3d Internet Marketing Action Plan

iMAP #6

The Hands-Free, Passive Profits Outsourcing Plan

3d Consulting Services

Magnify Your Mission : Multiply Your Reach

3d Consulting Services

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3d iMAP Series
(Internet Marketing Action Planners)

The Hands-Free, Passive Profits Outsourcing Plan

Action Planner

3d Consulting Services

Magnify Your Mission : Multiply Your Reach

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Introduction

One of the best things you can do for your business is to learn how to make it as hands-free as possible. And one great step towards a hands-free business is learning how to outsource.

Now if you've never done this before, you might be scratching your head. How, exactly, does one go about figuring out what to outsource, and then finding a good freelancer to complete the task?

That's what this report is about. You'll discover a four-step process which includes:

- Determining Needs: Where, what and when to outsource.

- Advertising Jobs: How to write a good job description.

- Evaluating and Hiring Freelancers: How to do your due diligence.

- Managing Projects: How to ensure your projects go smoothly.

So let's walk through these four parts of the process…

Determining Needs

There are three questions to ask yourself to help you determine needs. Take a look…

Question 1: When should you outsource?

Here are three good times when you should consider outsourcing a task:

- When you don't have time to do the task yourself. Perhaps you have other job, family and social obligations. Or perhaps this is a low-value task, and you need to free up your time to focus on high-value tasks. These are good times to outsource.

- When you don't know how to do the task yourself. Maybe you don't know anything about it, so it would take too long and there would be a big learning curve. Or perhaps you just don't know how to do it well, meaning a freelancer would be able to offer a better end result.

- When you don't want to do the task yourself. Ever notice that you procrastinate on things you really don't want to do? Don't force yourself—just outsource the task to someone who'll cheerfully produce a great end result for you.

In other words, if you're stuck and not moving forward very quickly, then outsource the task.

Which brings us to the next question…

Question 2: What should you outsource?

The sky is the limit when it comes to outsourcing. Let me give you a quick list of common tasks:

- Content creation. This may include newsletter articles, blog posts, social media posts, reports, ebooks, video scripts, and more.

- Social media management. Your freelancer may create and post content on Facebook, Twitter and other platforms. They may also help you devise am overall social media strategy, depending on their skills and experience.

- Graphic design. This includes web graphics, video presentation graphics, product graphics and more.

- Planning. Here you can hire an expert to help you plan and strategize various parts of your business, such as marketing or your sales funnel.

- Data entry. This sort of task is a great one to outsource, as it's a low-value task (which frees up your time to focus on high-value tasks), and it requires very minimal skills to complete.

- Customer support. You can hire people to both answer phones and deal with inquiries sent through your help desk. This may be a permanent position, or you may hire people temporarily during expected influxes (such as when you have a product launch).

- Video editing and production. Unless you have skills and experience with video production, this is a task that's best left to someone else.

- Administrative assistance. You can hire someone to help you with a myriad of day to day jobs, from research to content creation to data entry and more.

- Research. A competent freelancer can help you do market research, product research and more. Your freelancer might give you a report of their findings with links and data, or they may find the resources and let you interpret the data. It all depends on their skill set.

- Traffic generation. Generally, this involves hiring multiple experts to focus on their area of specialty (such as media buys, affiliate marketing, SEO, pay per click, etc).

- Copywriting. A sales letter or ad can make or break your success, which is why it's a good idea to hire a professional copywriter to create these materials for you.

- Legal services. Here's one area where you should absolutely hire a professional. This includes creating policy documents for your site, reviewing agreements, helping you incorporate, and other legal issues that come up.

- Transcription. If you do audios or webinars and you'd like to turn them into a text product, you can hire a transcriptionist to do this task for you.

- Order fulfillment. If you're shipping physical products, or you need to manually deliver digital bonuses for an affiliate promotion, you can hire someone else to take care of fulfillment.

- PowerPoint® presentation. If you do slide-share presentations for webinars, videos or conferences, you can hire a professional to make your presentation look great.

- Lead generation. This person can help you set up your lead page, tweak it for good conversions, and drive traffic to it.

- Installations and set up. A good freelancer can help you with everything from installing a WordPress blog, to installing complex ecommerce systems.

- Email marketing. You can hire someone to help you create better autoresponder sequences, boost your open rates and sell more through email.

- Accounting. A good accountant can save you money by ferreting out tax deductions that you didn't even know about.

- Public relations. A good PR person sends out press releases, lands media interviews and gets your good publicity.

- Blogging. You can hire someone to create content for your blog, handle blog comments, and publish content on a regular basis.

- Document formatting. You can hire someone to format your Kindle book, ebooks or other documents, which will give your readers a great first impression.

- Affiliate recruiting. You can hire an affiliate manager to find, recruit and motivate affiliates.

- Search engine marketing. This includes SEO (search engine optimization) as well as PPC (pay per click) marketing using platforms such as AdWords.

Next question…

Question 3: Where you should outsource?

You can cast a wide net by using one or more of the following methods:

1. Post a project to a freelancing site. This includes sites such as Guru.com, UpWork.com, ELance.com and Fiverr.com. This is the method I recommend in this report, since you get access to freelancer ratings, as well as some amount of protection through most freelancing sites. For example, some sites run an escrow service, which protects both you and the freelancer.

2. Search Google. For example, you might search for "ghostwriter" or "software developer." Be sure to check the organic results as well as the sponsored results (ads).

3. Ask for recommendations from trusted sources. This includes your colleagues, mentors, and other associates. You can also ask on business and marketing forums or Facebook groups.

As mentioned, I suggest you use a freelancing platform like Elance or the others listed above. Now take a look at the next step…

Advertising Jobs

You need to create a specific and detailed project description (AKA brief) in order to find the most qualified person for the job and to get the best results. Here are the sorts of details to provide when you post a project on a freelancing site:

- The scope of the project. Be specific about what all it entails. For example, list exactly how many words you need for a report.

- Deadline. You can list your preferred project-delivery deadline in your ad. If you have some flexibility, then note that. Later you and the freelancer can sign a contract that includes a mutually agreed-upon deadline.

- Project milestones and goals. If this is a big project, then you'll want to outline when you expect to receive certain pieces of the project. You may tie your payment terms into these project milestones.

- Delivery format. For example, if you're hiring some to write content, then let the freelancers know if you want it in a .txt file, .doc, .pdf or something else. (Note: It helps to be flexible, as you may miss working with a really great freelancer simply because they're not using your preferred tools.)

- Usage of the completed project. If your freelancer knows how you'll use the work, that may affect how they create it. For example, freelancers will create SEO articles differently than pre-selling articles.

- Specific expectations. For example, do you expect your freelancer to give you a daily update via email? Or do you need him or her to jump on a once-a-week phone call? If you have these sorts of expectations and requirements, let the freelancer know upfront.

- Exclusive rights for a completed project. You should be very clear (and it should be in the contract) that you get exclusive rights to the project once your final payment has cleared.

- Encouragement to ask questions. Sometimes freelancers don't want to "bother" you with questions. Be sure your freelancers know they can and should reach out any time with questions and clarifications.

- Payment terms. Here's where you list how much you'll pay for the project, how you'll pay (e.g., with PayPal) and when you'll pay. Generally, most freelancers prefer to work on a 50% down, 50% on delivery for smaller projects. For larger projects, you may create milestones tied to payments.

- Examples to use as a role model. It's helpful to show your freelancer specific examples—not for copying purposes, but to show your freelancer the "flavor" you want. For example, you might show your content writer an example of two or three articles you really like.

- Company mission, vision and philosophy. This helps your freelancer create work that matches the company mission. For example, a customer service rep can answer inquiries in a way that matches your company's philosophy.

- Preferred skills and abilities. This is particularly important if you're hiring an assistant for a variety of tasks. Be very clear about they need to be able to do, what types of software they must be comfortable using, and so on.

It's a good idea to look at other projects posted on freelancing sites to get a feel as for what types of ads get the best results.

Let me give you an example. Let's suppose you're posting a very simple job for five blog articles.

Here's an example…

Wanted: Skilled writer to create five blog articles about organic gardening.

You should have experience writing about gardening topics, and be able to produce samples in this niche. I'm looking for someone who can create entertaining yet educational articles that will engage readers. Some sales or copywriting experience is a plus, but not required.

Length of articles: 1000 words each (so this project is 5000 words total). I'll provide you with titles, outlines and three to five research resources for each article. Here are the five topics: [insert topics and descriptions of each of the five articles].

Examples: Please see my blog at [yourblog.com] for examples of the style and quality of work I'm looking for. If you can meet or exceed this quality, then please bid on this job.

Style: Please check my company's mission statement to understand how we operate. You'll need to write articles that reflect this mission, when appropriate. [Insert mission statement or link.]

Deadline: Prefer to have these articles within three weeks, but I will make an exception for the right person.

Payment: Full payment upfront through the site's escrow service, which you'll receive once I approve the final work. Exclusive and full rights to the work will transfer to me once final payment is received.

Expectations: Once you begin the project, please send me daily updates to let me know how things are progressing. I prefer if the project is delivered in a .doc file.

Budget: [insert a budget range here]

If this sounds like something you can do, send me a link to your portfolio along with your bid. I look forward to hearing from you!

If you write a good ad/project description, you'll get lots of people wanting the job. That's where the next step comes in…

Evaluating and Hiring Freelancers

You're likely to get plenty of people offering you a variety of bids and turnaround times for your project. So here's how to evaluate your options…

Step 1: Check the Freelancers' Feedback

If you're hiring through a freelancing platform, then you'll have access to his or her ratings and feedback. The key is to look for multiple good ratings from multiple people over an extended period of time.

That last part is important. Sometimes freelancers who are new to a site can gather a lot of great ratings in a short period of time, such as a month or so. They look like stellar candidates. But then, for whatever reason, their work and delivery times begin to suffer.

That's why you want to look for someone who has a long, established history of providing great work, which demonstrates their professionalism and attention to detail.

> *TIP: Plug the freelancer's name and/or company name into Google to uncover still more information about his business history, professionalism and quality of work.*

Next…

Step 2: Browse the Freelancers' Portfolios

Next, you want to make sure the freelancer does good work. Take a look at their samples, and see if it matches your expectations. If you don't see a sample in the portfolio that is similar to what you're doing, ask for one.

Step 3: Ask These Key Questions

As you evaluate freelancers, ask yourself the following questions:

1. Did the freelancer send a personal reply along with his bid? Many freelancers bid on every project without even really understanding the project, and then they send generic responses along with their bid. If a freelancer sends a personalized response that includes details about the project, that shows you they've read and understood the project.

2. Has the freelancer completed projects similar to the one you're proposing? If there is a certain type of skill set required to complete your project, then be sure your freelancer has experience. For example, if you're creating an games app for iPhones, then make sure your developer has experience creating both iPhone apps AND game apps.

3. Are there any red flags warranting choosing a different freelancer instead? For example, if your Google search reveals that a freelancer has complaints from his business partners, that's a red flag that he may eventually get

complaints from customers too. Go with your gut. If it's telling you something isn't right, believe it.

Next…

Step 4: Review the Freelancer's Rates

You don't want to shop around based on cost alone, which is why this is not the first step of this process. Once you've created a smaller list of the highest-qualified candidates, then review their pricing to see which of these candidates fall into your budgeted range. You can then hire the most qualified candidate within that range.

Then you can go the final stage of this process…

Managing Projects

Once you hire one or more people to complete a job, it's up to you to manage the project. Here are tips for making it go more smoothly:

- Make your expectations clear. Same as when you're writing a project ad, you need to be clear about your expectations. For example, if you prefer files to be delivered in a Zip file, let your freelancer know. If you want them uploaded to DropBox, be clear about it. Your freelancer isn't a mind reader, and you'll get better results when you are very clear about what you want.

- Explain what you like and want more of. When your freelancer does something the right way, let them know you're really happy with the work and that you want more work in that style. For example, if you hire a video producer who adds a "doodle style" demo to a video that you really like, let them know what you liked about it and that you want more videos like that.

- Reveal how often you want updates/communication. Some people prefer daily updates, some prefer every other day, some are fine with weekly or twice-monthly updates. You need to be clear upfront about what you want.

    TIP: You may ask for more frequent updates in the beginning, and then request less frequent communication once you and your freelancer has established a good relationship. Be sure your freelancer knows you're always available for questions, and let them know to alert you immediately whenever there is a problem or potential problem.

- Provide needed resources and information. In other words, give your freelancer the tools he or she needs to complete the job. For example, if you're asking your freelancer to write an article, provide resources with the facts and other information needed to complete that article.

- Consider giving a bonus for exceptional work. This bonus might come in the form of a direct financial reward on top of the regular payment, which is the preferred bonus for most freelancers. However, in some cases you might give your freelancer a gift certificate to their favorite restaurant or another surprise reward for exceptional work.

- Praise good work along the way. Obviously, your freelancer is doing the work in exchange for money. However, frequent praise for good work can make the project seem more rewarding to the freelancer.

  TIP: Praise for good work helps build a good relationship between you and your freelancer. In turn, a freelancer may make special accommodations for you in the future, such as scheduling your projects first or giving you an unexpected discount.

- Be cordial and specific when tweaks are needed. From time to time your freelancer may not complete the work exactly as you envisioned. Your first step is to go back to your brief and written communications to check if you were clear about what was needed. Then politely let the freelancer know what specific tweaks you need to complete the project.

  TIP: If the fault rests with your communication, then take responsibility for not being more clear, pay for the necessary corrections, and vow to do better in the future.

- Be aware of time zone differences. Also, ask freelancers their preferred hours for conference calls and other communications. *For example, someone may have a six-hour time difference from you, but they may be night owls or early risers who work much the same hours as you do.*

  TIP: If you're hiring someone from another country, be aware of holidays, power outages and other circumstances that may affect your freelancer's regular work days. Also, if you're in the United States and you hire someone from a country like Australia, take note that while you're right in the middle of your Friday, they're already into Saturday (and thus they may not be working).

- Complete the project with appropriate feedback. Here you should mention both the good things, and the things you want changed for the future. Then be sure to follow up with a prompt payment to close out the project. (In other words, once your freelancer has delivered the final project, review it quickly so that you can make the final payment promptly.)

One last tip: if you're using a freelance site, then communicate with your freelancer through the channels provided on the site. This offers you some degree of protection in case there is a problem with the freelancer, plus it helps ensure that you're not sending emails back and forth that may end up in a bulk email folder or otherwise get lost.

Now let's wrap things up…

Conclusion

Now that you know the four-step process for finding, hiring and managing freelancers, you too can start enjoying hands-free outsourcing. Let's quickly recap the four parts of this process:

- *Determining Needs:* This is where you learned where, what and when to outsource.

- *Advertising Jobs:* In this step you found out what all you need to include in your project description to attract qualified candidates.

- *Evaluating and Hiring Freelancers:* Here's where you learned how to select the most qualified freelancer for the project.

- *Managing Projects:* Finally, in this step you learned tricks and tips for managing and motivating your freelancers.

While the entire process can take some time upfront to comb through freelancers to find the ones most suited for your needs, it's time well spent. So get started on the process today, and start reaping the rewards of hands-free outsourcing!

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About The Author:

Do you ever wish there was an easier way to attract clients?

If you're thinking "Yes, I do!" you're certainly not alone. Many professional service providers feel exactly the same way as you because their expertise is in providing the service that they're qualified to provide, rather than in the selling of it.

And just imagine for a second how much easier it would be, how much happier you'd feel and how much more you could be earning if suddenly you discovered the secret to having a crowd of clients wanting to engage you, rather than you having to go out searching for them.

If our paths haven't crossed before, let me introduce myself. I'm Tim Dodd, a former chartered accountant and specialist business workflow consultant. In simple terms, I help clients put in place processes that attract potential new business automatically.

If you're an entrepreneurial business owner or professional service provider, who would like to automate their lead generation, prospect follow-up and business relationship building processes in order to spend more chargeable time working with your best clients, doing what you enjoy doing most, then I'm certain that I can help you to achieve that goal.

If you like the idea but aren't convinced I'd be able to help your particular business, make an appointment to speak with me today and find out why I'm so confident that I can.

Just head over to www.3dconsultingservices.com/call and select the appointment time that's most convenient for you.
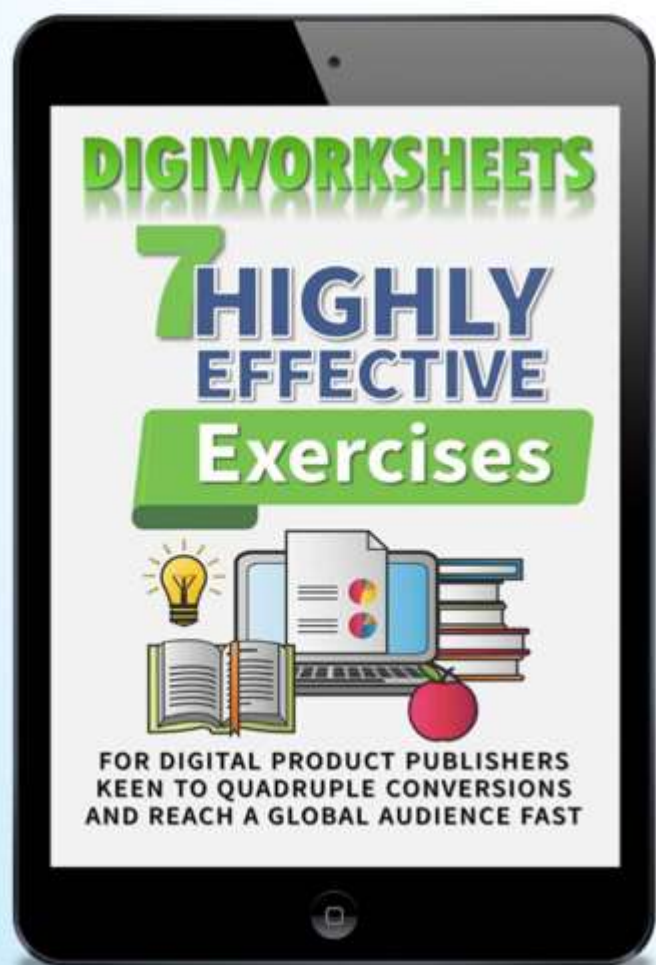
There's no charge, and when we talk I promise to provide you with at least one strategy you could implement immediately which would transform how you won new clients in the future!

And, whether you decide to get in touch or not, may your God always be with you and continue to guide you along the path you've chosen and were created to pursue in order to prosper and live a uniquely fulfilling life.

I truly look forward to speaking with you.

Tim

Discover 7 Highly Effective, Value-Adding Coaching Exercises Guaranteed To Boost Your Own Digital Product & Online Course Sales That You Can Start Using Today...

DIGIWORKSHEETS

7 HIGHLY EFFECTIVE Exercises

FOR DIGITAL PRODUCT PUBLISHERS
KEEN TO QUADRUPLE CONVERSIONS
AND REACH A GLOBAL AUDIENCE FAST

You'll Truly Appreciate How Well These Exercises Work Very Soon After You've Completed Them!

Whether you sell your own digital products or online courses on a third party platform like Amazon, Udemy or just your own local website, you're about to find out how you can quickly and easily make considerably more money from doing it...

So if you want to learn how you can easily set yourself apart from all the other suppliers in your market, take a quick look at this new course right away and then start by completing the first exercise, and you'll quickly see what excellent value it represents.

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