the realization is powerful. When you spend your days scheduling, searching for documents, and managing low-payoff tasks, you're not just wasting time, **you're leaving money and growth on the table.**

Exercise: Your Hourly Rate Reality Check

Use Rob's formula to calculate what an hour of your time is really worth:

1. Total Compensation Goal (salary + distributions you want this year):
\$ _____
2. Divide by 2,000 (approximate working hours per year):
\$ _____ per hour
3. Now multiply your hourly rate by 16 hours per week (conservative estimate of time spent on admin tasks):
\$ _____ per week
4. Multiply that by 50 weeks:
\$ _____ per year wasted on low-value work

What could you do with that time and money if it were freed up?

2. The 3-Day Delegation Audit

Most business owners don't realize how much time they spend on administrative tasks until they track it. Rob's simple 3-day audit reveals exactly where your hours are going, and what an assistant can immediately take off your plate.

Track It, Then Delegate It

Over the next three days, write down every task you do. Use tick marks for repeated tasks. Then mark which ones an assistant could handle.

Task/Activity	Tick Marks (frequency)	Assistant Can Do
Example: Check email		<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No
		<input type="checkbox"/> Yes <input type="checkbox"/> No

Your Top 5 Tasks to Delegate (by time spent). These five tasks become the foundation of your assistant's job description.

1. _____
2. _____
3. _____
4. _____
5. _____

3. Plan Your Reclaimed Time

Before you hire an assistant, Rob recommends getting crystal clear on how you'll use your newfound 16-30 hours per week. This isn't just about efficiency, it's about focus, growth, and quality of life. **When you know what you're gaining, you'll have the motivation to actually delegate and let go.**

Design Your Ideal Week

- High-Value Business Activities:

(e.g., strategic planning, customer meetings, business development, AI implementation)

1. _____
2. _____
3. _____

- Your Unique Ability Work (what only you can do):

- Personal Life & Free Time:

(e.g., family time, workouts, hobbies, concerts)

- _____
- _____

My commitment:

I will spend my reclaimed time on: _____

4. Full-Time vs. Part-Time: Make the Right Call

Rob is emphatic: part-time assistants don't work for most business owners. When something urgent comes up, and your part-time assistant isn't available, you're right back to doing it yourself. Plus, you'll quickly find 40 hours of valuable work once you start delegating effectively.

The Full-Time vs. Part-Time Decision Matrix

Check all the statements that apply to your situation:

- I frequently have urgent tasks that need immediate attention throughout the day
- I want someone available during all business hours
- I can identify at least 10-15 hours of work per week right now
- I'm willing to delegate more as I get comfortable
- I have other executives or managers who could also benefit from assistant support
- I don't want to risk losing a great assistant to another employer who offers full-time

If you checked 3 or more boxes, go full-time.

Remember Rob's insight: Even if your assistant only saves you one hour per day at a \$200/hour rate, that's \$50,000+ in annual value. The ROI is clear.

5. Where and How to Hire Your Assistant

Rob lays out a strategic framework for hiring: go remote to widen your talent pool, consider offshore for cost savings and quality talent, and prioritize time zone alignment if real-time collaboration matters. Whether you hire directly or work with a talent partner like WorkBetterNow, the key is finding someone who integrates into your team and takes ownership of your success.

Your Hiring Strategy Blueprint

1. In-Person or Remote?

Do you have substantial paper-based work or frequent in-office visitors?

Yes → Consider in-person No → Go remote

2. Domestic or Offshore?

Are you open to offshore talent? (Often higher quality and lower cost)

Yes → Explore Latin America, Europe, Asia, or Africa

No → Focus on domestic remote talent

3. Time Zone Alignment?

Do you need your assistant working in your time zone?

Yes → Consider nearshore (Latin America for US-based businesses)

No → The world is your talent pool

4. Hire Direct or Use a Talent Partner?

Direct Hire	Talent Partner (like WorkBetterNow)
You source candidates	They source and pre-screen
You handle payroll/compliance	They handle payroll/HR/compliance
Lower monthly cost	Higher monthly cost, but full support
You own the relationship	They ensure quality and fit

If using a talent partner, ask these questions:

How do you assess candidate skills and personality?

How many interviews do you conduct per candidate?

How do you evaluate English proficiency (verbal and written)?

What onboarding support do you provide?

How do you ensure cultural fit with my company?

My hiring approach will be:

"If you don't have an assistant, you are one."

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