

A close-up photograph of a person wearing a teal suit jacket and a watch with a white face and brown leather strap. The person is adjusting their cuff. The background is blurred, showing the person's legs and brown shoes.

# OUTSOURCING SECRETS

**CHECKLIST**

# Advantages of Outsourcing

- Benefits your company
  - Hone your delegation skills
  - Save time on training
  - Focus on the core tasks of your business
  - Work less time
  - Save money on training full-time employees
- Benefits your customers
  - Lowers cost of producing products and services
  - Pass savings onto customers
  - Lowers the price of goods and services you offer
- Provides Employment Opportunities
- Disadvantages of Outsourcing
  - Freelancers become unavailable
    - Create a network of talented freelancers
  - Have to overcome language barriers
    - Provide detailed instructions that include screenshots
  - Difficulty finding self-motivated freelancers
  - Know the difference between managing and micromanaging
- Spend 20 percent of your time completing 100 percent of the tasks
- Know when to outsource your business processes

# Identifying the Need for Outsourcing

- ❑ Think about the long-term success of your business
- ❑ Admit you will need help from time to time
- ❑ Differentiate between strategic and non-strategic processes
- ❑ Identify projects for outsourcing
  - Create a list of all the tasks you complete daily
  - Create a two-column table
    - Label one column strategically important
      - Tasks that are related to competitive advantage of business
    - Label one column strategically unimportant
      - Tasks that don't impact your company's competitive advantage
- ❑ Common tasks to outsource
  - Administrative tasks
    - Virtual assistant
    - Email
    - Bookkeeping
    - Data entry
    - Research
    - Project management
  - Content Creation
    - Social media
    - Article writing
    - Editing
    - Books and eBooks
    - Business plans
    - Sales copy
    - Email marketing

- Programming and Multimedia
  - Website design
  - Kindle book submissions
  - Google AdWords Campaigns
  - Search Engine Optimization (SEO)
  - Transcription services
  - Voiceovers
  - Graphic design
  - Videos
  - Animation
  - Mobile apps
  - Formatting and conversion
- Things to Consider Before Outsourcing
  - Freelancers native language
  - Freelancers work history
  - Conduct interviews before making hiring decision
  - Have freelancers complete a test job

## **Best Places to Find Freelancers**

- Upwork
- Fiverr
- Freelancer.com
- Guru
- 99 Designs
- PeoplePerHour
- Behance

# Posting Jobs & Evaluating Freelancers

- Create clear job description
  - Know the requirements needed to complete job
- Detail job requirements
  - Determine the resources needed to complete job
  - Determine skills needed to succeed
  - Create an outline with the specific requirements
- Determine pay rate
  - Talk to others who have successfully outsourced
  - Conduct Internet research
- Evaluating Freelancers
  - Quickly eliminate unqualified candidates
  - Narrow down your choice
    - Look at bid price
    - Companies v. Individuals
    - Personalization of application
    - Project samples
    - Feedback ratings
    - Timeline for project completion
  - Picking the most qualified candidate
    - Create a small test
    - Run a small project
    - Look for interest in project
    - Interview candidate
    - Check references

# Outsourcing Catastrophes

- ☐ Making a hire too quickly
- ☐ Not firing freelancers that aren't a good fit
- ☐ Threatening them with negative feedback
- ☐ Not protecting your ideas
  - Have freelancers sign a confidentiality agreement
- ☐ Not protecting your sensitive business information
  - Have freelancers sign a non-disclosure agreement
  - Avoid providing sensitive business information
  - Change passwords after job is complete