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PODCAST TALKING POINTS :60 sec

Instructions for Host(s): Please use the intro ideas/prompts as inspiration, or feel free to ad lib. Items highlighted in yellow are mandatory and must be read verbatim.

INTRO IDEAS/PROMPTS:

- You started a business, but you didn't expect to become the Head of Everything. Now you're doing marketing, customer service, and IT with no support staff. At some point, "doing it all" becomes the reason nothing gets done. **Stop doing everything.**
- If your to-do list is longer than your workday... congrats. You've officially hit the point where "I've got this" turns into "I need help, fast." Smart business leaders know when it's time to bring in reinforcements... before their team burns out. **Stop doing everything.**
- You know it's bad when your inbox hits double digits before 9 AM. You start the day buried in tasks, and end it wondering where the time went. Doing it all yourself felt scrappy at first. Now? It's just slowing you down. **Stop doing everything.**

AD COPY:

- Instead of spending weeks sorting through random resumes, **Upwork Business Plus** sends a curated shortlist of expert talent to your inbox in hours. Trusted, top-rated freelancers vetted for skills and reliability... and rehired by businesses like yours.
- If you're overextended and understaffed, **Upwork Business Plus** helps you bring in top-quality freelancers fast. Get instant access to the top 1% of talent on Upwork in marketing, design, AI, and more... ready to jump in and take work off your plate.
- **Upwork Business Plus** takes the hassle out of hiring and the pressure off your team by dropping trusted freelance talent right in your lap. That way, you're never stuck spinning your wheels when you need a skilled pro... and your projects don't stall.
- When finding talent you can trust feels impossible, it's easy to default to doing everything yourself. **Upwork Business Plus** sources, vets, and shortlists proven experts, so you can stop doing it all... and delegate with confidence.
- **Upwork Business Plus** doesn't just help you find quality freelancers; it handpicks the best, so you can focus on scaling and let pros on Upwork handle the rest.

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