

Outsourcing Saves Time and Money

Outsourcing has become a popular way to have a service performed at a low cost. While many people boost their income by performing outsourced tasks for others, it might be smarter to be on the other side of the equation. There's much more income potential.

If you're performing work yourself, you're ultimately limited by your time. However, if others are doing the work, you're only limited by your ability to manage all the moving parts.



Free up your time for more important tasks. If you're a one-man or one-woman operation, you know how challenging it can be to do everything yourself.

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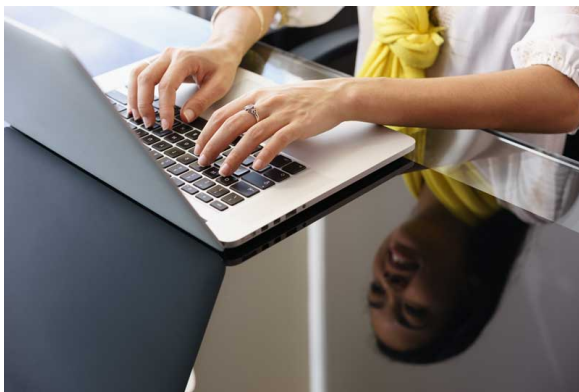
There are many online outsourcing platforms where you can find someone to do whatever work you desire: **Elance.com**, **UpWork.com**, **Fiverr.com**, **Internships.com**, **Freelancer.com** and **Guru.com** are just a few of the options I have used.

Besides making the product or performing the service, you have to market your business, find customers, handle sales, manage billing and collections, keep the books, and do everything else that a solo operation entails. It can get exhausting.



It's rare to find someone that is good at all of the tasks that are critical to running a successful business. If you dislike sales, there are people that can handle that aspect of your business for you. Think about all the tasks you do that would be relatively simple to teach to someone else. These are the things you want to outsource.

Find one or more freelancers that can handle those tasks for you.



Tip: sales can be a great place to start, because it's possible to find someone willing to work on commission. They can pay for themselves. With more available time on your hands, you can be more productive by working on other things that only you can do which will in turn increase your income.

Outsourcing can be a great way to boost your income, but finding a skilled freelancer for your needs will require some effort or a little luck.

Since luck is difficult to predict, it only makes sense to rely on effort and an intelligent process. I often say that you have to kiss a lot of frogs in order to find your prince when looking for a freelancer.

Finding a Freelancer

This process will help you find a freelancer that meets your needs:

Define your needs. It's nearly impossible to satisfy your needs if you don't know what they are. Consider the tasks that are simple, you don't enjoy doing, or you're not particularly good at performing. Ideally, you'll find a task that meets all 3 criteria!



- Choose one task to outsource. Pick the one that makes the most sense. Remember that you can also outsource the actual product or service itself. Maybe you're one of those lucky business owners with too much business to handle.
- You can always outsource additional tasks later, but just start with one.
- What characteristics does your outsourcer need to possess? What type of experience would be ideal? How skilled does he need to be? How many hours per week will you need help? What personality characteristics would you like to see?

Create your listing and post it.

A simple search will yield a wide variety of outsourcing platforms. A few things to keep in mind:

- Be wary of posting or providing your main email address, Skype ID, or phone number. You're almost certain to be inundated with unwanted attention.
- Remember that you also have the option to look through the listings to find someone who looks like they have the skills you need at a fair price. The most effective strategy is to do both.

Evaluate and interview.

The evaluation process will depend on the type of work you need performed. A resumé may or may not be necessary. Samples of prior work are important in most cases. Choose a few of the best candidates and interview them.

- Skype is a great way to conduct interviews. There's so much that can be gathered from actually seeing someone and their body language.



- Pay attention to whether or not the candidate is on time. If they're late for the interview, can you expect them to meet deadlines consistently?
- Have a few questions prepared to test their knowledge. Every field has its own lingo. This is one way to discover those pretending to have expertise they don't truly possess.
- Interview all your best candidates before making a decision. The first candidate might be great, but the third might be much better. You'll never know that if you don't interview everyone.

Give the best candidate a small trial job.

If they can't do an adequate job, the sooner you discover that fact, the better. Be sure to provide all the information and guidance they need to do their best. This will also help you to clarify in your own mind what you need from them.

- If you find someone with a positive attitude and excellent skills, it's your responsibility to mold them into what you need.

Provide feedback. It's unlikely that anything will be perfect right out of the gate. Constructive feedback is a critical step to getting the best results from your worker.

Outsourcing can be a great tool for making more money while doing less work.

Make a list of all the tasks you regularly perform and decide which of them you would prefer to outsource. Just take it one step at a time and you'll find the right person for your needs.

Outsourcing will free you up to spend more of your time on the most productive and lucrative tasks. You'll get more enjoyment – and income – from your work!

