

Outsourcing and Automation



In this guide, I'm going to share the outsources and virtual assistants who can do most (if not all) of the work for you, as well as cover the best practices of outsourcing.

By using these outsourcers, you will create huge sums of money, seemingly out of thin air, and without doing much work.

You can easily take an application you pay \$500 to create and sell it to a business owner for \$5,000!

That's a whooping profit of \$4,500!

...the amount of work you do to get that \$4,500 will be nothing compared to what you would have to do to learn programming, mobile artwork, and everything else you need to personally build mobile applications.

What is Outsourcing?

Outsourcing is simply paying someone who is not a direct employee to do the work. It is more like hiring a consultant or service company to fulfil the needs of your business or project.

It will save time and money by having someone else do the work, and it allows us to work less, spend more time with family, or focus on the things we're good at.

Businesses often hire teams of offshore companies to do the work that the business would otherwise find too expensive.

This makes for a fantastic opportunity for us to sell these services to business owners and outsource all the work.

So, we do less actual work, and make most of the money.

I talk more about outsourcing as a service and how it creates a money-making opportunity for us a bit later in this guide. Before we talk about that, let's look at the benefits of outsourcing.

Outsourcing Has Incredible Benefits

If you're like me, you see the clear benefit to having someone else do the work for you as gaining more time. We both know time is an irreplaceable resource. If you can buy yourself just an hour of extra time each day, what could you accomplish?



Imagine this; your outsourcer lets you have an extra hour per day. What would you do with that hour? Spend it with your family and do something you really love?

How much happier would you be spending time with your kids or your spouse, knowing that the hard work is being done by somebody else? Time is a massive benefit of having an outsourcer, but it not the only one.

Everybody has weaknesses. Mine is artwork.

The extent of my artistic ability hovers somewhere between stick figures and arranging letters in my alphabet soup.

I always go straight to two graphic design outsourcers because they make awesome covers, flyers, and presentation artwork in less than an hour. I know what they make will look and work better than anything I can produce in a few hours of toiling in Photoshop.

So, the other benefit is filling in the gaps, or making up for your own weaknesses.

In other words, if you're incapable of making banner advertisements, an outsourced graphic designer could create it cheaply in a fraction of the time it would take you to learn design, Adobe Photoshop, and Adobe Illustrator.

Another benefit is productivity.

If you can have someone producing custom widgets for you, how many different products could you have to sell to clients?

If software development is not a passion and strong suite, an outsourcer can greatly increase the volume and value of products you offer.



Getting the Most from This Guide

Where this guide will best serve you is when you already have an existing need, however, just looking through the list may give you some ideas for selling products or providing services to clients.

The outsourcers in this guide, along with the strategies we'll cover in the next chapter, will help you find the right outsourcers or team for the project or client you are working with.

And for those of you with even the most basic project management skills, I've included a section below that will give you some insights in using outsources to service clients.

Just keep in mind that it is best not to approach outsources until you have an immediate need, because nobody likes to have their time wasted, so just reaching out to an outsourcer without the express need for their services is frowned upon.

If you have a client pending, and you're looking for the right person, then that's another story. The point here is to avoid contacting sources if you don't have any work for them or a project to bid on.

Choosing an outsourcer is secondary to booking a client and discovering the client's or your project's requirements.

How can you choose the best outsourcer if you don't know exactly what the client or project needs?

This is why we get the client (or define the need) before we start sending messages or spending money on securing a source's services.

Making the Most Money from Outsourcing

Before you go looking for someone outsource your work, it helps to know what you need.

For example, a source might know how to make a flyer in Adobe Illustrator, and they may even be able to give you a few designs, but they won't know what you want to say on the flyer itself.

This is because they don't know what your mission is.

They will only have a loose idea about what it is you're trying to accomplish.

You'll have to fill in the details by providing ideas, instructions, and a starting point.



Take a few minutes and imagine what your finished job will look like. So, for this example, imagine a flyer.

- What does it look like in your mind?
- What colors will be used?
- Can you see any pictures on it?
- What might the headline say?
- What is the flyer selling?

These questions help you define what work needs to get done, so you can give the source the proper instruction to finish the task.

Vetting the Outsourcer

When it comes time to make a decision on who to hire for a gig or project, you want to do your due diligence.

Look for online reviews of that source.

Read their profiles and feedback carefully.

Review their portfolio and check to make sure their stated turnaround times are often met and also work well with your project goals.

A source might look like the perfect fit, but if their work is always late, or you didn't realize it takes longer to deliver on the gig, you'll just be making more work for yourself, defeating the whole purpose of outsourcing in the first place.

Access Controls

You wouldn't give a stranger the keys to your car, so why would you give an outsourcer the password to your web server if he/she is just making graphics for you?

Under certain circumstances, such as hiring someone to install WordPress websites for you, it makes sense.



In general, only give outsources enough access so they can do their job.

Don't give someone access to everything the moment they start working with you.

Build trust and add responsibility over time.

If you give total access, and the relationship turns sour, it'll be a real pain in the neck when you need to rush to change the passwords to all of your accounts.

You'll feel even worse if the outsourcer beats you to it.

Milestones and Delivery

When working with more elaborate projects, it is a good idea to set milestones.

A milestone is simply a point in the project where certain tasks are expected to be completed.

To help motivate outsources to meet milestones, a payment or a bonus is sometimes applied to meeting milestones.

For simple projects, this doesn't make sense, but for more complex, multi-week endeavors, a few milestones will help move your project forward.

Milestones are usually broken up into halves and thirds with payments scheduled at points where milestones are met.

With any outsourcer, delivery should be discussed before any money changes hands. This is setting the expectations on when the outsourced work will be delivered.

You also want to define what form or format you expect the work to be delivered in.

For example, if you have a source build a flyer, you ask for both AI and PSD file formats so you can edit the artwork locally using Photoshop/Illustrator.

Note on availability: I don't have any control over which outsourcer or offer is available, when they go on vacation, or how busy they are.



Now, here is the rolodex of outsourcers who can help you:

Google Profile Creation

<https://www.fiverr.com/irfansarwani/set-up-google-my-business-for-you>

https://www.fiverr.com/nouman_/setup-fix-gsuite-google-apps-email-for-your-domain-or-website

[https://www.fiverr.com/creative_mrketr/crea`te-and-optimize-google-my-business-listing](https://www.fiverr.com/creative_mrketr/crea`te-and-optimize-google-my-business-listing)

Google Profile Optimization

<https://www.fiverr.com/clictadigital/optimize-your-google-maps-listing>

<https://www.fiverr.com/clictadigital/optimize-your-google-maps-listing>

<https://www.fiverr.com/sharifawan/local-seo-to-boost-your-business-to-the-google-maps>

Google Maps Citations

<https://www.fiverr.com/simeonlafroid/build-da100-google-map-pointers-dofollow>

Lead Generation

<https://www.fiverr.com/topniches1/b2b-lead-generation-and-geo-targeted-lead-prospecting>

<https://www.fiverr.com/jenny355/do-web-research-lead-generation-and-data-research-for-you-e2b1c42a-c0ff-456c-ab09-cb43994483b4>

Google Advertising Consultant

<https://www.upwork.com/freelancers/~011adc3ab50ab5c164>

<https://www.upwork.com/freelancers/darrenhourigan>



Social Media Marketing

<https://www.fiverr.com/sahimel/be-you-full-time-social-media-manager-virtual-assistant-content-designer>

<https://www.fiverr.com/oliviabirch/expertly-create-content-for-your-social-media>

<https://www.fiverr.com/workholics24hrs/do-viral-gig-promotion-to-100groups>

<https://www.fiverr.com/uplancemedial/create-content-for-your-social-media-accounts>

<https://www.fiverr.com/sarasiljanovska/be-your-social-media-manager-and-content-designer>

<https://www.fiverr.com/arseldabrahimi/be-your-social-media-manager-marketing-2415>

Content Writers

<https://www.fiverr.com/reginajm/be-your-website-content-writer-seo-copywriter>

<https://www.fiverr.com/katewilliams856/write-blog-content-for-your-business-website>

<https://www.fiverr.com/jtoner101/write-engaging-web-content-that-will-help-you-sell>

Email List Management

<https://www.fiverr.com/chetna789/create-an-email-automation-sequence-workflow>

https://www.fiverr.com/reema_singhal/create-profitable-email-marketing-series-and-sales-emails

<https://www.fiverr.com/mercedes1992/create-persuasive-email-copywriting-for-your-email-marketing>



Mobile App Creators

<https://www.upwork.com/freelancers/mathewlebowitz>

<https://www.upwork.com/freelancers/~01accccf26be62080>

LinkedIn Lead Management

<https://www.fiverr.com/jenny355/do-web-research-lead-generation-and-data-research-for-you-e2b1c42a-c0ff-456c-ab09-cb43994483b4>

<https://www.fiverr.com/berettatech927/be-your-linkedin-b2b-leads-manager-and-appointment-setter>

SEO Providers

www.seoreseller.com (white label full service)

<https://www.fiverr.com/blboss/do-pr9-high-pr-backlinks-safe-google-dofollow-quality-d4a7>

<https://www.fiverr.com/khanjan5/create-list-your-business-to-top-150-us-local-citations>

<https://www.fiverr.com/whitehateseo/create-a-full-website-seo-campaign-to-improve-google-rankings>

<https://www.fiverr.com/tolmergroup/optimize-your-wordpress-site-for-seo>

https://www.fiverr.com/ultimate_seoguy/do-ultimate-seo-service-for-page-1-rankings-in-10-days



Landing Pages for Offers

<https://www.fiverr.com/garythomas950/build-your-wordpress-landing-page-348a>

Digital Marketing Manager

<https://www.upwork.com/o/profiles/users/~01ebf80f5756ed7d2f/>

Custom Application Development

<https://www.upwork.com/o/profiles/users/~01f9d669bf2f345cc0/>

Meta / Facebook Page Creation & Campaigns

https://www.fiverr.com/rana_fahad_khan/get-facebook-business-page

<https://www.fiverr.com/creativeman/run-a-facebook-ad-campaign-to-grow-page-likes>

Graphic Design

https://www.fiverr.com/stunning_create/provide-flyers-brochure-with-free-source-file

<https://www.fiverr.com/janith/do-any-graphic-design>

<https://www.fiverr.com/cal5086/help-you-with-your-graphic-design-project>

<https://www.fiverr.com/hendratok/do-any-graphic>

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

Video Marketing

<https://www.fiverr.com/pickera/customize-this-great-addictive-product-video-commercial>

<https://www.fiverr.com/thevisualcube/create-a-professional-grade-video-with-stock-footage>

<https://www.fiverr.com/lilpee02/create-a-whiteboard-animation-video-from-usa>



Marketing Strategy

<https://www.fiverr.com/quratulainazhar/create-an-effective-digital-marketing-strategy-for-you>

<https://www.fiverr.com/martiinamagdy/provide-a-profitable-digital-marketing-strategy-and-plan>

https://www.fiverr.com/josh_business/create-a-marketing-plan-for-your-business

Reputation Management

<https://reputation.com/partners/>

https://www.fiverr.com/amazon_ads_ppc/build-positive-online-reputation-management

<https://www.fiverr.com/itjunction/do-seo-and-branding-for-your-business>

<https://www.fiverr.com/wisdomtechno/provide-you-full-seo-package-for-your-website-ranking>