

# Outsourcing

## For Internet Marketers

How To Get Other People To Do The Hard Work For You

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## Introduction



As an internet marketer it's very tempting to try and do everything yourself. This is especially so in the early days when funds are tight and you simply don't have the money to pay someone else to do stuff for you.

**But it's easy for the workload from your internet business to completely spiral out of control...**

Writing articles, writing ebooks, answering customer emails, making blog posts, writing on forums, creating sales letters, graphics.... Doing all of these things takes up a considerable amount of time and effort; not to mention skill!

Before you know where you are, you're working 12 hour days and you are spending FAR more time working in front of the computer than you EVER did as an employee.

... and you thought starting an online business was the key to a better lifestyle, eh?

**Well it IS – but as your business grows you need to realize (and FAST) that you simply can't do everything yourself.**

Just look at some of the biggest and most successful companies in the world. Do you think Richard Branson (founder of the Virgin Group) built his business by doing everything himself?

Of course not! He realized very early on that in order to grow his business he needed to employ people to do lots of the day-to-day stuff.

The same is true of the top internet marketers. People like Lee McIntyre or John Thornhill hire people all the time to do work for them.

If they didn't do this then their businesses wouldn't be anywhere near as successful as they are.

**It's actually a false economy to do everything yourself.**

When you think about it, not every task in your business is equal. When you look at what makes up most of the income from your online business you'll find that the majority of it comes from certain things.... Things like sending out emails to your list. Creating and selling products. Putting out special promotions. Etc.

Then there are tasks like answering customer emails, bookmarking, driving traffic to your websites etc., which are ALL essential things, but

they aren't what directly brings in your income or enables you to grow your business.

Once your business reaches a certain size you could easily end up spending 5 hours a day JUST answering customer emails.

Of course you can't let customer emails go unanswered BUT it would maybe make far more sense to outsource it to someone else.

I wouldn't necessarily recommend outsourcing ALL your customer support btw. Some of it might need to come from you but things like TECHNICAL support etc could definitely be outsourced to a virtual assistant.

If you spend your days JUST doing things like this then it doesn't leave any time to grow your business. Things are going to remain pretty static and it just doesn't make sound business sense.

### **There's something else that comes into play too...**

We're all good at certain things and BAD at others.

For example, I'm good at writing a sales page and I can do it pretty quickly, but creating graphics for my websites?

Whilst I CAN do it, the results of my work are never that good and it takes me an AGE to complete.

If you're not particularly good at something (or you just don't like doing it) then completing that task will take you forever.

What do you think makes better business sense – for me to spend an entire day creating average looking website graphics or for me to spend say \$100 and pay a professional graphics designer to do it for me?

The latter, of course! While doing it myself would save \$100, I would be wasting an entire day of my life that could be much better spent doing something that actively makes me some money and grows my business.

I do understand of course that in the early days money is usually tight. When you first start your online business you probably WON'T have the money to spend on outsourcing lots of tasks...

But as soon as you DO have the money to outsource some things then I highly recommend that you do so.

That's all I am saying – and in this report I'm going to show you how to do the whole outsourcing "thing."

The beauty of the internet is that it's pretty easy to find outsource workers (providing you know where to look).

I'm going to show you how to find them and (just as importantly) how to get them to do what you want. Let's get into it...

## Which tasks should I outsource?



Of course you can't outsource *everything* in your business.

I've just touched a little on this but I'm going to outline a couple of other things because I think it's important.

Certain things really need to come from YOU because you need to stamp your 'brand' on them. This might include things such as emails to your list, blog posts on your personal blog, etc.

If you're building 'your brand' you will develop a style that is instantly recognisable to your customers. This is very difficult for an outsourcer to replicate because it doesn't matter how good they are, they can never 'be you.'

But a blog post on one of your niche, more generic blogs? That could definitely be outsourced!

You can of course take the work of an outsourcer and adapt it to suit your own style. This is something I do all the time and it works a treat.

Some commonly outsourced tasks are:

- Writing
- Article submission
- Keyword research
- Graphics
- Backlinking
- Admin
- Form submission
- Technical support
- Bookmarking
- Backlinking
- Blog commenting

Etc

In truth, you can outsource most things in your business in some way or another.

**The thing to ask yourself is “does it make more business sense to outsource this task or do it myself?”**

You need to factor in the time and effort it would take you to complete v the cost to outsource.

If it makes better business sense to outsource it AND you can afford to do so, then outsource it. It’s as simple as that really...

# Outsourcing choices

When it comes to outsourcing, you have three main choices or options:

1. **You could hire somebody to work with you permanently, on a full-time or part-time basis.** This could be somebody who physically comes into your office or with whom you meet up with on a regular basis.
2. **You could hire a virtual assistant** – somebody who does a specific task for you every week, month or whatever – but they aren't somebody you meet up with face to face.
3. **You could outsource your work to people on a piece-by-piece or 'as needed' basis.**

The latter is how most people get started with outsourcing. Business circumstances often dictate that it is better to hire someone only when needed – but that doesn't mean you shouldn't consider hiring a virtual assistant or permanent worker. There is much to be said for somebody who works with you over the long term. Over time they will understand your way of working, what you want etc and that can result in a better quality of work and flow. It's also much easier than continually repeating instructions to different people every other week...

## Where do I find outsource workers?



Outsource workers are easy to find BUT you also have to realise that there is a vast difference between the standards of different workers.

Some outsource workers are very cheap and do an incredibly good job.

Others meanwhile are pretty poor and you could end up spending more time and effort EDITING their work than you would of done if you'd done it yourself from the beginning.

So it's important that you choose GOOD people to do your work.

We'll cover how to do this in the next few chapters, but first let's have a look at some of the places you can find outsource workers...

### **Forums**

One of my favourite ways of finding freelance workers is to advertise on Internet Forums.

One of the best (in my opinion) is the Warrior Forum

(<http://www.warriorforum.com>)

First of all, go to the Warriors For Hire section (direct link-

<http://www.warriorforum.com/warriors-hire/> )

Here you will find lots of freelance workers offering their services:

	<input checked="" type="checkbox"/> <b>Content: \$.60/ 100 word Articles! Excellent Article Writing Service Only</b> <b>\$.60 per 100 words!</b> (1 2) Goldcontent	02-15-2012 06:14 AM by Goldcontent	84	1,298
	<b>Webmaster:</b> Grab 100 Push Button Daily Article Links For As Low As 34 Cents A Day (New & Improved!!!) mattlaclar	02-09-2012 07:28 AM by lovboa	39	1,705
	<input checked="" type="checkbox"/> <b>Webmaster: Link Bomb!! Your Key to Top Search Engine Rankings (with PROOF)</b> royjestr	02-15-2012 01:41 AM by royjestr	9	210
	<input checked="" type="checkbox"/> <b>Content: HIGH QUALITY EBOOKS - Professional Writer offers Custom eBook Writing Service plus Graphics</b> (1 2) ProScribe	02-11-2012 03:05 AM by ProScribe	72	2,820
	<input checked="" type="checkbox"/> <b>Webmaster: Cheapest And High PR Dofollow Manual blog commenting service</b> (1 2 3) quyasspk	02-15-2012 08:29 AM by quyasspk	124	2,963
	<input checked="" type="checkbox"/> <b>Content: *** UNIQUE PREMIUM ENGLISH ARTICLES - Simply \$0.01 per word</b> *** IShawn	02-14-2012 10:36 PM by bgriff978	23	603
	<input checked="" type="checkbox"/> <b>Webmaster: High Quality PR LINKS!! FAST AND EASY!</b> xSEO247x	02-15-2012 02:01 PM by extremejava	10	154
	<input checked="" type="checkbox"/> <b>Webmaster: [Reviews Available] GOOGLE # 1 RANKINGS WITH HIGH PAGERANK COMPLETE SEO SOLUTION:ONLY \$25!</b> papamo44	02-15-2012 03:06 PM by majomo	19	258

The great thing about this is that you can see reviews from other members who have used those particular workers services.

If you spend a little time looking, it's possible to find excellent workers who are also extremely cheap. Lots of people use places such as the Warrior forum to get established as freelancers and build up a portfolio, so it's possible to take advantage of this and hire people at excellent rates.

Sticking with the Warrior Forum, there is also the ‘Wanted – Members Looking To Hire You’ section. (<http://www.warriorforum.com/wanted-members-looking-hire-you/>)

		<b>[REVIEWERS WANTED] - THE PERFECT NEWBIE STARTER COURSE - MADE EASY!</b> sambaz		02-15-2012 03:35 PM by LTurnerJVManager	1	3
		<b>Need someone to turn my wordpress blogs to membership site</b> warriorbx		02-15-2012 12:44 PM by kaswistry	2	21
		<b>Wanted: Whoop-A\$\$ Web Developer</b> triedtruefitness		02-15-2012 09:20 AM by aaron kev	3	58
		<b>craigslist poster</b> Patrice Le Vexier		02-15-2012 03:31 PM by wealth1	5	58
		Custom JQuery content/image Scroller Needed andee		02-14-2012 06:00 PM by StarmarkCreatives	2	23
		<b>Need Squeeze Page, Follow-Ups, and Custom Video EXPERT</b> richjerk321		02-15-2012 02:47 AM by richjerk321	2	64
		<b>Seeking Experienced and Knowledge Graphic Designer</b> Daniel Scott		02-15-2012 01:22 AM by Daniel Scott	7	55
		Looking for a person who Lives in NJ or surrounding area (marketing position) blit519		02-14-2012 06:23 AM by Looking4Mentor	1	42
		Media buying expert needed Paul Walker		02-14-2012 04:02 AM by PPC-Coach	2	43
		<b>[Reviewers Wanted] PLR / Marketing Membership Site, Need testimonials, lifetime access!</b> smplylvn		02-15-2012 03:31 PM by sambaz	5	128
		<b>WordPress Designer Needed</b> gomeetpete		02-15-2012 10:23 AM by Citigo Sales	11	98

Here you can post a job and then **people will come to you!**

It costs \$5 to post your job but it's well worth it...

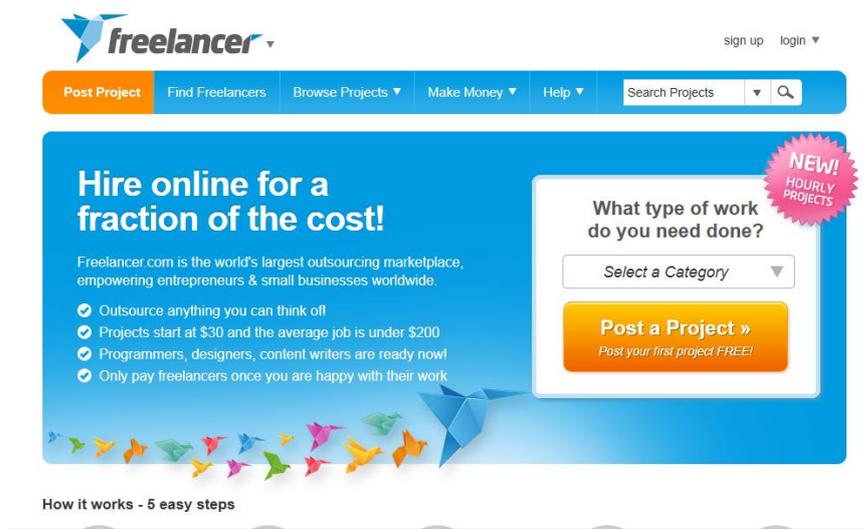
Last time I did this I had 10 applicants in the first 24 hrs and selected someone to do the job pretty much straight away.

The great thing about doing this is that they do all the hard work. You simply post an outline of the work and then people come to you and explain what they think they could do with it, the experience they have that is relevant to the job etc.

## Outsourcing sites

One of the most popular ways of finding freelance outsource workers is by using one of the specialist websites which exist to help you do just that...

Freelancer - <http://www.freelancer.com/>



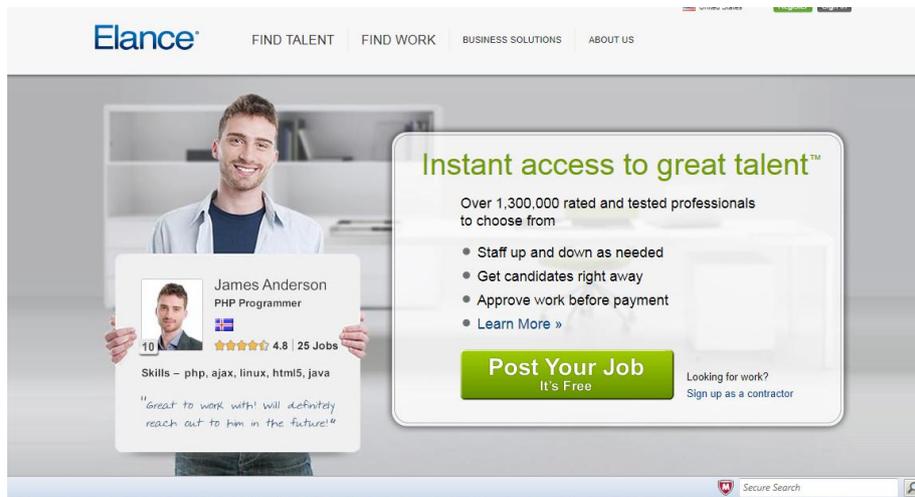
The screenshot shows the Freelancer.com homepage. At the top, there is a navigation bar with links for 'Post Project', 'Find Freelancers', 'Browse Projects', 'Make Money', and 'Help'. A search bar is also present. The main content area features a large blue banner with the headline 'Hire online for a fraction of the cost!'. Below this, there is a list of benefits: 'Outsource anything you can think of!', 'Projects start at \$30 and the average job is under \$200', 'Programmers, designers, content writers are ready now!', and 'Only pay freelancers once you are happy with their work'. A 'Post a Project' button is prominently displayed, with a subtext 'Post your first project FREE!'. A pink starburst graphic in the top right corner of the banner says 'NEW! HOURLY PROJECTS'. Below the banner, there is a section titled 'How it works - 5 easy steps'.

PeoplePerHour – <http://www.peopleperhour.com>



The screenshot shows the PeoplePerHour.com homepage. At the top, there is a green banner with the text 'NEW! Woohoo!... you can now find your friends on PPH!' and a 'connect to Facebook' button. Below this, there is a navigation bar with links for 'Sign In', 'Sign Up', 'People', 'Jobs', 'Community', and 'Post Job'. The main content area features a large blue banner with the headline 'The smarter way of working!'. Below this, there is a paragraph of text: 'Every day thousands of small businesses use PeoplePerHour.com to hire top talent remotely for small projects or a few hours per week, allowing them to remain lean and flexible while getting the job done!'. A 'Post a Job - Free!' button is prominently displayed, with a subtext 'How it Works'. A photo of Kerry Aiston, a Jewellery Designer from Gateshead, UK, is shown, along with a quote: 'I was prompted to start freelancing to fit around my busy family schedule...it feels more like a hobby than a job!'. At the bottom, there is a row of logos for various media outlets: abc NEWS, Newsweek, BBC, FT FINANCIAL TIMES, THE SUNDAY TIMES, CNN, and TechCrunch.

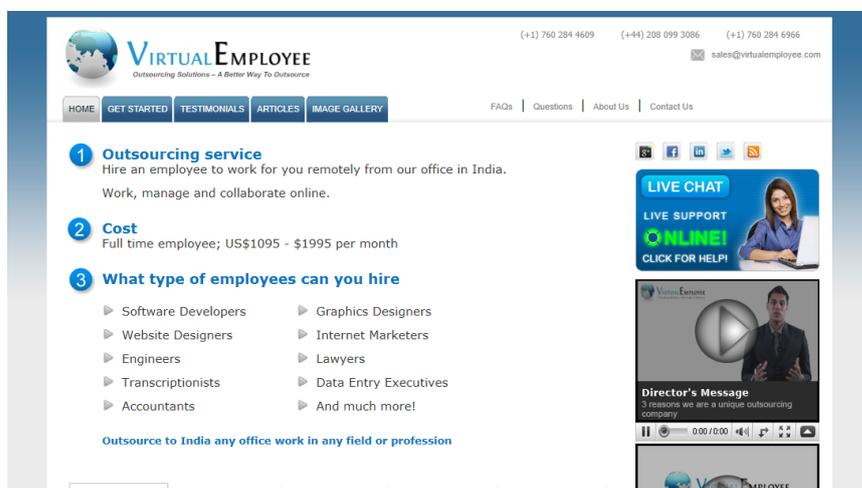
E lance – <http://www.elance.com>



On these sites you can either advertise your job and let people apply – or you can browse through the registered freelancers and choose one from there.

If you're looking to hire full-time freelancers on a more permanent basis, you might want to look at the many services which specialise in this area.

Two such sites are <http://www.virtualemployee.com>



and <http://www.agentsofvalue.com>



## Word of mouth

In my experience, one of the best ways of finding outsource workers is via word of mouth.

Ask your colleagues and business associates who they use and who they would recommend. Most people will only be too happy to tell you – and after all, what better way to be assured of the quality of a worker than by gaining a personal recommendation from someone you know and trust?

## Finding candidates

The first stage of finding an outsource worker is to actually find some candidates. From there, we can then select the person who we believe to be best suited to the job...

You have a few options here.

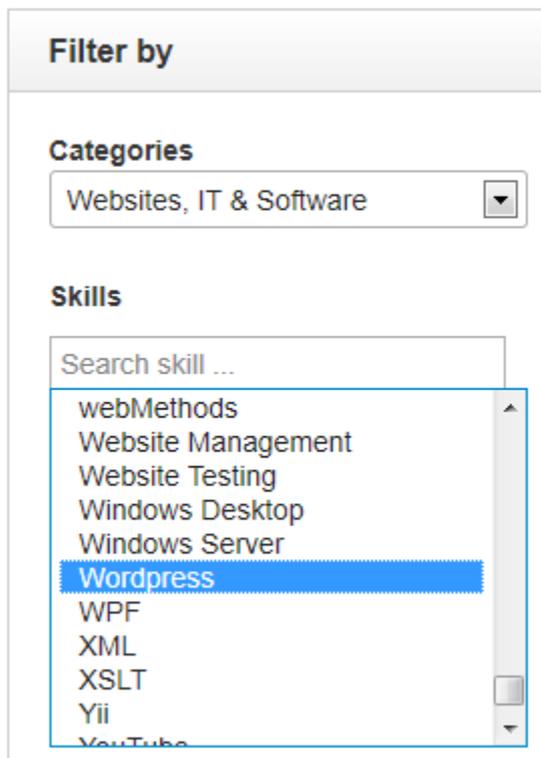
Let's say you needed to find someone to build you a Wordpress blog.

You're operating in the golf niche and you need them to develop a completely unique blog design that fits in with the niche.

So, we decide to head to <http://www.freelancer.com>

The first option is to look at freelancers who are registered on the site and have the particular skills we are looking for.

Click on "Find Freelancers" on the menu bar at the top and you will be presented with a page where you can search the directory of people registered on Freelancer.com



Use the filter to select your category and then narrow it down to their specific skills. So in the case of this particular job you would choose “Websites, IT & Software” and then “Wordpress.”

2338 freelancers found in Wordpress

#### Sponsored Freelancers

 **sameer458**   
  5.0  4.9 (26 reviews)

Top Skills: PHP, Wordpress, Website Design, HTML, MySQL

- I have Good experience in developing the website through CMS or Custom Solutions.-----\n-i am also able to make customize your existing sites. Your project will be in right...

 **goldensolution**   
  5.0  7.1 (146 reviews)

Top Skills: Wordpress, PHP, Website Design, HTML, CSS

Our expertise in : Web Design, Xhtml/Html5, Css 2.1 / Css 3, Wordpress [ blog, cms, shopping cart, application ]

 **ahtsolutions**   
  4.7  6.9 (57 reviews)

Top Skills: Website Design, PHP, Joomla, Magento, HTML

We are a web design, web development company at HaNoi, VietNam. We are developing outsourcing market and we always try to continue widening the ArrowHiTech s reputation on this marke...

As you can see, you are then presented a list of all freelancers who match your search criteria.

Click on the person, and you can find out more details about them:

**sandy1000**  
Freelancer Employer

Username: sandy1000  
Location: Kathmandu, Nepal  
i am webdeveloper and have experience of working in this field for 7yrs

Reputation: **4.8**  
(275 reviews)  
7.3

**My activity:**  
Completion Rate: 78%  
On Budget: 100%  
On Time: 91%  
Repeat Hire Rate: 28%

**My skills:**  
Website Design: 21.2%  
PSD to HTML: 18.8%  
HTML: 14.8%  
CSS: 10.2%  
PHP: 8.8%  
Other Skills: 28.7%

Completed Work (275) | Work in Progress (57) | Latest Bid On

Project for Sandy1000: \$250 USD, 5.0

This is great because you can see all the main things you would want to know:

- Price
- Feedback from previous clients
- Specific skills and experience
- Portfolio
- Etc

**Your other option is to post your job on the site and then let people come to you.**

Click on “Post Project” on the menu bar at the top.

You will then see a form where you enter details about your specific project to be posted onto the site:

## New Project

**Project Name:**

**Skills Required:** *(you must have at least one skill)*

**Category:** *(Optional)*

**Add Skill:**



[Show all skills](#)

**Describe Your Project in Detail:**

[Clear all text from box](#)

Once you have completed everything, your project will go onto the website for other people to bid on.

Essentially, it’s a job advert – and it’s probably the easiest way of finding the people who most want to do your work.

There are some points to mention here...

You need to make sure that your post outlines specifically what you are looking for. If your project description is vague and lacking in detail, chances are you'll get applicants from the wrong sort of people...

**Remember – people aren't mind readers! They don't know what you are looking – you have got to tell them.**

No matter where you are posting it, your advert/job description should answer questions such as:

- What exactly do you want as the end result?
- What help and guidelines will you provide them with?
- When do you need the work completed by?
- How much are you looking to spend?
- Are you looking for specific skills, experience or expertise?
- Is this a one-time job or is there the potential for ongoing work?

Let's look at each of these in turn...

1. Outlining exactly what you want is SO important – and you need to be as clear as possible. Use simple, easy to understand language, and don't leave anything to the imagination. Include as much detail as you can about the job and always be clear, concise and unambiguous.

If you were looking to hire an article writer for example, tell them things such as how many articles you require, the required word count for each article, keyword density, style of writing (formal, informal, North American English or UK English etc), and what the articles are intended to be used for (important). If you were hiring a graphics designer to design you a mini-site, let them know basics such as the title of your product, the subheading, any specific images or image-types you want incorporated into the graphics, specific colours or fonts you would like to be used, etc.

If you're not sure how to word your job then just have a look at how other people do it. It's a great way of learning for sure.

2. The more help you can provide your freelancer with, the better. For example if you are hiring someone to write articles for you then you will most definitely need to provide a list of article titles and keywords. If you were hiring a graphics designer, you might want to provide some examples of the kind of work you are looking for. You could grab the examples from the web – just tell them that you're looking for something along these lines (but obviously not a copy).
3. Be clear from the start what your deadline is. It always helps if this is achievable and realistic too.

In addition, checkpoints dates can help to keep your project ticking along nicely and are especially important if it's an ongoing or long-term project. Reviewing progress regularly can help things to stay on track and mean that you can address problems before they become too serious.

4. Be clear about how much you're looking to spend. Someone could be the ideal candidate, but if they fall completely out of your budget then it's a complete waste of time them applying – both for them and for you.
5. It is important to find someone who has the range of skills and experience you are looking for, so make sure you outline it upfront. If you're looking for someone to write a review of a specific mobile phone, you might make it a condition that the person must actually own that particular model of mobile phone, for example. If you want articles written about how to set up a plant nursery, you would want to find someone who has either done it or whom has experience of gardening. (Hopefully you get the idea 😊)
6. Remember that the promise of future work is always attractive to a freelancer and it can sometimes result in lower bids because they then become more keen to work on the project.

## Assessing candidates



As we touched on earlier on in the report, the quality of work you get back from workers varies massively...

I once hired a freelance writer to write some articles for me and the articles I got back were SO poor quality (and poorly researched too) that I had to spend almost an entire DAY rewriting everything.

Kind of defeats the object of outsourcing, I'm sure you'll agree...

**Which is why it is important to choose your workers carefully.**

If you ran an offline business and you were hiring people to work in your company, would you take them on without finding out hardly anything about them or seeing what they can actually do?

Of course not! That would be crazy.... And yet that's just what many people do when it comes to hiring people online.

I don't know why this is - but just because you are hiring someone virtually many people simply don't bother to do the relevant checks.

As I say, I have been guilty of this in the past too but today I always make sure I check someone out thoroughly before hiring them to do the job for me.

Of course, there is STILL no guarantee that someone will be reliable and do a good standard of work, but you can definitely minimize your chances of hiring a poor worker by doing some simple things...

### **Don't always go for the cheapest**

This doesn't always apply – and I have come across many workers who are both cheap AND good – but in general the saying “you get what you pay for” often IS true...

If you're looking to hire a writer let's say, can someone who charges \$0.75 per 100 be expected to produce a decent standard of work?

Of course they might be charging this as a special offer to get you 'through the door' but often it's just because they aren't very good!

An unusually low price is often a warning sign – but you can't know for sure until you dig a little deeper...

## **Look at the person's experience, knowledge and qualifications**

Let's say that you were looking to hire a writer to write you some articles on the subject of "gardening."

Obviously in this case it would be handy to use someone who has some knowledge and/or previous experience of writing on this subject.

Someone can be a great writer – but this alone isn't enough if they don't know much about the subject. A piece of writing can be grammatically correct, but if it contains poorly researched information then it will STILL be a poor piece of writing!

So it's important to consider the person's previous experience, knowledge and qualifications.

Again, if it was writing, are they a native English speaker? Do they have any qualifications in writing?

If you were looking to hire a graphics designer, do they have previous experience and/or qualifications in graphics design? What programs are they comfortable using?

Of course most of this is pretty obvious and I'm sure you get the idea. That doesn't mean that none of this stuff is important though. As I've already said, too many people just don't make the effort to find out.

### **Look at examples of their previous work**

For me this is one of the biggest indicators of how good someone is.

You should ALWAYS take a look at examples of previous work someone has completed. That way, you can get a feel for the type of work they produce and whether it is a good fit with what you had in mind.

Someone can be good but not ideally suited to what you want producing.

### **Get feedback from their previous clients**

Another one of the most important things to look at is feedback from previous clients.

Somebody can produce an excellent standard of work – but if they are unreliable and it takes them 3 weeks to complete a small task then you might want to think again about hiring them.

If you can, try to get *recent* feedback too. Somebody might have been good a year ago, but for all you know things might have gone downhill since then.

If the reviews are anything like below, you should be able to hire them with reasonable confidence:

<b>Private Project Vietcodepro (IK)</b>	<b>\$300 USD</b>	<b>★★★★★ 5.0</b>
	PeteJ 	Yesterday
<i>" Vietcodepro did an outstanding job on this difficult Joomla project. Only very minor changes were necessary after receiving the demo website. "</i>		
<a href="#">more</a>		
<hr/>		
<b>GS/NIKI Extras (vietcodepro)</b>	<b>\$330 USD</b>	<b>★★★★★ 5.0</b>
	PeteJ 	Yesterday
<i>" This Joomla project was done faster than expected. Vietcodepro always does a great job! "</i>		
<a href="#">more</a>		
<hr/>		
<b>Private Project Vietcodepro (CX)</b>	<b>\$325 USD</b>	<b>★★★★★ 5.0</b>
	PeteJ 	5 days ago
<i>" This is a great team! Every was correct and completed on time. Use vietcodepro for any Joomla, Magento or Wordpress project. "</i>		
<a href="#">more</a>		
<hr/>		
<b>MTV Project Extra</b>	<b>\$100 USD</b>	<b>★★★★★ 5.0</b>
	PeteJ 	5 days ago
<i>" Very professional Wordpress team! Vietcodepro communicates well and always finishes the project on time. "</i>		
<a href="#">more</a>		

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 Secure Search

### How much will they charge and when can they complete the work for?

Obviously this is essential information to find out – but don't take any standard information for granted...

I once hired a freelancer who stated on his website that he could complete work within 7 days.

This suited me fine and I proceeded without asking any questions.

Then a week passed and I still hadn't heard anything, so I got in touch and he explained that he was exceptionally busy at the moment and thus work was taking 3 weeks to complete.

Of course he should have told me this upfront (and I should have asked) but as I say you shouldn't always take information stated on websites or adverts as the gospel truth. Always find out the current situation at the present moment in time!

### **Weigh everything up and select the person**

There is no such thing as a 'perfect' worker – and each candidate will most likely have both pros and cons...

So – you need to weigh everything up and make a decision.

Someone might be the perfect candidate – produce amazing work, be highly knowledgeable and have great feedback – but if the price they want to charge is double that of anyone else, you might still decide to choose someone else.

Look at each factor in turn and then decide which worker overall seems to be the most suitable/best value for money.

## Outsourcing mistakes

As with anything in life, people make mistakes when it comes to outsourcing. Of course, the more you do it, the more you learn. But it's always helpful to know some of the pitfalls right from the start so that you can avoid them...

**Mistake 1 - Expecting outsource workers to 'be you' – to work to the same standard, with the same style and at the same speed.**

The truth is that nobody can ever 'be you.' Different people have different working styles and work to different paces – and when you are outsourcing work you always need to remember that.

I've been guilty of this myself in the past. When I first started outsourcing some of my work, one of the first projects I outsourced was ghostwriting an eBook.

Now the work I got back from the writer was pretty good and it was well researched, yet I didn't feel comfortable with it because I knew that even though it was good information, if I was writing it myself I would have put slightly different things into it and I would have written it in a different style.

Because of this I thought it was somehow inferior – but I quickly realised that it wasn't inferior, it was just different and therefore equally as good.

I showed it to my friend (who was far more experienced at outsourcing things than myself) and he said that I would be hard pressed to find a better writer.

So this whole experience changed my view of outsourcing and I quickly realised that you can't expect somebody else to be 'you.' You can only choose a good worker and then guide them towards producing what you want them to produce. It will always be slightly different than if you did it yourself, but if you choose wisely it will still be good work.

Also, don't expect too much from the other person. Just because you're highly knowledgeable about a specific thing doesn't mean that someone else will be. Never expect somebody to know something just because you do!

### **Mistake 2 – Assuming that a higher price always means a better standard of work**

Whilst I agree that you often 'get what you pay for' in life, it doesn't ALWAYS apply.

There are freelancers out there who are truly excellent at what they do, yet can do work for you very cheaply. Sometimes a location can be a factor here. A top quality worker from India will generally be willing to work for substantially less than a good quality worker from the UK.

Equally, some people charge high prices and yet are extremely poor and/or unreliable.

### **Mistake 3 – Outsourcing things that really shouldn't be outsourced**

I've mentioned previously that most things in internet marketing can be outsourced to some degree – but you definitely can't outsource *everything*.

As an example, I have my own blog which talks about my experiences as an internet marketer – and I very much have my own style and way of communicating to my readers.

I would never DREAM of outsourcing these blog posts because the posts are ME. Nobody else would ever be able to write them – or if they could I would have to spend an hour or so dictating my experiences to them, so it would be easier to just write it myself anyway!

On the other hand, I wouldn't think twice about outsourcing some of my niche blog posts because they most definitely DON'T need to come from me. It's generic content and something that anybody with an internet connection could research and then write about.

Can you see the difference?

It's the same with some of my eBooks. I outsource the creation of most of my niche products, but stuff which teaches my own internet marketing techniques really needs to be written by myself.

#### **Mistake 4 – Not thoroughly checking through the completed work**

This one is a biggie – and especially so when it comes to outsourcing any kind of writing.

So – your freelance writer comes back with a wonderful piece of writing and you quickly congratulate them on a job well done.

Or is it? You might want to have a read through it first to check for embarrassing grammatical errors, spelling mistakes and incorrect information.

Even more seriously, you definitely want to check that what you are reading is completely unique content and that it hasn't been plagiarized and pasted from another source.

Believe you me, I've seen this happen!

It's a good idea to run the writing they send back to you through something like Copyscape. Or – you could simply copy and paste a section of the text into Google and see if anything comes back.

### **Mistake 5 – Not treating good freelancers with respect**

Good freelancers should be treated like gold dust. Once you've found a good freelancer, you definitely want to try and hold on to them for as long as you need them – so always treat people with respect and understanding.

From the freelancers point of view, if someone is always pleasant, courteous and pays them on time then they aren't going to have a problem with working for them again. From your point of view, a happy freelancer is likely to produce a better standard of work and put in more effort.

## Conclusion

If you want to grow your business and increase your profits then sooner or later you will need to outsource.

Remember that you can't do everything yourself – and you never *should* try to do everything yourself.

Outsourcing can free up your time to concentrate on the important things in your business. It also allows you to utilise the skills and expertise of other people that you may not have yourself.

Remember that if you're not very good at something it will take you a long time to figure it out and complete it, and you probably won't make a very good job of it.

Outsource tasks where it makes good business sense to do so and then find the right person for the job using the methods we have outlined.

I hope that you have learned some things in this report and that it has encouraged you to outsource.

I wish you the best of luck with your business.