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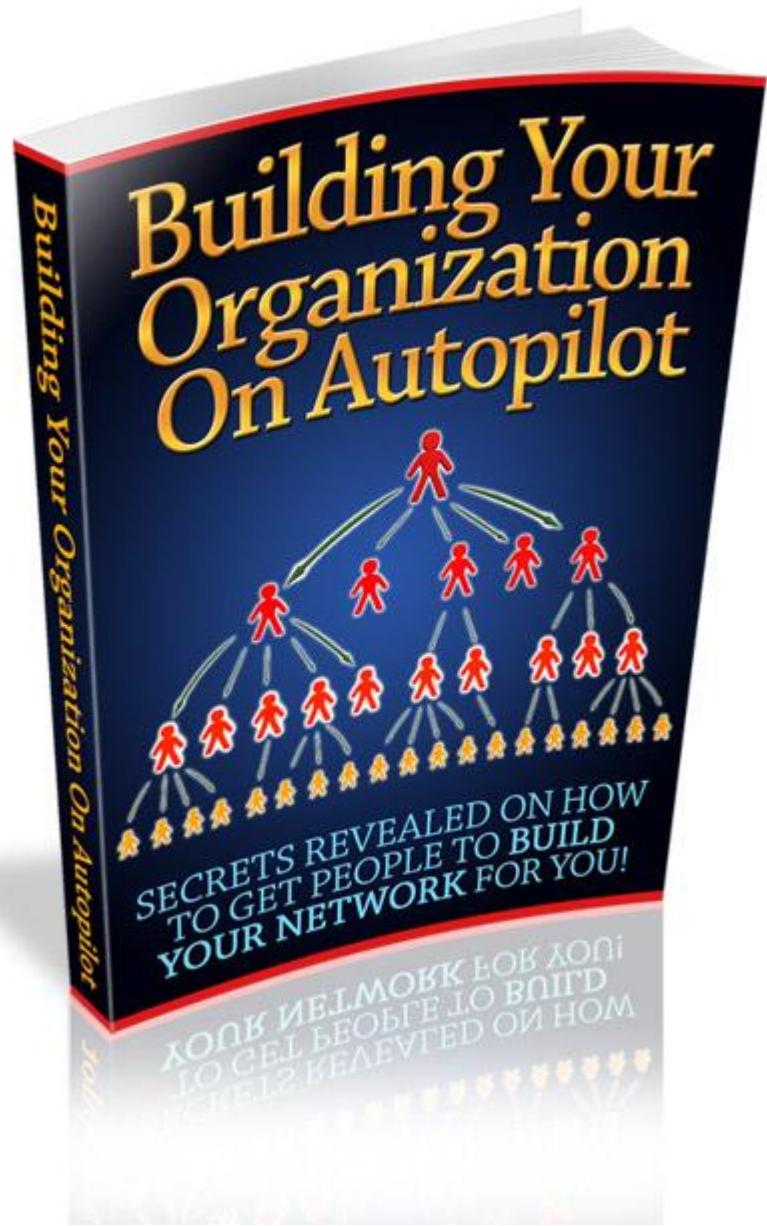


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# **Building Your Organization On Autopilot**

**“Secrets Revealed On How To Get People To  
Build Your Network For You!”**

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# **Building Your Organization On Autopilot**

**“Secrets Revealed On How To Get People To  
Build Your Network For You!”**

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# Introduction



## **Welcome to The “Building Your Organization On Autopilot”!**

Some people say that you have to build your own home business or network marketing organization... I believe otherwise because although you can't fully get people to build your downline for you, you can still outsource 'enough' aspects of your business building to the point that you can almost automate your prospecting funnel!

It has also been said that you should focus on your strengths and not your weakness!

This is true in many ways because you only have 24 hours a day and you cannot be a jack of all trades. You can't do everything and neither do you have the time to work on everything – it simply makes sense to outsource our work (after all, we do outsource the daily tasks to

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gardeners, housekeepers, maids, chauffeurs and we even outsource stress removals to masseurs!)

That is why this book will offer a very fresh, new perspective on how **Make sure you apply the techniques in this book and take advantage of the free tools** that are available for you. Just reading this book is not enough. You have to take action and make your business a part of you; otherwise you will not be able to achieve success!

So without further ado, let's jump into it right away!

# You Are A CEO, Not Just An MLM Leader!



What most people in multilevel marketing leadership think is that they are part of a 'downline'. Though this is true and this is definitely the terminology used, the very word 'downline' has a bit of derogatory ring to it. When it is a network of people where people attract people, why should there be a 'down' or 'up'? Is MLM also a business model that has feudal orders designated to it?

However, here we are not trying to change a terminology that has been in use ever since the network marketing concept began. Actually, that does not matter at all. What really matters is the kind of attitude you take toward it. This is a classic case of the 'glass half empty or glass half full'. Where you see yourself is where you are. You may choose to think of yourself as someone's downline, or you may choose to think of yourself as an upline for someone who is below you.



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If thinking in the latter terms builds the confidence in you to progress further and implement your leadership skills to the hilt, then so be it.

In fact, if you think about it, an MLM leader is no different from the CEO of a company. Forget for the time being that there are people above you. These people won't really matter a few weeks down the line when you have built your network and it has started breathing. At that time, you will be responsible only to the people who have joined the network after you or, to use the common term, your downline. These are the people who are even looking up to you for guidance and inspiration because they have come into the fray later and they are still quite raw. As such, you can take them to greater glory, just as the CEO of a company does.

You must nurture a sense of belongingness toward your network. After all, it is your baby. You have brought in these people and they look up to you. In some MLM compensation plans, such as the breakaway plan, MLM leaders can actually move out of the network and set up their own firm with the downline they have created, provided it is sizeable enough. If that happens, you will really be the CEO of this downline.

Every MLM leader has the potential to grow. With MLM models, there is no limit to the growth that can take place. Hence, you should stop thinking lowly of yourself. You have the capacity to grow with the network, even to the position of CEO of your own network.

# So How Far Can Your MLM Network Go?



If you pay close attention to the model of any multilevel marketing business opportunity – anyone at random – you will see that the model depends on continuous expansion of the network. The main onus of the success of the MLM depends on bringing more and more people to the network; even if there are direct sales, they do not really influence the success of the MLM on overall terms as much as the network does. As more and more people come into the network, there is a chance of the MLM business moving toward greater successes.

The story of Dexter Yager, one of the key persons in the success of Amway is quite significant here. Yager was a truck driver before he joined Amway. He looked at the potential of this opportunity and took it on. Of course, he worked with complete devotion to the business and he saw his network building. Today, Yager has spent 31 years with Amway and these have been years well spent. His network rakes in \$2 billion each year, from more than 35 countries. Today, this person is one of the main reasons why Amway is a success.

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There are many stories like the one of Dexter Yager. Each one of them tells just one thing – there is no limit to the success with MLM. It depends on how you work. You begin as a normal rep, then go on to become silver, then gold, then platinum and maybe even diamond. As you prospect more, and inspire your downline to prospect and bring in more people into the network, you will see your own fortunes increasing.

The business model of MLM is such. You get commissions for the direct sales that your downline does, and you also get commissions when a new member joins in your downline. This is not to mention the bonuses that will be given out by the company for meeting certain targets. All these things are definitely going to reflect positively on the fortunes you get.

But it is important to work hard. You have to have confidence in the business idea and you have to also inspire the same confidence and motivation in the people in your downline. Only then will you see more people joining your network and your network as well as the sales growing. This is the only way to succeed in MLM – bringing more people. As that keeps on happening, there are no boundaries or ceilings for the progress of a network marketing leader.

## Why Go For Outsourcing?

Until a few years ago, outsourcing was thought to be something very down-market. Companies that indulged in these practices were accused of shoddy services because of their outsourcing team who are not 'insiders' and hence were thought of not knowing what the company was actually about. There were also allegations that companies outsourced jobs to developing countries only so that they could get some cheap work and also that outsourcing led to unemployment.

However, today, the tide has definitely changed. Today, a company that outsources is on par with any other corporate and the fact is that almost every company outsources some or the other of its needs. Outsourcing need not always mean hiring someone from the overseas; it could be some other firm or even a home-based employee from the same company but who does not enjoy a fulltime employee status.

Multinational corporations have huge call center operations in various countries over the world and it is helping them a great deal. They can focus on more important tasks, such as improving their production value and inventing new ideas, and it is helping them to make things more efficient by creating efficient distribution of labor. Today, since the world has become a global market, it really does not matter where some of the tasks of a company are handled.

The same applies to the smalltime entrepreneur working from home. Home-based businesses have flourished in a big way since the 90s and

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this would not have been possible without the concept of online outsourcing. No person can be expected to have all talents required to run a business. These people then outsource things that they are not good in and keep their strengths to themselves. Among other things, it helps businesses move, because the best people of each portfolio are handling the task.

It is not surprising to know that some of the biggest businesses of the world today have a bigger outsourced staff than an in-house staff. It is helping them improve their productivity and by choosing people from across the world, they are able to understand the pulse of the global market better. Since businesses are no longer country-bound, this is also a very important thing to be done for overall progress.

The reach of the Internet is immense. It can not only create a big market, but it can also house a complete enterprise for a marketer. This age is definitely the age of business outsourcing, whether it is local or international.

# Outsourcing Helps Run Your MLM On Autopilot



There are various things you will want to do as a multilevel marketer but probably you will not be able to invest time in all those activities. It happens as your network grows and you get into more prospecting. You will be hard-pressed for time to do all the things that you would like to. At such times, outsourcing the jobs that you can get done by someone else can be highly advantageous. In fact, if you have a team of freelance workers providing you various necessities of your MLM business, your business could just as well run on autopilot.

So what are the things that you can outsource in MLM? There are an amazingly lot of things that you do give to other professionals to handle, especially those that pertain to your online marketing endeavors. Here is a list.

## **The Website – Designing, SEO and Content**

Your website is your identity. However, it is not necessary that you handle everything about your website yourself. You may not be technically capable of

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doing that and you may not have the time also. You could outsource the designing of the website, the content writing needs for it and the search engine optimization that is needed for bringing it on top of the search engine requirements.

### **The Email Marketing Campaign**

Since your email marketing campaign is a constant effort, it takes a lot of time and you may not be able to dole that out each time. However, it is possible to hire someone to craft professional emails and newsletters periodically and you could even give them or someone else the list of your leads so that they could send the emails to the recipients. Among other things, outsourcing this requirement ensures that the work is done punctually, provided you have hired the right people.

### **The Promotional Campaign**

You may decide to promote your blog and article marketing campaigns to give more visibility to your business. However, it is not quite easy to keep up with this, because of the regularity involved in it. Freelance workers can handle this job quite easily and effectively that too. You can hire them and contract them for your entire marketing needs. They could even update your blogs, participate in discussions on your behalf and be your representative on the Internet.

The best part with outsourcing over the Internet is that it is done very discreetly so that the prospects would never know if it is really you or someone else handling your tasks.

## How Does Online Outsourcing Work?

When you are outsourcing jobs online, you are essentially finding people to do the job for you and then paying them over the Internet. There is no physical communication. This works for most marketers because physical communication in some cases might only be a waste of time for them. Online outsourcing also makes it able to find the right professional for a particular task and also plan things on an economical footing.

So, how does the system work? The Internet has various websites where providers and employers network with each other. These websites are very much like conventional jobsites, but with the only difference that they handle the job and the payment itself and not just post classifieds for people to contact with the employers.

People who are looking at getting jobs done will post their requirements on these websites. These requirements will be concise – they will say in a few words what the nature of the job is, what its budget will be, what qualifications are needed for a worker to take up this job and what the timeframe for completion and delivery of the job is.

Looking at these details, service providers on these websites will post their bids. They will state how much they will be ready to work for, what time they can complete the job in and even give brief résumés and samples of their work. The project poster will then sift through these bids and samples and shortlist the ones that fit the bill. He or

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she can then communicate with the bidder through private message boards if further information is sought. When it is sure that both the project creator and the bidder are on the same page, the selection is done.

The jobsite deducts some charges when the selection is done. The charges may be taken from the project creator or bidder or both. But the jobsite is not just a matchmaker here; it will take some responsibilities.

The first responsibility is that it will retain an escrow amount from the project creator and release it to the worker when the creator indicates that the job has been accomplished. Thus, it acts as a kind of guarantor. Most of them will also arbitrate if the job posting and selection of the employee has been done according to the norms of the website and escrow payments have been made to signify good intent on part of the job poster.

## What Kinds Of Jobs Can You Outsource In MLM?



This is definitely a very pertinent question because you cannot outsource everything that your MLM business entails.

You have to keep the important tasks – those that require creativity and initiative – for yourself. But the jobs that require some kind of professional talent that you do not have must be outsources. For example, if you do not have the skill or the knowledge to build a website, you must give out this job to someone that can do it for you. At the same time, jobs that anyone can do, like copying addresses on labels and mailing postal letters can be outsourced because they will spell time-saving for you.

The following is a list of things that you can outsource:-

### **Article Writing and Website Content**

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This requires some literary skill because the words in them have to attract people to your business opportunity. If you do not have the time, inclination or the skill to do it yourself, it is best to outsource it.

### **Website Building**

The job of website building is most often outsourced. This is a technical job and a very time-consuming one too. The website has to be functional and also good-looking so that it does its job of catching the visitor's attention and giving them the information that they need without much ado.

### **Blogging**

This is a very time-consuming job which needs very frequent inputs (daily if you can). Tracking the various blogs where comments have been made and replying to those can be highly taxing. A professional could be hired just to look into the blogging needs. This professional could also be used for social networking if you have included it in your campaign.

### **Sending Emails and Newsletters**

If you are into email marketing, you will have to send useful information in the form of emails and newsletters to your leads. This job has to be done on a regular basis and has to be done very professionally, because it builds an impression of your business in the eyes of the people who read it. At the same time, you may need to send form emails from time to time informing people about their membership expiry dates and other such information. It is a good idea to have a professional handling these tasks if you do not have proper software to do this.

### **Lead Generation**

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There are various companies around the world that will generate leads for you which you can use for your marketing campaign. They will provide both targeted leads and general leads and the charges would be different for each. Some of them will also do follow-up procedures for you.

# Enhance Your MLM Campaign With Outsourcing



There are many reasons MLM networkers must consider outsourcing jobs to people who can do them. Today, outsourcing has become the norm for all businesses, mostly in developed countries, who hire people from developing countries to do skilled jobs for them. The Internet has made this possible. Almost all kinds of jobs that can be done out of the office are outsourced and with great results that too. Even big MNCs are into outsourcing in a big way. In fact, if outsourcing were stopped, a lot of work would come to a standstill on a global scale.

At the same time, small business entrepreneurs are making deft use of outsourcing too. It suits their needs well because outsourcing does not cost as much as one would think. The following are some of the reasons why marketers are thinking about outsourcing so seriously today.

### **Outsourcing Frees Up Time for Them**

This is the primary advantage. Marketers do not have time and multilevel marketing promotion can be greatly time-consuming. There are so many ways in which multilevel marketing can be promoted, especially over the Internet, that no single marketer can tap its entire potential if they were to do it themselves. Distributing some jobs to professionals in their fields frees up time to do more important jobs and a priority list can be set.

### **Outsourcing Gets Jobs Done Professionally**

When a job is outsourced, it is often assigned to a person who is a professional in that particular field. On the Internet, on various freelance job sites, there is a bidding and screening process after which the person is chosen for the job. Workers get reviews for the work that they have done which speak of their skill at the job. Hence, it is possible to get a thorough professional and talented person to do the outsourced job.

### **Outsourcing Saves Money**

In some cases, outsourcing can save money because it enables employers to select people from a variety of bids. If they are into cost-cutting, they can select the most attractive bid.

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### **Outsourcing Gets the Job Done!**

Several times marketers do not pursue a particular campaign just because they are not much inclined to do so. For example, a marketer may not be fond of blogging and hence may not do it. However, this seriously curtails the prospects that they could get from blogging. Such jobs which do not interest the marketer but are important for the promotion can be outsourced. This ensures that the job gets done all right.

## Where Do Marketers Outsource Their Jobs?



With the Internet, there is no need to look anywhere else to outsource jobs. All kinds of jobs – those that can be delivered online and those that need some real world efforts such as visiting banks or post offices – can be outsourced via the Internet. You have to only know where you can outsource these jobs.

Almost all the popular job sites have categories that fit into the outsourcing genre. These are usually labeled as 'Work at Home' or 'Freelance'. These are places where you can get people who will work for you on a work-for-hire basis. This format allows the person to work for you on a single assignment, with or without a contract, and get paid for it. If you want to use them further, you have to renegotiate with them. In most cases, such websites will not give you the direct contact details of these freelance workers until you have chosen them and paid the websites their fees. Most websites will directly deduct



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their fees from your account with them once the worker is chosen. In a similar manner, the worker will have to pay some fees too. Money is spent in selecting the worker, but at least it seals the deal between you and makes it confirmed.

There are some websites that deal with only freelancing jobs. These are the best places to seek professionals. You are not limited by geographical boundaries here because people of all countries can be members of these websites and the deliverables are mostly provided through the Internet. These are better places to choose freelancers because you can post a project and interested people will bid on it. Hence, you can even select people on the basis of what they will charge for a project.

The leading freelancing websites of the world today are:-

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

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

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

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

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

You are sure to find your requirement here. There are various categories on these websites too. So, you can choose the person of the particular skill you are looking for quite easily. Since there are ratings for both providers and employers here, you can select people who have done their jobs satisfactorily in the past and have got good ratings for it.

One thing to note – If you are looking at outsourcing your freelancing jobs to someone within your own country for some reason, you will be

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better off looking at your newspaper classifieds or even a local online jobsite.

# How Do You Start With Outsourcing A Job?

Once you have decided that you will outsource a particular job due to some reason, you have to ensure you are using the right techniques to get a suitable person or firm for handling the task. At the same time, it should also be economical to you in terms of money. The following are the steps you will have to take to get a job provider for your outsourcing needs.

## **Decide Why You are Outsourcing**

Though this seems like an obvious thing to do, you have to make sure that you know why you are outsourcing. Are you outsourcing because you cannot do the job for lack of time? Or is it because you don't have that particular skill? Or are you trying to find a more cost-effective solution? If you know these answers beforehand, you won't feel cheated when the deliverables come. Also, make sure you have the money ready because you cannot delay payments even by a day – it reflects poorly on your business.

Get on to a Freelance Jobsite

Go to some leading freelance jobsite and make an account there if you do not already have one. The following are the jobsites that you can consider (go to these sites immediately!):-

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

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

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

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

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

Get A Freelancer is the most preferred one because it has a huge number of professionals as well as employers. The fees system is very good too. The website favors the employers more than the providers. That will work well for you.

### **Make Your Job Post**

You will have to make your job post. When doing this, you have to be as concise as possible. You have to give a title to your job post so that people know at a glance what it is about. You can specify your budget and the number of days you want the job completed and delivered in, if you wish to. In the main post, you will describe the actual nature of the job and other specifics that you wish the readers to know before they can bid. You may also ask for samples of their past work.

### **The Bidding and the Selection**

When the post is done, you can expect people to read it and those that are interested will bid on it. If you have specified a budget, they will not be able to bid out of that range. They will also submit samples if you have asked for them. You can scan through these and select your bidder. If you want to know more details, there are Private Message Boards where you can communicate with the bidders.

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As soon as you select your chosen bidder, you get an email from the jobsite giving you their address. If project posting charges apply, that money will be deducted from your account as soon as the bidder confirms that he or she is on the job.

Payment is through various methods which we shall discuss further.

## How Do You Pay Your Hired Staff When You Outsource?

Selecting a bidder from a freelance jobsite and giving them the details of the job assignment is one thing, paying them is another. Given the nature of the process, it is very important that there is security for both you and the provider – the provider has to be protected that he or she gets the payment when the work is delivered and you have to be protected that you get the job done. It is easy to say that you should not pay till you get your job done, but why should the freelance worker trust you on that? There are some middle paths that can be taken here.

The following are the various methods of payment that employers who outsource their jobs use.

### **Escrow**

This is the best and the safest method to use. When you select a bidder from a freelance jobsite, you transfer the bid amount to an escrow account with the jobsite itself. This money is not released to the employee till the time the work is completed and you decide to release it after ensuring that the work is up to your requirements. You can have as many escrow accounts as you want, which are needed if you are hiring different professionals. For the employees, the escrow is a guarantee that you have the money to pay once the work is done.

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They will be able to work with better peace of mind and will be confident that they will be paid when the job is done.

There is one more benefit of the escrow system. When you put money in escrow, the deal is sealed with the employee and this is confirmed with the jobsite. In case of any dispute, the jobsite will arbitrate and come to a solution. But the jobsite will arbitrate only if an escrow was made. In that way, there is more peace of mind for both parties involved.

Escrow is definitely recommended if you are going through an outsourcing website.

### **After-Completion Payment**

If your project is not quite expensive and if the worker knows you, then probably they would agree to be paid after completion. Because of the prospect of earning money, most professionals do agree to be paid after completion of a project. Such payments are through PayPal, Moneybookers or even through electronic checks, wire transfers or transfer of funds through the jobsite account itself.

The problem here is that the trust factor does not exist because you haven't showed them the money yet. They may not be too keen on working because of their insecurity.

Another point is that when you pay outside the jobsite, you do not get a chance to review each other. This can be an impediment if you are trying to build some goodwill on the site for future outsourcing needs. This method is definitely not recommended.

## Building A Team Through Outsourcing



Because of the growth of the home based business industry, you can never know what the bespectacled, unshaven person sitting in shorts and T-shirt and sitting with his computer the whole day may be up to. For all you know, this person might be running a whole enterprise through the Internet with a staff of people from all over the world handling his various tasks. This is a definite possibility and more people than you think are involved in such online enterprises today. The best thing is that you can be one of them too. If you harness the powers of the Internet to meet your needs, you can fulfill all your staffing requirements through the virtual network.

You might never see these people who are working for you, might never speak to them even, but still you will have a working relationship that goes beyond the ordinary office setups. This is because you will be chatting with them one-on-one and emailing them about your job requirements and getting your job done from them. You will also not be paying them on a monthly basis, whether there is work or not, but you will be paying them only on a work-for-hire basis.



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This enables you to cut costs immensely – you only pay them when you want them to do a job for you.

This is what outsourcing has achieved. Marketers can now build a team of workers through the Internet and never know who they are in person. These people can handle the tasks of building and maintaining their websites, optimizing their content for search engines, writing articles, newsletters, sales pages, landing pages, eBooks and such for them, managing their blogs and keeping their statuses updated on social networking sites, placing classified ads for them, tracking the responses that their businesses get, managing their accounts, sending snail mail communication and so much more. They can even be the 'voice' through call centers across the world.

There are just so many things that you can outsource that, to the outside world, it will be a big corporation. And indeed it will be! Because these people will be professionals in their own fields and they will be qualified and experienced at what they are doing. You can, therefore, expect a greater work output from them. You are also saved from the interviewing process and the excess baggage that goes with a physical staff.

Outsourcing is not a bad option at all. You get a team of professionals to work for you, and strictly work! You may also save costs depending on who you choose and ensure that you get your work done on time. And, you can stay as anonymous as you want with them. They will never know who they are working for if you do not tell them.

# How To Make The Most Of Your Outsourcing



One of the most crucial things in outsourcing a job requirement is getting the right kind of professional to do the task for you. This is vitally important; you may have to try and test out various people before you think you have got the right person. There are many qualities here that you need to look out for. You have to see that the person has the skill you are looking for, will be able to deliver work on time, will be good at communication, will be honest and faithful to the work and so on. You cannot make sure of all these things just by looking at some bids.

The best way is to start out with a small project. If you are planning on outsourcing writing needs for your marketing business, first post a project for only 10 articles and see how that goes. Select the best bid and try them out. 10 articles is a significant number and you will be

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able to know what the approach of the person toward the work is. It will help you decide whether you want to continue with them for the long term or not.

Some job posters make the mistake of telling beforehand that they are looking for "Long Term" professionals. They may be doing so in order to get lower bids from people who are attracted by the lure of more work in future. But in doing so, they are probably defeating their purpose. Since the person knows that there is a long-term possibility, they will work extra hard on the first project so that they bag the long-term thing. When given that, there are chances that they might become complacent. The best thing to do is not to divulge that you have a long-term possibility even if actually you are looking for it. Let the people work on the merit of the project that you have posted. You can assess their worth better that way.

But when you are sure that the person is a genuine worker, has great talent that you would like to use for your business and provide time-bound delivery, you could contact them directly. All freelance jobsites give you their details as soon as the bid is selected by both parties. You could then choose to email them directly, try them out and then enlist them in your team. It is not harmful even if you sign a contract with them to help you for similar needs in the future.

This will help you in two ways. It will assure you that you will not lose a good worker and will not have to go through the grueling screening process again. And it will save money because you will no longer have to pay any charges to the freelance jobsite you selected the person from.

## About Getting Revisions For Your Outsourced Work

Since you do not physically know the person or firm you are outsourcing your jobs too and are only going by their reviews on the online jobsite you are selecting them from, there is a possibility that you will be dissatisfied in some way or the other with the work they give you. This is quite a routine occurrence, but there are ways to remedy that.

While posting the project itself, you have to be very clear about what you want. Tell them what they will be expected to do. It is best if you make a point-wise description of the task you are outsourcing. Also, write what qualifications the person who does this job must have. When you are clear in your requirements, chances are that you will get the right person whose work won't need editing at all.

Now, there are some safety measures that you have to utilize here too. Post in the project that you would expect 1 or 2 revisions as your need might be if the work is not up to your standards. Two revisions are the norm with freelance websites. You can easily post that number. If you feel like it, you may mention whether you will pay or not for the revisions. The unspoken online rule is that two revisions are free.

With these many precautions, you are all set to get a good job done. However, when it is a matter of creativity, such as writing or website

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development, you cannot expect that to be the case every time. But, if you go through the work and see some points that need to be altered, you can ask for a revision. When asking for a revision, keep the following points in mind:-

- 1.** Do not be rude. The glitches could be a result of miscommunication.
- 2.** Explain your needs clearly so that they can be attended to.
- 3.** Give a timeframe in which you expect the altered matter to reach you.

It is really all right if you have to ask for revisions, because you are, after all, working online and communication can be a problem. When the editing is done and the deliverables come again, you can see if they meet your requirements or not. If they do, you can as well trust this worker to have understood what you want so that the need for revisions does not arise again. Hence, asking and obtaining revisions is an essential part of outsourcing. If used well, you will be getting a worker who understands you well.

## What You Must Never Outsource



You might be looking upon outsourcing as a good option for getting your work done but you must know that there are limits. It is not advisable to outsource any and everything you can. The things that you outsource:-

**Must be difficult for you to do in some way, like if you do not have the skill or the time to do it.**

**Must be for an economical reason, probably you are getting a better deal by outsourcing.**

**Must be to build a team of professionals to handle tasks that you don't mind giving out.**

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These are the qualifications required of tasks that you outsource. However, you have to bear in mind that you cannot outsource tasks that require your voice. Take your classified ads campaign for example. You can very easily have someone do the posting and submission work for you. However, it is best that you work the ad yourself. You being the leader, you will certainly have better ideas and will want to do things in a particular way. Try as you might, you may not be able to make a freelance professional (with whom you will probably not have any physical communication) to understand what it is that you want. You will be saving both time and effort if you create the ad and then give a freelancer to post it wherever you want.

You have to handle all your strategic tasks yourself. You have to decide what campaigns you will use for the promotion and how you will use them. You have to be the decision-maker here; your online staff will only be your implementers. This is needed; someone at the helm is very important. And that has to be you. Make sure that you make your plans yourself, get educated on how to implement them and then begin outsourcing them to experts in the particular area.

Sending emails is also a very sensitive task which is better done by you and not by any freelance professional. There is a very thin line between emailing and spamming and you cannot take the risk with someone else doing this job for you. You wouldn't want to be branded as a spammer. Also, emails have to subtly advertise your business idea. They have to inform people about things. With the help of software, you can easily manage your emailing needs. There is no need to enlist a freelancer for this, and that is a safer option too.

## Some Outsourcing Tips You Can Use

Here are some tips that can help you get more out of your outsourcing.

- 1.** Outsource, but Have Knowledge about it – Even if you outsource something, make sure that you know the fundamentals about it. Outsourcing does not mean you will wash your hands completely off the particular task. If you are outsourcing the development of your business website, learn a bit beforehand about how it is done. This will ensure that you keep on track of things and get a better quality job.
- 2.** Mention Your Budget in Advance – This saves time. If people know what you are willing to offer, only those for whom the payment is acceptable will come to you.
- 3.** Mention Your Timeframe – Make sure you tell in your project post how many days you want the project to be finished in, and repeat it at the end. This keeps people on their toes. It is always better to keep a few days free so that you can review the work and ask for revisions if needed.
- 4.** Speak about the Revisions – Always mention in your project posts that you will expect revisions. Revisions are generally free, if they are justifiable. Mention that you will pay only after reviewing the deliverables and if they are all right. This saves a lot of discussion later on.



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**5.** Mention the Mode of Payment – People who work online expect to be paid in different ways. You must, therefore, mention what mode you will be able to pay them in. This solves confusion and you can select a worker you are comfortable with whom you are comfortable on payment terms.

**6.** Insist on Good Communication – When the project is going on, daily communication is good to have. Mention in your project that you will want the selected bidder to communicate to you through email or chat frequently.

**7.** Ask for Samples and Paid Samples – Samples reflect the quality of the bidder's past work. Insist on seeing them. However, given the nature of the Internet, you cannot be sure what they are showing you is their own work. Hence, give them a short job to do first and pay them for it. If that satisfies you, you can consider selecting them for bigger assignments in future.

**8.** Spell Out the Rules – Tell the bidders in your post that the work will follow all work-for-hire rules. That means, they do not have any rights for this work once they are paid for it. Make sure the bidder understands that before you select them.

**9.** Be Friendly with your Staff – This works. Because you do not know the person on a personal note, you can be as friendly with them through your communication. Give them a virtual pat on their back for good job and bonuses if you deem fit. However, make sure they are doing a good job for you!

**10.** Review Them – When the project is completed, you can review the worker and they can review you too. Do not miss out this

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opportunity to tell other service seekers how good or bad this particular worker is. If there are negative reviews that you need to give, be sure to justify why you are doing so.

## Conclusion



It's time go get this engine going and get started right away.

Are you going to take action and tell your grandchildren how you took advantage of the trillion wave or will you just sit by and justify to your grandchildren why you missed it?

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