The Hands-Free Outsourcing CHEAT SHEET

DETERMINING NEEDS.

WHEN TO OUTSOURCE

› When you don't have time to do the task yourself.

› When you don't know how to do the task yourself.

› When you don't want to do the task yourself.

IE When the project is stuck and not moving forward.

WHERE TO OUTSOURCE

› **Post A Project To A Freelancing Site:** Upwork.com, Guru.com, Freelancer.com, Fiverr.com, RentACoder.com, Odesk.com

› **Search Google:** Example: "Ghostwriter", "freelance writer", "article writer", "SEO article writer".

Tip: Be sure to check the regular search results and paid sponsor ads shown on the top and to the right of the regular search results.

› **Ask For Recommendations:** Your colleagues, forums, social media

WHAT TO OUTSOURCE

- Content creation
- Social media management
- Graphic design
- Planning
- Data entry
- Customer support
- Video editing/production
- Administrative assistance
- Research
- Traffic generation
- Copywriting
- Legal services
- Transcription
- Order fulfillment
- Powerpoint presentation
- Lead generation
- Installations/Setup
- Email marketing
- Accounting
- Public relations
- Blogging
- Document formatting
- Affiliate recruiting
- Search engine marketing

Recommendation: Post a project to a freelancing site.

ADVERTISING JOBS.

Create a project description that defines…

› The scope of the project.

› Deadlines.

› Delivery format.

› Usage of the completed project.

› Project milestones and goals.

› Specific expectations.

› Exclusive rights for completed project.

› Encouragement to ask questions.

› Payment terms.

› Examples to use as a model.

› Company mission, vision, philosophy.

› Preferred skills and abilities.

Tip: Look at other projects posted at freelancing sites to use as inspiration for your own descriptions.

EVALUATING AND HIRING FREELANCERS.

Once you post a project to a freelancing site, available and interested vendors will submit a price and time period for completing your project. It's time to evaluate your options…

Step 1: Check The Freelancer's Feedback. Look for high ratings and positive comments from multiple sources over an extended period of time.

Step 2: Browse The Freelancer's Portfolio. Check the quality of samples to see if it matches your expectations.

Step 3: Review The Freelancer's Rates. Locate the highest-quality freelancer that will complete the project within your budget and time period.

Questions To Ask Before Making Your Final Selection…

[?] Did the freelancer send a personal reply with his bid, which shows he really understands the project?

[?] Has the freelancer done projects similar to the one you're proposing?

[?] Are there any recent red flags that would warrant choosing a different freelancer instead?

Note: Instead of giving your most expensive, most important and/or biggest job, start small by giving your freelancer a series of small tasks to complete.

MANAGING PROJECTS.

☑ Make your expectations clear.

👍 Explain what you like and want more of.

🔄 Reveal how often you want updates/communication.

💻 Provide resources and information needed.

BONUS Consider giving a bonus for exceptional work.

👏 Praise good work along the way.

🎯 Be cordial and specific when tweaks are needed.

🕐 Be aware of time zone differences.

💬 Complete the project with appropriate feedback.

Tip: When using a freelancing site, be sure to communicate with your vendor through the channels provided by the site.