



Assemble your Crew

This guide helps Indie Hackers understand when and how to expand their capabilities by enlisting the help of others. It covers mapping your needs, dividing between process outsourcing and core development, choosing a profit model, understanding your business flywheel, and finding reliable team members.

Why are you seeking help?

Are any or all of these true for you?



Task Boredom

I'm working on things that are repeatable, but boring



Sticking Points

I get stuck doing things that I am not good at and would prefer to get a pro to help



A Wish for Partners

I love being independent, but I know that the right partners or team members have brought out the best in me on past projects



Limitations of Automation

There's this one task that I keep automating, but it is better if a real person handles it

The Benefits of a Great Team

The best team additions improve flow, allowing you to do more of what you love, making production, sales, and scaling easier, and ensuring teammates understand your needs and anticipate better ways to support you.



Do More of What You Love

You can do more of what you love



Make Productivity Easier

Production and sales gets easier



Scale with Less Headache

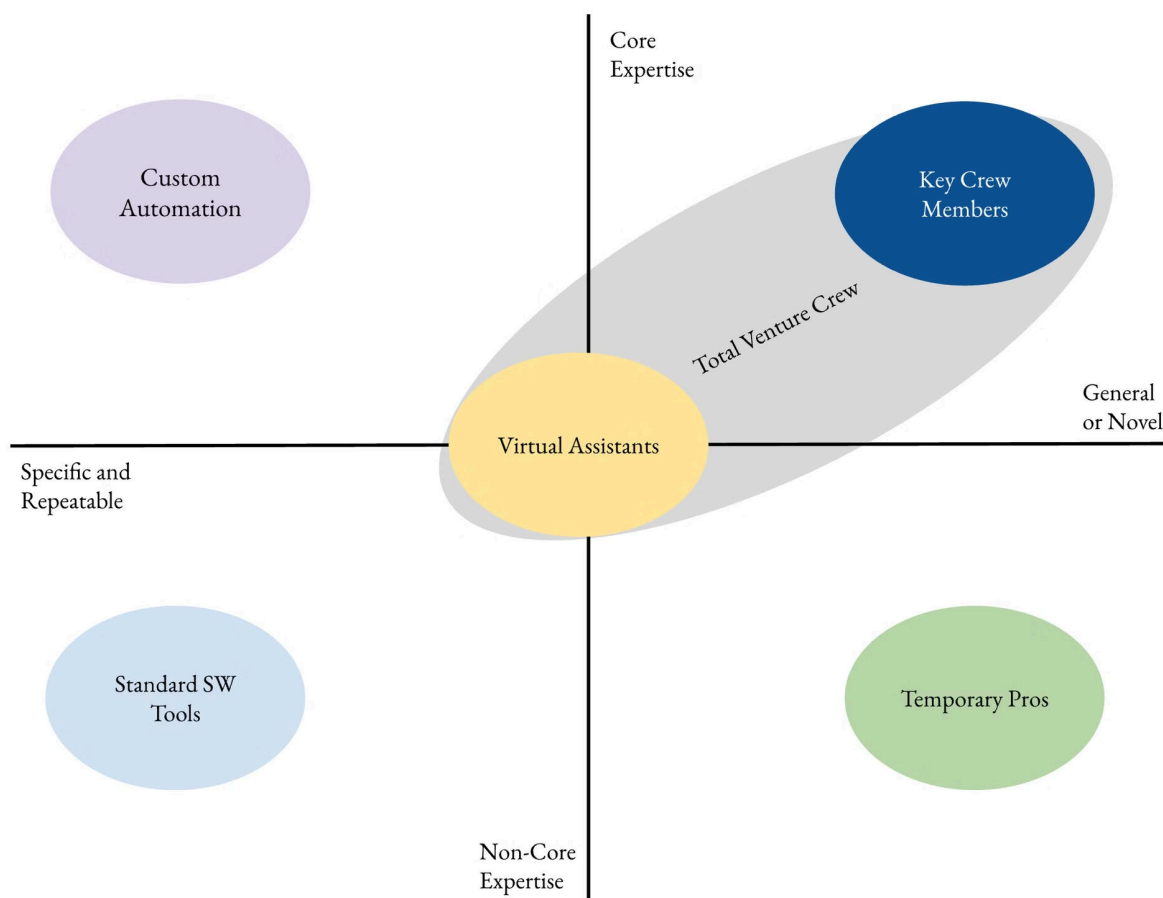
Scaling gets easier



Complement your Skills

Teammates understand what you need and anticipate better ways to support

Lesson 1: Map Your Needs



What 1 thing would make everything else flow more smoothly?

Stuck on a major problem

- Solve yourself
- Contract a pro

Need a reliable process that is hard to automate

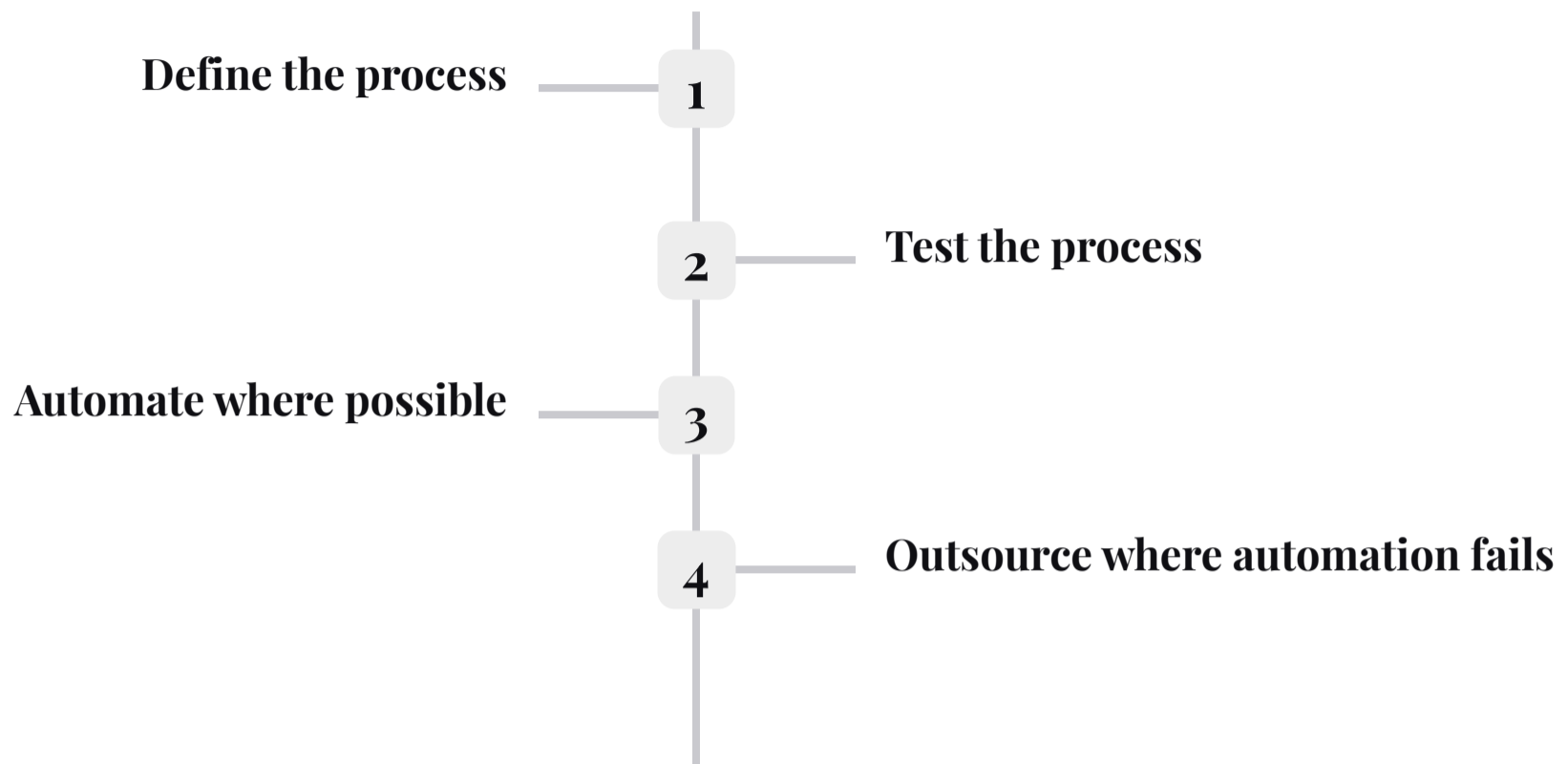
- Bring in assistants after practicing and articulating the process

Need complementary or scaling partners

- Bring partners onto projects or fully onto the team

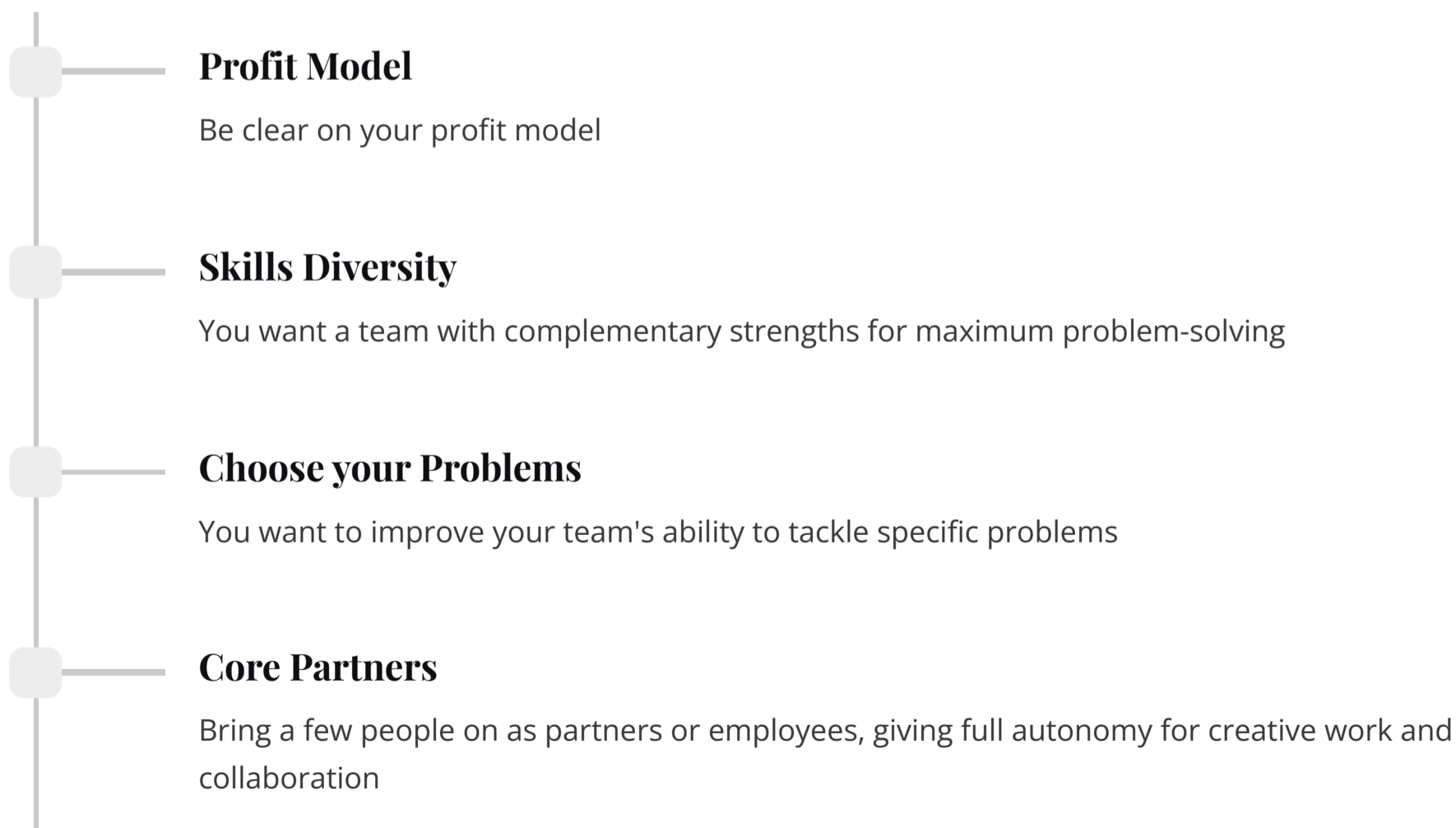
Lesson 2: Outsource vs Develop

When outsourcing...



Note: if you haven't tested the process, you should either do it manually yourself or get a professional to help you figure it out; ***don't expect a low-skill assistant to be able to build an effective process.***

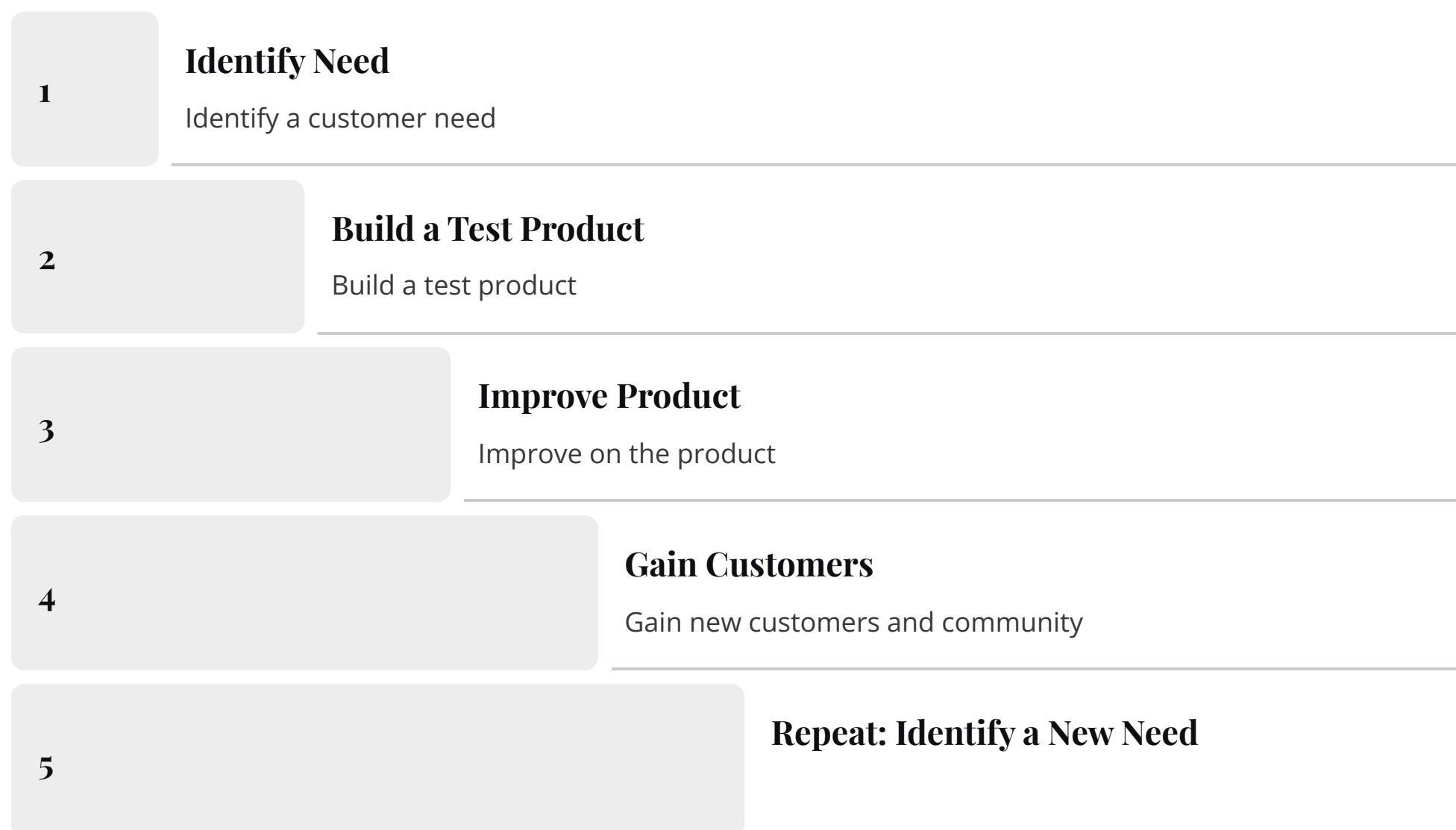
When Developing your Crew...



Note: differentiate between an apprentice and a complementary skillset: ***don't expect both in a single person as these are conflicting aims***

Lesson 3: Define Your Flywheel

A venture flywheel is a cycle of 3-5 things that naturally lead into each other, making profits easier as the cycle builds momentum. For example, if you have a Portfolio Profit Model, where you consistently test out different products for a consistent customer type, you may follow a flywheel like this:



Over time, this flywheel expands your customers and community, establishes true fans of your brand, while giving you better insight into how to profitably serve them. Once the momentum is there, you can barely stop it if you wanted to. Make sure the momentum is profitable.

Have your core crew help to spin the flywheel. Outsource to non-core assistants peripheral support mechanisms. For example, a video series may help with each cycle: outsource video production and promotion support.

Lesson 4: Assemble a Team Through Experimentation

"2 is 1 and 1 is none"

Jocko Willink

How do you find team members? Test people out. For core members, try to test a couple people out on a small project to see who you work best with. If a real project isn't possible, use a task-based interview, testing a virtual project with 3-5 people. Focus on their ability to flow with you.

For non-core members, do similarly, but constantly sample the work of others. For example, I will usually start a project with 3 people doing either duplicate or parallel work, cut 1 after phase 1, then keep 2 around in case one leaves later. Focus on reliability per the defined process.

Lesson 5: Choose a Profit Model

Without a clear profit model, you can't define which work is *core* vs *noncore*.

Example profit models include:



Customer Solution Profit

Crafting specialized high-profit solutions for each customer



Portfolio Profit

Testing out different products and managing investment into the winners, while cutting the losers



Specialist Profit

Leveraging a core skillset (i.e. javascript coding) for multiple revenue streams, both products AND services



Pyramid Profit

Building a single product stack with different price points and sensitivities

Build a reliable crew to complement your skills in your chosen profit model. For example, if you're a great bespoke coder but not great at nurturing relationships, bring someone on who is strong in relationship development. If you can spin out new products rapidly but hate to improve upon them when they start to take off, bring someone on who prefers low-risk, quality improvement work. Finding Reliable Team Members

Grow Your Indie Hacking Venture

For more ideas on how to love and grow your Indie Hacking venture, consider joining one of the Navigate Cohorts or check out the Kindle book.

[Check out the Navigate Program](#)