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Outsourcing Mastery

Automate Your Online Income



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Introduction

I first of all want to say thank you for getting access to this training product and congratulate you. One of the biggest breakthroughs in my business was letting go of tasks I had been doing myself and trusting someone else to do it for me.

The right type of other person obviously.

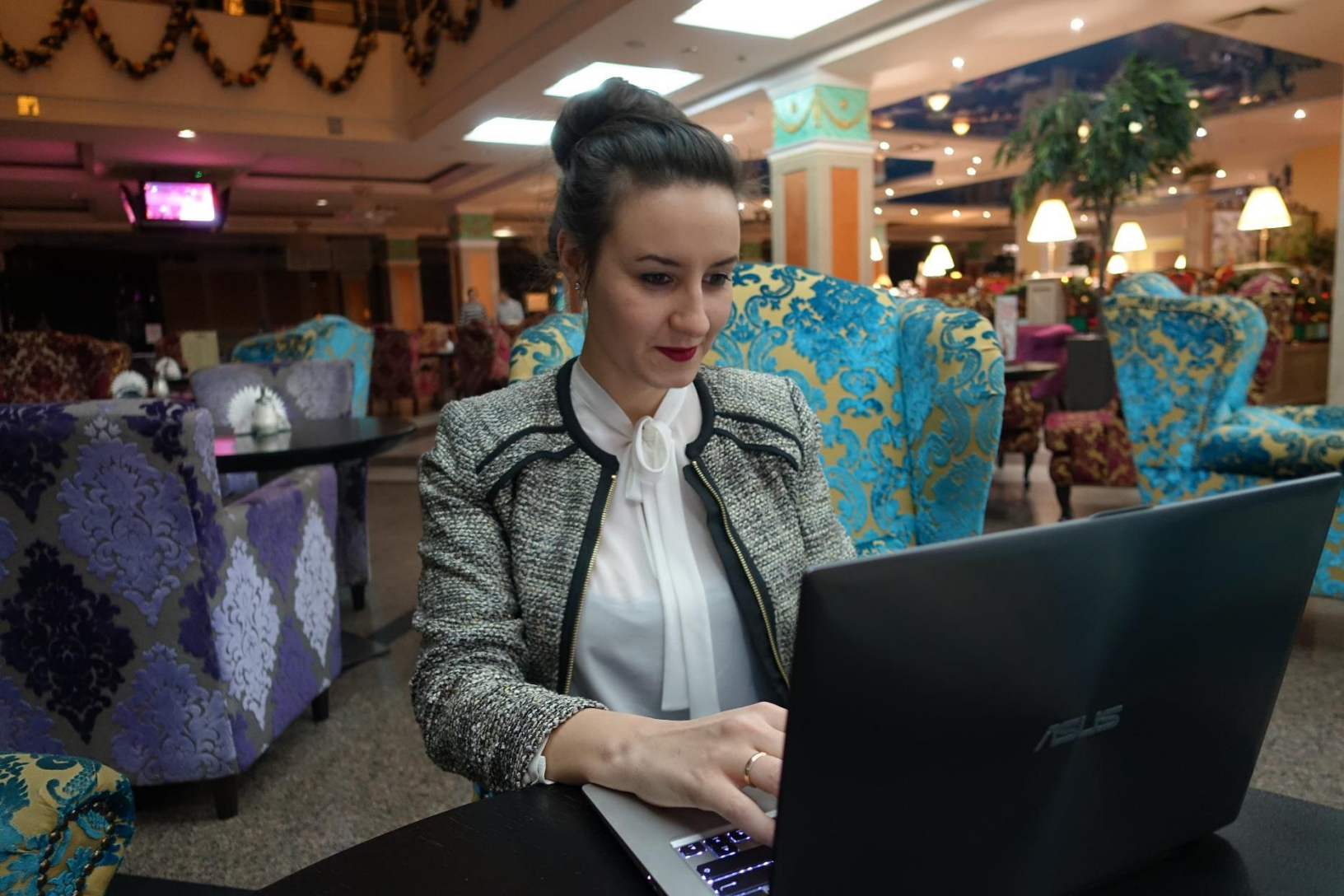
In fact I still clearly remember my wife and I creating everything for each and every launch or affiliate promotion we'd do. It sounds crazy talking about it now. We'd both be on our laptops.

My wife would create a new bonus page for every affiliate offer we would promote.

She would also fully manage support while I would do everything else including sales copy for affiliate promotions, sales copy for upcoming launches and I'd spend hours every day communicating with JVs among everything else.

Sometimes we would be late on promotions and other times we'd be desperately working from airports or hunting for a WiFi connection because we simply didn't have enough time in our day to get everything done.





We would both work at least 8 hours a day and by the end of it we'd have next to no time to ourselves or for the other tasks that could actually grow our business.

It took us longer than it should've but after about 5 - 6 months of this hectic schedule we realized this probably wasn't the smartest way to be running our business.

Less than 2 weeks later we had managed to completely outsource the two most time consuming parts of our business at the time, saving ourselves 80% of the time that we had been spending previously on our business.

It didn't cost a lot compared to the amount of profit we were making and capable people were easy to find. In fact we found a couple of people who did a better job than we were doing.

Soon after that, our income increased dramatically.

In fact, we probably doubled it.

That was about 2 years ago. Since that time we've become the biggest advocates of outsourcing.



Over the last year alone we've hired over 100 people, we currently have about 20 people working full time within our business and we've been able to unplug ourselves from most of our business.



We're constantly on the look-out for skilled people and we are constantly working on creating more efficiently executing the tasks that go into an online marketing business.

Whatever level you're at right now; whether you have never made a single sale online, or you've only started making sales in your business or maybe you've been doing this for years and you want to become better at outsourcing within your business, this training is going to help you a lot.

Here's why:

Many of the systems we've created are specific to digital marketing and in some cases JVZoo. We've built one of the most successful businesses in the history of JVZoo and much of that is because of the systems we've put into action in our business. We've been top affiliates and top vendors on the platform generating over \$8,000,000 in 3 years. The only thing that separates us from other marketers are that our systems are better than theirs and our people are more adequately trained. That's what it comes down to. If you want to make the most money over the JVZoo platform you should focus on systems and people. The better your systems are and the more adequately trained your staff are, the more money you'll make.

When we started doing this 2 years ago there was launches happening almost every day over JVZoo but most affiliates could only manage to promote one a week with a bonus page. We worked on our system and soon became the top selling affiliate on the platform because we developed a system for creating a bonus page for each product we promoted. We were able to promote more products...in fact our systems were good enough that if we wanted to we could have promoted two products each and every day with a bonus page and custom emails that would sell. Now this has become the norm. Other marketers are now improving their systems to match the standard that was set. You need to if you want to compete. The bottom line is that if you want to generate a few hundred dollars each day or you want to become one of the top affiliates or vendors on JVZoo the only way you can do that without spending hours at the computer each and every day yourself is to become better at outsourcing.

I hope you're excited to get started let's jump into it. See you in the first lesson.



Chapter #1:

Why Outsource?

Have you ever walked into a McDonald's restaurant?

You go to the counter to place an order and you're met by the boss of the restaurant.

You place your order.

The owner then takes the order and next thing you know, he's working - he's grabbing a burger bun, putting on your sauce, adding the meat patty onto the bun.

He disappears behind the fryer to return 5 minutes later; your wrapped burger, chips and drink in hand.

He's done the almost impossible and prepared your entire meal himself ready to eat.

You hand over your \$4 and he then goes on to take the next order, and the next order doing the same process for each and every one.

Sounds pretty ridiculous right?

The owner of a McDonald's franchise running the entire show himself without the help of anyone, taking in \$4 sales and then spending 5X more time than if he had people doing the tasks for him.

In fact I think there is a clause in the contract of every McDonald's franchisee that prevents an owner from doing such a thing.

Can you imagine how bad it would be for the franchise or McDonald's itself if these kinds of things were happening?



Let me ask you another question:

*What do you think
goes into **the most
successful businesses**
online today?*

At JVZoo, do you think the CEO Laura Casselman does everything from coding the website, supporting all of its 400,000 users and then redesigning the entire website herself every few months, adding new features among all of the other tasks that happen on a daily basis?

No obviously she has people who are skilled in certain areas helping her to do everything that needs to be done each and every day to keep JVZoo running efficiently.

Let's go a bit smaller and look at the launches that happen each and every day on Muncheye.com.

Let's look at a few launches that have happened recently.

Review Trust, Viddyoze Live Action, JVZoo Academy - do you think that these launches happened and the owners of the company designed the sales pages themselves, wrote the copy themselves, manage support themselves, and even coded the software or created the membership website themselves?

Is that what goes on behind the scenes of these JVZoo products?

If it's only one person who magically has skills in every area allowing them at times to do one launch a month, would they do everything themselves?

Of course not. That would be ridiculous!



What happens behind every successful product launch, or software launch that sells well on JVZoo is a range of different people, sometimes 2 or 3 completing tasks for the business owner.

Yes business owners who run businesses on JVZoo often themselves have a lot of skills and do a significant amount themselves.

It's very rare in fact where probably 1 in 100 launches where the business owner does everything themselves.

We all use outsourcers, we all use our own systems to ensure that we're able to complete all of the tasks that need to be completed. No one is skilled or an expert in everything – we simply do not have the time or the patience to learn how to code a software, design HTML websites, learn sales copy, learn how to write emails, learn how to get affiliates, support customers and so on.

What we all do is outsource the tasks we aren't good at or don't have the time to do to other people who can help us.

We do it in a way that's cost efficient so we can ensure we turn a profit each and every time we launch a product or promote an affiliate product.

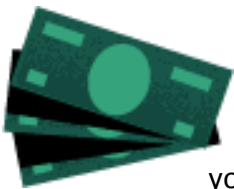


In fact the top online marketers are the guys making millions of dollars. Their income is not reliant on how well they themselves can put together a software or design a webpage. Their income is determined by how good they are at outsourcing and systematizing the tasks that go into selling products or promoting products.

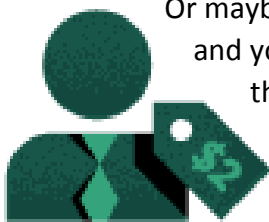
That's why outsourcing is one of the very best skills that you can learn in order to reach the next level of your online marketing business.



Even if you're starting out and you've never made a sale, outsourcing can help you to find the right person who can help you overcome a hurdle you're facing in your business or get one step closer to your first successful launch.



Or if you've maybe launched once or twice but you're not launching products at the level you need to be then outsourcing can help you to clear up time you might be spending on areas you don't need to be focusing on so you can ensure your time is spent pushing your business forward in the right direction.



Or maybe you're feeling short on time yourself. You're selling affiliate products and you simply can't keep up with the more successful affiliates that are out there right now. You need someone to assist you with tasks that you don't need to be doing yourself so that you can increase the amount of products you're promoting, save time yourself and make more money from your promotions.

Outsourcing can help you in all of these ways. Becoming good at outsourcing can help you to push your business to a whole new level. It can even help to push you out of your business entirely so it runs without you having to be there so you can reach a level of freedom that allows you to spend more time with your family or travel to some of the places of the world you've wanted to go to but never had the time.



If that sounds good then over the coming lessons I'm going to be showing you many of the systems that we use in our business that you can implement yourself to save time or pass on to an outsourcer.

These systems are the same systems that we've used successfully to not only break through barriers in our business but reach a level of freedom where our business runs without us.

Before that let's first start to understand the basics of outsourcing in the hope it can prevent you from making unnecessary mistakes when you first get started.

Outsourcing starts where much of this business starts. With a question:

Why are you in this business in the first place, and therefore, what does the ideal working day look like for you?

Start thinking about this, and see you in the next lesson.





Chapter #2: Your Ideal Working Day

Maybe you want to travel, maybe it's that you want to spend more time with your family, maybe your motivation for getting into online marketing was because you saw an opportunity to spend more time doing what it is you really enjoy...

When you start making sales online it can become tempting to work harder yourself instead of delegating tasks to other people. If you don't know what your ideal day looks like it's very hard to move in the right direction when you do start making some sales.

So let's look at that right now....

You've probably filled one out before: a goal sheet that allows you to write down what it is that you want. In this case it's similar however you're going to be structuring your ideal day goals around your business. What kind of business are you trying to build and how automated do you need it to be?

Are you travelling? So you need to be completely unplugged from your business.

Are you creating software online? You want to have the ability to share ideas with your team and then have them implement the idea and sell your software for you.

Or maybe you're wanting to run a training business as an expert? You want to be the focus of the training videos yourself but you want other people to compile the product and write the scripts for you to read within the training.

What does your ideal day within your business look like? What do you want to be doing?

This is an important question to get clear on because it will determine how you implement this training moving forward.

On the next few pages, you can fill out a quick questionnaire that should enable you to get a good feeling for what your goal is within this training and how you want to build your business moving forward.

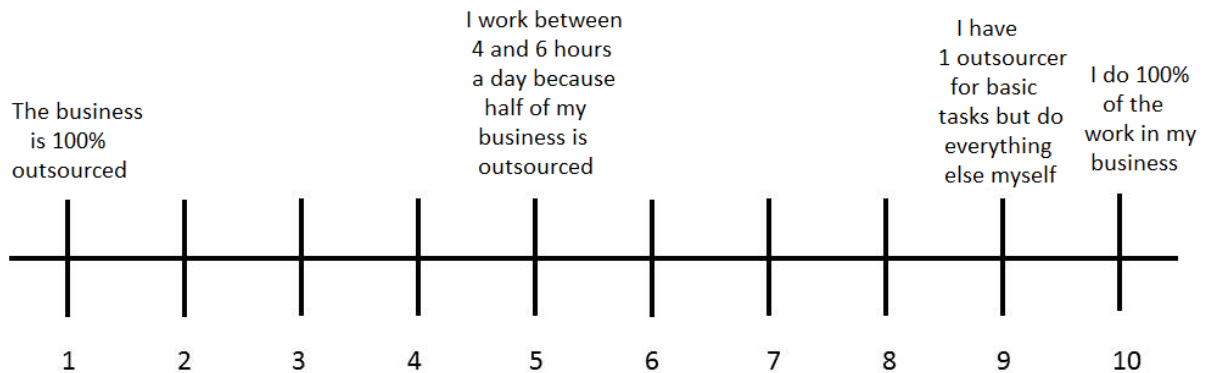
Some people fill this guide out and find out that their business model doesn't help them get any closer towards their ideal day and they change. It's a very useful exercise to ensure that you're able to work towards your ideal day.



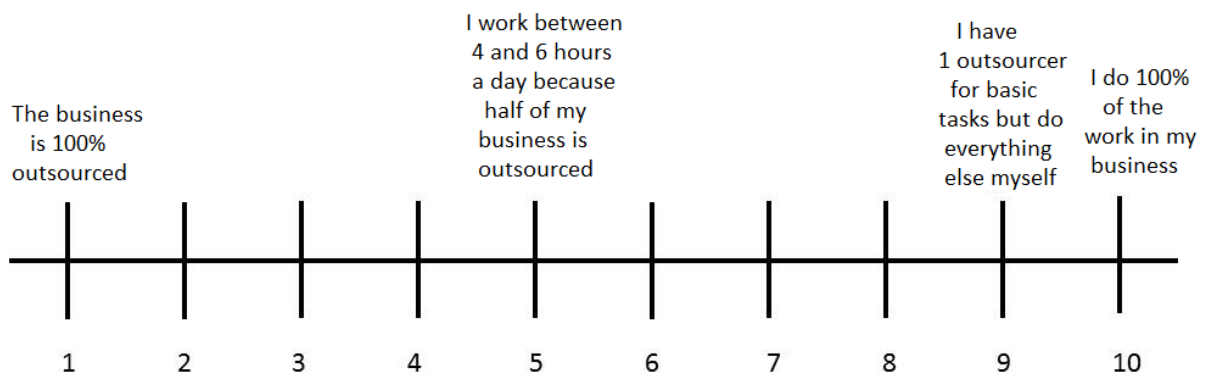
Outsourcing Goal Sheet

What is the core business you have/are trying to build? What do/are you planning on exchanging for money to make a living? *e.g. software creation, social media services, training content, live webinars.*

How involved are you in your day-to-day operations of your business right now? Circle the number that is most relevant to you:

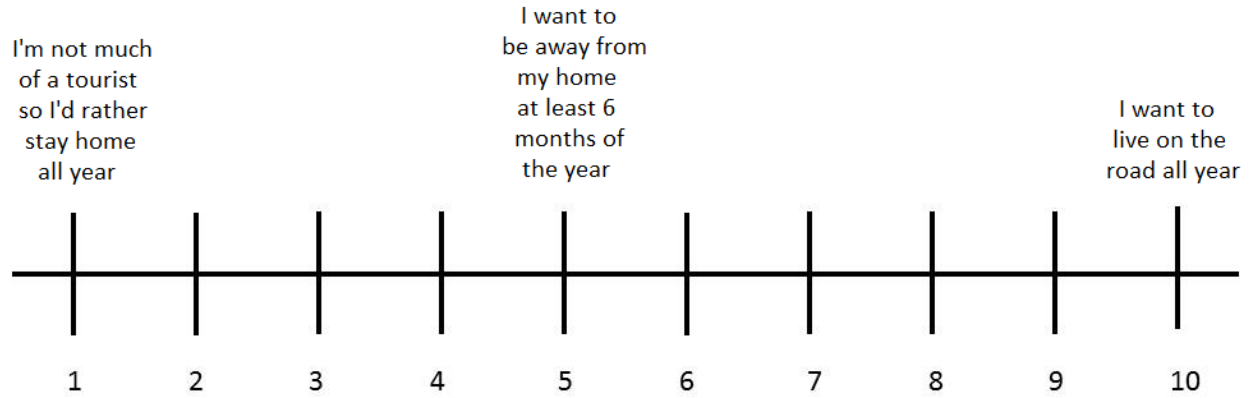


Now, circle the number of where you are aiming to be 1 year from now:

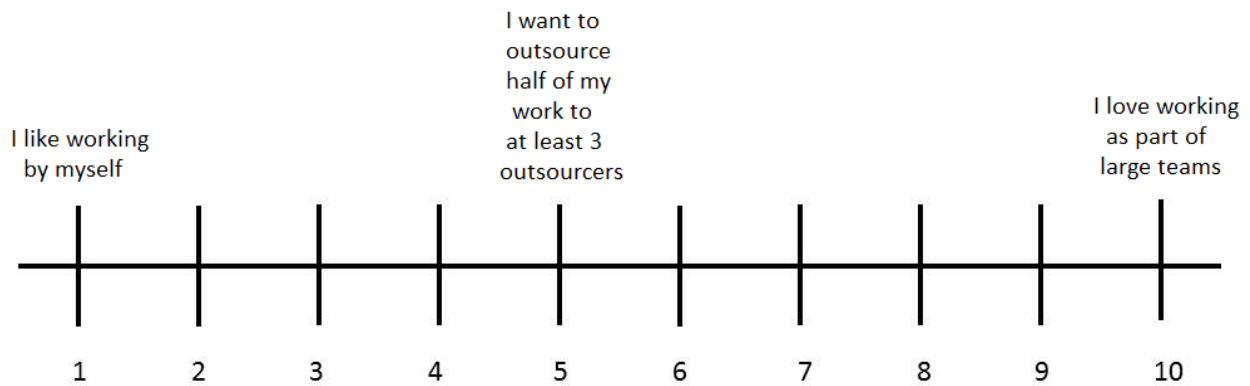


How much are you planning on traveling? Circle one:





How important is it for you to work with a team? Circle one:



If you answered 4+, do you plan on managing your team yourself, or hiring a project manager?

Are you planning to be the face of your company, products, and sales videos? Or do you plan on outsourcing this part of it?



Keep a diary of your working day and what tasks you execute:

06:00	
07:00	
08:00	
09:00	
10:00	
11:00	
12:00	
13:00	
14:00	
15:00	
16:00	
17:00	
18:00	
19:00	
20:00	
21:00	
22:00	
23:00	
00:00	



Upon review, circle all the tasks from the list above that could potentially be outsourced and executed by someone other than yourself.

Write these tasks down here in a list, and add any other additional tasks you can think of that you currently execute that you would rather have someone else do:

Can you group some of these tasks together? For example, can one person do two or more of the tasks listed above? What would be the primary title of such a person? Use the table below to help you:

Job Title	Job Tasks





Chapter #3: What Is Outsourcing?

If you're new to Outsourcing then it's important to understand what it is and how it works. Before we move into the next segments of the training let's first define what outsourcing is and what we're referring to when we talk about outsourcing as a whole. To help you to pick this up faster we've also included a guide on the types of common terms you're likely to hear within this training that relate to outsourcing your business, within JVZoo – you can download it [HERE](#).

So what is Outsourcing?

Outsourcing is when you hire an individual or a company to provide services or do tasks within your company. An outsourcer is someone who works on the basis of a contract with you and is not employed by your company. When we refer to outsourcing within this training we're referring to someone who is a contractor for your company and not someone who you employ.

The next question that might come to mind is “Why should a company use an Outsourcer which could also be referred to as a contractor over an employee?”

This might be obvious but I'm addressing it here anyway because when I first got into business I thought for whatever reason that I should look to bring on an employee when in fact that would have been a mistake for my situation and many peoples' situations when they are starting out. We'll talk about the differences between contractors and employees in one of the next chapters so watch out for this.



Chapter #4:

What Tasks Can Be Outsourced?

When you're starting out with a new business it's usually a bit difficult to figure out what to outsource. The reason is that knowing what tasks to outsource and when to outsource those tasks comes with experience. Thankfully you got access to this course and after going through it you should have a really good feel for what you should outsource and when.

This process first starts out with the tasks that you're doing in your business right now.

Although you might not be at the stage where you're making money or whether you are at the stage where you are generating an income, the very first place to start when it comes to outsourcing is looking critically and objectively at your work day.

What tasks are taking up a lot of your time and what tasks do you believe someone else can do better than you?

This can be a difficult question to answer.

If you don't have much money or if you aren't sure what you can outsource in your business, still do this exercise. Later on in this training I'll be showing you some affordable ways to outsource tasks within your business you can start to implement.

In the next lessons, we're going to cover the key personnel we believe are the most crucial when it comes to building an online business team. You don't have to hire all of them, nor do you have to hire them all on a full-time basis; at the very start you're going to need them to work casual or part-time hours, and as your business and revenue grows, then you can start thinking about offering full-time positions.



What Key Roles Do Most Business Owners Outsource?

Support Agent – while you will be managing this yourself at the very start, hiring one support person to pick up tickets while you sleep, or for a couple of hours a day on a part-time basis while you don't have large amounts of customers is a good idea. After all, customers have purchased a product from you, or a product you promoted for someone else so they should be treated with stellar customer support, which only one person – you, cannot always handle while working on everything else. As your business grows, you can grow your support team, but we suggest starting with one, or maximum two support staff at the very start.

Copywriter – this person will be crucial to your business if they are good with words and understand how to create high-converting content. A copywriter will be in charge of creating the texts for your sales pages, which will be the first things visitors see when they are making a decision to buy so a good copywriter is a key member of your team unless of course, you feel you can write better copy yourself and enjoy spending the time on getting it right.

Software Developer – a backend software developer is not a must for your business straight away, but they will be a key person to hire once you decide to start creating software to sell. A developer is also someone that can help you on every launch, for example to help you code your sales page designs into an HTML webpage. Because of this, you may choose to hire someone on a very casual basis at the start, and give full time work when you decide to create software to launch and sell in future.



Designer – a designer was the last kind of person I thought I would need in my team, but I realized just how wrong I was very early on. When you're an online business owner, all content and pages you create must be visually appealing. If you are not a skilled designer yourself, you'll find that you lose to other marketers that have taken the time to hire a designer to help them create good looking pages. A designer is needed early on in your business, like a developer, to help you create designs for your sales page if you feel out of your depth creating the designs yourself. Igloo App as a page builder solution can help you create some very professional looking pages, but if you totally do not know where to start when it comes to laying out certain elements on your pages, your designer will be able to create a mock-up of how the page should look that you can work off of. A designer can also help you when it comes to making your products you launch visually appealing. They can help with designs or animations for your ebooks or training, and even design the look of a software your developer builds, so the developer can ensure the software they are building looks good for your future customers.

Videographer – a good videographer will also have some photography skills which is going to be useful for when you are creating content for your products and sales pages. This is one of the only members of staff that you will need to ideally hire locally so they can help film and edit videos of you.

Virtual Assistant – at the start, you're not going to need an assistant, but over time as work piles on, you may need a helping hand with some of the admin tasks. A good virtual assistant will be able to pick up work you can't, and execute tasks you give them from creating the odd image, to posting on social networks, to communicating with partners, affiliates and vendors. Seriously consider hiring one to save your time when you have substantial revenue coming in to help with the workload. Hiring a Virtual Assistant is one of the last jobs to outsource because they are not directly related to income in the short-term, but will help you stay organized so people continue to work with you, and your revenue continues to grow because your time isn't spent doing simple tasks an assistant can do.

So, with all that said, let's jump into breaking down each of these outsourcer types and how to best find them in the next lessons.





Chapter #5:

Finding An Outsourcer For Support

Outsourcing your support to one or two people is one of the first things you should do just before your first launch, or, after you run a successful launch and have income from affiliate promotions to start hiring someone to run the text-based support desk for you. This is a key person of your team that will become the voice of your business, and because of that, many things can go wrong. If you follow our steps within the lessons here, you will be able to avoid it but this is a big problem why some marketers try doing support themselves long-term, and end up losing loyalty of customers which is not good for your business long-term.

What Makes A Good Support Agent?

A support outsourcer is usually referred to as a support agent. A support agent should ideally have previous experience of working in a support desk in the past. It's very risky to hire someone who has never done it before, or who is not confident using the support desk you have in place. The ideal candidate should have excellent spelling and grammar skills in the language your customers speak – usually, this will be English. They should also be very detail-oriented. It's easy for support tickets to get lost, or go missing and a person who likes details will ensure this does not happen on your support desk. They will need to have prior knowledge or experience with online businesses. Understanding your market is a must, so it helps if they have had prior knowledge of what an online business does. In your case, they should understand or learn the JVZoo platform, and understand the jargon that comes along with launches, OTOs, affiliate marketing and so on.

Previous Employment History & Experience

When looking at potential support agents, you must make an enquiry, ask them, or view their profile to see their previous workplaces where they worked on support. Support agents who worked in large firms are a great find as they understand the busy nature of support desks. If they stayed there for longer than a year, they will work well under pressure which is a must when you launch your products and you'll have a lot of tickets coming in. Someone who has worked in a large company before may also enjoy the slower pace working with you, and be able to provide invaluable feedback of how certain systems worked in their previous workplaces. They can also potentially suggest similar ideas for your support desk that will add additional value. Remember, as your business grows, so will your support desk activity and your agent numbers so you should look to hire someone who won't view this as 'just another job' but someone who is keen to share ideas and provide opinions about how your support desk can function better as you grow. We will talk about Upwork in an upcoming lesson, but this is one of the online websites where people create profile and look for jobs. Much like other similar websites, Upwork provides a rating for workers about previous history with employers on the website. The higher the rating, the higher the quality of the worker so try to choose those that are, say at least 4 stars out of 5 when possible.



What To Look Out For

What you will need to watch out for when hiring a support agent is of course their commitment to your business. If they do not know much about online marketing, or seem disinterested in it, this won't work out to be a good relationship moving forward. If the person is not concise or clear in their written communication with you, this is also a warning sign that they will not be as attentive to customer needs on your support desk. Watch out for small clues; for example when they send you messages on Skype, do they capitalize 'I' when speaking about themselves? Failing to do so is a bit lazy, and while they may not write with mistakes when working in your support desk, the ideal person you're looking for is someone that has the support agent 'gene' instilled in them. They should use the right words, punctuation and grammar even if they are outside of the support desk.

Another thing to look out for when you're hiring a support agent is their work diary. Ask them what hours they can work, and prepare them for busy periods during launches. If they say they are only prepared to answer tickets a few days of the week, look for someone else. You need someone who will be dedicated to working every single day, even if it's a matter of logging on, seeing no tickets and then logging out and doing this a few times every day. While you might choose to hire good outsourcers in future who can only work certain days, you can afford to do this when you have other workers online during the other days.

Finally, one key thing to watch out for is interviewing workers who are familiar with your support desk platform. This is key because it will save you time having to train them up, and they may actually teach you a thing or two about your own support desk you may not have known about if they have been using it for a long time.

Once you have a good system in place with your text-based support desk and as your customer base grows you might choose to introduce a live chat function or a live call function. It's not worth making this a high priority within your first year. Many online businesses that have made millions of dollars only use text-based support desks and it works fine for them. Don't feel like you need to suddenly start up a live support desk when customers start rolling in. It's more something that you can aim for in future if you want to add an additional personal element to your website to help people who have purchased your products.



Price

Let's look at how much you should you pay for a support agent.

There are two ways to pay: hourly, weekly or monthly.

When you're paying hourly, you're only paying for the work that is done for every hour of work. When you pay weekly or monthly, this might open you up to a few possible risks. For example the support agent might decide that they are going to work when they want to work. They might choose to jump on during off peak hours or they might pick up another job and then use the additional time they have in the day to work on your support. What this can do is lead to your support agent becoming too tired to do a good job, and if they are choosing their own hours they might begin to slack off or develop bad work habits. The best solution to prevent this from happening is to pay hourly for the task to be completed. Also ensure that your contract or agreement states what you expect them to deliver during the hours they are working. It could relate to tickets answered or it could relate to completing all of the tickets in support. It's important to be very clear that if you are using one support agent, that they are the only person responsible for the tickets being completed and they should complete their task to the best of their ability.

How much you pay your support agent depends on a number of different factors and what your needs are. Generally speaking, for someone with a new online business, a support agent should cost you between \$3 - \$5 an hour. It's best not to hire someone from a first world country only because there are many other countries with workers who have higher work quality for this kind of job, and will be able to log on during the times you need them. This also plays in your favor if you stay on and do some of the support work yourself, so if you hire someone from the opposite side of the world to you, they can monitor the support desk while you sleep and the other way around. As you become more familiar with your outsourcing options, you will also find that there is a large pool of outsourcers who have worked for the same \$3 - \$5 per hour for large first world country corporates, and you will find that usually these corporates hired workers from the Philippines. Workers with a previous background working for a large firm are fantastic value, and might be out of a job because the company grew and decided to take their support in-house. Such a worker as we mentioned before is very valuable and will save you the time you'd need to train them up.





Chapter #6: Outsourcing Copywriting

A copywriter is one of those people that you are going to need on a regular casual basis to write high-converting sales copy for your sales pages.

Ideally you'll want to hire a professional copywriter for all your launches because it's such an important part of effectively SELLING online. In saying that, if your budget is low because you're just starting out, you will probably need to be your own copywriter. Then once you've completed your first launch and you have some money to put towards your next one, at that time you can seriously look at hiring a professional copywriter. There are a number of good copywriters operating their business on JVZoo. In time if your business grows to the stage that you are in constant need of good sales copy you might consider hiring a full time professional. That is a long way in the future though.

What Makes A Good Copywriter?

A good copy writer first and foremost should be able to sell you on their skills. Essentially, you are looking for someone who has an excellent command of the native language you will be using in the sales copy – again, usually English. However, unlike a support person for example, a copywriter has to be able to write in a way that is not only easy to understand, but communicates and compels readers to take an action. Grammar and punctuation aren't so important when it comes to copywriters, because what matters is how well they can convince your readers or video viewers to take an action.

Previous Employment History & Experience

Like we mentioned in the previous lesson, take note of the rating of the outsourcer on the website you found them on. Do others rate their work to be of high quality? Have they worked with other online businesses before? The ideal candidate should have had at least 10-20 previous jobs with a satisfaction rating of 4 out of 5 stars at the least. They should also ideally have experience working within the same niche or selling to the same target market that you have. The only way to determine if the outsourcer has had the adequate experience in this field is to look at their previous jobs. Also don't prejudge candidates that don't have a degree from a University – copywriting is a skill, and most of the best copywriters have learned this skill outside of higher education outlets. Sure, a degree could mean the outsourcer is able to write with better grammar but if someone who is self-taught can do it well, they should also possess excellent command of language anyway.

What To Look Out For

Always ask your potential outsourcer to provide their previous work that is relevant to what you'd be getting them to do so you can analyze whether they would be a good fit for the job. Take a look at the examples they send you, and choose the texts that you feel are more along the lines of the type of copy you would want to hire them for. After you have done this, you have one more step to take. This is to check for plagiarism. Plagiarism, or stealing content someone else has written is a big deal in online marketing. Sadly there are a large number of outsourcers that will simply copy and paste content that they found online that belongs to someone else and try to pass it off as their own work. If you don't check their sales copy for plagiarism yourself then it leaves you legally liable if the original author finds you're using their content even if you thought it was original. There are a number of great tools both free and



paid online to help you check if the texts are plagiarized. One of the best free ones we use is plagiarism-detect.com.

Another thing to look out for when you're reviewing previous examples of the outsourcer's work is to pay attention to two of the most crucial things we covered in copywriting inside JVZoo Academy. The words they use and the sequence of the text. The words they use should be easy to read, and not meaningless hype. If you read an example where the copy is promising miracles, move onto the next outsourcer – don't waste time by giving them the benefit of the doubt. A good copywriter either 'gets it' and uses the right language all the time, or they don't. Evidence, facts, trends, quality or showing your visitors something NEW is how you sell. "Meaningless Hype" is what wannabe copywriters use to make up for their lack of knowledge in why people should buy.

Now, when you read their copy, does it flow? Are you following the structure and are feeling like whatever they are writing about is compelling enough to buy? Have you ever met someone who could "sell ice to an eskimo?". That's the kind of person you want to hire. Someone who can put words together in such a way that customers walk away feeling good about their purchase. Unlike other copywriters, who can create a hyped-up text and then leave customers feeling underwhelmed with the product not delivering what they were promised on the salespage.

One of the other things to look out for is the questions the outsourcer asks you about your product if you do decide to start working with them on a project. It's likely that you would have listed what exactly you need a copywriter to create for you in the job description the exact steps of which we'll cover in a few lessons. So, within the initial proposal the outsourcer sends you, watch out to see if they are asking you the right questions to understand the task at hand. Usually a good copywriter will have a document that they will want you to fill out to describe more information about your product so they can get a clear understanding of what they need to sell. Is your outsourcer asking you the right questions? If they are not, you run the risk of hiring someone that will create a sales copy that has no relevance to your product and that would be money lost. This risk is easy to mitigate in the initial stages of the proposal or interview process by asking what questions they have for you, if they don't voluntarily send you a ready document of what they need to know.



Price

Now, because you are hiring your copywriter on a project basis and not full time, you will need to decide whether you want to hire them on an hourly basis, or a fixed project rate. It's very common that a copywriter will work on a fixed rate and it will be in both your and their interest for them to finish the copy to a high standard quicker than someone who is being paid hourly and clocks up more hours than they need to.

While there are tools out there to watch what your outsourcer is doing on their screen during the hours they are billing you for, a fixed rate is usually what I highly recommend. When we run 6 figure launches, our copywriter is usually paid around \$1,000 - \$1,500 fixed price and they will take about 7 days to finish the text. Don't get scared by this number – it may seem intimidating to hire someone for such a price, but believe us, it is worth it if you are paying a real professional for it if you believe in your product.

If you are only starting out, and don't have the funds to afford this, then we suggest writing your own copy and then getting a copywriter to edit the text for you. This will cut the price down by 2 or 3 times. Alternatively you may want to write half of the sales page yourself, and then hire a copywriter to complete the second half of it which will be the most important due to the call to action to buy. This again will drop the price down to \$300 - \$600 but it might take you extra time later to edit it and to make sure the flow is not interrupted.

The top countries to hire good copywriters from are usually first world countries which is another reason the price is so high. With that said, if you are hiring someone to write copy in a language that is not English, you should look to source a copywriter from a country where that language is native, and the price will also change depending on the average salary in that country. For example, in Russia, copywriters writing sales copy in Russian can be hired for \$200 - \$500 for a professional 1 week job. Ask around or take a look at your native country's job listings and see what others are offering to pay for similar jobs too.





Chapter #7: Outsourcing Design Work

A designer is a big asset to your online business especially if you don't have any prior knowledge or experience in this area. A good designer can help you plan out how your website or software will look and also create a quality design improving a visitor's experience. They can also take on tasks like creating logos, social media images, and much more. A designer is not a necessity for your first launch; their biggest value will be in delivering a design plan for your sales page which is very important, however if you are comfortable with using a page builder that already has built-in page designs, you can do this yourself the first time around, and then look to hire a designer on your next launch. In my business we actually have a designer who does both. The designer creates the sales page design and then adds the custom design into the iGloo App Page Builder. Before we used a designer we used a page builder to do everything. Designers are usually best when you hire them on a project by project basis. In future if you find a good designer at a good price you might consider bringing them on full time if you have enough work for them to compete. Designers can create designs for sales pages, bonus pages, webinars, social media, websites, and anything else that needs a professional job done.



What Makes A Good Designer?

A good designer first and foremost needs to have a great attention to detail. They also need to be up-to-date with latest design ideas around the world, and ideally should be working as a full-time designer whether as a freelancer or in a full time design job. The ideal candidate should have a portfolio of what they have created in the past. The reality is that there are many designers out there that tend to specialize in one area; for example just logos, or just business cards, or just Facebook Timeline images. As someone who is starting out online, you're going to want someone who has experience in designing a wide variety of designs. For example if you find a designer who specializes in corporate branding you might find that the designer has a portfolio full of offline business cards, logos and flyers. If you were to hire them to produce a high quality sales page though they will struggle. Usually different designers specialize in different areas of design..

Previous Employment History & Experience

Professional designers usually have online portfolios you can check out. It's quite easy to understand what kind of style the designer has and what they excel in creating. Someone who only had logos in their work portfolio is unlikely to be a good candidate for a sales page design job so pay attention to their previous work. Usually all serious, professional designers will list their previous work on a website like Dribbble.com – that's Dribbble with 3 'b's. Previous job experience plays some part in the decision process and so does education, however design is one of those things where if you see designs you like, interview them. If you don't like the majority of their designs, don't interview them. At the end of the day, you are the boss and if a designer only has one style in which they operate, it's unlikely that they will change their signature style to please your needs so go with the candidates you feel have the better designs for what you need.



What To Look Out For

While we'll cover job descriptions in a separate lesson soon, it's worth mentioning now that if you're looking for a designer it's important to test their attention to detail. Luke Maguire in his interview inside JVZoo Academy talks about how he adds a random question interested candidates must answer when they are bidding for one of his jobs. For example, sometimes he will ask the candidates to mention one native Australian animal when they apply for the job. It's unrelated, but tests how serious the candidate really is about the job being offered. If the candidate didn't read the job description, and just sent a pasted response to bid for it without answering your question, you'll know that they are not very detail orientated, and have probably sent the same response to a dozen other job postings. This is a very important point because a worker that does not pay attention to detail or follow your instructions right from the start, is likely going to apply the same negligence if you chose to hire them for your job.

Another thing to look out for is of course the designer's online portfolio. I mentioned Dribbble already, but you can also search for their name online to see what other work they have listed on other profiles or websites like LinkedIn. If no relevant searches come up it's usually not a good sign. Designers tend to have a range of designs in their portfolio that they create to show prospective clients what they are capable of, and if your worker's name shows no results, you won't know what their style looks like or what their job capabilities are.

One more thing that is worth mentioning is the designer's ability to meet deadlines which you will probably be able to see based on their online rating from previous clients. A very common problem business owners face around the world is designers who complete the task at hand but don't take the time to really understand what the business owner wants. Instead they create an image or design based on what they think will be best suited instead of what was on the brief they were given. While it is important to respect the designer's work and what they think is a good design, remember that at the end of the day you are the one that will be paying them, and it will be your revenue on the line if they don't follow your instructions. Any hint of arrogance should set off red flags in your mind. While you should be prepared to listen to what they suggest, don't be scared to ask them to change something if it doesn't feel quite right to you or if they are off the mark with what you wanted them to create. An easy way to prevent finding someone who might not be a good fit is to use the reviews that are provided by a website like Upwork. You can view someone's past work history and what other people had to say about them.



Price

You might hire a designer for a range of different jobs, and they usually all have different price ranges that depend on how specialized they are. The best designers we've found have been Filipino or European. A professionally done sales page should usually cost about \$300 for a fixed price. It should include up to 2 edits, and take the designer about 7 days to complete including revisions. If you are hiring a designer on an on-going basis to create designs here and there, these can usually be priced between \$3 - \$15 an hour. The lower end of the scale is for outsourcers from the Philippines, while the higher end of the scale you'll find outsourcers who are based in Europe. You'll notice that there are designers that charge up to \$30 or even \$100 per hour. These are usually highly in-demand professionals that have a proven track record of creating high quality designs for clients. As a growing business, we suggest sticking to the lower end of the scale because outsourcers that agree to work for a lower amount might end up growing with your business and you will have more room for salary increases as they do a good job over time. The ideal candidate, if you are lucky enough to find one like this, is one that has a lot of great designs in their portfolio that they created themselves but have not worked with clients before. They will be willing to work for a lower amount because they want to progress their skills and getting their first client is probably a big deal. If you can find a designer like this they are usually the perfect candidate because they will appreciate the work, they'll work hard to deliver what you want and in my experience they are much more loyal.





Chapter #8:

Outsourcing Software Back-End Development

There are two types of developers: frontend developers and backend developers. Frontend developers are usually designers that know how to put together a visually appealing website or software UI and then they have the skills to turn that design into a useable HTML webpage. Backend developers can take care of everything on the backend which includes writing the code and ensuring that your software or website function correctly. In this section, we are discussing backend developers, but if you are lucky to find one that can do both frontend and backend development, they can be extremely valuable to your business. Some developers can do both front end development and backend development, but they are a big asset and are not as easy to find. A good backend developer is key when it comes to creating the functionality of your software product. Unless you are a developer yourself, you'll need to outsource this task to someone who is skilled in this area. However, a developer is not only needed for software creation. A good developer can also help you build or edit a custom website if you don't wish to do it yourself, they can also help with the technical tasks of setting up your domains, hosting and servers. They can also help with turning your sales page designs into HTML format.



What Makes A Good Backend Developer?

A good backend developer should first and foremost have very good communication skills. Often you'll find that there are some fantastic developers who have bad English and therefore project deadlines or software functionality can be missed due to miscommunication. Because you will usually be working at a distance, communication is key in this situation so you know that instructions you relay will be understood and actioned to deadlines you set. Secondly, the developer should have some knowledge in developing software. The reality is that many software can be created with a developer who is quite new because many codes that are used to build software are not very complex. The problem arises when you want a complex or multi-functional software and this is when you will need to hire a more experienced developer. A developer who is relatively new, can be an asset as they will be modestly priced and will be able to grow with your business, upskilling themselves in the areas they lack as long as you make it clear to them that they can count on work from you long term. As a starting business you may not need a developer full time. Instead you can bring on a developer to complete a singular project which will save you some money. Until you're willing to bring on a developer to work with you full time you can shelve any 'long term' conversations until your income justifies the cost of bringing the developer on to work with you full time.

Previous Employment History & Experience

Always ask to see previous work of your potential candidates. They should be able to provide you with a range of software, or development work they have personally created, and allow you to go through and use their software to understand how well they can complete projects. Check potential candidates' ratings on the websites you find them on and pay special attention to comments that have been made about them by people who have previously worked with them. Ideally, you should be looking for a developer who has had previous experience working within or alongside another company as opposed to a one-off job for a friend, because if they were good enough for another company, they will probably be good enough for you and your projects too. It's important to also ask for examples based on the type of software you want them to create for you. For example, if you want them to build a Wordpress Plugin software, ask to see examples of Wordpress Plugins they have created in the past. If they don't have experience with the kind of software you wish to build, or a task you need them to do, it's best not to risk it.



What To Look Out For

A developer's current work situation is one of the biggest things you need to look out for. If they are a freelancer and they only take on freelance work then that's fine. On the other hand if they have a full time job and are only interested in working for you part time, it can get tricky especially when you decide to launch. Imagine if you have a launch and you go live at a time when your developer can't be online to help out. An issue, a bug something often will arise and you'll have no way of fixing the problem until the developer is back online which could be hours or even a day away. Another bad situation is if your developer is working for an agency and you will be the agency's client. This situation isn't a good one to be in. It's best not to work with a development agency if you can help it. The reason is first of all: the price you will be charged. A developer that works for an agency or a company will be more expensive than if you were directly hiring the developer themselves. Secondly most agencies have rules about how you can communicate with the developer. You might find yourself in a situation where you are forced to communicate with a totally different person to the developer such as a project manager. Bottom line in my experience Agencies will charge you more and require less from the developer. Having said that, I'm not saying it's impossible to have a successful working relationship with an agency; obviously many companies do have successful working relationships with agencies. If you do decide to investigate using an agency keep in mind what I've written above.



Price

Now, the prices can vary depending on the developer and where they live. As I mentioned previously, if you hire someone with less work experience, it can work in your favor. The person might be really talented but you'll be able to bring them on for a lower rate because they have less work experience. You can then encourage them to keep learning and improving their skills. They can become a useful and lower cost asset to your team. It's a commonly known fact that software or web-development projects usually tend to go over time and over budget. Make it clear to the developer that they should stick to the original deadlines and budget. Just in case, prepare in advance in case the project does go over time. Financially you may need to invest more and also if you've for example scheduled in a date for the launch of the software give yourself at least 2 months from the estimated completion of the project until the date of the launch in case there is a delay. For example, your developer may have built you a software and then you realize there is a bug. Usually software projects, depending on their complexity will take between 4 – 12 weeks to complete. However, it's not unheard of in our industry for a developer to take as long as an entire year to complete a project. These types of projects are usually started by more well-known marketers that already have strong relationships with affiliates and a large customer list. The reason they are able to start a project like this is because it's not such a big risk for them. They know that when the product is ready there is a high chance they will make a profit from its creation and launch. When you're starting out, your projects are likely to be smaller and more affordable to create so look at creating software that will take no longer than a month or two to complete. Likewise, if you are hiring the developer to build you a website, or code a sales page design into an HTML webpage, plan for time delays but try to get the developer to stick to the deadlines. Building a website can take anywhere from 2 – 4 weeks, and coding a webpage should not take longer than 3 - 7 days.

Now, in terms of price, when you're more established in the marketplace, you're likely to have constant development projects on the go. In this instance, you'll be looking at paying between \$8 - \$15 per hour for a developer or even two on a full time basis. If you are hiring through a company, you'll be looking at paying anywhere from \$30 per hour and up. That is why we recommend hiring a developer directly because that extra \$22 - \$15 per hour of savings will be well worth it if you take into account less miscommunications that will happen. But, these pricing guidelines are only for when you are more established and are running regular product launches. Ideally you should be hiring developers on a single contract basis per project. This means a fixed price per project, or a fixed amount of hours per week at a fixed rate. A basic Wordpress Plugin software should cost between \$200 - \$400 fixed price, and a basic SAAS software will set you back between \$1,000 - \$2,000 fixed price. If you decide to pay them hourly, you'll be looking at paying between \$8 - \$15 per hour.



If your developer is creating a software, you should have milestones in place based around when you'll be able to see a certain amount of software progress and this is usually when you'll pay the developer out on one of the milestones. If you are hiring a developer to build you pages or a website, it's usually expected that you'll pay the developer at the end of the small project. Remember: a basic website should cost around \$200 - \$400 fixed price. If you are hiring a developer to code a PSD design into an HTML webpage it's a small job once again, so you'll pay them when it is completed and the page is live on your domain. You should expect to pay about a \$50 fixed price for this type of task.

There are many great developers around the world, however we have had the best experiences hiring developers from Eastern Europe. English is usually a strong second language taught at schools so it means communication with these kinds of developers is usually very easy. One of the great things with hiring from this part of the world is the timezones they work in. You'll want someone who can work in an almost opposite timezone to you so you know your project can be supported even while you sleep so that during your day time you can take the time to properly test, or make a list of any customer complaints. The developer can then fix everything at the end of the day when they come online. They are also modestly priced, compared to developers working from other areas of the world. That being said, hire the person or people you feel most comfortable with. When you interview them you will get a sense of their personality, and if they will be easy to work with. Of course, you should take into account different cultures too. Sometimes during the interview process, you might be faced with very direct questions or demands about pay. It's best not to mistake this for arrogance as money is quite a delicate subject for many and they just want to be reassured of what to expect. Reaffirm the price you had agreed upon or set in your job description. If they are not willing to take it, continue looking. The reality is that there are skilled developers in all corners of the world, and it's best not to blow your budget with the first person that comes along. Hire the best person for the price you are most comfortable with.





Chapter #9: Outsourcing Videography

Videographers in the outsourcing world are basically people that work with video. This could include someone who can film videos, edit videos, color correct videos, and sometimes even animate videos. Ideally a videographer you hire should have a wide range of skills in order to create amazing videos which you would usually use during your product launches. Video is one of the hardest parts of marketing to outsource. One of the reasons for this is because “selling with video” is a different skill entirely from what most videographers have done in the past or have experience in. Internet marketing is very unique in the way that products are advertised and sold. Most videographers may not fully understand what goes into a good internet marketing sales video. For this reason you’ll need to be careful or very specific if you want to outsource this part of your business. My recommendation is that instead of outsourcing it you first of all learn how it works yourself. That way you’ll be able to communicate much easier about what you want when you do decide to outsource it. For example, we created all of our sales videos during the first 5 years of online marketing. It’s only been this last year we’ve really started to outsource all of our video creation and it has not been easy, but it’s an evolving process just like anything.

What Makes A Good Videographer?

A good videographer should have a range of skills they can help you with. Usually it's beneficial to hire someone locally so they can film your videos for you. In saying that, when you are starting out an easier solution is that you read the script or create the videos at home, your office or co-working space and then send them the footage and they can edit it for you. As you probably know, you need videos for many of your sales material, sales pages, upgrade pages, welcome pages and so on. Remember that videos are your potential customer's first impression of you so you'll want them to be professional so if you can, hire someone who you've identified as an expert in creating videos. You'll only need a videographer on a per-project basis. As your business grows, you might choose to hire a good videographer who's helped you in the past to come and work for you full time. If you're building a following on YouTube successfully by then for example, it makes sense to hire a videographer on a regular basis or even full time. Be sure your profits can support the expense of the hire in this instance. Most videographers are not cheap.

Previous Employment History & Experience

Videographers, like designers will already have portfolios of previous work. Your ideal candidate should have a wide range of example videos or photographs they've created in the past. This should help you to identify that they are good at what they are doing. Take note of how passionate they are about the videos as you ask them questions about the portfolio you're asking them about. Videographers are artists to an extent, you'll want to hire someone who can show you their passion for their art. It's not necessary for the ideal candidate to have a large amount of previous work history what matters the most is what they can visually show you about what types of videos they've created in the past and what they are capable of doing.



What To Look Out For

The most important thing to watch out for is the videographer's quality of work and how long it takes for them to complete that work. Ask them to provide examples of teaser videos, photos and animations to understand the breadth of their skills. Ask them how long it took them to create the videos that you like the look of. As a starting out business owner, you'll want someone who has a wide range of skills to do with video. Ideally skills in filming, and specifically editing and animations. While some videographers they may not be the most skilled or professional, by hiring them at a relatively lower cost they can be of more value to your company than a more experienced and higher priced videographer.

Price

On average you should expect to spend about \$10 per hour for a mid-range videographer and video animator.

Creating valuable footage that you can use within your videos comes down to planning and how organized you are. We've found that the best thing to do is lay out the task and ask your outsourcer how long they think the job will take. Ask them to give you an approximate amount of how much it will cost. It all depends on how much content you already have and how prepared you are. For example, a 5-10 minute sales video should take you about 1 day to film and about 7 days for the videographer to edit and animate the video. For video it's always best to hire someone locally, however we have found good quality videographers around Eastern European countries. At the very start you'll want to keep expenses low so as mentioned before, you can film the in-person videos yourself at home, an office or a filming studio and send over the file to the videographer to edit and animate certain parts of it.



Chapter #10:

Finding A Virtual Assistant

Virtual Assistants or VAs for short are a lifesaver when it comes to helping you organize your daily work schedules. They can also help to pick up any odd jobs that you might need help with. You shouldn't really consider hiring a VA until you're earning enough to help free up your time. So "what does a VA do?". The reality is that this type of job requires a high level of knowledge of admin tasks as well as everything and anything else in between. A Virtual Assistant might be in charge of communicating, reporting back about your support team or developers, reminding other outsourcers about deadlines, filling out and filling any paperwork you might need in the offline world for your business to operate, manage your autoresponder, put together webinar slides or presentations, remind you about important meetings or schedules to keep, sometimes fill in and generate clients or post social media updates, and they can even book your flights, accommodation, organize visas, and much more. They are essentially your right hand and they are there to take the workload off of you. Basically whatever you tell them to do, they will do it but to an extent of course. There might be some tasks you want to keep yourself because they are critical to your business and not necessarily very easy to teach. The most important part of working with a VA is being very clear about what tasks they should be doing for you. On from that, you need to make sure that your VA is well trained so you can ensure your VA doesn't make any mistakes that can negatively impact your business.



What Makes A Good Virtual Assistant?

A good VA should have a lot of knowledge in a range of different programs and processes. Professional VAs will have no problem acting like a concierge for you. In other words if you have a question, they will find you the answer and a solution. Because your VA will most likely be helping you in an administrative role, they should be comfortable with using Microsoft Programs such as Word, Excel, PowerPoint, as well as know how to use their email and Skype. They should also have skills in data entry, online research, and knowledge of different social media platforms. They should be almost a one-stop-shop to help make your life easier, and be easy to communicate with and a pleasant person to work with.

Previous Employment History & Experience

Previous employment history is very important for this candidate because you need to make sure that they have had experience working in fast paced environments. You need to also make sure that they understand how to follow instructions, and offer suggestions for better time saving strategies. Check out their Upwork rating, any English or communication tests they did through the system to understand if they can communicate with you in English or another native language of yours, and the feedback they have received from past employers. Look out for VAs that have worked on jobs for longer than 6 months. If a VA has taken on 10 jobs in the last 6 months for a few weeks each, it is probably an indicator that they will not be easy to work with. Look for quality over quantity. Even if they have worked one or two jobs in the past, pay attention to how satisfied their previous employers were with their work. Stay away from outsourcers that have been given 5 star ratings with no comments; any employer who had a really good experience with the outsourcer would write about it to let others know. You're looking for comments you can read from other employers that demonstrate why the outsourcer was good to have on their team. During the interview process it will be important for you to ask the candidate why they left their job. This is an important question. If they answer with something along the lines of communication issues or not seeing eye-to-eye with the employer, this should sound the alarm bells in your head. Instead, consider candidates that finished their employment with reasons other than efficiency of the outsourcer's work. Basically, you'll want to know if they were fired, or if they left themselves and if they were let go, under what circumstances did it happen? Were they forced to leave or did they leave because of an issue that could impact your working relationship with them? Seek to have these questions answered from the start.



What To Look Out For

Pay attention to how a VA reacts when you first reach out to communicate with them about the position after they've initially applied for the role. If they are quick to get back in touch, they sound enthusiastic and they are ready to talk with you immediately, this shows their dedication and enthusiasm for the role. This is the sort of person you need. As I mentioned before, look for people who have previously worked as a VA. It will take you a lot of time and energy to train someone up if they do not understand what's involved in the job they are applying for. Take note of what kind of tasks they have listed they can do for you and ask them questions about the other skills you may need but they haven't listed as being able to do.

For example, if they say that they are knowledgeable in Microsoft Excel and PowerPoint you might want to ask why they didn't list Microsoft Word as something else they are also good with. It's very similar after all. If they say that they are great at doing research online, but they don't mention that they are also good at data entry, ask them why they did not include it within their proposal. Other things to look out for, are how they performed in any tests they've completed and listed their results for. Websites like Upwork have a wide range of tests that outsourcers can complete that test how good they are in certain areas. These include skills in different languages, programs, and so on. Upwork rates them based on a percentage score compared other outsourcers who also took the test on the platform. For example, if your candidate scored in the top 20% of outsourcers in terms of how good they are at the English language, spelling and grammar skills, you should overlook them in favor of a worker that scored in the top 10% or even top 1%. Likewise, they should have taken, or you can ask them to take tests to do with programs you will need them to work with. These could include Microsoft Word, Excel, PowerPoint or others. You can view a full list of the tests available on the Upwork website to get a better understanding of what tests are available, and look for candidates that have taken the time to go through as many of these relevant tests as possible so you can get a good idea of their skill level. One more thing to look out for is if the VA is open to being contactable either by cell phone or through an app like Whatsapp. Sometimes issues will arise and they might be offline on Skype. In this case, you should always have a backup point of contact with them if the situation requires their immediate attention. If they are not willing to give you their cell phone number or permission to contact them outside of their pre-arranged work hours number shows a lack of commitment to the job at hand. The reality is that you may never have a need to call them in the middle of the night, but the option should still be there for you as the boss.



Price

A good VA will work on an hourly basis, which is exactly what you will need when you're starting out. In future, if you wish to offer full time employment, you can make a deal to pay a fixed rate per week or month but usually VAs will work per hour because sometimes it's hard to know how long the job of being your VA might take each day. This type of job varies based on how much there is for the VA to do. Some of the best VAs that get hired around the world are from the Philippines. This is a big generalization but workers in the Philippines are hired by many people around the world for VA and Support Desk jobs based purely on the fact that they tend to be very open, easy to communicate with and friendly. They also in general have very good English both written and oral (as opposed to other countries where workers have good written, but not so good oral English skills). The rate for a VA usually ranges between \$4 - \$7 an hour. The low rate reflects the even lower rate these outsourcers would be getting locally for a similar job, and you are paying a much lower amount because they can do their work remotely so they do not have to spend time or money travelling to work. One very big thing to be aware of when hiring from the Philippines is the lack of infrastructure most cities have there. Natural disasters are quite common in this part of the world so when you are interviewing candidates you should ask ability that they have to work in the case their electricity goes down. This could involve them working from a cafe or a internet cafe locally that has a backup generator. If their electricity does go down it's up to you as to whether you need them to continue working or wait for the power to kick back in. In some cases this might happen during a launch or on a day when they have a deadline due. In these situations be understanding and instruct your outsourcer whether they should go look for power or if they can return to work when the power comes back on. We have had the best experience working with VAs from the Philippines, but this does not mean other countries don't have good VAs as well. For example if you're looking for someone who can make phone calls on your behalf you might be best looking for a VA from an Eastern European country. Be prepared to pay a bit more though because Eastern European countries are usually a bit more expensive to hire from.

Before we jump into where you can find these outsourcers One thing to reiterate: do not be quick to hire everyone at once full time unless you have the profits to justify it. In fact, even if you have the funds from other sources, it's best to take a conservative approach at the start: hire less, and get used to the process of running launches or affiliate promotions. Once you understand how it all works and you have enough profits from online marketing alone to cover outsourcer expenses, start to outsource various parts of your business one by one.





Chapter #11:

Where Can You Find These Outsourcers?

Now that you know what the main types of outsourcers most online businesses use, you should be starting to get an idea of what outsourcers could help your business either on a casual, or full time basis.

You can find outsourcers for any tasks online and there are a number of websites which offer services to either allow you to list jobs or connect with outsourcers.

My advice is to decide what you're looking for and which platform can provide the best people. This means that the next step is finding the hiring platform that is right for you. You should be aware that there are many different options when it comes to finding people, especially online, and many of those options operate in different ways.

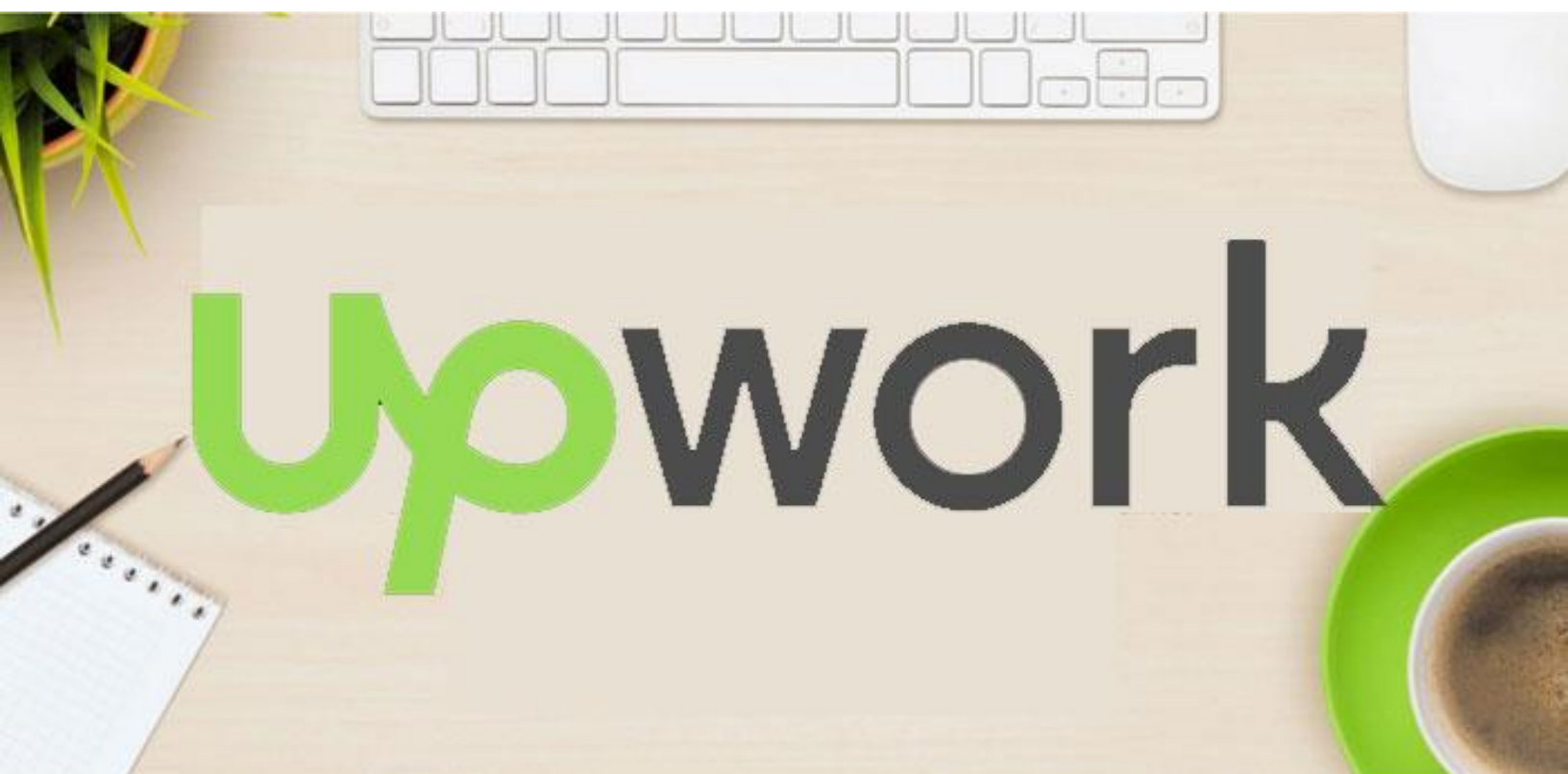
As a starting point to help with your research of which platform is right for you, here's a list of the websites that we have experience in using. There are other outsourcing websites that are out there however these will be a good starting point for you to start finding people to hire:

#1: Upwork.com

Upwork could be described as the biggest outsourcing website on the internet right now. A few years ago, two popular online outsourcing company websites called oDesk and Elance decided to merge, and Upwork was the result of the successful partnership. Upwork allows you to find outsourcers to work with and also tracks their time and their work.

Advantages:

It's easy to use Upwork and there is a huge amount of outsourcers looking for work on there. Usually if you post a task or vacant position you're looking to fill, you'll likely receive a good amount of keen applicants within a few days to choose from. You can easily hire people through Upwork and it also gives you the ability to quickly identify whether a candidate is someone you might want to work with based on their portfolio, the skills they've demonstrated and their previous feedback. Upwork also gives you an easy way to pay your outsourcers and if something happens such as a contractor refuses to send you the work you've paid them for, Upwork will step in and help you receive what you're owed. The time-tracker within Upwork makes it easy to ensure your outsourcers are doing their job and you can also communicate very easily with outsourcers through the platform if you want to.



Disadvantages:

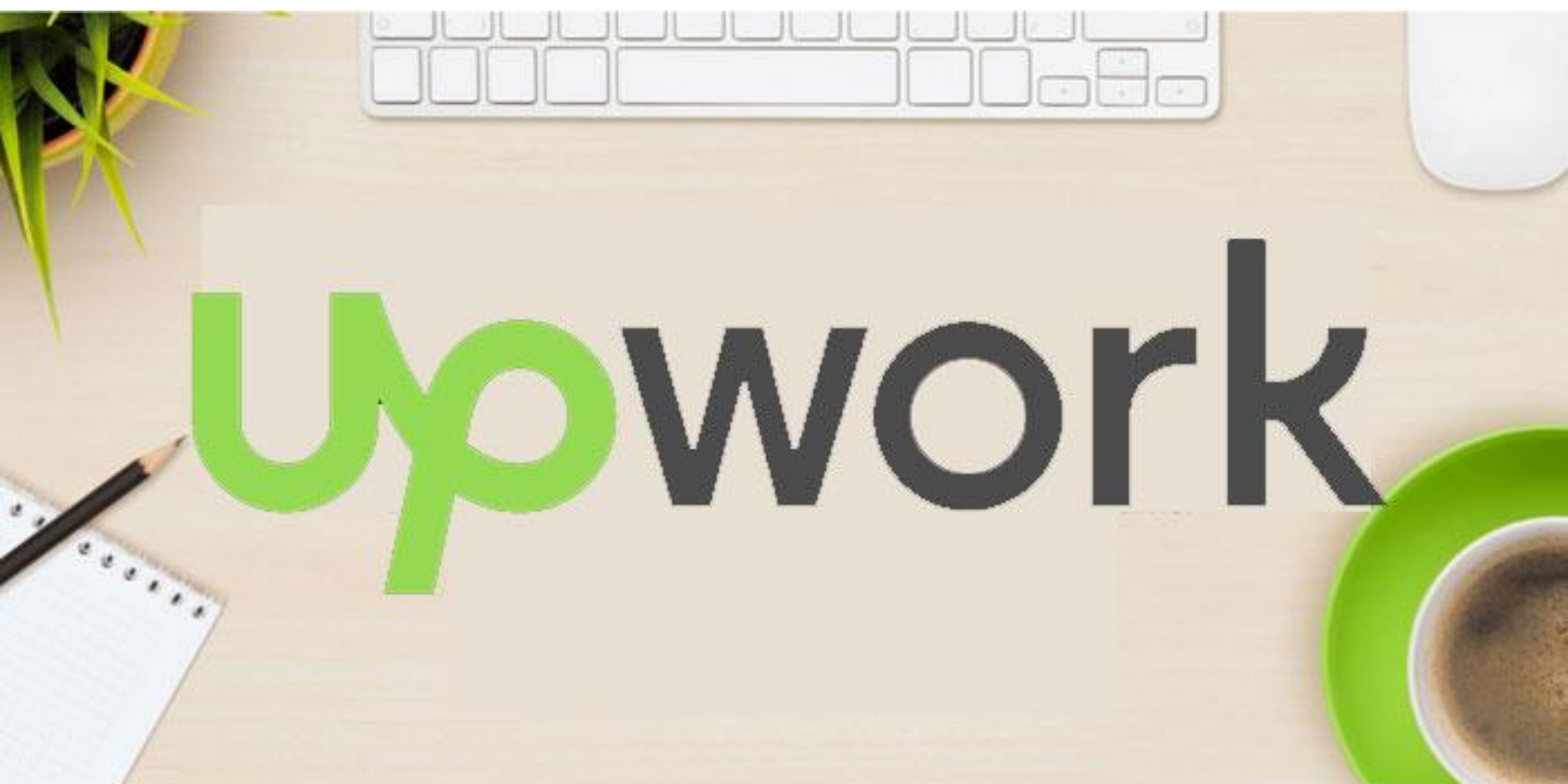
Pricing - It's expensive to pay people through Upwork's system. You pay Upwork a 2.75% rate in processing fees for every hour your outsourcer works. While this may not seem like much, it does add up over time. There are some options to lower this price to a \$25 monthly flat fee depending on what country your account is based in, but it's not available to 100% of users.

It can take a lot of interviews to fill a position. Because Upwork has one of the largest databases of online workers, there is a lot of competition when it comes to applying for limited jobs that get posted. You as an employer might find that it takes you a lot longer to find the right person for the job. This isn't necessarily bad, but it's a downside because of the time it will take you to find the right person.

Fraud Happens Over Upwork. It's rare, but because of the large volume of people looking for jobs, fraud can happen over Upwork. Some people that apply for your job might be using a purchased fake account a fake name and expect upfront payment for a job they do not plan on completing. It's important to properly screen your applicants. If possible, ask them to sign a contract and check their scanned identification. It's not uncommon for disgruntled workers to do a bad job, or take your ideas to competitors, so exercise caution and protect yourself with legal paperwork when possible.

You should use Upwork if...

you want to have a large, international choice of workers for your project, ranging from beginners to experts.



#2: Freelancer.com

Freelancer is a direct competitor of Upwork; they work based on similar principles and processes. Workers and employers can connect on their website, via job listings, and employers have the ability to screen, reject or hire workers registered on the website. Instead of partnering with another large freelance website to grow, Freelancer has grown through their strategy of acquiring smaller outsourcing websites around the world, which have amassed to the large company Freelancer is today.

Advantages:

Like Upwork, Freelancer.com allow you to set jobs for tasks for an hourly wage, one agreed upon amount, or a series of milestone payments. Its system does not differ too much from that of Upwork, which is an advantage as the way the hiring process works on both websites is easy and intuitive. Freelancer also offers its users a Desktop App and a Mobile App, to ensure work can be monitored from anywhere.



Disadvantages:

Same freelancers, different website. Some people over the years have expressed their dislike of the similarity between Freelancer.com and Upwork. It's largely true that many freelance workers around the world are present, and bid for jobs on both websites. As an employer listing jobs on both sites, there is a possibility that more or less the same people will bid for your job. In saying that, realistically, if these freelancers weren't listing themselves on multiple websites, they couldn't really call themselves freelancers, right?

Higher fees. Unlike Upwork's 2.75%, Freelancer.com takes a 10% fee, which can be reduced with paid monthly membership. However, when you compare 2.75% to 10%, the difference cannot be downplayed.

You should use Freelancer.com if...

you want to engage interest of workers from around the world, and have a second back-up website to post a job on.



#3: Fiverr.com

Fiverr have been around for a while; their main hook is that you can get almost any small job, called a 'gig' done for just \$5. Similar websites have started popping up that charge other flat-rate amounts, but Fiverr has continued to hold its standing and popularity. The website allows employers and workers to connect by exchanging small services or items at \$5 of value.

Advantages:

The key advantage is that you know you know upfront exactly how much you should expect to pay for a task to be completed. There are options to 'upgrade' your purchase by paying \$10, or \$15 but that's up to you. Fiverr has an easy ordering process, and the range of services and products on the website is huge. You can get social media advice, videos created, a cartoon drawn, a postcard sent, a tweet sent out to a million followers, and everything in between.



Disadvantages:

Quality – You are paying \$5 for a service. While some expect miracles, it's important to not overestimate what you're buying. If you purchased a gig for a marketing message to go out to one million followers of the seller, don't be surprised if you don't have one million sales the next day. Be realistic about what you're buying. While quality is not always the greatest, keep reminding yourself: you paid \$5 for it. If you find a gig that is great value then you can use it over and over again saving a lot of money.

No tracking available – the website does not track results or the work the seller completes for you. This means it is your responsibility as a buyer to read the description and any small print, and track the results yourself. For example, if you have paid for someone to send visitors to your Facebook Page, take note of how many Facebook Fans you have at the time of the gig order and how many came after the gig was marked as completed. Alternatively, if you don't have any complaints, the website will credit the \$5 you paid to the seller and close the order.

You should use Fiverr if...

you want to list a potential \$5 job, or just want to pay for a quick, basic job to be completed for \$5.



#4: Rent-ACoder.com

RentACoder gives employers the tools to rent software programmers on a per-project basis. The website connects freelance developers and people who need a website, mobile or desktop app, brochure design or logos completed by a professional.

Advantages:

The biggest advantage is that RentACoder is very specific in what it offers. The website caters to employers who want to hire workers for IT specific jobs. Because of the nature of the website, outsourcers bidding on your project are likely to be more knowledgeable in their respective fields. This is in comparison to other freelance websites where outsourcers tend to bid for masses of jobs not always relevant to their skill set.

RENT A CODER

Programming and design services

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Your online work place.
IT developers & jobs. Designers & writers.

Search our job base for



Power of the web

Use the crowd for your project.

- Choose from world wide experts.
- Unmatchable development costs.

[Sign up now for free!](#)

What You get?

Free [registration](#).
Specialized marketplace.
Highly skilled [freelancers](#).
Direct contact options.
Global network.
International [projects](#).

Disadvantages:

No escrow – most outsourcing websites will charge the employer the cost of the job and put this money into what's called an escrow account for safekeeping. Escrow is a type of insurance to ensure that the employer has the money to pay, and the worker knows they will receive the correct amount once they complete the job. A lack of escrow means that you as the employer are in charge of the payment terms. This means that if you decide to pay your worker early for a project and they then decide not to complete it, it will be harder for you to get your money back or motivate the outsourcer to complete the job. A good way to avoid having something like this happen is to ensure you sign the correct legal contracts with your hired outsourcer, or clearly state in a written conversation what the payment terms will be.

Not a one-stop-shop – sometimes there are other jobs a business owner needs completed outside of development and because of the specific nature of the RentACoder it's unlikely you'll find anyone other than developers or maybe designers through this website.

You should use GrabaCoder if...

the bulk of your outsourcing needs are currently around programming or website development, and you are confident in setting out your own payment terms with hired workers by means of conversation or legal contracts.

RENT A CODER

Programming and design services

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Your online work place.
IT developers & jobs. Designers & writers.

Search our job base for



Power of the web

Use the crowd for your project.

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What You get?

Free [registration](#).
Specialized marketplace.
Highly skilled [freelancers](#).
Direct contact options.
Global network.
International [projects](#).

#5: OnlineJobs.ph - Hire Filipinos

Onlinejobs.ph, according to their website is the world's largest and safest marketplace for finding rock star Filipino workers. You can find a worker for almost any job, and each one lives in the Philippines.

Advantages:

The key advantage of this website is in their training and screening process. When you engage in the website's services, you will be receiving a worker that has been screened and in some cases trained to specifically execute the job you are looking to hire them for. The process of hiring works almost identical to Upwork – you can either post a job listing, or take a look at workers' CVs and then choose someone to engage. Filipinos are known for their proficient English skills, attention to customer support and adherence to instructions. In the Philippines there is a much lower cost of living, it's why you'll find the Filipinos rates and salaries are much lower than if you were hiring from the likes of the US, or New Zealand for example.



(Philippines: Fri, 04:18am) REGISTER / LOG IN

How It Works ▾

Pricing

Education

Timeproof

Post A Job

Want A Job?

World's largest and safest marketplace for finding rock star Filipino workers.

Post a job

OR

Search Resumes



I need help with my business...



We're looking for work!



WORDPRESS EXPERT



SOCIAL MEDIA



DESIGN

OVER
250,000
resumes with
tons of skills


Disadvantages:

Timezones. Depending on where you are Filipinos are most likely going to be living in a different timezone to you. As an alternative to combat this disadvantage, other websites can offer a wider variety of workers in other timezones if you want your workers to live in a similar timezone to your place of business.

Possible internet outages. The Philippines are known for frequent natural disasters. There are sometimes power outages. While this can happen to any worker in many different countries Filipinos are more at risk because these incidents happen quite frequently. Power outages can go on for one or two days so it's recommended that if you're working towards a tight deadline that you have a backup in place.

You should use Onlinejobs if...

you'd like hire Filipinos with their reputation for excellent command of the English language and stellar customer support.




[How It Works](#) [Pricing](#) [Education](#) [Timeproof](#) [Post A Job](#) [Want A Job?](#)

(Philippines: Fri, 04:18am) REGISTER / LOG IN


World's largest and safest marketplace for finding rock star Filipino workers.


[Post a job](#) OR [Search Resumes](#)

I need help with my business...




We're looking for work!






WORDPRESS EXPERT



SOCIAL MEDIA



DESIGN

OVER 250,000 resumes with tons of skills

#6: TradeMe.co.nz - Jobs

TradeMe was New Zealand's alternative to Ebay. It started as a platform to help New Zealanders buy and sell new and used items. It's now a website where you can find almost anything including an outsourcer. The Jobs section of the TradeMe website features jobs posted by employers with contact details for New Zealanders to use to apply to the job.

Advantages:

Because the website does not focus on matchmaking between employers and workers, the system is quite simple: employers post a job alongside their contact details, and anyone who sees the listing can contact them for an interview. The process is very simple, and TradeMe do not take a percentage of any future pay you make to your successful candidate. There is only a one-time fee per job listing.



Disadvantages:

Small market - Because TradeMe is a New Zealand website, people looking for jobs on there will be from New Zealand, and most will be expecting to get a job as an employee at a physical office. However, it's not uncommon for remote jobs to be posted on this website too.

Fee – whether you find a candidate or not, you still have to pay the upfront fee for listing the job. It costs \$169 for a 30 day listing, or you can also sign up to a monthly plan where you can. If you post up to 10 jobs for example your fee will be \$699 per month. This pricing is geared towards New Zealand businesses who use this website as their primary recruitment tool. As an online business owner, it's likely that you want to keep your costs low which is why alternatives such as Upwork will give you more flexibility and the ability to screen applicants online.

Open to all – because you can only post jobs on this website, you don't have any idea about who is applying for your job. You'll have to leave your contact details on the listing, and then spend time asking applicants who contact you, to send through their CV. Most outsourcers will be ready to come to an in-person interview, so if you are based overseas, remember to let them know that you can only interview them over a call service such as Skype.

New Zealand Laws – New Zealand has a number of laws in place to protect people who are employed. I highly recommend getting advice before hiring or contracting any New Zealander to work in your web-based company. Also be aware that if you do find someone to work as a contractor for you, because they are based in New Zealand, it is likely that they will refuse to work for less than the New Zealand minimum wage. At the time of creating this training, the minimum wage is \$15.75. Before hiring anyone from New Zealand who comes to you through TradeMe Jobs, take a look at the current minimum wage, and do not promise a job if you cannot at least match it.

You should use TradeMe Jobs if...

your business cannot function without a New Zealand-based worker.



#7: HeadHunter

HeadHunter is a Russian website that specializes in providing employers with access to worker profiles. The website does not take a percentage of future earnings, but rather charges employers for posting jobs, or viewing contact details of workers that have listed themselves on the website. This website is regarded quite highly in Russia, so most workers that create profiles on here have a very rich education, experience and working background.

Advantages:

The website's pricing is quite competitive compared to its international counterparts. You pay around \$40 for one job listing or to have access to HeadHunter's database to approach prospective candidates for 24 hours. The rates and salaries workers ask for are noticeably lower than on websites such as Upwork. Another advantage of this website is its security screening. The website takes safety very seriously, and will ask employers for copies of their business registration documents, as well as thorough reference checks of workers who create profiles on the website.



Disadvantages:

Language – the biggest disadvantage of course is that the entire website is in Russian and so are all the worker profiles. If you like the sound of this website and want to use it you can always translate the pages, as well as search for workers who have specified that they are fluent in languages other than Russian. Most Russian outsourcers on the website will speak English.

Weird pricing structures – if you are only going onto the website to talk to one specific person, you will still need to pay for access to the database of the district or region of Russia and neighbouring Slavic countries this person is living in. Depending on which region you want to view workers from, the pricing varies. For example, you can gain access to the entire database of workers based in Kazakhstan for half the price of a small Siberian district.

Slow system – we're not sure if this is done by design or not, but the payment process is not automated. What this means that you have to first submit a 'call of interest' on the website, then you are taken to a place where you can 'top up' your account. Once you've topped up your account you then have to 'buy' the service or database access you want from within the system. Finally you'll have to wait up to 48 hours for the website staff to grant you access. It's fine if you have time to wait around, but confusing and seemingly slow when you want instant access to what you paid for.

You should use HeadHunter if...

you want to hire Russian workers at a good price.



#8: 99Designs.com - Find a designer

99Designs as the name suggests, is a platform for employers to find designers. Logos, flyers, website designs, and almost any other design you might need. The website is split up into two parts: “Contests” and “Projects”. Contests are where the employer posts a description of the design they need, choose a payment amount and then wait for designers to submit their work. The employer can then choose a winning design or ask to edit a submitted design until they’re happy with it. ‘Projects’ is for employers who have had success with designers bidding on their contests in the past; if they really like a particular designer and want to hire them for other projects, they can do so through the website.

Advantages:

The main contests part is a handy way to receive a lot of different designs to choose from. Projects on the other hand and the process of it is not revolutionary, and the same designers can usually be found and engaged on other websites.

Disadvantages:

There has to be a winner. The biggest disadvantage is that when you post a job, you are guaranteed a certain amount of designs to be delivered. However, even if you did not like any of the designs, you will still have to choose someone to ‘win’ the contest. This sometimes means that you don’t get a logo you want, but you still need to pay as if it was completed.

You should use 99designs if...

you’re not 100% sure about what kind of design you want made for a specific project, and want to choose a winning design from a range of suggestions.



#9: Dribbble.com - Find a designer

Dribbble is the social network platform of designers around the world. According to their own website, you can find: web designers, graphic designers, illustrators, icon artists, typographers, logo designers, and other creative types that share small previews of their work, process, and current projects.

Advantages:

Because of the way the website is designed, Dribbble is a mecca of design talent. It was primarily created for designers to check out each other's work. It's human nature to want to put your best foot forward in front of colleagues, and therefore you're likely to find very original and creative examples of work from designers around the world. You can decide to contact and talk to designers that interest you only after you've had a chance to see their design work.

The image shows the word "dribbble" in a white, cursive script font against a dark gray background. The letters are thick and rounded, with a playful, handwritten feel. The 'd' has a large loop, and the 'b's have prominent humps. The 'i' has a small dot, and the 'e' ends in a small tail.

Disadvantages:

It's just a social network – the website does not pose itself as a matchmaking service between employers and designers, and therefore the website does not screen their users. If you like designs of a designer that you like, it's your responsibility to do your due diligence and seek references and other information about the designer and their work ethic. Likewise, the website won't step in on your behalf if you've had a negative experience with one of the designers listed on their website.

You should use Dribbble if...

you want a background check of other work on a designer you're about to hire on another platform, or if you haven't found any designers on any other platforms that can create the type of designs you want.

The Dribbble logo is displayed in a white, rounded, cursive script font against a dark grey background. The word "dribbble" is written in lowercase, with a distinctive dot above the 'i' and a long, flowing tail on the 'e'.

#10: [WarriorForum.com/warriors-hire/](https://warriorforum.com/warriors-hire/)

Warriors Hire is a section of the popular Warrior Forum website owned by Freelancer.com is a communication channel to let online marketers find online marketing related services that Warrior Forum members have said they can help with.

Advantages:

The forum is very basic. It features only two options; you can either list a service if you are a contractor and want to be hired, or you can browse or search for services that are being offered by contractors. It's basic, and the website takes no cut from any hires that are made as a result of this forum. Because all posts are made by existing Warrior Forum members, you can look at contractors' profiles to see how long they have been involved in online marketing.

Disadvantages:

It's a very Basic System. The biggest advantage is also its disadvantage. Because of how basic the forum is, employers have limited ability to screen contractors, and the other way around. Also this forum does not broker working relationships and should be considered as just that: a forum where you can meet connect with people.

You should use Warrior Forum's Warrior Hire if...

you want to find a contractor in a forum for a one-off job, and you're comfortable with agreeing on working terms with the worker directly.



#11: Ask for Referrals

Asking around your friends, family and colleagues may surprise you. Everyone has a friend of a friend, and sometimes it's good to find out who's in your network.

Advantages:

Because of your close relationship, referrals traditionally have had a strong moral obligation to do a good job.

Disadvantages:

Close relationship. Sometimes if the referral comes from a mutually respected individual, it's hard to give professional criticism, or sometimes even fire the worker.

More expensive. You're hiring a referral probably because of a mutual acquaintance, and therefore do not have the same choice as you would online to look at another dozen applicants. Hiring locally usually means paying more than you would otherwise versus if you were hiring someone online, especially if they are from a different country.

You should use referrals from friends if...

this is your last resort, or your job is so sensitive and specific that you can't trust anyone online to complete it.



These are just some of the more popular examples online business owners can use in order to find outsourcers for their business.

As always, do your own research first and don't rush in and post too many job offers on too many websites, especially if you have to pay to do it.

We usually advise against paying for job listings, however understand that in the long run it may be a more cost effective option if the alternative is paying the website a percentage of everything your worker earns.

Take your time, create profiles on these websites and look at what kind of jobs are being posted Also look at what kind of outsourcers have profiles on there.

You can always hire from more than one website, but you'll want to narrow it down to two or ideally one when you start getting a team together.

It's much easier to manage your team from within one system.





Chapter #12: Creating A Job Posting

In this lesson, we're looking at two main components when you start looking for someone to hire:

#1: The Job posting itself and how to write it in a way that you only get serious people applying.

#2: How much you should be willing to pay and more specifically how your outsourcer is paid.

Let's get started.



Creating the right type of job post is really important. It's what's going to help you to find the right people or person for the job.

It's also important because it's the first point of contact that you have with your outsourcer.

In order to attract the right person you need to make sure that you communicate that your business is the type of business the outsourcer would want to work with.

For that reason I highly recommend spending some time to write a detailed and attractive post about your task.

In this lesson, to help you as much as we can moving forward we've included a breakdown of the different components of a job post. You can follow what we show you here to create attractive job posts when you're looking for your potential outsourcers in future.

Job Posting Title

This is the title of your job post that your potential candidates will see. It should give them a good idea of whether or not they may want to bid for your job.

Be precise and to the point, using exact keywords of who you want to hire. If you want to add a bit of urgency to your search, add the word 'URGENT:' at the start of your headline so outsourcers know they have a chance to get a job quicker with you if they're a good fit.

The ideal headline should use key phrases or words that outsourcers can identify with; for example when looking for a support agent, you could use the headline 'URGENT: Support Superstar Wanted' – this tells the outsourcer you're looking for a superstar for your support desk. You could also use a headline such as 'StartUp Looking for a Creative Developer' – this tells the outsourcer you're first of all a 'Startup' business. They are less likely to bid to work for larger amounts, and secondly that you are looking for someone who can think for themselves. The more clear your title is the more it will speak to your potential candidates and give them hints about the job and what type of business you are.



Opening Statement About The Job

Take 2 – 3 sentences to describe the type of job you are hiring for, and who should keep reading. For example your first few sentences for a sales page designer task might be:

We are looking for a talented up and up and coming designer to join our growing team for a one time project. You'll be expected to create a quality sales page design for an online marketing business. This is a great opportunity for you to apply your design skills to help entice customers and deliver a powerful message.

A Little About Your Company

Take some time to write a little bit about your company and what you do so the outsourcer gets an idea of the sort of company they are applying to work with. This is quite important so that the outsourcer gets an idea of what kind of work environment to expect. If you're a startup or an entrepreneur, they'll understand that this is going to be a fast-paced environment. Outsourcers that apply will be more ready and understanding of time pressure. Also keep in mind that some outsourcers have had a bad experience working with other companies. You want to build up your credibility when you first start hiring people. Outsourcers attract to companies they know will pay them adequately for their work and have the potential to work with long term.

You could write something like:

We are a startup company based in New Zealand, specializing in online marketing products and affiliate marketing. Our small team is expanding, so depending on the quality of this project there may be opportunities to join our team in the long-run.



Job Tasks

Here is where you'll need to outline the specifics of the job you're hiring for. You could either make a bullet pointed list or you could write a full description. The most important thing is to be as detailed as possible and to provide a clear outline of what the task is. For example, if you're hiring an outsourcer for full time work list down what the main tasks you will expect them to complete. Then you could also list down some secondary tasks you'd expect them to be able to complete in time. If you are hiring for a one-time project, outline the steps the outsourcer will need to take.

For example, let's say you're hiring a designer to create your sales page design. You might list some tasks that look something like this:

Look at the examples we provide you about the type of sales page design we want for the project

Take the sales copy text we provide to you and design the page based on that text

Send us a final PSD of the sales page design when completed for review

Make any additional changes we suggest after final approval

Once finalized take the design and build the sales page into an HTML page (You can use a software to do this process as long as the final page is available for us to upload in HTML format)

This is just one example of what you might want to outline in the job tasks section itself.



Ideal Candidate Proof

Next, you can again either list or describe a series of qualifications, skills or experience you're looking for in your outsourcer. You can do this by either requesting information about any degrees or qualifications they have. In most cases you'll find that the best indicator of how good your outsourcer is, is based around their previous work experience. Ask specifically for evidence of previous work that demonstrates that they have the skills to do the task well. Usually you'll want to ask for 2 - 3 good examples of previous work. Follow on from this with more of the soft skills such as adherence to deadlines, ability to work well within a team, attention to detail, execute instructions, have impeccable command of the English language, be available online during the hours we specify and so on and so forth.



Terms of Application

Finally, outline the terms of the application. Here you can mention things like:

Pay: if you are looking for a more affordable outsourcer, write that you are operating on a small budget

Timezone or hours: outline how many hours you want to hire the outsourcer for, or a rough guideline of how many hours they will be needed for. Also state whether you're looking for someone for regular work and what timezone they should be available to work (this can be important depending on where you live).

Screening Questions: finally, to ensure that your candidate has taken the time to read your task requirements in full you can ask them to submit their cover letter with an answer to a basic question. For example: what color are firetrucks? And ask all interested candidates to answer this question in their application otherwise they will not be considered for the job. If your applicant has not answered the question it shows they haven't really taken a lot of time to properly review your task. I won't usually pay attention to people who don't answer the question that I add into my job post. In my experience it's a waste of time. Instead I focus on the candidates that did submit answers to the basic questions. It shows that they are more committed and that they took the time to read what the task was and what it requires.

Payment after your job posting has been completed: you'll need to list the terms of your contract with the outsourcer. This gives outsourcers an idea of their hours and pay. If you're using Upwork, then there are a few additional fields that are optional or that you'll be required to fill out.



Attachments

If you have any attachments that might help your potential outsourcer to understand what you require you can add them. This could be an example of a design, an example word document or something along those lines, but you do not have to supply these in the job description - the opportunity is only there if you want to include a file for potential candidates to look at.

What Type of Project do you Have?

In Upwork you're asked to choose whether your project is going to be a one-off project or an on-going project. You can select whichever is most relevant. Or you could select that you don't know.

Skills Needed

Usually whenever you post a job you'll be asked to specifically what skills you need. These are usually listed as keywords. When you enter in your "Keywords", the job posting websites help use that information to find potential outsourcers. They are able to identify people who have skills in the areas that you're looking for and they rank the job within that skill or send your application to people who they have identified as having the skills you're looking for. Enter in as many relevant keywords as you can within this step to increase your chance of finding the right person for the task.

Job Start Date

Select a start date within the Job Posting. This doesn't bind you to it. We will usually set the start date as the present day if we want to stress the urgency of when we want the outsourcer to start with the job. But you can always set the job start date to be well in advance of the time you're posting the job.

How Would you Like to Pay?

This might differ from website to website. On Upwork you can choose whether you want to pay by the hour, or a fixed price. Depending on which option you choose, Upwork will then ask you how much you want to pay. This also does not bind you to anything. Outsourcers will see this desired amount, and some will bid to work with you for the same price, for a higher price, and sometimes even for a lower price. This is only a ballpark figure at this stage so put in a number you're comfortable with.





Desired Experience Level

The desired experience level we have found doesn't affect the job listing or its candidates' quality. In Upwork you can select that you are looking for Entry Level, Intermediate or Expert workers. In the past we have found that the pool of candidates is the same no matter which one we choose, as your job will be visible to everyone anyway, and those interested will bid on it, even if they want to be paid more or less. We will usually choose Intermediate here.

How Long do you Expect This Job to Last?

Is this a job for less than 1 week? 3 months? Or more than a year? Here's where you can approximately specify it. Again, this doesn't lock you into anything but it will show your potential candidates how quickly you need the work done so they can decide if they will be able to complete it.

What Time Commitment is Required for this Job?

Amount of hours you'll want your worker to work for – enter this in here.



Freelancer Preferences

In Upwork, you can choose to have your job posting shown publicly in online searches, on Upwork only, or only visible to workers you invite to the job. If we already know who we're hiring and have found them on Upwork, we select the last one. If you are posting a job to be found by anyone, keep the first option selected to get a larger pool of potential candidates to apply.

Preferred Qualifications

Any specific formal qualification requirements should be listed here. Although we have never entered anything in here so you can feel free to leave it blank too.

Screening Questions

Ask some questions your applicants will need to answer with the application. This may be questions about whether they can work in a specific timezone, or dedicate a certain amount of hours per week, or have any extra skills, and so on. It's up to you, and is totally optional if you have no extra questions to add. You can always wait until you interview the candidate, you don't need to ask any questions at this stage.

Cover Letter

Tick the box here if you want your candidates to send you a cover letter for the job. A cover letter as you probably know is a customized letter from a potential outsourcer outlining why they will be good for the job. We usually leave this unticked; it's very common that outsourcers use the exact same, vague cover letter in their applications and it takes up a lot of time for us to read through them all. The best way to get to know a person and if they're right for the job is to get talking to them, which is exactly what we will cover in the next lesson, where I will see you next.



Chapter #13:

How To Filter Out Your “No” Applications

Like with anything, there are many different techniques you can use when you get to the interview stage. In this lesson, we'll discuss some of the things that will likely come up during an interview. We'll also go over the right questions to ask in the process to ensure you can pick the best people for the job.

Usually minutes after you post your job, you're going to see new candidates applying for your job. Depending on how vague or how specific your job description is, you are going to have either a lot of candidates, or a handful that apply. In any case, you're going to have to be specific in how you choose who to interview, and who you reject.

On a website like Upwork, it's easy to select people that you want to reject straight away so they don't show up in your list of candidates for a specific job. You can remove anyone who you don't want to interview and only focus on the people you want to interview. Many other systems have a feature like this too so use it if you have a lot of applicants because it will save you a lot of time.



Sometimes you will have a smaller amount of applications that will come in.

You might want to wait a few days until more people have had a chance to apply.

Most of your candidates will apply within 2 - 5 days. Usually I start interviewing people after 3 or 4 days of the job being online.

I wait a bit longer before I start interviewing candidates instead of starting the process the first day that people start applying because the people who apply first are usually not the best candidates for the role.

Usually it's people who REALLY need the job that apply first. They usually aren't a good fit because they are applying because they need the work not because they are necessarily any good at it.

I highly recommend that you stay away from anyone who gives you the impression that they need the work. It might seem like it could work but in my experience even if the person does have some skills it's best not to work with them and instead to find someone who isn't desperate for the work.

If you're not getting the response that you wanted then you can always search manually for outsourcers in Upwork's 'Freelancer Search' feature. This will allow you to find people you think might be a good fit for the job and invite them to apply for your job.

When you're ready you can start to look through your candidates and have a look who you might want to interview.



Chapter #14:

Choosing Who To Interview

Choosing who to interview can be a bit difficult especially if you've received a large number of applications. Let's go through what you should look at within each application. It should help you to make the right decision about who you might want to interview.

Did They Answer Your Screening Question?

If you've used the technique we talked about earlier, see if they answered it. Did they answer the basic question, or provide the necessary resources you asked all applicants to provide?

This will help you to first of all find out whether they read your application in full and submitted the right answer to your basic question. If they haven't then that's usually a good indication that they are not the right person for the job. They didn't even go to the trouble of reading your job in full before submitting their application, so don't feel any regret rejecting their application right away.



Do They Have A History Of Good Positive Reviews?

One of the most important indicators about how good an outsourcer is, is the feedback they have received from previous tasks they've completed. Anything under 4.95 stars is usually a good indication that they have not done an outstanding job in the past for clients. You'll want to be very strict with this. You're looking for people who have proven their worth in the past with other clients each and every time. If an outsourcer does not have any feedback on their profile or they have not maintained an almost perfect record then it's usually best to reject their application. Upwork is a very competitive place for an outsourcer. There are many outsourcers who have successfully maintained a perfect rating with past clients. There is no reason to risk working with someone if they have a less than perfect rating with previous clients.

Have They Demonstrated A Skill In A Particular Area?

Upwork allows outsourcers to take various tests to test their skills and abilities in a range of areas. This is so that you as an employer don't have to test each and every worker's English skills for example; by taking a look at the results of an English test they took previously, you can instantly get an idea of how good their command of the English language is. The tests are also available for more specific skills such as development, design and writing. Outsourcers usually take all the tests that apply to their job. You can also ask a candidate to take any relevant, specific tests if you think it will give you useful information as to whether the candidate is a good fit for the role during the interview process. First and foremost, take a look at the tests that the outsourcer has completed. Have they taken more than 3 tests? Are the tests relevant to the job they are applying for? Is their score high in all tests? If the answer to any one of these questions is 'No', reject the candidate.



Have They Provided Examples Of Their Previous Work?

Some businesses think that people who do not have previous job examples may be worth considering because they could be a diamond in the rough who could be a really amazing hire. It's best that you don't fall into this trap. At the very least ask your outsourcers to perform a test. Give them a challenge or a task to complete and see whether they are able to complete that test. If you ask the outsourcer to do a test because they have no previous work, then they demand that you pay them for the test then they are not someone who you want to be working with. You are looking for the best person for the role. That means you'll need to reject a lot of people to find the right person. If you are given any reason to reject a candidate such as an unwillingness to do a test when they have no previous work then have no mercy in doing so.

Now, after you have rejected everyone that didn't fit into the above criteria, go through the list of applicants that's left and apply the following questions to them:



Is There Evidence They Have Sufficient Skills In A Particular Area For The Amount They're Asking?

While you're looking through the proposals applicants sent you again that you didn't reject, pay attention to what they have written about their ability to do the job. Also look at the pay they would like to receive. If, for example, you listed a job for a \$500 one-off project, and you have people bidding to receive \$1,000 then send them a message and explain to them that they knew they were bidding for a \$500 job and ask if they would be willing to bring their price down. If they respond and say 'No', reject them. If they respond and say 'Yes', keep them on the list for people to interview. Same concept with the hourly wages. You will find that even for jobs where you have said you will pay \$4 an hour, you will have people applying to be paid \$30 an hour. Still ask them if they will be willing to bring the price down. If not, reject them. We have given you all you need to know about what prices to be willing to pay in previous lessons, so don't doubt these numbers when you are looking for someone to hire. While you might think "Well, Sam said to hire someone for \$4 an hour but this person for \$30 looks good so they may be worth the money". Let me be the one to tell you that they are not worth that money when you are starting out and there is no reason to burden yourself at this stage with extra expenses. More does not necessarily mean better value. You will find someone with the same value for the amount we talked about in previous lessons so don't be quick to hire someone for a much higher amount – the work at the end of the day will be the same. Furthermore, the people who get paid less sometimes have better work ethic and will try harder to do the job right for you because they might need the money more so keep that in mind.



Have They Included A Cover Letter Or Personal Message, And Is It Well Presented?

As you look through the proposals, take note of what the person wrote. Did they include a well-thought out cover letter? Did they answer all the questions you asked them to in their application? And more specifically, take note of how they wrote these. Do they have good English? Do they appear to have the skills you are looking for? Do they sound interested in the job and do you think they are doing it because they are desperate and are just trying to get something to pay the bills? Think about all of this as you go through them. Reject any applications that don't instill your trust in the worker.

Now that you've rejected everyone who didn't meet the criteria of hard working, valuable workers for your 'starting out' business, you should be left with a handful of near perfect candidates to start the interview process with, starting with a test.

Let's cover that in the next lesson.





Chapter #15: Trialing Your Outsourcer

Once you have rejected everyone that doesn't fit the bill you'll need to give them a trial to complete. These trials are an important part of the interview process because you want to see whether your potential outsourcer is worth your time to interview. The way you conduct this test is totally up to you. You might give them a particular job to do that will be beneficial to your business, in which case you can decide on an amount to pay them for it if it's a bit more substantial and you'll be able to use it in your business.

For these types of tests I'll usually pay a price of say \$20 or \$50 if it will take them 5-10 hours to execute. Alternatively, what we do, is ask them to do a test – it could be, say an English language test or a writing test they can do inside the website's system. Or it can be a test you find online such as www.devskiller.com for developers, and have them email you the results.

It might also be a test you create yourself for example 10 questions they need to answer about the specific job, or analyze something available online. If the test is in no way of any use to your business and you're wanting to test a specific area of skills that they have then you should expect them to conduct this test for free.



Once the tests are completed, review their results.

Make a decision after you've had the chance to review all of the candidates and select the outsourcers that completed the test the best. Message them and ask them to add you on Skype to get on a call for an official interview.

Give them your username to find you, and ask them to mention which job it's for so you don't get confused between who you are interviewing.

As you start receiving requests, accept them and set up a time when you can conduct the interview with them.

Make a note of these on your computer or in a diary. You'll find that during this step unfortunately not all candidates add you.

Some of the candidates might be uncomfortable with a Skype interview (yes it does happen) others might have already found work already. This is OK - you should expect this to happen, it's part of the process. If a candidate is not willing to be interviewed for the job, you have no guarantee they will be able to follow instructions or do the work you ask them to do in future.

Also if they have already found another job then that is out of your control.

Simply thank them for their time and let them know that if it doesn't work out in their new job you'd be willing to interview them in future.



Chapter #16: The Interview

Before the interviews you run you'll need to create a series of about 10 questions to ask your candidate about the job.

These questions will vary between the types of jobs you're interviewing for, but they should follow this order:

Question: What makes you passionate about *insert job type here e.g. writing copy*?

What you are looking for in their answer: Basically hints of passion. If they understand the type of job inside and out, they will use specific terminology, talk about what they like about the process of the job, or how they have excelled in it from an early age. Anything that will give you the impression that they in fact are passionate enough to do a good job. Ideally they should also mention here that they take pride in their work, or how they enjoy getting something right.





Question: *What previous work experiences have you excelled in? What kind of companies have you enjoyed working for?*

What you are looking for in their answer: Find out if they are easy to work with, and if they will fit into your company. For example, if they say they have enjoyed working for a large company in the past, ask a follow up question to find out what they enjoyed about it. Was it the pay? The team? Something else? Ideally, if they enjoyed working in a big company because of the pay and being able to communicate with people face-to-face and express that they don't really enjoy working remotely, they won't be a good outsourcer for you. Alternatively if they enjoy working remotely, and like helping smaller businesses, they will likely be a good candidate for you. Their answer should also indicate what kind of jobs they have excelled in in the past and if the work is similar to the one you're interviewing for, they are likely to be a good match. Also, stay away from a candidate if they speak badly about their previous boss. Who knows, they might have the same feelings going into this job and in their next interview for their next job, you might also end up being the 'bad boss'. That can cause issues within your team or with other outsourcers who are working for you if they are in communication with those people.



Question: *What's the most interesting project you've worked on in the past?*

What you are looking for in their answer: What kind of projects have they enjoyed the most. Are these fast-paced environment type jobs with tight deadlines? Try to understand what excites them about different projects, and try to relate it to the projects you have so you can figure out how to make your job exciting for them so they can feel confident that they can put their all into it.





Question: *Give me an example when you worked well under pressure.*

What you are looking for in their answer: Your project is likely to have tight deadlines. Find out whether they cave or excel in a fast-paced environment.



Question: *On a scale of 1 to 10, with 1 being non-existent and 10 being an expert, how would you rate your knowledge of the *insert your industry here, e.g. internet marketing*?*

What you are looking for in their answer: The answer should be somewhere between 4 and 10. If they answered between 4 - 7, they should be quick to add that they are keen to learn more or will undergo extra research to do a good job for you. If it's a 7 – 9, ask a follow up question of where they gained this knowledge. If they answered a 10, be extra interested in finding out how they were able to gain so much knowledge, because, let's face it, it's not likely that they know more than you do!





Question: *You've seen the job posting; how long do you believe it will take you to complete the task/how many hours do you believe you will be able to spend on this task?*

What you are looking for in their answer: As you would have probably executed this task yourself in the past, you should have an idea of how long it should take, so judge their answer based on how long you believe it should take. As a follow up question, ask them to break down how long each step will take and judge for yourself.



Question: *What kind of pay would you ideally want to receive for this job?*

What you are looking for in their answer: This will give you an indication about whether they've decided to change their original offer when they originally applied. It's more of a polite question to ask, but it will also give you an indicator about whether it would be more expensive to hire them longer term or for other projects.



Question: *What timezone are you able to work in for this job?*

What you are looking for in their answer: It depends on the type of job it is. Usually it's fine if they are planning on working in their timezone, but if it's a job where you are going to need to give them a lot of feedback in your timezone and need them to be online to fix bugs. For example as a developer, ideally you should watch out for them asking you what timezone you work in so you know they are ready to work at the times you are going to be online.



Question: *Do you have any questions for me?*

What you are looking for in their answer: If they ask any other questions, it's a good indicator that they were listening, and are prepared to find out certain aspects important for them. In saying that if they don't have any questions, there's no need to read into it either. It's likely that they gave you everything you needed to know during the interview and don't have any questions for you which is fine too.



Before jumping onto each interview, go over all your questions and once it's time, give them a call. At this point, it's up to you whether you use video or a voice call only.

We prefer voice calls because some outsourcers aren't very comfortable on camera and in rare cases don't even have a webcam. A video call can sometimes be beneficial to watch the candidates body language, but it's up to you whether you want to read into this.

The most important thing is to watch out for how they answer the questions. Are their answers satisfactory?

Do you get a good feeling about the candidate's commitment to the job you are hiring for?

Ask as many follow-up questions as you can and if possible, record the call so you can go back over it. Take notes so you can go back over them based on what answers you liked and what you didn't like.

After you have completed the interviews, and you believe you have the right person for the job, go back through the website you found them on and make them an offer. If they reject it, go to the next best person. Alternatively, if you didn't find any good people for the job, continue looking.

In any case, thank each person through Skype or the messaging service on the website you found them on. Thank them for their time and let them know if you are still interviewing other candidates, or let them know you'll keep them in mind but you are going to hire someone else for this particular job.

It's a courtesy and not all employers take the time to let workers know if they haven't been hired, but it's best to do so in case you may need their services in future and you don't want to end this stage of the relationship on a bad note.





Chapter #17: Legal Contracts

Once you've successfully offered a job position to the successful candidate, and they have accepted it, the new working relationship is about to start. They will be able to log their hours inside of the website you hired them on, and you will be charged based on those hours. We will talk about how to review progress in an upcoming lesson, but here we're going to talk about the very first thing you should do with every single outsourcer: give them a legal contract.

Legal contracts are a way that you can ensure you have insurance and protection in case anything goes wrong. It also means that you have solidified the working relationship with this person and you both have certain rights throughout the duration of the contract.

Whether you are hiring a contractor or an employee, will vary country-to-country, but in this lesson we're going to cover the different parts that a contract needs to include in both cases. Do consult a lawyer if you are hiring an employee as you will have other additional terms you may have to include. Also remember that when you're hiring someone officially through a website like Upwork, there are already working conditions that are assumed in the relationship. We still like to send a contract for the contractor to sign straight after they accept the offer to ensure they take the job seriously.

A typical contract should include:

- Names - The names of both the worker and you or your company to establish who the contract is talking about when it refers to the contractor and employer.
- Start Date - The start date of when the contract is valid from, which is usually the present day, and an end date or a deadline when the project should be finished by.
- Duration - If you are hiring for a long term position, you can create a contract for 3, 6, 12 months or more and add a clause that the contract can be revised at any point in time. In here, you could also include what timezones the worker should work during if it's one of the important parts of the working relationship you have with the outsourcer.
- The outline of the job tasks – It's important to outline what exactly the tasks will be that must be completed during your working relationship with the outsourcer. Include as much information here as possible because if you ask the outsourcer to complete a particular task that is not in this list, they are under no legal obligation to complete it. What you can do to protect yourself is include a clause here that says something along the lines of "this is a list of tasks the contractor/employee agrees to complete which includes but is not limited to..." and then list the tasks. This will imply that any tasks similar to that, they must execute.
- Payment terms - The terms of payment is obviously a very important point. You need to specify how the contractor or employee will be paid. If you are hiring through a website like Upwork, you will be forced to specify this clearly.

It's a good idea to specify the outsourcers hourly rate or rate for the project and when payments will take place. For example, weekly every Monday, or monthly on the 20th of the month. You have the freedom to specify any timelines in here based on whatever works for you. If it is a one-time project then it's best to specify the amount in here, and the date when they will be paid. This is commonly the deadline date. Add some information about what conditions should be met in order for your outsourcer to be paid. This is usually when the task is completed and any bugs are fixed. If the project is a big project such as the development of the software, you should include milestones. A milestone doesn't have to be attached to any specific dates, but should specify how much the outsourcer will receive at each stage of completion of the project. It should also include an end date of when the entire project should be finished.



- Privacy terms – Here you should have a clear statement that all work the outsourcer completes belongs to you, and they can't share anything they learn during their employment with you with third parties during and after their employment or contract period. This gives you added protection so for example your worker doesn't develop a software or content for you, to then go and sell it to a competitor. It's important to have something like this written within the contract to protect you and your copyright. It also means that if anything bad happens during your relationship with the outsourcer, that they will not be able to prove in court that you don't have the rights to sell their completed work when in fact you actually do because you are paying this person money to do the work for you.

- Signature fields – This is the place your worker must sign and date to say they have read and agree to the terms of the contract. Once they have signed and sent you a scanned copy, print it out, sign it yourself and send it to them as well so they have a copy with both your and their signatures.

It goes without saying that if you have a contract you have found online you want to use that you are in agreeance with the terms in there. If something happens later down the track and you realize there are terms you don't agree with in the contract, you won't be able to change them because you've already signed it. If the project is a really big one, always seek advice from a lawyer be it a professional lawyer you pay a small fee to, or just a lawyer friend who can give you some free legal advice. What we've done is actually got these contracts completed based on the laws of where our business is situated. We use the same contract for each of our outsourcers. All that ever changes is the type of work, the scope of work or the payment terms. Everything else in there does not change and was created by our lawyer to give us the legal protection our company needs. Once the contract is signed by you and the contractor, your working relationship is now official and you can get to work, which we'll cover next.



Chapter #18:

Contractor vs. Employee

When you are building a team, it's important to understand the pros and cons of hiring contractors VS employees. A common question many online business owners ask when it comes to outsourcing is "What is an Outsourcer?" or "Should I employ someone as a contractor or an employee?". As an online business owner, you have two options. You can either hire someone as a contractor or an employee. There's no in-betweens, and both carry differing legal requirements so it's important to understand both.



Your Business Type

First of all, it depends on the type of business you run. In most countries, you can set yourself up as 'Self-Employed', 'A Company' or a 'Limited Liability Company' – LLC for short.

Here are the differences, however they are in no way meant as legal advice so seek advice of a lawyer before you set up anything if you haven't already. While the rules vary from country to country, this is a general guideline that we have found to be true in most countries around the world.

Self-Employed

Someone who is self-employed usually carries less tax implications with some limits on how much revenue you can receive in a financial year. Many countries have certain incentives they offer for people who set themselves up with this kind of business. For example India introduced a law recently where all self-employed IT companies get a 2 year tax break in order to build their business to a point that they can continue running it profitably. You will also have a limit as to how many people you can hire as employees into this kind of business. Self-employed businesses can hire unlimited contractors.

Company

Someone who has set up a company has higher taxes to pay than someone who is self-employed, but revenue potential is usually not capped due to the higher tax percentages you would be required to pay. Companies usually don't have a cap as to the amount of employees they can hire, and can hire as many contractors as they want.

Limited Liability Companies

Limited Liability Companies are just like companies, except, because of the legal nature of how they are set up, its owner or owners are exempt from liabilities that may arise during the course of business. For example, if you own a house and you start a Limited Liability Company, should your company go bankrupt, your house won't be on the line to be taken off you to pay what your company owes the banks or investors. Again, this differs country to country but we have found this to be usually the case. LLCs can also hire unlimited contractors.



Employees and Contractors

Now here's the thing; each business can hire both employees and contractors.

As someone who is self-employed, you have a cap as to how many you can hire. With contractors, as you can see, there is no cap on this.

Here are the key differences between employees and contractors:



Employees

Employees are usually employed on a strict basis. Basically, when hiring an employee, you have to abide by first and foremost the employment laws of their country of origin, or the country of where your business is set up.

Many countries have minimum wage laws that say the minimal amount you have to pay your employees.

You also need to create a contract between you and the employee where you state how many hours they are going to work and how much they will be paid on an hourly, weekly or monthly basis, as well as the rate they get paid for working overtime. This means that even during the weeks that you do not have any work for an employee, you will still have to pay them the agreed amount so you do not breach your contract with them.

When you hire an employee, you are also responsible for paying their tax to the government. This means you will need to either pay an accountant, or spend a bit of extra time at your Tax Authorities office to understand how much tax you will have to pay for each employee. There will be paperwork that you'll need to fill out and you'll need to ensure that you pay these taxes on time. Remember that if you're hiring someone at \$20 per hour, your employee will actually cost more than the agreed wage to your business after factoring in the cost of paying taxes.

Employees also have extra benefits depending on your country's laws. Some countries require you to pay your employees' superannuation, so this is a percentage of their wage that you have to again factor in and put aside. Some require you to supply your employee with a workplace of a certain standard and equipment. Some countries require you to pay for life insurance of, sometimes not only your employee, but their close relatives as well. Some countries say you must give your employees a set amount of time of paid leave every year. This is again another expense you need to take into account.

As you can see, all this piles on and it may seem daunting as a new business owner who is just trying to make ends meet with your new business.

So, an online business owner's go-to to avoid all of the hassles, learning and costs that are associated with hiring employees is usually to hire a contractor.



Contractors

A contractor is someone you have a working relationship with through a contract.

There are no outside laws that stand in the way of this contract, so basically what is said in it goes.

Historically, contractors has been considered a more prestigious title. Contractors are a go-to solution for many online business owners because they are very low-maintenance.

Because contractors operate within a contract where the business owner sets the rules and you can hire them from anywhere in the world. You set the price of their employment with you, and you don't have to pay anything extra for having them on.

The rules do vary country to country, but most contractors are paid online which is another reason there are usually no legal implications around wages or taxes when you hire someone on this basis.

A contractor will only have overtime if specified in the contract and in most cases you don't have to pay extra for that overtime. For example, one week you might have a very big project due and your contractor works an extra 10 hours to get it done for you. In an employee situation, those 10 hours might have come at a very high cost for you.

With a contractor, unless you've agreed to something with them prior to that overtime you won't have to pay any additional money for that overtime than you would within the usual period they work.

Contractor agreements can be very beneficial for you as a business owner because some weeks you might need your contractor for, say, 40 hours, while others you might not need them at all. There are no laws other than what you agree on within the contract with your outsourcer which means that the weeks when they are not working, you don't pay them because they have not spent any time doing any work. A good example is also when a contractor wants to take a holiday. They go away, and you are not obliged to pay them for the time that they are away because no work is being done as per your contract.

Another benefit is that when hiring a contractor online, they have the freedom to work from home in many cases. They don't have to dress up and commute to an office every day and this is attractive for a lot of people who want to get a good lifestyle balance. You on the other hand benefit because you don't have to buy or rent office space for your workers.





Why Contractors Become Contractors

One of the biggest benefits for a contractor becoming a contractor is that they have the freedom to work on their terms.

They have an opportunity to make more as well because they can find work from the entire world instead of being restricted to the jobs that are only available within their country.

At first when you go onto outsourcing websites, you might be very surprised to find how many people are more than happy to work for \$2 or \$3 or \$4 an hour.

If you look at the country they are from though, you may find that while it looks affordable to you, the reality is that those workers would be getting even less in their home country because the average wage is even lower.

This means, for these contractors, they do not mind taking a holiday that is not paid, because they would have earned more than their peers in their home country. Another reason is because of law reforms in some countries.

A few years back, the minimal wage in New Zealand for example came into effect and employers were bound by law to pay their workers at least \$12 an hour.



What we saw at that time is New Zealanders creating profiles on outsourcing websites, bidding for jobs to be paid \$10 an hour. Why? Because many employers had to let staff go because of the new law, and people knew that \$10 is roughly what they would be getting at the end of the day after taxes anyway so they would rather work with someone online, than have to look for a job that would pay them the same amount.

Some contractors also bid for jobs to fill up the free time they have outside of their regular job. This is quite common.

For example, we found a guy who was working a marketing job, but his first love was film and photography. He was happy to turn his passion into profits so to speak by working with us to get paid doing something he loved outside of his normal work week.

Other contractors might be in a position where they have tremendous skills, but due to physical or other constraints can't get a job in their country. They go online to find a job that will allow them to work from home. For many people this is a big benefit because it means they can spend more time with family and they don't have to worry about looking for a job locally.

Hopefully now you have a deeper understanding of both employees and contractors and have decided what kind of worker you'd like to have within your team working as an outsourcer.

Everything in this training can be applied to both employees and contractors, however the content has been geared for someone who is hiring a contractor online so keep this in mind as we go forward, or when you review any previous lessons.





Chapter #19: Training & Trial Periods

Once the legal contracts have been signed, you have officially brought on an outsourcer to your team.

Usually there will be a period of time when you are going to have to supply them with some help or training so they can get up to speed with how your company operates and what their task is within the company.

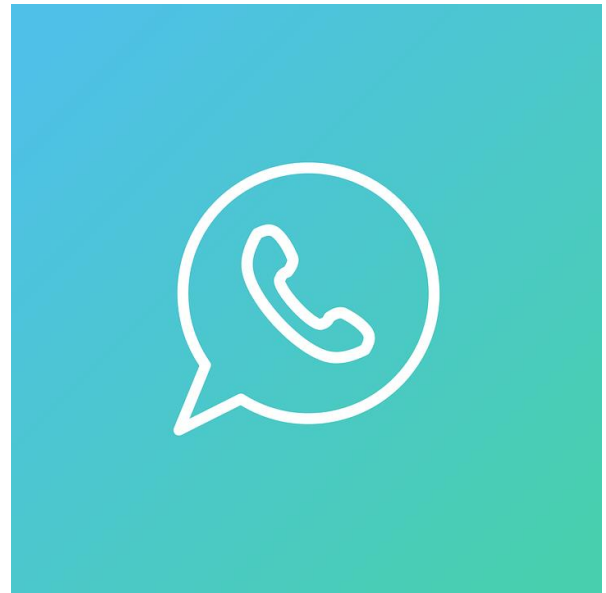
It depends on who you hired and what you hired them for. Below we outline what you are going to need to provide based on who you hired.

You might have hired someone totally different from this list, in which case, go through it anyway and take the parts you think are most important from there to help your worker get to work.

Support Agent

We have a separate course where we provide specifics of the documents you need in order to create a highly effective and functioning support desk. In saying that here are the basics of what you should provide to your initial support outsourcer:

- Logins to your support desk. If you are using a basic email inbox, you'll need to give your support agent the logins to this. If you are using a support software such as Zendesk that we recommend, you'll need to create a separate set of logins for your new agent to use to login. The reason we like Zendesk is because you can give a separate set of logins and all work the agent does will be coming from their name so you, with your admin logins will be able to monitor what they have answered and when.



- Instructions for how to use the support desk. Because we use Zendesk, we usually hire outsourcers who already know how to use the platform so they can jump in and they're instantly comfortable using it. If you are hiring someone who has not used the support platform you're using in your business it's a good idea to jump on a quick Skype call with them to walk them through how it works. Another option is that you can create a word document that walks through how the software works. In particular how to find new tickets, how to answer them, and how to send them. If your outsourcer has worked on a support desk before, they should be able to pick it up quite quickly because most of the support desks out there are very similar. It will help if you are able to provide some additional instructions about how you prefer they use the platform so you can prevent any possible miscommunication or mistakes.



- FAQ templates. This is something many online marketers simply overlook. It's very useful to give your new support agent a list of possible questions that frequently get sent into your support desk and a set of answers they can customize with the name of the person who sent the ticket in and their name to send back to them. Taking some time to create these FAQ templates is really worthwhile long term. Your support agent can copy and paste answers from the FAQ to answer the question. This makes life easy for them which in turn will make life much easier for you. Be careful though – with every answer template, let your agent know in which case they should use a particular answer so they don't respond to questions with an irrelevant template answer. In a program like Zendesk you can actually set up these 'standard answers' within the software. These are called Macros – these Macros mean within one click support agents can add an answer, customize it then send a response to a customer's ticket. Because when you're starting out you've probably done support by yourself for a while, you should know exactly how to answer certain questions. Anything that is outside of the frequent questions templates you've created, make it clear your outsourcer that they must read the question, and answer it in a specific way.

Stress that if they do not know the answer, to ask you. The last thing you want is your outsourcer taking initiative that ends up with customers receiving the wrong answers. This approach will save you a lot of time later down the track.

- Admin access to your products. If you're selling products online then many of your customers will need access to the products you sell that they've purchased. Your support agent will need admin access to create, edit or delete accounts of customers. Take some time to train your agent about how to navigate the admin area or ask them to test it out and ask you any questions if they have any. By doing this, they will be able to answer tickets themselves instead of asking you to create or edit accounts for customers every time someone asks for it.

- Access to your JVZoo account. JVZoo gives you the ability to create a sub-user account of your account so your support agent can access certain parts of your JVZoo account in order to process refunds or find bonus delivery pages for customers who may need access to bonuses you promised in your affiliate promotions. You can easily create a sub-user account like this on JVZoo and give access to your support agent. You will need to spend some time or create a Word document and outline the steps for how to process refunds or find affiliate bonus delivery pages in there so they can do this and communicate about these with customers.



- Access to your Paypal account. Usually in the first few months, you probably won't want to give sub-user account access of your Paypal account to your support agent. After some time later down the track, you might want to do this to save you time. The reason you'd give sub-user account access to your agent is if you are getting disputes on purchases relating to a product you've sold. It's common that some customers might purchase something from you, wait a day, not receive their logins to the product for a number of reasons, and then file a dispute without contacting your support desk. In this case, your agent with sub-user account access can login to your Paypal, view the disputes and ask the customers to send their receipt to the support desk to ask for a refund, or to get their account details. In many cases, customers who file disputes do not check their Trash or SPAM folder which is where their product access may have ended up. We usually ask customers with an outstanding dispute to remove their dispute from Paypal and then lodge a support ticket for a refund or to ask for logins. This is more for the customers benefit because if they have put in a dispute to get a refund, and your product is correctly integrated with JVZoo, their logins would have been sent to them. Paypal will make an enquiry within 30 days as to why the customer has not received access, and they will be able to see that JVZoo in fact did send them access and they are likely to reject the refund, meaning the customer won't be able to even claim a manual refund after this time. This leaves everyone in a bad place, because the customer has no way of now receiving a refund, and you will have a customer that is unhappy with you, even though it's the Paypal system that has created this circumstance. This is a minor issue in the payment structure between JVZoo and Paypal, and something you are only likely to come across after selling a lot of products through JVZoo. Still be prepared for it, and give your agent sub-user access to your Paypal account once you have full trust in them and their work ethic. Make sure you do restrict your outsourcer's ability to withdraw or transfer money. Paypal does give you the ability to specify what your sub-user can and can't do when you set up the sub-user account.



Copywriter

You will likely be hiring copywriters on a project by project basis. Still, especially with copywriters, it's important that you do what you can to make their job easier so they can present you with a better quality of work that matches what you want.

Here are some things that you can send them that will make life easier for them and the copy hopefully closer to what you want them to write:



- What you want. Because they have probably seen the job description, they should have an idea of what exactly they are being hired to do. Whether it's a sales page, a video script, or something else. Many copywriters will send you a sheet to fill out about what you want them to make, but if they don't, it'll be up to you to provide all the information to them that we'll cover in a bit. But basically, the first step is to tell them exactly what the finished task should look like. For example, it might be a 10, or 20 page Word document of sales page text for a new product you have coming out.

- You should specify that the task is for a JVZoo launch. This will mean that your copywriter will be able to go onto JVZoo and take a look at the sort of sales pages that work well so they can mimic what's working and create the best sales page for your job.

- What your product is – you'll need to outline clearly what the product is that you're selling. Whether it's a Wordpress plugin, a training program, a desktop software, a physical book, an ebook. It needs to be clear: exactly what is it that the customer will actually receive?

- Who is the product for. Is it for online marketers, parents, someone else? Who is going to receive the most benefit from this product?



- What are the key benefits of this product? What can people expect to receive when they use it? Are there any testimonials, or examples of what happens when people execute the tasks you are promoting your product will do? For example, if you have a training course that outlines a certain strategy, who else in the world has followed this strategy and what results did they get? You don't have to use your own testimonials if you don't have any – just be sure to state that these are only examples of what can be achieved, not what people have achieved as a direct result of your product. This is very important.

- What is the price? Specify what the price is, and what the product value is. If you plan on bringing up the price, or making the product available at a monthly cost after the launch, specify this as well to your copywriter.

- What are the refund terms? Usually JVZoo products have a 30 day no-questions-asked money back guarantee. Will this be the same for your product?

- What bonuses do you have? List the bonus titles and descriptions for your copywriter so they can create a strong close for the sales copy.

- Is there a personal story behind the product? Outline it and tie in how your product helped you achieve a certain result.

- Extra Information. Provide any extra information that will be relevant for the copywriter to complete the task

- Similar Sales Page Texts

Provide examples of others that you like – send through as many URLs as you need to communicate what the final version of text should compete with.



Designer

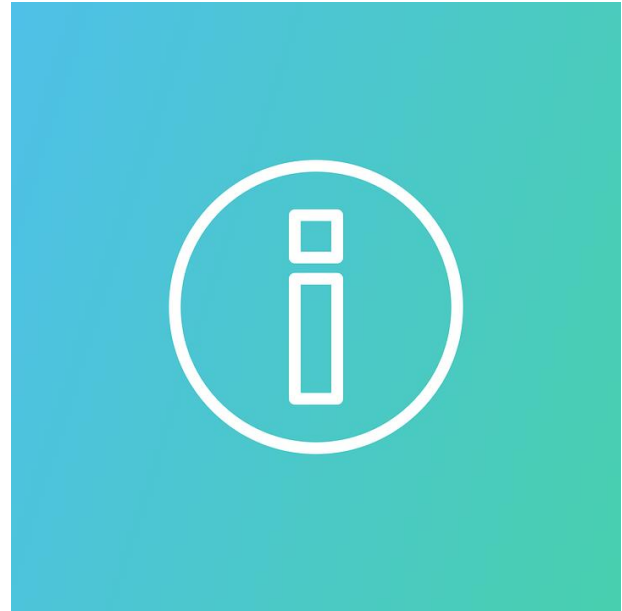
Because you're likely to be hiring a designer for a specific job, you should aim to give as much detail as possible about what you need from the designer.



- What the finished project should look like. Just like with a copywriter, you would have outlined exactly what you need in the job description, but you should again make clear what you need to receive from them, and usually this is a Photoshop .psd file
- Give examples of the type of design you like or want. For example, if you are getting them to create a user interface design, or UI for short, you should send through screenshots or URLs of software that the design should look like. If you are getting them to design some icons, send them examples of others you like. If you are getting them to design a sales page design, send them the same URLs of pages you liked that you would have sent to your copywriter along with the text from the copywriter who wrote the copy based on those so the designer could use these other sales pages as inspiration to create a design for you with the text
- Texts. As mentioned before, give the designer any texts that should appear inside the design. A good example of this is a sales page design where you supply the sales page text your copywriter created so the designer can then add the text into the design straight away as they build it. Alternatively, if they are designing a software interface, you will need to provide them with the correct information about what all the tabs are that should appear in the design. You should also include a rough outline of what each page should look like when a user clicks on a particular tab.

Software Developer

When hiring a software developer, you are going to need to provide as much information as possible about what the software should be able to do and how. You will need to tell them the exact concepts of what should happen when users take certain actions inside the software and it will be their job to build a platform that does just that.



- **Functionality.** Create a Word document with any screenshots of similar software to communicate what the software should be able to do. Clearly communicate the concept and the various actions that a user should be able to do within the software. For example, you may say; when a user clicks on this tab, they should be redirected to a page that connects their Facebook with the software, and so on
- **Send the designs.** If you have hired a designer to create the look of the software, you will need to send this to the developer so they can build it based on the designs of the designer.
- **Testing.** Ask your developer to build the software on a test server of theirs so you can test it for bugs before they make the software online on your chosen URL
- **Examples.** When possible, send the developer examples of other similar software you like with a similar concept so they can take a look at how others have built their platforms. Make it clear to them to not directly copy any of it because if they do, you will be legally liable so make it clear that you are sending them this for example purposes only.

Videographer

Usually you would be hiring a videographer to complete a certain project – for example, to edit a series of video files you send them. This may include color correction, animations, headlines, typography, and much more. Here is what you will need to provide to your hired worker:



- The video files or actual task. If you are hiring locally and need the videographer to actually meet you in order to film the videos, set up a date and time of when you'd like to do it. It's best if you already know of a place where you can film, or simply ask them where they think will be a good place to go as they may have their own studio, or know of places for hire. After filming, your job is done because they will take what was filmed and edit those files. In saying that if you are hiring them remotely, you will need to send them the video files. The best way to send video files is through Dropbox or Google Drive

- Send texts. If you filmed your videos based on scripts you read from a teleprompter, send your videographer the scripts and write some notes. These could be: Where you want headlines to appear in the video, where you want animations, and so on, so they can work on your files based on the script and add in the required elements at every step of the way. We have a shared Google Excel spreadsheet that our team works from that relates to each video. This spreadsheet lays out exactly at what times things need to happen and what type of element should be added at that time.



- Delivery Instructions. - Finally specify how you'd like to receive the finished video files. Depending on whether the videographer is local or online-based, this step might be different. If you can meet the videographer in person then meet them in person to review the video file. Alternatively if you are working with your outsourcer and all of your communication is online then ask them to upload the finished video file to YouTube so you can review. Have them list the video as an 'Unlisted video'. This will mean that people can't find the video within YouTube's public search. From there look over the video, provide feedback and what should be edited or changed. The videographer can then use your feedback to improve the video and send it back to you again for another review. Go through this process again and again until the video is of the standard that you want.



Virtual Assistant

A virtual assistant will become your right hand helper, so you're going to need to have a list of tasks ready for them to jump into once you hire them. Their tasks could vary. Your VA might have different tasks to someone else's VA. My VA for example covers a wide range of different tasks. This breakdown covers all of the tasks that a VA could be doing for you. It doesn't mean that your VA should do all of them or should be limited to only doing these tasks. Take time to create this list of what your VA should be doing for you, which may include the following:



- Logins into your products. Supply all logins where they can find access to products you sell. If a JV requests review access or if a customer needs access fast how can your VA help you to supply that access? In this case they would need access to the admin area of your product and an understanding of how to create or set up that access.

- Connect them with other members of the team on Skype. Because your VA is going to be the contact person between you and your other hired contractors, create a Skype group where they have access to communicate with everyone. This Skype account should be attached to an email that you've created for them that you control. Your contacts are an important part of your business so you should maintain control over the Skype contacts and have the ability to turn the account off at any time if you absolutely need to.



- Your Launch Calendar. If you have a launch calendar where you list your upcoming launches, give your VA access to that calendar. Along with that make sure that you give your VA review access to the products when access is available. Your VA should have a good understanding of the product when you go into your launch so they can answer any questions affiliates might have. It's also a good idea to create separate groups between individual JVs and your VA so you can communicate with your VA privately in one group and communicate with your VA and the JV in another. You will be able to see the conversations too, so you can jump in anytime to answer any questions and keep an eye on the conversations.

- JVZoo Account Logins. - Logins to a sub-account of your JVZoo account – your VA is probably going to need to help your support team at times, so give them access to the sub-user account on JVZoo so they can assist support in finding customer transactions or bonus delivery pages.

- Other Logins. Any other logins or documents your VA is going to need for reference along with steps of how to use software or who to send the documents too. For example, you may want your VA to create future job postings on Upwork, in which case, give them sub-user access to your Upwork account and then give them, for example the video about creating job descriptions from this course so they can create job descriptions, vet candidates and send you the relevant ones to interview. Over time, you might even give the interviewing job to your VA if they prove to you they are capable of doing it.

Basically, when you hire someone, it is up to you to supply all the relevant information or content they will need to do a good job. Most of the people you hire will be professionals, and they should be able to do the job themselves but it's always a good idea to give them as much guidance as you can to save them time having to re-do anything later on. When possible, get on a Skype screen sharing call to show certain steps of what they may need to do, how to login to software, or navigate JVZoo if this is part of their job. Always be open when they ask for any help with tasks because remember that some of the tools may be new for them so be patient, and stress that they should always ask you if they are unsure about anything.





Chapter #20: Monitoring & Reviewing Progress

As time goes on, throughout the duration of your outsourcers' employment or during the project timeline, you're going to want to monitor their progress and sometimes even make the tough decision to fire your outsourcer.

In terms of monitoring progress, while your outsourcer is going to be saving you time by completing certain tasks, you should remember that it's up to you to steer them in the right direction.

When working with outsourcers remotely, miscommunications are likely to come up so just keep the doors of communication open and try to answer any of their questions quickly so they can do a good job for you.

On websites like Upwork when your outsourcer is working, they will have to sign in and log their time in the website. The website will take screenshots of their computer screen at random times so once a week you should go through these screenshots and check that the correct work is being done. If you find during some hours that your worker is spending time browsing Facebook or talking with friends you might want to have a chat with them about that so you can make sure it stops.

Outsourcers know when a screenshot of their computer is taken because there is a sound that plays on their computer to notify them. They should know better than to be doing other things that don't relate to the work that they are doing for you.

To prevent your outsourcers from slacking off on the job, you can also ask them to sign up to TimeDoctor.

This is a particularly useful tool outside of Upwork.

We use this software with outsourcers that we have working with us outside of Upwork.

The software is a low cost and takes screenshots of your outsourcers screen at random times while they are working. It also tracks all of their mouse and keyboard activity while they are working.



Note: It's not as important to track an outsourcer's progress or take screenshots of their screen if they are delivering a task within a set period of time for a one off cost. After all you're not going to have to pay the outsourcer until they've delivered the work. This is a must have tool for Outsourcers who are working for you hourly though because it will ensure that your outsourcer does the work and it gives you peace of mind that they are doing what they should be doing.

In terms of monitoring work, it's smart to ask for regular updates about what work has been completed and what is left to do. For example if your outsourcer has a 7 day project, get an update after 3 days to find out where they're at. Then, ask for an update 6 days in to remind them you're expecting to see the work the next day. This will keep them accountable to you, and have trust that you are keeping an eye on their work. Depending on how important the task is in some cases I will ask for daily updates to make sure that we're running according to the deadline that we've set for the task to be completed.

If the project is a larger project, weekly updates are usually fine so you can find out what is happening, and then take the time to review work done at every milestone. Be careful when you test a software, or review a design because if you fail to give feedback early depending on the task they've been given, they might go in the wrong direction to what you want them to go in.

Usually when outsourcers don't pull their weight, we have a two strike policy. A worker has two chances to basically make up for the poor job they've been doing, if they don't then the third offence will result in a loss of the job. These strikes can be anything you decide, but you should make it clear in your contract, in an oral or written way when they start. Usually this happens if we have not heard from them within 7 days, if they have not worked for a few days where they were meant to be working, or if they fail to deliver all together for a specific deadline. When it comes to deadlines especially we are very clear that they have to be met or they will result in a strike. Because of the industry that we're in we can't afford for deadlines to be missed. What happens is if you're not tough the first time a deadline is missed, then deadlines will be missed again and again in future. You'll be reinforcing bad habits which you can't afford to do. Websites like Upwork are usually pretty good with this sort of thing. They give you a way of setting a deadline that is agreed on and must be met in order for the outsourcer to be paid if you're working at a fixed rate. This ensures that the deadline is clear and the outsourcer knows that if they don't meet the deadline then they don't get paid.

The best advice we can give is keep an eye on your workers regularly, and keep the communication going to prevent any possible risks associated with hiring them.





Chapter #21: How To Manage A Team

Communication.

One of the most important parts of successfully outsourcing tasks within your business is obviously communication.

If don't put the right systems for communication in place with your team it will be very difficult to get anything done correctly. There are many different ways that online marketers communicate with their team and there really is no right or wrong technology to use. Successful marketers have different systems that they put in place to do this. With that in mind let me show you how our team communication channels work and how you can use what you learn here to create your own.

Everyone, whether we find them on Upwork, locally or through a referral communicates with us through Skype. We use Skype because it's free, the layout is easy, and most people within the team have used it before.



If I am trialing someone new within the company I'll usually let them connect with me early on through their own Skype account. However once they've been hired I'll usually set them up with their own email account and ask them to sign up for a new Skype account. The reason for this is to ensure that if something happens in future, the person is fired or something happens we can have control over the accounts (their email account and Skype account) to turn it off. This is really important especially if the person working within the company is dealing with affiliates or important people where they could damage your reputation or cause issues if they wanted to. It's best to be safe so that's standard practice within our company.

Other than individual chats that I start up with people working on different tasks we now have a number of Skype groups where we communicate as a group on a daily basis.

For example we currently have the following groups:



Each of these groups has 1 or more people who communicate with other members.

The communication is usually about what they are doing and what they need from other members within the group.

I oversee these groups however I don't tend to communicate within them unless I'm needed or if someone has made an error.



When you're getting started with your first 1 or 2 outsourcers these groups aren't necessary however down the track as more people come on board to work for you, it can be a good idea to split different people into different teams and then assign managers to those teams.

Our Support System is probably the most dependent on Skype of all of our systems.

The reason is that it's the sole point of communication outside of Zendesk that our support team use. We'll get to how we use it in the next section.

Tracking Progress & Ensuring Smooth Communication

There are four main software we use other than Skype within our systems.

Zendesk, Upwork/Timedoctor, Google Spreadsheets and Trello

These four software allow us to keep track of different outsourcers progress and allow our outsourcers to store information in one particular place for another team member to pick up.

Here's how we use each of these:



1. Zendesk (Support Management)

Our support desk is the core of our business. It's one of the first tasks you should really look to outsource once you start making money in your business. Support is essential to ensuring that your customers are kept happy and get answers to the questions they need.

Right now our support desk has about 8 people working within it. We use Zendesk which allows our customers to submit tickets through our support URL located at <http://sambakkersupport.com>

You'll see that on our support website we have a number of articles that are aimed to help people without needing personal answers to their support questions. These answer some of the common questions we receive within support and are there to give our customers some direction as many of the issues that come up are quite easy to resolve with a bit of direction.

The great part about Zendesk is that it allows you to add many different agents and it can also allocate tickets to different departments automatically.

We have different support staff assigned to different types of tickets. As these tickets come in they are either automatically assigned to them or our support manager assigns tickets to specific departments manually if they are not yet categorized.

Our support staff usually learn the system very quickly. We tend to only hire support staff that have a lot of experience in supporting tech products and software. If you are in need of support people that do have a specific skill I highly recommend advertising for support staff with experience or skills in the area that you're selling products in. It will help a lot and it means that you won't need to spend too much time training them up.

If there are any tickets that need extra attention outside of support or if a member of our support staff is unsure of the answer to something they then post to the group in Skype. This happens a lot usually for affiliate products we're promoting. For example if a subscriber has purchased a product from my affiliate promotion and now needs support on that product our support will frequently post in the group for my affiliate manager to respond with the support desk of the vendor.



2. Tracking Time

For time tracking I'll use Upwork's in-built system or Time Doctor to ensure that our outsourcers are doing the work they should be and working the amount of hours that they need to be.

Why do I do this on two separate software?

Upwork's time tracking and reporting system works really well but it only works over Upwork for people you've decided to hire within Upwork.

If you hire someone outside of Upwork through a referral or another outsourcing website then TimeDoctor is a good alternative to use. Each of my outsourcers who are paid outside of Upwork use TimeDoctor to track their time.

What these software do is take a random screenshot of the outsourcers' computer screen as they work allowing me to view that the work is being done at their end. They also track the time at which my outsourcer is working. It allows me to clearly see that they are doing the hours that are required of the job and that they are working on the task at hand.

Each and every week I review each outsourcer's hours through Upwork or TimeDoctor and I review the screenshots to ensure they are doing the work they should be doing. Occasionally I'll catch an outsourcer doing work they shouldn't be doing or being inactive for long periods of time. If that happens then I'll immediately talk with them to ask what's happened and why I am seeing they have not done as many hours as they needed to or that it doesn't look like they are doing the tasks they should be doing. It's really important that people who work with you are pulled up if they are slacking off or not doing what's required. It's always the best solution to talk with them and then if it continues to happen you might need to let them go.



3. Google SpreadSheets

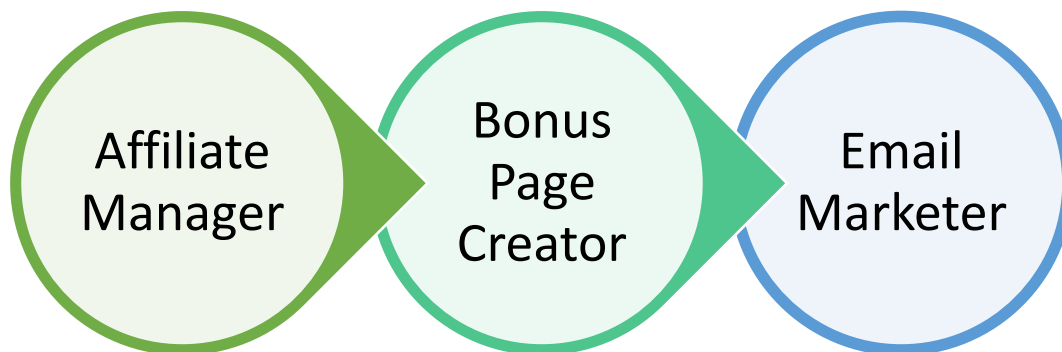
We use Google Spreadsheet for tasks that are ongoing as a collaborative tool. There might be better software you can use for this however we find it a really good way to manage many of our processes. From support timetables right through to affiliate promotions Google Spreadsheet does a really good job.

Here is how we use it:

a) Affiliate Promotions:

For our affiliate promotions the process revolves around a Google Document. You can download the very document that we use if you'd like to use it within your own business [RIGHT HERE](#).

Three members of our team have access to this document:



For every promotion, my affiliate manager reaches out to the vendor to ask for information on the product. There is specific information that we need each and every promotion that help us to promote a product effectively.

This information is:

Date of the launch: This is obviously the date the launch is happening. We usually select what launches we will promote and list these 1 month in advance.

Time of the launch: This is the time the launch goes live

Product Name: This is the name of the product we're promoting

End Date of Launch: This is when the launch will end

Salespage/Preview: A preview of the sales page to help with our promotion

My Affiliate FE URL: Our affiliate URL. We use this to promote the Front End product.

My Affiliate OTO URLs: These are affiliate links to the OTO upgrades. We usually promote these within our initial email as well as the FE link.

Bonuses Provided By Vendor: Any bonuses we've been given by the vendor we list them here.

Product Access: It's important we're able to review the product before promoting. We list the access details here when we get them.

Coupon Code (If Any): If there's a coupon code it's listed here for the promotion.

Pricing: This is the price of the product itself when it opens.

Support Desk: The support desk of the vendor in case there are any issues that arise or customers of ours who need support.

Bonus Page Link: When our bonus page is ready we list the URL here.

FE Bonus Thanks Link: This is the bonuses link that people are sent to access their front end product bonuses after purchase.

OTO Bonus Thanks Link: This is the bonus link that people are sent to access their front end & OTO bonuses if they've purchased a specific OTO as well as front end product.

This is all of the information that we need in order to promote a product effectively as an affiliate.

You can download the task sheet for this [RIGHT HERE](#).



Basically my Affiliate Manager, Bonus Page Creator and Email Marketer all communicate through this document and a Skype group to ensure every promotion goes out on time. We usually plan to get everything 100% ready for the promotion 24 hours in advance.



This can be tricky because we're dealing with product vendors that aren't always ready however because everyone knows what their tasks are we've been able to maintain and optimize this system.

It's been very effective over the last 2 years and it's one of the reasons I've been one of the top affiliates for the past two years. The best part of this particular system we have is that it uses free software and I've been able to remove myself from the process entirely. It runs without me for the most part. You can use this system in your promotions and assign part of the system to one or two outsourcers. Remember this system took us 2 years to put in place. It didn't happen overnight. I used to do this entire process myself before we started to systematize it.

b) Managing Our Support Timetable

We use Google Docs to manage our support timetable as well. For our support desk we want to provide support 24 hours a day 7 days a week so it's important to have a schedule. For your support desk you'll probably want to specify what hours your outsourcer will work. When I had one person helping me out with support early on I asked them to work on a New York timezone from 9am - 5pm. This is because it's usually the busiest time for support.



4. Trello

We use Trello for creating and launching products most of the time. It's a great way to communicate with developers and ensure that all bugs or support issues are listed for developers to fix. Trello is a project management software. You can create tasks and assign different tasks.

For that reason our launches are run in a different way from our affiliate system. We don't use Google Docs for launches (although we could) we instead tend to use Trello.

Here's how it works: we have a template we've created that basically holds all of the different tasks that go into a launch. You can download this template [RIGHT HERE](#).

Each time we decide to launch, these tasks are loaded into Trello for completion.

We then assign those tasks to people that are responsible for them. Each time a task is completed we will then either add it to the 'Closed' folder or if for example it's a task that requires the completion of a resource that another team member needs (a sales page script for example) we will upload it into Trello and tag the person that needs it.

In my case my affiliate manager manages the completion of these tasks and ensures that everyone is assigned tasks correctly as well as finishes those tasks in a good amount of time.

You can view more about this system we've implemented further in this lesson.





Phone VS Text

Basically all of the communication that takes place within Skype is over text chat.

It's very rare that I have a phone conversation with anyone in any of our teams, however it can be a really good idea to talk on the phone on a regular basis with your team.

For my business it's never really been necessary. One of the reasons is because we've outsourced responsibilities to team leaders to take on those responsibilities.

For example conversations do take place over the phone within support, our marketing group and our development group.

They are initiated by the team leaders who manage each group.

Team leaders understand that it's their responsibility to manage the team and ensure that everything is going to plan.

It's not very often that we need to get involved with any of these teams because we've found good managers who are the right people to ensure that their team is doing what they need to be doing.



Outsourcing Responsibility

This is not something that you probably want to do initially within your business however overtime it can be a really good idea. What we do is find good people and test how good they are in different situations. Over time if they've proven that they can manage a team then we give them additional responsibilities. One of those responsibilities is to manage a team relating to their specialty. We've been really lucky and we have a number of really good managers that have enabled us to completely unplug from certain areas in our business. They manage them completely and we catch up with them a few times every week to see if there is anything else that they need and to check in on how everything is going.

This is the ideal for us and it's a great way to unplug more from your business and spend more time on other tasks while someone else manages your team.

There can be one issue with this approach though that's worth addressing: don't ever give too much responsibility in your business to any one person

We intentionally assign different tasks or teams to different people we trust. Those teams are split up in such a way that our IP is protected and our business is protected.

This is really important because countless times in internet marketing people give too much responsibility and trust to one particular person within their team. What can happen when you do that is the person can take what they learn from you, take the connections they gain and even in some cases take your products and go off and start their own business.

Believe it or not this has happens to a lot of online marketers. Many of the marketers that I communicate with over JVZoo on a regular basis started this business as outsourcers for other successful internet marketers and then learned enough so that they could go out and start their own business. This is one of the biggest threats to your business. I mean think about it - you've invested a huge amount of trust in one of your outsourcers, you've paid them well, they've learned really well and now they're making you a lot of money. Then one day they see how much money they are making you and decide to leave and start their own business.



Sometimes there is nothing you can do to stop this from happening. You can minimize your risk though by being a bit more strategic with how you outsource your tasks.

It's better to split up different parts of your business and never delegate too many tasks to one particular person.

For example we outsource the affiliate marketing side of our business.

Everything from writing emails right through to creating bonus pages and sending those emails to subscribers. This task could be completed by one person working full time.

Instead we've got 3 people doing it. We teach them one part of this overall process each and they do their task really well.

Because they only have one task to do there isn't much risk of them learning the entire process and running away with it.

Instead they do their one task and even if they wanted to leave they don't have all of the pieces of the puzzle to take our subscriber list for example and start emailing the subscribers from their own account and name (which would be a disaster and has happened to other online marketers).



You can liken this to Coca Cola - they have their own unique recipe. This recipe is the key to their success and in a competitive industry like soft drinks they would hate for a company like Pepsi to get their hands on it.

So instead of entrusting one person with the entire recipe or one factory what they have done is split up each part of the recipe into different locations (7 locations in total I believe) each one of those locations works with one part of the recipe to create the finished product.

No one factory ever has the entire recipe themselves removing one of the biggest threats to Coca Cola. In fact the recipe itself is locked up in a vault somewhere. Coca Cola has very smart systems in place to protect their business and while I don't suggest that you need Coke's level of protection, it's important that you do put in place some systems that can protect your business and your interests.



Managing your team's day is one of the most difficult tasks that you have as the owner of a online business is managing your team's workload and ensuring that tasks are completed on time.

When it comes to affiliate marketing and launching your own products timing is everything. If you are late for an affiliate promotion you lose a lot of money. If you have to move a launch because you haven't completed all of the tasks that you need to on time, it can hurt your reputation and lead to affiliates not promoting the launch.

Timing is extremely important. The only way you can ensure that you don't miss deadlines and keep to schedule comes down to:

a) Communication

You need to communicate deadlines clearly and make sure that your outsourcer is able to achieve the work within the outlined time. It's always a good idea to have a discussion and see what your outsourcer realistically thinks is possible. If they are unsure about anything or their estimate, you can do a test and see how long the test task takes. For example when we first started creating bonus pages for affiliate promotions I met with my outsourcer and we discussed the tasks that had to happen for the bonus page to be created correctly. We then agreed that they would keep track of how long their bonus page would take to create and ask questions if there were any parts they were unsure of. Through this test we were able to make a good estimate on how long the task would take and establish that there were some places we could speed the tasks they were doing up. If you're doing a task for the first time or if your outsourcer is doing something that involves skills that you don't have such as a 'design' related skill then you can still conduct a test like this however it's important that you communicate to the outsourcer what your 'ideal' time for them to finish is so they have something to aim for. If there are any issues with the 'ideal' time then they can let you know what those are and why they think it might be an issue.





b) Realistic Deadlines

Once you've got a good idea of how long a task your outsourcer might be doing will take then you can start setting some deadlines for them to keep to. The key when you set deadlines is to make sure that the deadlines are realistic. Depending on the task sometimes things can go wrong. Always allow for a bit of extra time if your outsourcer needs it to ensure that the job gets done by a date you need it completed by. If you're having trouble with a worker completing tasks to deadline, there's a number of things to do before you start thinking of letting them go. First of all, change your approach to their work. If you haven't been doing it before, start offering positive feedback about the work they have completed and follow it up with some critique or suggestions of what else they can or should do. In some cases, if workers are working remotely and don't have face-to-face communication with you, one of the leading reasons of missed deadlines may be lack of feedback from you. They may not feel confident about their work they are giving you, and without any feedback, they may feel weary to continue spending time and charging you for it if it's not what you want. Keep your finger on the pulse with feedback about their work so they can confidently continue doing the work they need to. Secondly, talk to them about what is stopping them from reaching the deadlines. Sometimes the answer may simply be unrealistic deadlines, or they may not be skilled in an area of a task you gave them at the last second. Try to empathize with your outsourcer as much as possible in order to build and continue a healthy working relationship.

Working with a Team

As a conclusion, here are some of the things to remember when you're working with a team of contractors...

Trust: trust is very important when you're working with a team. Because they will be handling sensitive data in relation to your business, there's nothing that stops them from going to your competitors if they do not feel valued. You must earn a degree of trust with your workers, and the other way around. You should feel at ease working with them and ensure they know that they can come to you if they are not happy in their work. If they are not happy, it's your responsibility to create a more positive working environment for them based on what they express to you.

Systems: it's important to think about the right systems from the start. If you have been documenting your own actions from Day 1, you are likely to have your systems in place that your workers follow easily. This will ensure that everyone knows where they fit in, inside the overall job plan. If you don't already have documentation like this created, then start creating it. Having such documentation will make the work much easier for your workers, and of course easy in future if anyone leaves and you need someone to urgently fill in for them.

Recording Training Videos for your workers: alongside the system documentation, it's always a good idea to show visual aides such as training videos recorded by you actually executing the task you'll need your workers to do. This will give them something visual to work off, and it means there will be no miscommunication when it comes to giving tasks. To make it easier, you can use a program like Camtasia or a free online program like Tinytake to record these.

Profitability: it's no secret, and your workers must be understanding of the fact that this is a business, and keeping them on should not be a financial burden. You should be regularly watching your bottom line, and making sure you're making profit from the business, or at the very least breaking even. If you are making a loss in your business, review the tasks your workers are doing; what they do should directly be linked to making money for you in your business. Basically their work should bring in more money than the wages you pay them. It's not always realistic to do this straight away, but it's something to keep in mind as you keep them on long-term.



Chapter #22: Incentives

The last section of this course is of course about workers that stay with you for a long time or complete a large project. It's not uncommon to give incentives for workers who either stay on to complete a large project for you, or those that stay and work for you long time. Usually these incentives can be time off, or financial ones. The most common of course, because usually a remote worker is a contractor, is a financial incentive to either finish a large project, or as a reward for a good year of work for example.

Financial or even other types of incentives play a key role in motivating your workers to continue to work hard for you. Having said that, the reality is that if you have agreed upon a price or a wage, there should not be any further financial additions – these should only be paid out at your discretion.

There are three other types of financial incentives that we sometimes will use that have worked best.



Unforeseen Circumstances

First of all, you might have a large project, the budget of which was over \$2,000 that has taken much longer to complete than anticipated. If the hold up was due to the worker not spending enough time on it, or creating parts of the project that then required extra work on your part, or they didn't listen to instructions, there is no incentives needed there. They agreed on the price and you should do your best to motivate them to finish it as soon as possible through regular communication.

However, if the project would have been finished in the allocated time, but other issues came up, such as financial issues with Paypal or the website, or perhaps you changed the concept of the project halfway through; anything that the worker had no control over, and managed to help and complete everything they could with the time and resources they were given, we usually look at giving them a small financial bonus of a few hundred dollars to thank them for sticking through with us after they complete the project.

Usually it's the projects that change without notice, and the worker does everything they can to complete everything to the best of their ability and don't ask for more money, these are the people who you will want to reward.



Push To Finish

Now, if you have hired someone and you find out that you have a very tight deadline, and your outsourcer has said it will be hard to meet but they will try, you can also offer a financial incentive that you voice to them to get the task completed on time. This is useful in the times when you specifically need a job done in a certain timeframe and need to motivate the worker to guarantee that the work will be completed to their best of their ability by then.



Long Term Worker Incentives

The third type of financial incentive is for long-term workers who stay with us for at least 11 months and do a really good job throughout. Because at this point in time, they will be invested in your business with full commitment, if their involvement has resulted in increased income for you throughout the year, it's nice to be able to give back. Only do this if you have the ability to reward your outsourcer financially, and you wish for them to continue working for you long term.



Basically, if you are planning on firing them next month, it's probably not a good idea to give them a one-year bonus giving a false sense of security. In some countries such as the Philippines, people say there is a custom of the 13th month for employees. This means that at the end of the year, or in your case after about a year of employment with you, it's customary to pay a full month's salary as a thank you gift. What we have found is that online, this custom is rarely observed so it's up to you how you reward your long term workers. If you are feeling uneasy about it, talk to someone else who has experience with remote contractors. You could post in the JVZoo Academy Facebook group or forum and get some additional advice about this too. You'll find everyone has a different opinion, so listen to their reasons for why they pay or don't pay bonuses and find what resonates with you the most. Chances are, you are about a year away from having to think about this, but keep in mind that this may be a bridge you'll have to cross in the long run. There are many other reasons you may want to financially or otherwise incentivize your workers online. As we just discussed, it comes down to really two types of incentives: incentives to get a job done well to a deadline, or incentive for future work by rewarding previous work that has been done.

Remember that other than the agreed-upon payment terms, you are not under any obligation to go outside of this, so incentives are only a way for you to motivate your workers if you feel it'll be valuable for your business to do so. Plus, of course, it's always nice as a worker to know you are appreciated so there's the human factor of the working relationship that comes with bonuses and incentives.



Conclusion

This outsourcing course has been created to help you to hire the most skilled outsourcers at the best possible price. When your business is up and running and making money you'll realize that the biggest difference between you and more successful marketers is the team they have in place and the systems they plug their team into.

The highest earning online marketers have the best teams.

As you start to generate an income online refer back to this course and continue to work on your team and the systems you have in place in your business. When you get really good at outsourcing not only will you create a successful business but you'll create a level of freedom for yourself that gives you the time and money to enjoy yourself away from your business.

Thanks for picking up this course. I hope it has served you well. If you'd like to find out more about how you can generate an income online with JVZoo I highly recommend checking out JVZoo Academy 'The Strategy' if you haven't already. It will give you a good base understanding of what it takes to be successful online. It will also arm you with all of the information you need to become successful as an online marketer.



