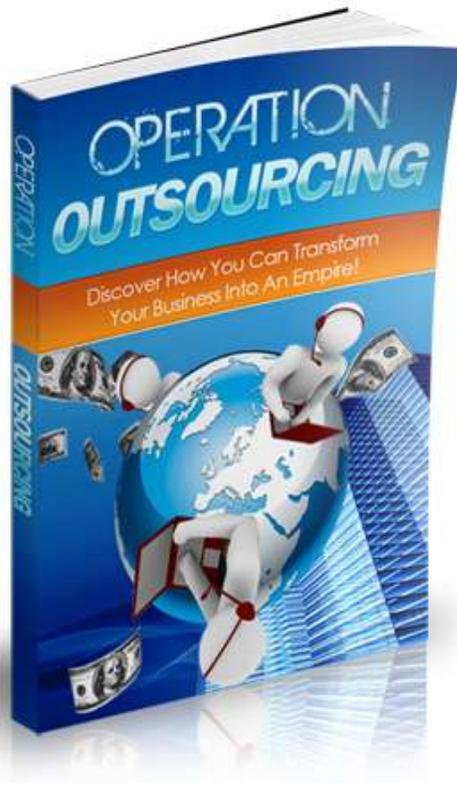


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Discover How You Can Transform Your Business Into An Empire!

Operation Outsourcing



By Andrew J. Levinson

www.OperationOutsourcing.com

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Introduction

Before the internet, starting a business was a very expensive endeavor. The new entrepreneur not only had to secure a significant amount of start-up capital for space and equipment but it also occupied an inordinate amount of his or her time. If the new business was on a bootstrap budget, the owner often had to do everything themselves, from accounting, to logo design, answering telephones, advertising, customer service, to sales and marketing. Not to mention, somewhere during that time he or she had to procure or create whatever it was that the business was selling.

The alternative to this hamster wheel existence was to spend a lot of money hiring people. However, for a small startup business owner, this can be prohibitively expensive. Employee costs not only include salary but benefits, including medical insurance, worker's compensation, payroll taxes, vacation pay, etc.

Fortunately, we have entered the age of the virtual team. No longer does the entrepreneur have to remain the lone warrior acting as chief, cook and bottle washer. You can find any type of employee needed online, and you can have them work for you doing just the

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tasks that you need done, without having to pay for more than you need.

Now, the nature of the entrepreneur is such that he or she may feel that they can do it all. Furthermore, if you have just started with your business, you may wonder if you should save money by doing it all yourself.

This is a terrible idea.

Why? Because few people are good at everything. Even if you are one of those multi-talented super people that are good at every aspect of your business, there are only so many hours in each day. You will never get anything done if you have to do it all yourself.

Think of it this way... even Superman got more done with the Justice League than without them.

Whether you simply want to outsource the mundane, repetitive tasks to a group of freelancers, systematize your work, or you're interested in covering more ground and exploring new markets, while gaining maximum exposure for your online business, an experienced outsource team can help you reach your objectives.

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Imagine if you had your own team completing all the tedious and menial tasks of creating content, writing blog posts, programming while you focused on building the business, wouldn't that make your business grow faster, and in return, pull in more profits? When it comes to building your online business, you'll quickly discover that there are only so many hours in a day. No matter how hard you try to manage your time effectively and get more done in less time, you'll never be able to achieve the same results you would if you developed your own private outsourcing team.

It's often a difficult challenge for entrepreneurs to outsource simply because they feel as though they are losing control of their business. In reality, once you decide to take that leap of faith and begin to delegate some of the responsibilities to reliable freelancers, you will find yourself with far more available time that you can use to further your business and brand awareness, or simply enjoy life.

However, creating a successful outsource team isn't always as easy as it seems. While there are thousands of freelancers vying to claim open projects and bid on your work, you need to take a proactive approach in verifying each potential freelancer.

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After all, while they will work their own schedules and typically complete projects with no supervision, they are still in many ways, very similar to employees. You want to make sure that you are putting your projects into reliable hands, and that the freelancers you choose will be dedicated, honest and loyal.

This book contains some of the best-kept insider trade secrets of successful entrepreneurs. These business owners have been able to take their business to the next level by developing an outsourcing army of freelancers committed to getting the job done, and in giving their absolute best every single time.



With your own private freelance group of workers behind you, you will be able to skyrocket your exposure and overall profits because you'll simply cover more ground than you ever could on your own.

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Best of all, even if you are on a shoestring budget, there are strategies that will help you find the most affordable freelancers who are just as experienced and dedicated as the higher priced ones, saving you time and money in the process.

Delegate the repetitive, monotonous tasks to a reliable freelancer, and you will find yourself becoming not only more productive, but more creative as you can focus on the things you truly enjoy.

You're the brain behind the operations, and you're responsible for running the show. That means that your focus should be placed on doing the things that ONLY you can do.

Remember, just because you can do it doesn't mean you should. You need to stay focused on the tasks that require your time and effort; after all, there are aspects to your business that only you will be able to manage. Everything else is negotiable.

Once you implement the outsourcing secrets featured within this guide, you will watch your profits go up and free time skyrocket.

Your business will never be the same again.

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The Basics of Outsourcing

There's an overwhelming number of responsibilities that any successful entrepreneur will need to manage. If you truly want to take your business to the next level, there will come a time when you have absolutely no choice but to delegate some of those tasks and responsibilities to someone else.

Every successful business has a hierarchy of task delegation. From the top dog (CEO) to the secretary, right down to the cleaners, everyone has their position and responsibility in helping to run the company. Fortunately, unlike offline companies who spend a fortune hiring in-house employees, you can set up your very own team quickly and easily, at a fraction of the traditional costs associated with hiring employees, by outsourcing certain tasks to freelancers.

What exactly is outsourcing?

Outsourcing is defined as a method of hiring an outside service provider to complete specific tasks for your business. It is similar to hiring an employee. However, in outsourcing, you will only have to enlist the worker's services for the duration of the project instead of having to employ him for a certain amount of time. Additionally, the

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pay is usually pegged per project instead of the number of hours the worker actually does work.

With the Internet, it's never been easier to outsource your work to experienced freelancers. There are literally hundreds of websites featuring freelance portfolios and telecommuters looking for part or full time employment from their home offices.



In addition, there are dozens of online marketplaces where you can place a listing request for specific skills and locate hundreds of potential freelancers willing and able to complete the job.

Of course, you want to conserve money when you are just starting out. And, for that matter, there's never any good reason to spend more money than you need to! You need to take into account your

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budget, the amount of time and energy that you have, what skills you have, and what you want to accomplish.

Let's say that you are starting a web design business. You are a great, very talented website designer. You have several happy clients who are letting you showcase their portfolio. You have created a beautiful website that will dazzle prospective clients and you linked to the other websites that you have created. You need content for your site too - for search engine optimization, the more the better.

If you hate writing, it makes sense to outsource the content creation. You want well-written content on your site, and if writing is not your talent, you need to find someone who is good at it. To get traffic to your site, you will need incoming links. One good way to get that is to have articles written and published in article directories, with the articles linking to your site - in your case, articles about website design would be perfect.

Regardless of your niche market or industry, and despite your experience level, you can directly benefit from hiring your own small group of outsourced agents.

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Best of all, there are freelancers available for every online task imaginable - from Search Engine optimization specialists to info product developers, designers, copywriters, website maintenance experts and consultants. There is no shortage of exceptionally skilled freelancers who can help you build, grow and maintain your online business.

If you are looking to remain competitive within your industry, seeking advice and help from those who have more experience than you is a surefire method of gaining inside knowledge to the information you need to be able to advance your business to the next level.



You can choose to post open projects on freelance marketplaces that are visible to anyone venturing into the community, or you can choose to post private listings, protecting your information and making sure that your competitors are unaware that you are outsourcing a part of your work to freelancers.

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Consider the possibilities when you have a large group of skilled freelancers available to you at any time, day or night.

It's an invaluable asset that will help you position your business as a strong unit, one that is well managed, scalable, and flexible.

Outsourcing simply makes sense. Not only is it a surefire strategy of getting more done in less time, but it can essentially be more cost effective than simply doing it yourself.

Think about how much your time is worth, and then determine what portion of your job could be outsourced to an experienced freelancer.



There are always things that only can do for your business, and that is where your time and energy should be focused. Everything else

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could (and should) be outsourced to people who can take responsibility for specific tasks.

Freelancers are not added to your payroll, you are not required to offer benefits, insurance or even bonuses. They are paid either per project, or based on specific time frames, such as monthly, or on how many hours are dedicated to each project.

This means, that rather than being forced into hiring a freelancer on a full time basis, you can work with them on an intermittent basis, giving you the flexibility and control you need.

Looking to hire a freelancer to create a small script or software project?

Hire someone on a "*per project*" basis only.

Interested in hiring a virtual assistant to manage your help desk and customer support duties? Hire them on a weekly or monthly basis at a set (flat) fee, saving you more money than you ever could be hiring a local employee.

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You can choose to integrate outsourcing into your business as much or as little as you are comfortable with or can afford, it's entirely up to you.

By collectively developing a team of freelancers, you can utilize their individual skills and experience to help you further your online business quickly, easily and affordably. It's the easiest way to leverage your time while reducing your workload and overall costs.

Outsourcing is all about working smarter, not harder.

Let's take a closer look at what you need to know before creating your freelance team.

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Creating Your Freelance Team

Outsourcing is the most efficient way to get several necessary tasks done more quickly and affordably. Why shouldn't you appear to operate like a big company even if you are a one-person operation? Appearances matter.

However, to make your freelancing experience as beneficial as possible, there are certain cautionary measures that you should take, to ensure that your outsourcing experience goes well.

Evaluating Freelancers

When you first start working with a freelancer, you don't know them, their morals or work ethic very well. You'll never really know them as well as you would a person who works in an office with you. Therefore, you have to commit to finding partners that you can trust, and are capable to getting the job done.

You should also consider interviewing each potential freelancer by simply requesting that they meet with you via online messenger (Skype.com is an affordable solution to connecting you with each freelancer who may not be available by phone).

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Just by asking a series of questions, relating to your business or the tasks that you intend to outsource will give you a good idea as to whether each freelancer is equipped and experienced enough to get the job done.

For example, if you are considering hiring a freelancer to compile keyword listings for search engine optimization, you could ask them a few questions about how they would go about completing the job.



You could then assign a small project to each freelancer in order to evaluate their work as well as ensure that they are able to meet deadlines. Start small, so that you are able to create an experienced freelance team of professionals. One of the biggest mistakes that people make when creating their outsource team is in hiring too many, too soon.

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You really want to get to know each freelancer that you are planning to hire; after all, they will become part of the engine powering your online business.

Since freelancers are typically unsupervised, you also want to make sure that they are disciplined and able to meet deadlines and complete tasks consistently.

The best way to survey different freelancers and the services they provide is by looking through their portfolios as well as their overall feedback. Within most freelance marketplaces online, you will be able to browse through all of the previous projects that specific freelancers were chosen to do. You really want to spend time evaluating each freelancer, so that you are focusing on hiring only the best of the best.

Training Freelancers

Sometimes, the little things get in the way. You find a freelancer that you are interested in, but they have a different way of doing things than you do. You will need to be open and flexible to new ideas, and remember, that if the job is completed correctly, it really doesn't matter how they got there.

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Many online business owners will create a series of training videos or e-courses that can be sent to each new freelancer they outsource, showing them how to complete specific tasks. Doing this will free up your time by not requiring that you train them personally, and will ultimately help you develop a team of freelancers who completely understand what you expect and how you prefer each task to be completed.



Keep in mind that you must let go of some of the control if you want to benefit from outsourcing a portion of your projects. If you are constantly monitoring your freelancers, or spending an abundance of time training them, you are defeating the purpose of hiring freelancers in the first place.

One quick and easy way to develop training videos highlighting how each task is to be completed.

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Payment Rates

Believe me; I've made the mistake of focusing more on cost versus quality. While you certainly want to get the most bang for your buck, if your business is important to you, you need to find freelancers who will work as diligently on your projects as you would.

For the most part, focusing only on those freelancers who are willing to do it for less won't give you access to the ones that will not only do it well, but do it as good (if not better) than YOU would do. Keep that in mind when evaluating potential freelancers. Sometimes paying a bit more is worth every penny in the end.

You want to pay a decent fee to the service provider, for a number of reasons. Make sure you know what the price range is for the service that you want, and don't try to pay absolute rock bottom fees.

Your freelancer will do better work, faster, and be more reliable, if they are being paid fairly. Freelancers who are paid too little end up taking on too much work and getting burned out, and the quality of their work will suffer.

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And if you pay your freelancer decently they are much more likely to stick around longer, which means you won't have to go search out another freelancer and break them in and spend your precious time getting them up to speed on what you need from them.

Check out the following sites and spend some time browsing through the different portfolios of the top freelancers in each category:

<http://www.odesk.com>

<http://www.Designoutpost.com>

<http://www.Guru.com>

<http://www.elance.com>

<http://www.vworker.com> Formerly RentACoder

<http://www.Scriptlance.com>

Each marketplace will be categorized so it's easy to locate potential freelancers just by entering in keywords relating to the type of project you are interested in outsourcing.

For the most part, you will need to spend some time comparing both skills and costs, so that you can choose the most affordable, high quality freelancer to do the job.

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Responsible Outsourcing

Outsourcing should be consistent with the goals of your business and should increase your productivity and as a result your profitability. However, one of the biggest pitfalls to outsourcing is not having clearly defined goals in mind beforehand. Your freelancer will not be privy to all the nuances of your business. Furthermore, it's very possible that they're on the other side of the international dateline with no way of deciphering the 100 Post-it-Notes on your desk that you use for project management.

When creating your outsourced team of freelancers, the first step is to determine exactly what projects or tasks you are going to outsource. Once you have this goal in mind, you must segregate the particular area of your project/enterprise that you wish to delegate.

Write down what you wish to have done. These will serve as the specifics of the project. Here is a guideline that will help you come up with a comprehensive blueprint:

- What is the purpose of the project?
- How is the project supposed to achieve such a purpose?
- Who is the target audience for the project?

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- How is the project supposed to benefit the said audience?
- How should the freelancer approach the project?
- How should the project be marketed?

There will be projects for which you only have a concept, but you don't have an idea on how to implement it. In which case, you can always discuss the matter with the freelancer. After all, they're being hired for their expertise, and should have a say in the project however you have the final word.



Having clearly stated specifications will help you come up with a project description that embodies everything that you expect of the project once it is delivered. Without this blueprint, you are setting your project and your freelancer up for a mountain of frustration.

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Virtual Assistants Keep Your Office Running

In any business, it's inevitable that customers will need assistance. And it is vital that these concerns are addressed right away. Although your customers are your lifeblood and should be treated well most customer issues are routine and do not require the owner's involvement. By hiring a virtual assistant, you can instantly free up your time spent handling routine customer inquiries and focus on creating new business

Virtual assistants can handle a variety of tasks, and are traditionally experienced with customer support, management, call centers, help desks, as well as marketing, administration and secretarial duties.

Finding experienced virtual assistants is exceptionally easy online, as it's one of the most sought after positions that both new and seasoned telecommuters are vying for. Make sure that you evaluate each individual virtual assistant and get a good idea of his or her skills, as well as their level of experience.

When it comes to hiring a virtual assistant, you really need to make sure that they work well independently, and will represent your

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business in a positive way. Each virtual assistant you hire becomes an extension of your online business and you need to verify their experience, level of confidence, professionalism, and capability in handling your most valuable asset; your customer base.



From personal experience, virtual assistants have been directly responsible for helping my business grow, by providing me with the reassurance that I am able to take trips, vacations or spend time working on new

projects without having to worry that my customers are not being catered to.

One of my favorite places for hiring virtual assistants can be found at:

<http://www.DistantSupport.com>

<http://www.davincivirtual.com>

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Here are other resources I have personally used to locate experienced, professional and skilled virtual assistants who can work within any industry or field imaginable:

<http://www.teamdoubleclick.com>

<http://www.hirevirtualassistants.com/>

<http://www.bpovia.com> (pay as you go)

Caveat

I once made the mistake of placing a lot of responsibility on a single virtual assistant who was unable to keep up with the daily tasks.

My help desk was flooded with tickets, my customers were frustrated at not receiving a prompt response to their questions, and my customer support system had abruptly slowed down to a complete halt. It was a complete nightmare. Don't let this happen to you.

When hiring a virtual assistant, consider hiring 2-3 and train them all to be able to do the same tasks. That way, if one moves on to another project or fails to give you advance notice of their departure, you will be able to simply shift the extra workload between your remaining two assistants until you can hire another.

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Also, consider offering bonuses and incentives to your virtual assistants. (In fact, I recommend doing this for any freelancer you hire). It's a great way to keep momentum going and to give them the motivation to do the very best job they can do.

You might discover that your team initially works their best for you only to slow down over time. This lull can be cured by simply offering them cash bonuses or gift certificates as a way of boosting productivity and in showing them that you appreciate their work.

The better you treat your freelancers, the harder they will work to please you. It's no different from hiring in-house employees, when it comes to utilizing incentives as a way of keeping them on their toes and getting the very best from them on a regular basis.

When structuring your virtual assistant team, you want to give them a direct line of communication to you. You also want to make sure that you set up your customer support unit so that it's easy for them to manage.

One way of doing this is by purchasing a toll free number from online services. The most affordable options are www.Grasshopper.com (formerly GotVmail.com) or www.ringcentral.com

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With these services you can route calls to individual virtual assistants, as well as set up an after hour greeting and messaging system for the times when your assistants are unavailable.

You can also forward messages via audio files directly through email, saving your virtual assistants time in having to manually check for voice messages through the system.

Setting up a Skype number for each of your virtual assistants is also a cost effective method of developing individual support tasks for each freelancer that you hire. You could assign one virtual assistant to tech support calls, while another is responsible for handling orders. Virtual assistants are also becoming increasingly popular. They can assist you in numerous areas, much as a personal secretary could - but without the full time expense and only when you need them.

Here are some things that a virtual assistant can do for you:

- Find other service providers for tasks that you need, such as website designers, writers, etc.
- Submit articles to article directories
- Socially bookmark your articles and blog posts
- Manage your calendar
- Research and make travel arrangements

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- Secretarial duties
- Send thank you cards and gifts to important clients
- Handle email for you - get rid of spam, sort emails, etc.

You might be surprised at just how much your virtual assistants can do you for, and at exceptionally affordable rates.



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Content Writers Fill Your Web Pages

The internet search engines love original, relevant and readable content. If you have a website and you want any visibility at all, you are going to need to fill it up with well-written content, and it helps to update your site regularly. Regardless of your industry or market, odds are there will come a time when you need freshly developed content to power up your websites, blogs or in traffic generation strategies and campaigns.

Unfortunately, not everyone loves to write or is good a writer. However, the internet is filled with writers of every level of talent and experience.

Outsourcing all of your content development to experienced freelancers is not only incredibly easy to do, but with so much competition in the market from those seeking work at home freelance writing jobs, it's also one of the most affordable projects to outsource.

Article content is a critical component of a successful website. Your articles help to educate your visitors, pre-sell your customers, drive in

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fresh traffic and help your website rank within the major search engines based on your targeted keywords.

Regardless of whether or not you are a proficient writer, it's unlikely that you will ever have enough time to create all of the content you need yourself.

Outsourcing content creation and article writing is nothing new, established businesses as well as start-up companies have been using skilled freelance writers for years, and with this team, are able to create unlimited articles, ebooks, and reports.

Best of all, you can take the content that you've paid to outsource and spin it into additional content packages, including slideshows, press releases, blog posts, autoresponder sequences and even entire websites based around categorized article content.

I've used www.workaholics4hire.com as the power team behind submitting my content into article directories, blogs, as well as in taking existing articles and spinning them into press releases. All of the content that I outsource is re-purposed many different ways so that I can get the most out of every package I purchase.

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When it comes to hiring the best writers online, I've had the most success using the following communities and marketplaces:

<http://www.Elance.com>

<http://www.Guru.com>

<http://www.ifreelance.com>

<http://www.WarriorForum.com>

Let's talk about the different types of writers that you may need, and the best place to find them. First, you have to realize that in most cases, you get what you pay for. Therefore, if you want good quality writing, you need to be willing to pay a decent price for it.

There are writers from countries with a lower cost of living that will work for low rates - as little as \$3 for a 500-word article. Unfortunately because of language issues the quality of these articles is, in many cases, is poor.

It is not going to be writing that you would want to display on your website or submit to article directories. You would not want your name to be associated with writing at this level.

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How to Hire a Competent Content Writer

As with any outsourced job, you need to be as clear as possible with your goals. If the writer doesn't know what you want they are going to have a difficult time creating it for you.

When it comes to creating a project spec sheet for your content, you need to be as clear as possible. Write down the keywords that you want integrated into the content (or outsource keyword research to the same writers who are going to be creating your content).



If you want the best results possible, you should draft a clear spec sheet. Give your writers a guideline to follow, and if you prefer specific writing styles, hand them a couple of articles to base your new ones on. You also want to make sure that you include overall word count (length) as well as the titles, focus and even voice/style. Do you want your articles to be written with aggressive selling in

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mind, or are you interested in having content created for more subtle campaigns?

When it comes to outsourcing larger projects, including ebooks that may serve as a flagship product for your company, you need to do a bit of the work yourself. First, research your topic and develop a series of questions that people actively purchasing information products within that market are asking.

Then, have your writer address those questions within the ebook. It's a great way for your writer to develop chapter titles and an overall guideline of what you want your ebook to encompass.

You can also offer your writer a summary sheet that outlines the questions AND answers that you find online. Have your writer re-write the content, based around the common questions and concerns that potential buyers have.

This is a fast and easy way to outsource a well-constructed ebook that you have control over, without doing a lot of the work yourself.

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Simply create the summary sheet, hand it over to your writer and have them create a full-length ebook based around the questions and answers you've compiled.

I've outsourced dozens of ebooks throughout my years online, and by offering my writers with a summary sheet, spec sheet or a simple Table of Contents guide, I've been able to outsource the entire project, while only having to make small tweaks once the ebook was written.

When looking for writers to create ebooks or larger content-based projects, I recommend going to www.Elance.com or www.Guru.com

Make sure that you specify overall page count (be flexible with this, however, the last thing you want is for your writer to struggle to fill up the pages with unnecessary content only to meet your length requirement).

You should also be clear on when you expect the project to be completed, and provide your writer with a direct line in which to contact you (your cell phone, office number, etc.). You also need to provide your writer with a target audience in mind. Do you want the ebook written for a beginner, or advanced reader?

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There is a lot that goes into creating a project spec sheet, but by doing this you will minimize any chances that the project will require consistent tweaks or adjustments.

You should also be careful to specify that you want the ebook to be completely original and custom. Be careful with this, because the last thing you want to do is hire a writer for \$500 only to receive a private label ebook.

Run the content through www.CopyScape.com prior to purchasing the material, and make sure to check references to determine what experiences other clients have had with each potential freelancer you are considering. This research time can save you a lot of time, money and hassle by choosing only professional freelancers who will be able to produce the highest quality content available.

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Outsourcing Programmers

Programmers are some of the most talented freelancers available for hire. From the smallest single script project to massive software packages, you'll be able to find the perfect solution to taking your ideas and turning them into in-demand products. You may wonder why you would ever need a website coder or programmer if you are not planning on creating computer programs.

Here are some examples.

Suppose you have a website that caters to dieters:

- You could have a little program created that lets dieters enter their weight, create an avatar and show the avatar losing weight.
- a widget that calculates how much activity an exercise burns off based on weight, sex, age, and level of fitness.

Welcome to the world of programmer outsourcing.

For a very affordable price, you can hire someone to create widgets and devices on your website that will engage your customers and give them a reason to come back.

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I've outsourced a large majority of coding to freelancers over the years, and from personal experience, I've always found that both www.Scriptlance.com and www.vworker.com have produced some of the most experienced coders online.



When it comes to outsourcing work to programmers, especially if the project is large-scale, you want to set up an agreement where you are able to pay a portion of the overall costs as each part of the project is completed.

That way, you can test out the script or software to ensure that there are no bugs, or that it doesn't require any modifications or tweaks to get it into full working condition.

One thing to keep in mind is that when hiring a programmer to develop a script or software project, if you find that your relationship isn't working out, it's difficult to switch the project over to a new coder.

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Many programmers will refuse to work with someone else's code, and those that will do it, may need a lot of extra time to sift through (and possibly re-structure) the code before they can continue to build your project. You really need to spend time evaluating profiles of the programmers you are considering hiring.

Ask for working examples of similar projects they've created, read testimonials and feedback from past customers, and always insist on receiving a contact number so that you can reach them quickly if needed.

Most freelance marketplaces will allow you to pay a percentage of the project upfront, with the remainder due upon completion. You can choose to place the funds in an escrow account, assuring your programmer that you are serious about the project and have the resources to ensure that it's paid when it's finished, while at the same time, protecting yourself from possible unfinished or buggy code.

Believe it or not, most of the high end software available online was outsourced to experienced programmers, including Mike Filsaime's Butterfly Marketing software product and many of Armand Morin's releases including his ebook generator, and product protection script.

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Since software can often be priced higher than info products, it's a lucrative business to get involved in, and by having a handful of seasoned, dedicated and loyal programmers in your arsenal, you can quickly build an entire software series or suite catering to your market.

I recommend placing your project listing on www.vworker.com. From personal experience, since programmers are not required to pay a monthly fee as they are with sites like www.Elance.com, you'll be able to reach out to a greater number of programmers, and in addition, you'll likely find experienced ones that are willing to do the job at a lower price.

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A banner for 'Operation Outsourcing' featuring a blue background with a globe, a white figure holding a briefcase, and floating dollar bills. The text 'OPERATION OUTSOURCING' is written in large, bold, white letters with a blue outline. Below it, a smaller line of text reads 'Discover How You Can Transform Your Business Into An Empire!' in white on a blue background.

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Copywriters- The Pen of Money

Unless you are a copywriter, you should definitely outsource your copywriting duties. These professionals know how to transform words into profit. Copywriters develop the sales page and marketing materials that will transform website visitors into buyers. It's the doorway into your sales funnel, and even if you forgo every other freelancer, you absolutely need to outsource this task to the pros.

They are adept at using the power of persuasion, combined with words that evoke emotional triggers and positive influences to motivate your visitors into purchasing your product, or taking action of a specific kind (subscribing to your autoresponder, downloading trial software, etc).

Essentially, if you want to make the most money you possibly can with your online business, you absolutely need to outsource your copywriting to someone who has the training and experience required in order to maximize your bottom line.

Copywriters can be quite costly; after all, they will play a significant role in the outcome of your marketing campaigns.

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However, by spending a bit of time digging into the off-beat copywriting marketplaces and forums, you'll be able to locate fresh copywriters who are willing to create your copy in exchange for using your site as a reference in building their new portfolios.



As long as you take the time to evaluate samples, and be willing to give a new copywriter a chance, you will be able to find affordable copywriters who can help you make your product launch a successful one.

Here are a few resources I highly recommend:

<http://www.warriorforum.com/copywriting-forum/>

<http://www.procopywriters.com/>

<http://www.thewritersforhire.com/>

<http://www.highimpactcopy.com/>

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A banner for 'Operation Outsourcing' featuring a blue background with a globe, two white figures in business suits, and several US dollar bills floating around. The text 'OPERATION OUTSOURCING' is written in large, bold, white and blue letters. Below the main title, a smaller orange banner reads 'Discover How You Can Transform Your Business Into An Empire!'.

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You will want to request specific information from any copywriter you are considering hiring (even new ones), including past conversion rates from copy they've developed, as well as whether they are willing to offer any required revisions.

For example, many professional copywriters are willing to develop your copy and over a period of 3-6 months, evaluate your conversion rates and determine whether or not the copy needs adjusting and tweaking.

This is important if you find that your sales pages aren't yielding the results you were hoping for, and by focusing on professional copywriters who are willing to work with you over the long haul, you will be able to negotiate the best prices for the work involved.

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Outsourcing Graphic Design & Development

When developing your website, you should consider hiring professional designers and graphic artists to create a unique online presence. Your website design, logo and associated graphics represent your company and help build brand awareness and it's important that they present your company in a professional and positive way, while helping you become memorable to those that visit your site.

Graphic and web designers are available on specific freelance forums and marketplaces, and depending on the type of imagery or design you are interested in outsourcing, you may find a designer who is capable of handling various creations, including flash designers, logo designers, and content management designers.



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From personal experience, I've always found it far easier to hire a designer who was able to create various graphic based projects, so that I was able to maintain consistency with all of the elements associated to my network.

For example, by hiring the same designer to create your logo as well as your digital product packaging, you will be able to carry the same style throughout your site.



Just like you do with every other freelance you are considering hiring, make sure to preview your designers portfolio, including any available feedback left for the designer from past customers.

Make sure you clarify whether graphic revisions are included, as well as how many, and if you require the source files for the graphics you

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A banner for 'Operation Outsourcing' featuring a blue background with a globe, two white figures in red uniforms, and several US dollar bills. The text 'OPERATION OUTSOURCING' is written in large, bold, light blue letters. Below it, a smaller orange banner contains the text 'Discover How You Can Transform Your Business Into An Empire!'.

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outsource (PSD, etc) make sure that they are willing to provide those to you, as well as any additional charges associated with those files.

If you intend on featuring your logo on t-shirts or printed media, make sure that you discuss resolution and quality with your designer in regards to the different sizes and formats of your graphics.

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I've personally used:

<http://www.DesignOutpost.com>

<http://www.iFreelance.com>

<http://www.99designs.com> (host a contest and be able to choose from various design submissions)

If hiring a designer for your entire website, make sure that they are familiar with the w3C (World Wide Web Consortium), a group that focuses on high standard design and validated code. Also make sure that your design has been thoroughly tested with multiple browsers, so that it appears correctly for as many users as possible.

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Conclusion

With each second lost, an opportunity goes down the drain. This is how valuable time is in Internet marketing. Driven by the desire to make the enterprise flourish, entrepreneurs end up spending most of the day cracking their noggins in front of the monitor, processing orders, writing eBooks, reports and articles for viral marketing campaigns and inventing new products all while trying to enjoy the life they've worked so hard to create. It's exhausting and something's going to go unfinished.

Allow outsourcing to take up the slack so you can take your life back.

Here's To Your Outsourcing Success!

Andrew J. Levinson

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Appendix - Resources

Freelance Marketplaces:

<http://www.Elance.com>

<http://www.Guru.com>

<http://www.Scriptlance.com>

<http://www.vworker.com>

<http://www.WriterLance.com>

<http://www.GetaFreelancer.com>

Hot Resource:

<http://www.OffshoreExperts.com>

Find freelancers on Craig's List by targeting affordable freelancers from the Philippines:

<http://manila.craigslist.com.ph>

Marketing, Traffic, SEO Outsourcing:

<http://www.submitedge.com/>

<http://www.searchmarketingsales.com>

<http://socialbookmarkingsubmission.com/>

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Ebook Writers:

<http://www.ContentGirl.com>

<http://www.RentAGhostwriter.com>

<http://www.GuestProfessor.com>

Freelance Forums:

<http://forums.digitalpoint.com/forumdisplay.php?f=60>

<http://www.WarriorForum.com> (see "Warriors For Hire")

<http://www.TalkFreelance.com>

<http://forums.FreelanceSwitch.com>

Video Development Outsourcing:

<http://www.MediaStreams.ca>

<http://www.rapidfirevideo.com>

<http://www.TrafficGeyser.com> (automated software)

<http://www.TubeMogul.com>

Call Center Outsourcing:

<http://www.LiveSalesman.com>

<http://www.Go4Customer.com>

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