

THE Essential Guide to

OUTSOURCING ➤ ONLINE ➤



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Introduction

Any online business takes a lot of hard work and effort to manage. Every day there are several tasks that must be attended to. The work piles up as the week goes on and you find yourself wondering why you took on this business endeavor in the first place.

You wanted to spend more time doing your favorite hobbies, playing or relaxing with your family or just doing the other things you haven't had a chance to do in a long time.

What Happened?

When you decided to spend more time at home you didn't think you would end up being in front of your computer the *whole* time.

That's what owning your own online business can be about. Time spent mostly on the business trudging through the small details as well as all the bigger ones just to keep it running. Since you wanted to earn more income and be your own boss then you're pretty much stuck right?

Wrong!

You certainly don't have to be caught in a bind all the time. There is something you can do, but it does take some planning and organization to accomplish. Don't worry, it will be worth it.

Get ready, get set and go! It's time to discover how you can free up some of your time.

What Is Outsourcing?

Why Do Business Owners Use It?

You may have heard other Internet marketers mention utilizing the power of outsourcing in their business, but do you really know what they meant by it? The process is simple really.

Outsourcing is when one business hires another business or freelancer to perform certain professional duties for them. Basically, you can think of outsourcing like this:

It's like asking your next door neighbor to mow your lawn. Once they are finished, you pay them for their time and effort.

A business owner, for whatever reasons he or she has, will pay another company or individual to help them out by performing a specific task. They pay that company or freelancer an agreed upon amount for the work.

There are several reasons online business owners choose to use this technique in their business. Let's explore five of the most popular ones.

Reasons To Outsource

1. Time

Most Internet marketers have a lot of tasks to perform daily, weekly, and monthly in order to keep everything running smoothly within their business. From the time they get up to the time they lay down to go to bed, these entrepreneurs are busy trying to get some aspect of their business completed and ready for the next day.

Time is a commodity for anyone these days. Many of us hardly have time to sleep or eat with all the other things we have to do in a day's time. There's a lot of other stuff business owners want to get out of life beyond just running their business. These people will jump at the chance to be able to save some of their time every day. Some online marketers like to outsource to others so they can free up more space within their day to do other things they enjoy. Those who chose to start an online business because they wanted to spend more time with their families are repeatedly finding themselves with less time. Outsourcing helps those people get that time.

If they want to increase their sales and make even more money, they often find themselves settling for a quick glance of their wife and kids in the morning and some times not again until it's time to retire for the night. This pretty much goes against the whole reason for running their business from home. Those people want the time for their families, so outsourcing some of their business duties to others makes complete sense.

2. Lack of Knowledge or Skill

Another reason many choose to outsource to others is because they simply don't have the knowledge or the skills to something themselves. Some of the duties an online business owner must perform to keep their Internet marketing venture running smoothly require some extensive knowledge in order to get it done correctly.

Not everyone has the skills necessary to design a well crafted website, for example. That's why there are companies and freelancers who specialize in these types of tasks. Sure, one could go it alone, but sometimes having a professional do it can make all the difference when it comes to the bottom line.

3. Save Money on Equipment

There are some tasks that require special equipment to perform. Not everyone has the budget to allow for the purchase of this equipment. When faced with this kind of situation, some business owners will outsource to someone else to save money in the long run.

If you can't afford to purchase a copy machine to make copies of a few documents it's wise to go to a local merchant or library and just pay to make a few copies. Sometimes outsourcing can be less of a dent in your business budget.

4. Gain Focus

You have an online business. With that business, comes a ton of responsibilities to keep it going. You somehow manage to get it all done, but most of the important tasks only get a portion of your attention.

It's hard to focus on the essential tasks when you're faced with so many other duties that need your attention as well. Outsourcing can take a huge load off of your shoulders. Someone else can take over the less important tasks so you can spend more time focused on the areas you need to be.

5. Eliminate the Need for Hiring Employees

As a business grows, so does the work involved in running it. It will get to the point where you can't possibly handle all the tasks yourself. Some companies resort to hiring employees to help out at this point.

As a small online business owner, that option probably won't work for you. There's the cost of paying their wages, employee benefits and the equipment for them to use. Add them all up and you're faced with one huge bill. That's a bill most small business owners cannot afford to pay.

Outsourcing can help you save some money. Most outsourcing companies and freelancers will charge only for the time they put into the project. Unlike an employee who gets paid wages for a day's work, regardless of whether they are actually working the entire time or not.

Let's say an employee was hired to work 20 hours a week. They used probably 15 hours of that time working on tasks. The rest of the time was spent on other non-business related items like restroom breaks, water cooler gossip and web surfing. When you outsource, you only pay for the 15 hours it took for the hired personnel to do the job.

Disadvantages Of Outsourcing

Of course, as with anything, there can also be disadvantages to outsourcing. It's important to be aware of both sides of the coin when making any decision, so let's explore both.

Here are some of the disadvantages of outsourcing:

1. Quality of Work

This is the biggest of disadvantage of all. You never know what you're going to get when you first hire out work to someone else. You might have read or may eventually come across some awful stories from other Internet marketers who discuss their outsourcing experiences.

Some describe paying for work that didn't meet the business owner's standards. The amount they paid in advance didn't match the quality they received in the end. The poor quality work was reported to look like it was done in a rush and no thought or care was taken to ensure decent results.

To avoid some of these bad experiences be a little picky of whom you contract out to. We'll discuss that more a little later in this report. One thing you can do to get a better idea of what the person's work is going to be like is to ask for samples. Of course that doesn't always keep the problem of low quality at bay, but you'll at least see what the freelancer is capable of doing before you ever decide to hire anyone.

2. Time

You may have a vision of a certain timeline for getting your project up and running. Unfortunately, the person you outsource to may not be able to meet that deadline. For the most part, you can give them a deadline of when it needs to be completed and most will be able to meet that.

Be aware, however, if you choose to go with a popular freelancer who already has other clients your deadline may or may not be met. This will have to be discussed when deciding whether to hire them or when discussing the project itself. If they can't meet the deadline, then you can make the choice of waiting for them to get it done or finding someone else.

3. Unforeseen Events

You will have to depend on your contractors to get the work done in the manner you want it completed. Freelancers are people and have lives just like you, so there may be times when unexpected things occur in their personal lives. Think family emergencies, natural disasters, etc.

This may affect the project you have outsourced to them, so you may want to have a backup plan in place for those times. When the assistant contacts you to let you know of their circumstances, you'll be able to put the backup plan in place right away without stressing too much, leaving the work unfinished or all on your own plate.

The good thing about these disadvantages is that they only occur in some cases, not every single outsourcing situation you find yourself in will have these or other dilemmas to deal with. There is no need to go into this venture blindly when you are aware, from the start, that things can go wrong. As long as you have a plan "B" in place, these things can be handled.

What Kinds Of Tasks Can Be Outsourced?

There are so many different tasks that any online business owner can outsource to other companies or freelancers. What you choose to hand out to others will depend on what your business is, what tasks you have to perform and where your strengths lay.

The most common tasks that Internet marketers outsource are:

➤ Writing

This is the most frequently outsourced task of online business owners. Writing is an important asset to your business, and it will need a lot of focused time and effort in order for it to work to your advantage. The problem some business owners face is that they can't put the required amount of focus into writing. There are a couple of good reasons for this.

One, you're busy with all aspects of your business and writing takes up a good portion of time. You want to spend the time on it, but you just don't have the extra hours, or an extra set of hands to get it done. This is the perfect opportunity to implement outsourcing. There are qualified writers who make it a point to devote the time necessary to writing for online business owners.

Second, maybe you're like tons of other marketers, who simply don't know how to write, at least effectively. If you don't have the skills to produce high quality content for your business, you may want to consider finding someone who does have what it takes.

The written material you may find a necessity for an online business can include:

1. Articles
2. Blog Posts
3. Guides
4. EBooks
5. Reports
6. Newsletters
7. Email Messages
8. Sales Letters & Website Copy

Each of these items are equally important in their own way, so if you don't think compiling them is something you would be able to do yourself, search for someone you can outsource your writing needs to.

➤ **Customer Service Tasks**

If you think this part of your business doesn't need that much time or effort put into it, you should seriously reconsider. Your customers are what formulate your business as a success or failure.

If they're not satisfied with your products, services or the way they were treated by your company, they won't bother coming back. Even worse, they will most likely tell others not to bother coming to you either.

The effort placed in making the customers' experience with your business a positive one, will be well worth it. Of course, this is another task that could take quite a bit of time which you may not have to fully devote to it. There are individuals who specialize in this field, so it may just be best to leave it up to them to help you out.

➤ **Bookkeeping/Accounting**

Every business has some kind of book work that needs to be done to keep track of spending, funds received, returns, etc. When tax time rolls around, you'll need good records to determine what deductions you could take and how much money you may need to pay in.

Not everyone has great mathematical minds. If you're one of them, this task can become quite difficult. If you're not experienced in this field, how do you know what information you need to keep track of? By outsourcing to someone who's skilled in this area, you lessen some of your headache by allowing this person to take care of your record keeping needs.

➤ **Marketing**

This is another very important aspect of every online business. Marketing is what gets your business noticed by your potential customers. You have tons of competition out there, so standing out from them and getting noticed will be a high priority.

This can be a tricky game for someone who either doesn't know how to advertise their business or doesn't have much time to focus on it. Outsourcing to someone who's skilled in the art of promoting an online business will put your company out there. In return, you can spend more time elsewhere in your business.

➤ **Web Design**

Your website is your store, product or service catalog and your business card all rolled in one. The site will need to be set up and planned in such a way that makes it appealing to your potential customers as well as easy for them to navigate.

Web designers know how to craft a site that will meet all the needs of your business. You'll be happy and so will your prospects. As a business you have a professional image that should be portrayed on your website. In order to achieve these results, the work involved will include more than just placing some cute pics here and there for people to see. It involves placement of items in certain spots for maximum allure to your customers.

If you don't have the time to do this right, or you just don't have the skill to do so, consider outsourcing your website designing tasks to someone who does. Your business will thank you for it. So will your wallet and your sanity.

There are a lot more tasks that you could outsource in your business, but these are the most common ones online business owners hand out to other people to tackle for them.

The projects you might need to contract out to someone else will depend on at least three things.

1. What tasks you have to perform to keep your business going.
2. Where your strengths lie. - If you're a great salesperson, give that section of your business your full attention.
3. What your business budget allows for.

Who Can Perform Outsourced Tasks?

Now that you have a list of items you want to hand over to someone else it's time to start looking for the people that can get the jobs done for you. Who you contract out to, of course, will depend on what your needs are, but here's a list of people and places you can consider.

➤ **Freelance Writers/Copywriters**

Freelance writers are people who specialize in writing various types of documents. Some specialize in specific niches, like financial writing and others specialize in writing certain types of documents such as reports or articles.

Their whole business is to write for other people. If someone needs an article written, this is where you go. Freelance writers, also known as ghostwriters will know how to write for the web and how it should be done for optimal effects.

Copywriters are people who specialize in the art of selling products or other items through the use of words. Web copy is extremely important for your business. This is what will keep your website visitors at your site long enough to see what it is you're offering them and coerce them into buying from you.

Keep in mind, copywriters and freelance writers usually don't come cheap. You will want to make sure you can afford the writer's services before contracting out to them.

➤ **Virtual Assistants**

Virtual assistants can be considered "Jacks of all Trades" so to speak. They can take on several of a business owner's tasks and perform them much like an executive secretary would do. Some Internet marketers will outsource a lot of their smaller day-to-day task to virtual assistants, so they can free up more time to use elsewhere.

Some of the tasks a Virtual Assistant might do include:

- Customer Service
- Transcription
- Writing
- Web Design
- Bookkeeping
- and more...

Every virtual assistant performs different duties, so you check to see what the ones you're considering contracting work out to will be able to perform. Handing out even the smallest of tasks can be a huge relief.

➤ **Web Designers**

Web designers are people who are skilled in the task of building a well-crafted website. Most of them have experience in using particular site building programs and can help you get a site set up that shows your business in its best light.

Some designers have their own programs installed on their computers, while others may charge you a huge amount more to use the certain program you may want. Some can even create one from scratch, so check out all your possibilities to see which one would work best for you.

➤ **Bookkeepers/Accountants**

Bookkeepers are freelancers who specialize in the task of keeping daily or weekly financial records organized and correct. These individuals can take the chore of record keeping off your hands and provide you with the best books you need to keep track of what is going on with your business financially.

Accountants are ones that have a degree in this field and have had training in how to implement the necessary details that make a business continue to grow. They can also help you with your taxes. From things such as determining what expenses can or can't be deducted to which tax credits you may qualify for, accountants can be an all around helpful asset to your business' bottom line.

Usually, the difference between the two is in what they charge and what tasks they can do. Accountants can do your book work as well as payroll duties, so they will charge more for their services. Bookkeepers generally don't have any educational degrees, but have experience performing simple bookkeeping and recording tasks.

Which one you choose to contract to will depend on what your business needs and what you can afford.

➤ **Computer Technicians**

Computer technicians can perform work in a couple of different ways. You could contract to someone locally to come and fix your computer when something goes wrong with it. These computer technicians have the skills necessary to troubleshoot what the problem is and fix it without causing a huge headache by making the problem worse.

There are also the technicians that you can contract to online for help in certain programming areas and programs like SQL Server, CSS, and more. They are also skilled in the necessary technical tactics to maintain smooth flowing programs for your business site.

The technical areas of your business are just as important as anything else, because a poorly run site will turn off your potential customers. If your site is confusing to navigate or doesn't work like it should, the result could be fewer sales. Sometimes it's necessary to spend the extra money to make sure every technical aspect of your computer and your site are working properly.

➤ **Outsourcing Companies**

You can hire an outsourcing company to assign your chosen tasks to for completion. These companies have a staff of contracted people that will take over whatever projects that you need. Each one offers different services, so you'll need to find the one that can do the work you need completed.

There are some that specialize in the customer service field. They handle all of your customer relations and many have their own phone system which can route calls to a customer service agent. Your job is to let them know your needs and communicate to see the tasks are being done correctly.

There are other outsourcing companies who specialize in areas such as:

- Writing
- Accounting
- Video creation
- Audio Creation
- Marketing

Freelancers and outsourcing companies are both great options to hand over your work to. There's just one thing, which we'll discuss next.

How Can You Tell If You Are Hiring Quality Freelancers?

Before you ever sign any agreements to outsource your business tasks to anyone; you will need to be sure you're not getting taken on the deal. Let's face it, the Internet has been a breeding ground for some unethical individuals, so watching your back when it comes to your business investment is essential.

Finding freelancers that will perform quality work can be a little difficult, but it doesn't have to be that hard if you know what to look for. Here are some tips you should be using when deciding to contract work out to someone:

1. Evaluate Skills

Take a look at what the freelancers' skills are. Do they have sufficient enough skills to perform the tasks you want? For example, let's say you're looking for someone to perform some accounting work for you.

What exactly are their skills? Do they have a degree in accounting? Have they had enough training in that field to do quality work for you? Do they have references you can check?

2. Review Work Related Experience

This is also something you should be looking at. See how many months or years of experience they have performing the same duties for someone else. Does the amount of experience they have justify you giving them work?

For example, let's say you need some bookkeeping done. You check out a freelancer and their experience has been in balancing a few people's checkbooks. Is that enough for you to hire them to keep good records in your business? Is it worth paying their rates?

3. Determine Rates

Each company or individual charges a different rate for their services. See what they charge and see if you can afford it. Also, see what exactly their rates include. For example, if the freelance writer charges a particular rate, does it include edits or is there another separate charge for those? Know these details ahead of time.

Each of these areas is important to know before beginning any work with a contractor. Which ones you look for will depend on what exactly you're looking to hire someone to do.

Wait! We're not done yet. There are still some more things you will need to know before hiring anyone.

Again, we're talking about finding a freelancer or company online, so just because they say they have 20 years experience doesn't necessarily mean they actually do. There are those unscrupulous people who will say anything to get you to hire them.

Next, we'll go over a few things you should know before hiring a freelancer to help on your projects.

Things You Should Know Before Hiring A Freelancer Or Outsourcing Company

Finding a legit and skilled professional could be difficult, but not impossible. There are some things to look deeper into to determine if they're for real or not. So, let's get started.

➤ **Website**

What does their website look like? Is it a professionally created one or one that looks like a grade schooler put up for fun? A website should reflect their professionalism. If a person says they're a big time writer and states they have been writing for many years, but their site has several spelling errors do you think they're telling you the truth? The answer is possibly, but it's highly unlikely.

Also, if they've been writing for the web for a long time, like they state on their site, would you believe them if you notice the site is focused more on graphics and banners? A professional writer's site should focus on the web copy, because that's what you will be hiring him or her for. They should be showcasing their strengths right there on the website.

➤ **Testimonials**

Testimonials are what other people who have hired a freelancer have to say about their experience using the services of the professional. Read through them carefully and see what the professional's strengths lay to see if it matches what you need.

Don't be afraid to contact any of the people who provided a testimonial on the site. You can ask more questions or simply verify that the testimonial is for real. Freelancers may have references in addition to testimonials, so check those out as well.

➤ **Samples/Portfolio**

Always check their samples if they are applicable to the service they will be performing for you. This is what will show you what their style is like and whether it will fit into your needs or not. Samples may be accessible on the website or you may have to contact them to ask for their portfolio.

Not all freelancers will have any kind of samples. Writers and web designers should always have some kind of samples to show potential clients. Virtual assistants typically don't, unless they offer writing services or something similar.

➤ **Get to Know Service Packages**

Some professionals will charge a flat rate or an hourly charge for the performance of specific duties. Find out what all you can get for your money.

For example, are there any discounts for bulk orders or retainer clients?

Another important thing to look for is if you can contract them for only a small project or a couple of hours at first to be sure they're going to work out. Some freelancers will require a certain number of hours per week or month regardless of whether you're a new client or not.

If their site doesn't specifically state these types of terms and you want to hire the assistant for a trial run, don't be afraid to contact them to ask. You never know, they may be willing to bend a little for your circumstances.

➤ **Use Your Search Engine**

If you're questioning whether someone is on the up and up one thing you can try doing is the search engine scam trick. Simply type the person's name and the word "scam" or "scammer" behind it and see what you get. You can also do this with their business name as well.

If there are any negative comments out there about this person more than likely they will show up. Of course, when doing this, you will want to keep an open mind. Some people may be bashing that person just because of their dislike for them or the professional may share the same name as someone else who has been known to scam others. So, take what you might see with a grain of salt and use your best judgment.

Another trick used by some marketers is to search using the professional's name, not just the business name. You may be able to find a blog belonging to that person which is unrelated to their business site. This is one way to determine if the person is even someone you would want to do business with.

Again, make sure you have the right person before crossing them off of your list.

➤ **Ask Others**

Check with other Internet marketers you may know. See if they know of or have heard of the person you're thinking of outsourcing to. They may not have used them themselves, but they might know someone else who has.

They may even pass on some names and websites of other professionals that you could check out as well. If they recommend it, then it's sure worth at least checking into.

➤ **Rates**

We've already talked about the importance of needing to know whether you could afford a freelancer or not. This time let's discuss the amount they're charging. Let's use an example to help clarify this one a little more.

Let's say you're checking out a professional who offers writing services. Their site shows many years of experience and they list some pretty awesome projects they have worked on in the past. They show some good samples and you really like what you see.

You check their rates page and see what they're charging is *way below average* for someone with the background they say they have. Cheaper prices are great for someone who's on a tight budget, but what exactly will you be getting quality-wise?

This doesn't necessarily mean the writer is not on the up and up. They may have their reasons. It's simply a flag for you to look at a bit further.

On the other hand if they show very little experience, average samples and they're charging *well above average* rates, then you have to question what you'll actually get for your buck.

What About Contracting Work Via A Freelancing Website?

There are many freelance websites on the Internet that you could easily use to find someone to outsource projects to. With these sites, you can set up an account with them and then start posting projects which others can place bids to get. These allow you the flexibility to post your work on a per project basis versus hiring someone for a specific amount of time.

After you have posted and people have put in their bids, you can decide which freelancer to hire to help. Each person has a profile section where you can check their resume, samples and ratings. The ratings are what they receive when others have used them and were either satisfied or dissatisfied with the work they received.

On the same token, you as the business owner who is outsourcing your projects will also be rated for paying on time and communication, etc. This way both parties can see if the person they're dealing with could be trusted to a certain point.

How Freelance Sites Work

Before you can start posting your outsourcing projects on these sites you will have to sign up for an account and, in some cases, purchase a membership package. Each package offered differs with each site, so check them out and choose which one, if any, is what you need. Not all sites deal with memberships. Some also charge service fees once the work is completed and you have paid the freelancer.

Most of the freelance sites have an escrow type account that you will need to put money into. When the freelancer you have chosen completes their project and it's been accepted, the money can be accessed by them at that time.

There is no direct contact with the freelancer. Each site has their own type of communication where you can ask questions back and forth, so no personal information is released that doesn't need to be. This helps to make things safer for all parties involved.

What Freelance Sites Are Available To Online Business Owners?

The choice of which freelance sites to use will be a personal decision. There are a ton of websites that run this kind of service and most specialize in certain fields. Here are some of the sites you could check out for your outsourcing projects:

- [Elance](#)
- [Guru](#)
- [Rentacoder](#)
- [Scriptlance](#)
- [ProgrammingBids](#)
- [iFreelance](#)

There are tons more, but this will get you started and are common ones used by online business owners. Be sure to check each one thoroughly as they specialize in different areas and the pricing and membership packages vary from site to site.

Tips for Making Your Experience with Freelance Sites Successful

These sites can be a great benefit when using them to outsource your projects. They allow the freedom to find more skilled professionals who can work on a per project basis possibly saving you a little money. You can also test the waters and try a few out before taking the plunge and trying to hire them on an ongoing basis.

While they can be beneficial, freelance sites can also create more headaches if you don't use them efficiently. Some things you can do to make your experience a good one are listed next.

1. ***When posting a project, give as much detail about it as you can*** - You certainly don't have to state every microscopic detail of what you want them to do, but you should tell the potential bidders as much as you can so they know what to expect. Otherwise they'll assume things and bid based on what they thought only to find out afterwards they were wrong. Then they just might try to charge you more.
2. ***Be reasonable*** - We all want to save as much money as we can. Unfortunately, there are those who take that a little too far and stick to a budget that nowhere near meets an acceptable one compared to the work they're asking for in the end. These are usually the people that will get negative feedback and some might even lose their membership to these types of sites.

3. ***Check out your bidders*** - Don't just hire someone because they placed the lowest bids on the site. Of course that's the point of using these sites, but it doesn't mean that the one bidder you choose is going to give you high-quality work. Check their samples, if applicable, and their resumes to see how skilled they are at performing your project. Also, check their rating as a freelance bidder to see if they are acceptable or not.
4. ***Read the site's guidelines carefully*** - Read anything the site offers actually. You can get some more tips as well as find out what the rules and guidelines for that particular site are. Don't post any project until you know and understand how that site works. Some sites will charge you a fee to post a project. You have the option of getting a refund if you follow certain rules. Know these rules ahead of time. Don't get stuck after the fact paying for something you weren't happy with or that never got completed in the first place.
5. ***Search for freelancers instead of posting*** - If you're not interested in posting, you can go to each site's search option and look through the freelancers listed there for the type of project you're going to outsource. There will be a ton of profiles of freelancers in that field in the results, but you might be able to find someone who matches your needs. You can check out their rates and work experience within their profiles to see how qualified they are for the job you need done.

Not all of these sites are created equal, so do your research to see which one will give you the best results.

You can have a successful experience with these sites, but you'll need some time and patience to make it work. There are those who are desperate for work, posting on some of them so keep in mind, they may say and do anything to win your posted project.

Your research will be important to help eliminate the bidders that are questionable or don't show the experience or skills necessary. Just keep reminding yourself that there is a qualified person out there that will work for you. Be patient and they will show up.

Making The Most Of Your Outsourcing Experience

Whether you choose to hire a freelancer, outsourcing company or go with one of the freelancing sites you want to take some necessary steps to make the experience work for you. Keep in mind that not everyone will experience the same situations, but there are things everyone should think about when outsourcing projects to someone else.

This report has already talked about tips on choosing someone to outsource to. This section will be devoted to your experience *after* hiring a contractor and getting him or her on board with your business.

The biggest tip you could *ever possibly receive* when it comes to making your relationship with the person you contracted to work for your business is to... *Train Them!*

It sounds silly doesn't it? It's not. It's actually *very* important if you want your outsourcing project to succeed. Now, we're not talking about training a website designer to create a site. They already know how to do their job.

What they don't know is who *you* are and what *your business* is about. This is where the training will be important.

You & Your Business: What Your Contractors Should Know

➤ Your Niche Market

They will need to know who it is that you're marketing to. Your target audience is more interested in what you have when they see what *they* want or need. Some parts of your business will need to reflect that or those potential customers may walk away to your competition.

For example, let's say you've hired someone to write materials for you. They need to know who it is that will be reading that material. If your niche is within the parenting realm, then your documents (articles, email, web copy, etc.) need to be written in a way your potential customers can read and understand it. Using language that psychologists use, for example, wouldn't appeal to your niche market in the least.

➤ Your Personality

This is another very important piece to the puzzle. To build credibility in the online world, you need to be able to express your personality to your customers. You show who you are as a person and they start to build some trust with you.

Now, let's go back to using a writer example. If your writer expresses their own personality in the work and it doesn't match the personality that you've worked hard to express throughout the Internet then you've got yourself a problem.

The credibility and trust you've worked hard to build up to that point can come crashing down in an instant because now your potential customers are starting to question you. It's confusing when you come across as an aggressive type character and your writing materials express a softer, sensual type. Their trust can start to wane and so can your business.

➤ **Communication**

It's important that both parties know different ways to contact each other. Things like email address, phone numbers, instant messaging IDs, etc. There needs to be various ways to communicate with one another just in case one route becomes unavailable.

You will also need to establish how and how often you like to be notified about things. If you want periodical updates on how the project is going, then they would need to know ahead of time. Don't assume they will just shoot you an email once a week. Instead, make it clear in the beginning that you would like progress reports every Friday if that's the case.

➤ **Business Guidelines**

Set some basic business guidelines and train your assistants on them. These guidelines could include things like:

- If you can't meet your deadline for whatever reason, please let me know by...
- If you have questions concerning the project, please contact me using...
- If you have an issue regarding something with the project, please do this first...

These guidelines should not be strict or set in stone. The purpose for these guidelines is to give the contracted person an *idea* of how you would like things to run.

Sometimes a person may disagree with one or more of them. That's okay. Just work through it, if possible. The point is to let them know what to expect. This can help avoid some of the situations where someone may say "I didn't know that's how you wanted me to do that."

➤ **How Projects Will Be Done**

This area can't be stressed enough. Whoever performs your specified work for you will need to know how it will be done. For example, if you hire an outsourcing company for customer service, they will need to train their employees on how they will respond to *YOUR* customers.

Since they're your customers, you probably have a certain way of handling their questions or issues. This method would need to be continued with the new team that will be taking over for you. If you have certain scripts you use for specific situations, make sure the new team has them.

Every situation will be different, so not everything listed here will work for everyone. If you hire someone on an ongoing basis, this section will be extremely important to your success. Use this list as a guideline on how to train your contracted helpers.

How To Train Your Contractors

When deciding to outsource some of your projects, you probably didn't expect that the idea of training them would come up. So, now you probably want to know exactly how you can get that training done.

There are many ways you can accomplish this part of your outsourcing. Let's discuss three of them.

➤ **Write Easy To Read Documents**

The first way is to simply write everything down in a document. Make sure that everything is explained easily enough that everyone can understand. It should look like simple documents not like a legal contract.

Keep it as short as possible, using as few words as possible, but still get your point across. No one wants to read long-winded articles.

➤ **Videos**

You can also make videos to train your assistants. They don't need to be professionally made. If you have a video camera to use, then video tape yourself talking about your training points. This way they can actually see who's behind your business as well as hear what you have to say.

The video should be made in short video clips. Each clip could have its own topic. For example, one could be about your business and another could be about business guidelines. It makes it simple for them to refer to should they have questions arise later.

➤ **Audio Content**

Maybe you don't have video equipment, but do have a microphone to record some audio content. Again, it doesn't have to be professionally made using the most expensive editing software available.

Most computers have a basic program that will produce a simple audio file which you can upload to your site or simply send in an email. Let your contractors hear your training materials instead of having to read them.

All three options will work great, depending on what your business needs are. Another thing to consider, if you're using the audio or video option, is to provide some written material to go along with it.

Checklists are perfect for this purpose. Should the time come when your helpers need to look something up after they've watched or listened to your materials all they need to do is grab their checklist and quickly search for whatever they need.

Not every business has a need to train their contractors, but it is something to consider when deciding to outsource.

Conclusion

Outsourcing can be a huge benefit for you and your business. This report tells you how you can save time, money and possibly even some headaches, by outsourcing certain parts of your business. Letting go of what you feel is your responsibility is hard to do, but it's a step you may need to take if you want to cut down on your work.

It also may be necessary if you don't have the skills or knowledge to perform a task on your own. Trying to do something you have no idea how to do will probably just make things worse for you. Handing it over to another professional may make a huge difference in your bottom line.

Yes, some people have had bad experiences going down the outsourcing path, but not all have. The majority of those who try it find their experience one of the best decisions they've ever made in their business.

Making your experience a good one will take some planning and organizing on your part. Finding a good person or company to outsource your projects to will take time. So, don't rush into getting this step in your business executed too quickly.

Take this report to heart and consider the information and tips it provides. Your business needs to be protected when bringing someone new in, so make all your decisions wisely. When you do this, your business is protected and so are your investments.