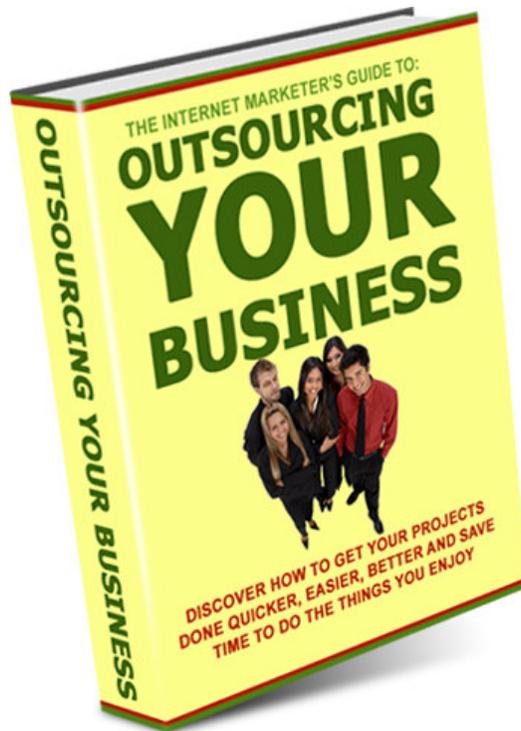


The Internet Marketer's Guide to Outsourcing Your Business



Discover How To Get Your Projects
Done Quicker, Easier, Better and Save
Time To Do The Things You Enjoy

Introduction

If you're a business owner, you already know how burdensome and stressful it can seem to get everything you want accomplished on many rushed and harried days. For Internet business owners, they may find themselves over their heads at times when it comes to getting everything they need for their business completed in a timely fashion.

Today's Internet business owners are a diverse bunch; however, many of them are one-person operations—that is, there is no “staff” or “employees” to speak of. This is where outsourcing some of the work that needs to be done can really come in handy—and provide you with more free time to get other things done. Outsourcing simply means that you delegate various work and tasks to other people for a set amount of pay, usually in the form of a one-time payment.

Since business online is booming, the need for more quality people to assist business owners with various tasks is stronger than ever. It can be hard to find good people you can trust to get the job done. In fact, today over half of all Internet businesses use the services from outsourcing resources and websites to help them accomplish their business goals. There are many significant benefits to outsourcing work.

Perhaps the most obvious one is the low and fair cost. You can outsource work to others on a case-by-case basis, so you are only paying for the satisfactory completion of very specific assignments. This is much more cost effective than if you were to hire a full time staff of employees. Staff requires salaries or hourly pay plus benefits, not to mention the overhead of a building to keep them all in.

Outsourcing work can come from all over the world, and you can find eligible candidates through a large number of different helpful websites. Most people who perform freelance work are familiar with the clients' needs and the pay

rate, so don't be afraid to be very vocal about what you want done, and what you are willing to pay for it. This new modern method of getting help from outside sources is a great way to network. In addition, it is a real time saver that is often worth its weight in gold.

You may wonder just what type of work can be done through outsourcing. Some of the most common tasks include graphic design, web page design, script writing (web), content writing, editing, copywriting, coding, software creation, ebooks, and even customized music for your website.

The possibilities are limitless today. If you only need one logo created for your website, for example, you can enlist the help of a freelance graphic artist and then pay him or her a one time fee for the logo. It makes running a virtual business that much easier.

Remember, when looking for someone to do a job for your business, be sure to ask for some kind of credentials, like a portfolio or a reference. Think of it as doing an interview via email for a new employee. You don't want to pay someone simply because they SAY they can do the job. If you enter into some kind of payment agreement and then you're not happy with their work, you may be in a legal bind, so be certain the person you choose to do the assignment is qualified and able to produce what you are looking for.

Outsourcing has increased almost exponentially over the last few years. This means as a business owner, the resources for finding great talent have increased as well. You can use several different websites to "recruit" the help you need. In some cases, all you need to do is post the need for the job, a thorough job description of what needs to be done, and a price you're willing to pay for it upon completion.

People then bid on the job and submit your qualifications, and you can decide who you'd like to "hire" by either the price they bid or the background information they provide. A great advantage to using these types of sites is that in many cases the website will guarantee you're happy with the job before

you pay. This ensures that you get exactly what you need without incurring any extra costs.

Time is so precious to so many business owners, it is no wonder more and more of them are looking to outsource various tasks. It is also much less expensive than hiring someone to work for them full time. You can choose the job you need done and how soon you need it completed.

Outsourcing also gives you the freedom you need to make a budget for each task. How much or how little you are willing to pay is completely up to you, and then those who are interested in doing the job will contact you through either direct email or through the post you create on a number of outsourcing websites. You can control how much money you're willing to spend, which gives you great flexibility.

Outsourcing as an Investment

If you own an Internet business, surely you know there are many costs involved. Aside from the common cost of web hosting, domains and company email addresses, there are many other expenditures you need to consider. Even with an online business, you need to be as professional as possible. Business cards are great for networking when attending conferences or meeting people face to face.

You also need to consider the cost of faxes, copies (as well as printer ink), a cell phone and service, and a land line if you need one. Don't forget the smaller costs of pens and other office supplies. As far as larger costs go, you can incur anything from inventory to shipping costs, as well as the price of providing whatever service it is you are offering your customers and clients.

With all of these costs to consider, outsourcing may initially look like just another mark on your general ledger. Keep in mind that when you use outsourcing, in most cases you will only need to pay for the services you

receive on an individual basis. Most people who run traditional brick-and-mortar businesses typically have much more financial overhead. They must pay for a building to lease or buy, utility bills, phone book listings, as well as the salary they must pay their employees. With outsourcing, this overhead can be cut significantly.

Outsourcing should be looked at as more of an investment versus an overhead cost. This is because the services you use will be something that your business can keep forever. For example, if you're selling ebooks, having one person write an ebook for you at a one-time price can bring you a lifetime of residual income. A graphic designer will usually take a flat fee per design, while your logo sticks with the business for life, and provides you with branding. People who provide content for your website are giving you text that people will read and see on your website for as long as you wish to keep it there.

Of course, the best thing about outsourcing is the fact that you will have much more time to focus on other aspects of your business. As they say, time is money and the more time you have to attend meetings, procure more inventory, and focus on marketing, the more money you'll generate. With the help of outsourcing, you are investing in your business. You can take more time to actually get the things done you need to do without worrying about where the extra help will come from. In today's web based world, the resources to find reliable people for outsourcing is quite expansive.

Some of your associates or competitors might initially scoff at the idea of outsourcing, but in the long run they'll be literally amazed at how much time and money you have saved. You will get projects and issues with your website completed while freeing up time to get other things done.

Those who scoff might still be running around worried about how they are going to get everything accomplished for the day so that their business can progress. Be proud of the fact that you're finding and using an extremely valuable resource that will give you back much more than just finished jobs.

Outsourcing provides you with peace of mind and another tick on your checklist.

You should view outsourcing as an investment, since it will save you time and money, and will provide your business with the things you need in order to be successful. Think of every job you pay for as another item done on your to do list, and you can feel more relaxed knowing you've put the work needed into capable hands. It is not so much something you have simply spent money on, but instead something that will bring you a return on your investment.

The Best Places to Outsource

The Web offers many different places to find good outsourcing assistance. Here are a few of the most commonly used websites and some of the features they offer, so you can make an informed decision about where to find good people and resources for outsourcing work:

1. <http://www.scriptlance.com/>- This website allows you to post a number of different jobs for outsourcing. Some of the categories include web design, graphic design, SEO writing, content writing, tool development for your website, and even administrative support as it is needed.

You can post the job type and exactly what you need and eligible bidders can then bid on your job. It is up to you to decide whom you'd like to choose to complete the job, and then you may give them an allotted time frame for completion. You may post your budget as well, so that bidders know how much you're willing to pay for a completed task.

2. www.rentacoder.com- The website does exactly what the name says: it allows you to "rent" a coder to help you with the development of your website. This site only allows qualified web coders to apply and bid on jobs, so you can be sure you're getting high quality work.

The coders are notified of new jobs posted, so the task goes out to thousands of people at one time. The bidders do not get paid until you approve the work, which provides a great motivating factor. If you run into problems, rentacoder has a staff of people who can assist you with either getting in touch with the coder you've chosen or help you moderate issues if a problem arises.

3. www.odesk.com – This site is extremely thorough, and it allows all of its freelancers to take a wide variety of skills tests. These tests can vary from typing speed to grammar, web coding to office terminology fluency and comprehension. Each test that a user passes is then added to their score, so that business owners can see how well each person did on specific tests.

This is a great way to gauge how well someone will be able to complete a task for you, and a good resource for finding high quality work. Odesk allows you to post your needed project in a kind of bulletin board style, where all users can see it by category, and then bid on the job.

4. www.elance.com- One of the web's most popular choices for outsourcing, this site has a plethora of different projects you can post or view. Everything from marketing to legal, freelance writing to web programming is covered. This is a one-stop shop for all of your outsourcing needs.

The site has helpful forums, video tutorials, and is registered with Verisign and the Better Business Bureau, so you know your investment is protected, and that you will receive quality work from elance members.

5. <http://www.sitepoint.com/>- This website provides a wide range of helpful information for Internet business owners. It has many great features including helpful forums and articles. There are also helpful tips for business owners in regards to marketing your website, and how to get more people to see your website. It is an invaluable resource for both you and those looking to outsource their talents.

A List of Things You Can Outsource

People often think of outsourcing jobs as moving a call center to India or shipping manufacturing jobs overseas. But the term outsourcing can also simply mean using someone else's help to get a job accomplished and completed. Here is a list of different things you can outsource simply by finding qualified people online:

- Ebooks
- SEO Content
- Music Composition
- Graphic design and logo design
- Web content
- Website programming and coding
- Web tool development
- Chat room and forums moderators and monitors
- Live Help assistants
- Schedule maintenance
- Virtual assistants/secretaries
- Report writing
- Telephone help
- Copywriting and editing
- Publishing assistance
- Ebay listings
- Article compositions and rewrites
- Legal assistance
- Court document research
- Photography

These are just a few examples of the many different jobs you can find online through outsourcing resources. There are thousands of qualified people who actually make their living freelancing on the web. With the help of outsourcing

sites, you can connect with high quality people who can provide you and your business with the essentials it needs to succeed.

Just because you own a business does not necessarily mean you can do it all yourself. Sometimes help is needed with certain tasks, and this is where outsourcing comes in. Through networking, many people often find a reliable source for outsourcing and a great person who eventually can provide them with the help they need on an assignment basis, without having to pay them an annual salary.

Brainstorm and come up with a comprehensive list of different things you will need to outsource. Think about your budget ahead of time, and allot a proper amount to each task. Remember that this is an investment, and that high quality work will definitely pay for itself. You don't want to pay for too many tasks at once, so prioritize your needs and decide which things you need accomplished, and how soon. Just about anything you can think of can be outsourced. It's all a matter of properly wording the job you need done, so that people know exactly what you're looking for. Try and list one job at a time, and see how it turns out. Use each website for one different job, just so you can get a feel for their fees and layout, and for what kind of quality people they are providing.

If you feel overwhelmed, just determine which task needs to be completed the soonest. Then, decide on how you want to post the listing. Wait for qualified bidders to contact you, and then make a decision on which you would like to complete it. Remember that they must adhere to the time frame that you set, and that the work must be to your liking before you pay for it.

You can always ask the person to make changed and edit things as needed, until it meets your requirements. Most people are more than happy to adjust their work to give you what you need so that they can get paid, so do not be afraid to ask them to make changes until you get exactly what you want. Remember, it is your money and your business, so you deserve the best.

What to Look for in a Freelancer, Ghostwriter, Designer, etc.

If you're new to outsourcing, you want to be sure you choose someone to complete the job that is qualified. There are several things you need to look for in this type of person, since you cannot make a face-to-face connection with them, and almost all of your communication will be via email or on the web. The first thing you can do is ask the person to provide you with a portfolio.

For example, if you're in need of a graphic designer, have him or her send you some examples of the work they have done in the past for other companies. Another option is to give them a "test" example that has a quick turnaround time. This will allow them to prove to you their capabilities, as well as their ability to meet deadlines. How quick they respond also shows you how serious they are about assisting you, and how eager they are to do a good job.

For freelance writers you can ask someone to provide you with a few writing samples. Writing samples give you good insight into how well a person expresses his or her self. Read over the sample articles carefully so you can get a feel for how this person writes. If you feel like their style matches what you're looking for, then odds are they will do a good job writing your web content or your SEO content that you need.

If you feel so inclined, you can also ask the person for references. Many people who freelance have been doing so for some time, and have probably built up a list of clients who can vouch for their work. References are a great way to ensure you're getting someone who can do the job well.

If you are searching for freelance web coders, ask for a few examples of some sites they have done and what exactly it is that they accomplished for the site. If you are using one of the previously mentioned websites or another site, many of them have ratings on each freelancer. Previous completed projects

are shown, as well as feedback from other people who have used them to do a job.

This can provide great insight on the person's record, timeliness, and accuracy, as well as buyer satisfaction. It takes some time to build up positive feedback, so this is a good indicator of their track record as well. It is much like the feedback you see on eBay: it provides you with an inside look at how others have dealt with the person in the past on other jobs.

No freelancer you speak with should have any problems providing you with a record of their past work. They understand that this is how you will make a final decision on who you choose to complete the tasks you need to get done. If you feel any sense of doubt or hesitation, do not hire someone just because you may feel a little bit guilty.

Many times, freelancers get turned down for jobs, but they can always move on to another one. If you think the person is not capable of giving you the high quality of work you expect within a certain amount of time, politely let them know you have chosen someone else to finish the job, and move on to the next person.

Getting a freelance job is much like auditioning for a part in a play. The person must show their skills and talents to you, and then you as the director has to make a final decision based on what you see. It also depends on the type of work you need done. For example, you cannot afford errors when it comes to getting some coding done for your website. An ebook or content provider may not need to have as stringent guidelines.

Ultimately, the choice is up to you, so review all work carefully. Ask for portfolios, writing samples, references, and even resumes, depending on the thoroughness of the job. You can usually tell who will do a good job for you, so follow your instincts and intuition.

Think of using someone in outsourcing just like hiring someone to work in your office. You want them to be honest, trustworthy, accurate, and efficient. Only you can make this final call, but by using the various resources and websites available for freelancers, you have a better chance at finding someone you really want to use time and time again.

Remember that you can always just use people for one small project and then move on to someone else if you're not happy with the results or the work. In outsourcing, nothing is written in stone in regards to the buyer. You are in control, since you set the budget, the requirements, and the needs you have in regards to what it will take to get the job done.

The Internet is full of extremely talented, gifted, and organized people who have a real passion for what they do. You might choose one person for a job, and then move on to a different person for the same or similar job later down the line. Outsourcing is great because you do not have to be tied down to one person to do the jobs you need done. It's a wonderful way to network and find new talent as well. Use the outsourcing websites to make contacts and get together a team of virtual employees who can help you get things finished while freeing up your time to focus on other things.

As a business owner, you already have a definite goal in mind. Use your goals to project that same attitude onto the freelancers you choose, so they fully understand what it is you need completed. Look for people with a positive and friendly attitude, and people who respond to your communications on a fairly quick basis.

Those who can keep to deadlines are those you will want to keep for a longer period of time. Make connections, and ask those you hire to do jobs for referrals for other assignments. They may know someone else who can assist you with other goals such as graphic design or ebooks.

What Should be Included in a Project?

If you've finally made a decision on what you need, and have chosen someone to complete the assignment or project, or if you're in the infant stages of listing your project, be sure you thoroughly state your needs. For example, if you need content written, list the topics the content will be about. Include the number of words you need as well as the number of articles written. Be sure to list the price that you are willing to pay for the articles, whether as a completed set, per word, or per article. This way, eligible candidates know ahead of time exactly what you are looking for, and how much you're willing to pay.

For coding jobs, show candidates an example of your site. Let them know in as much detail as possible the type of coding you will need and what needs to be done. For all listings, be as thorough as possible in regards to what your business is about. State the type of business you have, the attitude you're looking for, and the tone. What you say in your "help wanted" listing is crucial, since this will be what people look at in order to decide whether or not they want to assist you with the project.

Devise an outline of each project you need completed. Write it down clearly, and know exactly what you want to see accomplished, as well as your goals and timeframe for completion. Then, pass these requirements on to the person you choose to do the job.

This will help them get a very clear concise picture of what it is you're exactly looking for. If you try hard to make it as simple yet detailed as you can, the odds are in your favor that the person you pick to finish the project will do it to your liking and your specs. Remember, a project is only as good as the person who created it, so by giving very simple yet clear instructions, you'll see much better results.

If you need an ebook written, let people know exactly what you need in regards to the subject and the length of the book. If you need it written in chapters, specify that. If you need the person writing the ebook to state all references they use, be sure to list that as well. By being as specific as possible, you can assure that the project will be completed per your needs and that the person competing it will do the job to the best of his or her ability. This also saves time, since the candidate knows exactly what's needed in advance and this leaves little room for errors or time-consuming editing. When a job is done right the first time, it eliminates the back and forth of emailing, and saves you time from having to go over the submitted project and list all of the corrections needed.

All projects that are completed should include exactly what you've asked for, and in what format, so state this ahead of time. For example, if you need SEO content in Word format, the person needs to turn it in this way. If your ebook should be in PDF format this would apply as well, or a picture that you require to be in Adobe Photoshop format or JPG format. By being specific about the file format ahead of time, you are saving both yourself and the freelancer you've hired a lot of unnecessary headaches. As stated before, be as clear and detailed as to what you need as possible, so there is less room for error and for edits.

Thinking ahead of the curve will save you lots of time and money when it comes to outsourcing. By being open and honest, as well as upfront about what you need, you are helping to ensure you will get only the best people to complete your projects. Do not be afraid to turn work back over to the freelancer and have them fix any errors or problems. After all, this is your money and your business and anyone in freelancing already knows that it is their job to return high quality work to you. Make sure you are very clear about what you want and need in advance and this will help you avoid problems later on.

Anything you pay money for as a business owner, whether it is a service offered by others such as web hosting, or an assignment you've given to

someone to be outsourced, should be done to your utmost satisfaction. By using websites that hire or use highly qualified people, you are making sure you get the best of the best. After all, this is your time, your money, and your business.

All projects you receive should be completely finished and next to perfect before you pay for them. Don't just accept second best. Never pay for a service or project unless it is finished, correct, and thorough. You can be sure this will happen if you already have a picture in your mind about what you want the project to look like or consist of. Knowing this in advance gives everyone a better edge to be successful.

Ways to get Your Project at a Cheaper Price

Since it is your money that you'll be spending out of pocket for various outsourced projects, you want to be sure you are getting the best deal and the best price possible. Negotiation is usually a good way to start. Set a limit in advance about the maximum amount of money you will be willing to spend, and try your best not to go over it.

Often, freelancers are willing to negotiate prices, since this is the bulk of their income, and freelance work can be hard to come by. If you ask for a project and the person does not like the amount you want to pay, see if you can get them to add a few extra things to the project, such as an extra graphic or an additional article. Often people will take the price you offer upon agreement to do just a little bit extra work.

Bartering for services is another idea to help you get a good price on your outsourcing needs. For example, you can offer the person who wants to do the job a free service that you offer in exchange for the completed project. You can

offer them web related referrals in exchange as well. Many times, you can trade services instead of paying out cash and this is an excellent money saver.

Negotiate your project price carefully, however. Many people will turn a job down in the long run if the pay rate is too low. Think carefully about how you want to negotiate, and make sure both of you are communicating clearly and often to avoid any misunderstanding.

Another way to get your project done at a cheaper price is to “buy in bulk.” For example, let’s say you need 15 articles written. Instead of paying for each individual article, you can offer to pay a flat fee for all 15 articles at once for a lesser price. Many people understand the concept of doing a list of projects for a flat fee, and this enables you to get more for your money. A lot of the freelance bidding websites will let you post projects on a multiple or bulk basis. You can get more accomplished at a much cheaper cost this way.

Advertise work you need done on free job boards. Sometimes you can find a local person who can help you for a low fee. Usually these people are easy to work with since they’re close and they may do the work for a discount for you since you can simply pick it up or call them on the phone through a local call.

Negotiate prices with everyone you come in contact with unless they are willing to do the job you need completed at a lower price than you’ve budgeted yourself for. Many people opt to pay new freelancers that they’ve hired a lower fee for the first few assignments, but if they like the work they do, as they progress they often increase the pay rate.

Brainstorm other ways you can get the things you need done without spending a pretty penny. Look for people who are able to do more than one job at a time for you, and are experts in many different fields. This way, you may be able to get them to finish projects for you at a reduced cost.

They might be able to finish two or more projects at one time, for one flat fee or rate. Buying your jobs in bulk is a great way to save money. Think about the

different ways you can get more work done for less bucks. It will be an invaluable tool for you to make more time for yourself and your business, thus making you more money in the long run.

Conclusion

With so many things happening today in business at the speed of light, you do not always have time to cover all of your bases. However if you neglect certain aspects of your job or your business, you could end up shooting yourself in the foot. This is where outsourcing comes in. By choosing an outside person or source to assist you with your business needs, you are making a very smart move. Not only will you save loads of time, but also you're getting things done without spending the excess overhead. This is invaluable for small businesses. Assigning projects to willing professionals at a set rate allows you to stay within your budget while still allowing you to get important aspects of your business up and running.

The Internet now provides so many wonderful resources for outsourcing that the possibilities are endless. By looking for websites that offer qualified people and a structured method of payment, you can maximize your time and look for people who will get things done for you in a timely and professional manner. In many cases you will find someone who you can count on permanently, who will accept projects from you on an individual basis as often as you need them.

Outsourcing can also offer you new ways of thinking about your business that you might not have thought of before. You may end up finding a good group of people who can assist you with new ideas, great graphics, website content, and other brainstorming concepts that can bring your business to a whole new level.

By enlisting the help of others through outsourcing, you are really broadening your horizons with a fresh outlook and a new method of getting things done. You may also find that you really like outsourcing your projects to others, and

that it will help you to organize other aspects of your business, giving you more time for networking, meetings and focusing on expansion in other ways.

There is a wide, wide range of talent online today with so many skilled and experienced freelancers that you will be surprised by how much truly reliable and outstanding talent is out there. Choosing your group of people personally gives you the freedom to make choices on whom you want to work with you and your business.

It also opens up the doors to a new opportunity to accomplish goals in a much more timely fashion. Make a list of the things you need done, and then check out the number of helpful websites available today that offer a group of experienced freelancers who can handle any task. Outsourcing may seem like an overhead expense at first, but in essence it is really a solid investment in your business and its future.

At first, the term outsourcing might invoke feelings of uneasiness or uncertainty about the quality of work you will receive. Rest assured, by using certified websites like elance.com, rentacoder.com, and many others, you can find helpful people who are willing to assist you in any way you need. The work gets done on time, and it's quality work with a guarantee before you make payment.

Both sides benefit, making it a win-win situation for you and the other parties involved. Don't be afraid to enlist the help of others if you feel like you're becoming overwhelmed with the number of tasks you need completed. By outsourcing, you can be sure your tasks are completed on time and to your satisfaction, all while freeing up more time for you to focus on other things.

Even the most ardent business owners run into issues, deadlines, and overwhelming tasks they need to get done. Enlisting the help of a freelance worker through outsourcing is an excellent way to ensure you get the job done in the timeframe you have allotted, and you can also be sure it will be done to your satisfaction.

Have no fear; outsourcing online today is one of the most effective ways that small Internet businesses get things completed. Don't be afraid to explore and try out different small tasks through outsourcing, just to get a feel for how the process works. Eventually you will be surprised at how easy it is to use others to assist you with your tasks.

Thinking of outsourcing as an investment has proven to be a great way for businesses to get things accomplished that may have otherwise been on the backburner for months. With the help of others, you will find that the job you thought could or would never get done is getting finished in a matter of days.

You will be amazed at how helpful outsourcing others can be If you find the right people. Set goals, set standards and know what you're looking for. Decide on how much you're willing to budget, and then put your project out there for others to see. You will be able to find reliable, accurate, and professional people who can help you get your business on track by providing services and finishing tasks you may have never had the time to finish yourself.