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# Introduction

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Outsourcing is something many people refuse to do, because they think they can't afford it or because they think they'll get ripped off. The fact is, you can't afford not to outsource.

Think about how much money you're making online right now. It might be \$5 a month, \$5,000 a month, or even more. Heck, it might even be nothing!

## **Why is that?**

It's probably because there's only one of you to go around. You might even have a full-time job you have to go to every day to pay the bills. That means you have even less time to work on your business.

In this case, outsourcing is critical. It will allow you to grow and expand your business even if you don't have time to do most of the work yourself. You'll be able to multiply your efforts without cloning yourself!

Best of all, I'm going to show you how easy it really is.

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## Finding Good People

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You've probably heard the old saying "good help is hard to find" many times. Unfortunately, that is true. Even in a bad economy, many people don't appreciate jobs. Thus, they're prone to being late, calling in sick, making excuses, or even disappearing altogether.

It sounds like a nightmare, and it can be, but I'm going to give you some tips that will lessen your chances of running into such problems.

The first suggestion is to be picky about where you find workers. Don't just use any old freelancing site, because you'll find it difficult to separate the wheat from the chaff. Be selective.

Forums are a great place to find workers, because you can find out what other people are saying about the worker before you hire him or her. Check feedback carefully, and ask for recommendations.

Some forums for finding outsourcers include:

<http://www.warriorforum.com>

<http://forums.digitalpoint.com>

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<http://www.wickedfire.com>

Outsourcing sites are also good places to find workers, however you have to be careful to check one out thoroughly before you hire them, as the quality can be quite poor. Many workers are from non-English-speaking countries and may have poor communication and writing skills, so make sure you hire someone suitable.

One great thing about hiring people via outsourcing sites is that most of them have a feedback system. This allows employers to rate the quality of the work and service they receive from a worker so other potential employers can see how they performed.

While everyone has to start somewhere, it's best if you leave hiring new workers to others. Stick only with vetted, experienced workers with plenty of positive feedback, little or no negative feedback, and a portfolio of sample work.

You may also wish to ask for references. Make sure you verify the testimonials by contacting those who gave them. Don't just accept testimonials with no contact information.

Another major benefit of outsourcing sites is that some of them act as an escrow service, allowing you to deposit money for workers without giving

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it directly to them. In the event that they don't perform, they won't be paid. And the workers are also protected from the potential of non-payment.

Some outsourcing sites to try:

<http://www.getafreelancer.com>

<http://www.odesk.com>

<http://www.elance.com>

Another great source of workers that many people seem to forget about is Craigslist. Often, you can find people in your local area or in other areas that post ads offering services.

If you can't find what you want, you can post an ad yourself. It's free to post an ad, and you'll usually get dozens of inquiries, allowing you to pick and choose the best candidate.

If you hire someone in your local area, you will be able to meet them, find out where they live, and keep them in check. If they stop answering your emails or phone calls, you can go knock on their door to find out why!

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<http://www.craigslist.org>

If you need design work, you can try holding a contest. Contests allow you to be assured of getting a design you really love, which won't always happen when you hire someone.

It is sometimes difficult to explain exactly what you want to someone else, and sometimes they don't understand your vision. In this case, they could deliver something you don't care for, yet, you still have to pay them.

Ethically, you can't just refuse to pay someone because you don't like what they deliver, but you can ask them to revise it based on their revision policy. Be sure to ask a worker their policy about revisions, including how many are included for free and how much they charge for revision above that, before you hire them.

With a contest, you don't have to worry about this. You get dozens, sometimes hundreds of designs to choose from, and you only pay once you have a winner.

Try:

<http://www.99designs.com>

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## Testing Workers

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It's a very good idea to test workers before you hire them, especially if you need them for something highly skilled like writing or programming. Samples are great, but they could have stolen samples from someone else, so you can't always trust them. Samples also don't tell you anything about how quickly that person works, how well they communicate, or

I'm not suggesting you ask them to work for free. I would never do that. Instead, hire them for a small job, first.

Let's say you want someone to write twenty-five articles for you. Don't hire them to complete all twenty-five at once. Instead, hire them for one or five. Once they have delivered, you can release payment and complete the job.

You could also do this on a small scale with a designer. If you need to hire them to design a complete website, hire them first for only the logo. Once you're happy with the design and service, you can hire them to complete the rest of the work. This is the best way to ensure you'll work well with someone before you hire them.

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## Paying Workers

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There are two important things to remember concerning paying workers. First, be sure you pay workers even if you're not entirely thrilled with their quality. People who do work for you deserve to be paid. Never make someone waste their valuable time.

If they have delivered stolen articles or otherwise scammed you, then it is fine to withhold payment. Otherwise, pay promptly. It's the right thing to do, and it could get you sued if you don't.

Next, be sure you don't pay 100% upfront, even for people you think you know well and have worked with for years. This is especially true when you hire someone for a large, expensive job.

Why am I saying this even about those you have worked with and have proven themselves trustworthy? Because anything can happen. People get sick. People have computer trouble, and sometimes they can't afford to get it fixed. People have loved ones die and need time away. Anything can happen, and people can't always (or won't) offer refunds. Remember, if they've already spent your money, they may not even have it to send back.

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I recommend paying a 50% deposit. That way, both parties have equal risk involved in the transaction. You risk not getting what you hired them for, and they risk not being paid the rest upon completion. Additionally, the other 50% payment is an incentive for the worker to complete the job quickly in order to receive the rest of the money.

### **Payment Methods**

Most workers will prefer to be paid by PayPal. It will allow them to get paid quickly and deposit the money into a bank account. Some people, especially in banned countries, won't be able to accept it. They may have lost their account for various reasons (sometimes shady, sometimes not.)

Some outsourcing and contest sites will allow you to pay them directly, and then they release the money to workers like an escrow service. This is a method that is relatively safe for both parties.

Other services for people who don't have PayPal include:

<http://checkout.google.com>

<http://www.stormpay.com>

<http://www.moneybookers.com>

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<http://www.xoom.com>

<http://www.2checkout.com>

You could also pay via bank wire or Western Union, but keep in mind that Western Union is a common tool for scammers. You'll want to be especially careful if you use this method, especially for the upfront deposit. People often use Western Union to attempt to hide their identity by giving you someone else's name and then having them pick up the money.

Remember that people who are writing articles for a few dollars each, designing graphics as a freelancer, or performing other similar tasks are often living day to day. Don't delay payment for any reason once work has been completed, even if they were late completing the work.

Just like you expect them to deliver on time, they expect you to pay quickly. If you are going to have to go out of town before work is completed, or you cannot pay immediately, be sure to tell them when you can and why you can't do it at the moment. If you expect honesty and communication, then you should also deliver it.

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## Keeping Workers Happy

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A quality worker is a goldmine, so you should be sure to keep your workers happy when you find them. Yes, they are lucky to find paying work at all, but the happier they are, the better they will work.

Studies have shown that happy employees are more productive, work faster, and produce higher quality results, yet many employers don't take steps to keep their employees happy. Morale is extremely important in the workplace, but it is often forgotten.

To keep your workers happy, be sure to:

- Pay them quickly every time.
- Give them bonuses now and then for excellent performance.
- Be patient with good workers who have rare problems.
- Communicate quickly, just as you expect them to do.
- Give clear instructions so they can do their jobs effectively.

Remember, it's extremely difficult to find quality, reliable workers, so treat them well so you won't lose them!

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