The Hands-Free Outsourcing

CHEAT SHEET

DETERMINING NEEDS.

WHEN TO OUTSOURCE

- When you don't have time to do the task yourself.
- When you don't know how to do the task yourself.
- > When you don't want to do the task yourself.

IE When the project is stuck and not moving forward.

WHERE TO OUTSOURCE

- Post A Project To A Freelancing Site: Upwork.com, Guru.com, Freelancer.com, Fiverr.com, RentACoder.com, Odesk.com
- > Search Google: Example: "Ghostwriter", "freelance writer," "article writer", "SEO article writer".

Tip: Be sure to check the regular search results and paid sponsor ads shown on the top and to the right of the regular search results.

> Ask For Recommendations: Your colleagues, forums, social media

WHAT TO OUTSOURCE

Content creation

Social media management

Graphic design

Planning

Data entry

Customer support

Video editing/production

Administrative assistance

Q Research

Traffic generation

Copywriting

🙏 Legal services

(ii) Transcription

🦸 Order fulfillment

Powerpoint presentation

Lead generation

👗 Installations/Setup

Email marketing

Accounting

Public relations

(a) Blogging

Document formatting

Affiliate recruiting

Search engine marketing

Recommendation: Post a project to a freelancing site.

ADVERTISING JOBS.

Create a project description that defines...

- The scope of the project.
- Deadlines.
- Delivery format.
- > Usage of the completed project.
- Project milestones and goals.
- Specific expectations.
- > Exclusive rights for completed project.
- > Encouragement to ask questions.
- > Payment terms.
- Examples to use as a model.
- > Company mission, vision, philosophy.
- > Preferred skills and abilities.

Tip: Look at other projects posted at freelancing sites to use as inspiration for your own descriptions.

EVALUATING AND HIRING FREELANCERS.

Once you post a project to a freelancing site, available and interested vendors will submit a price and time period for completing your project. It's time to evaluate your options...

Step 1



Check The Freelancer's Feedback. Look for high ratings and positive comments from multiple sources over an extended period of time.

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Step 2:

Browse The Freelancer's Portfolio. Check the quality of samples to see if it matches your expectations.



Step 3

Review The Freelancer's Rates. Locate the highest-quality freelancer that will complete the project within your budget and time period.

Questions To Ask Before Making Your Final Selection...

Pid the freelancer send a personal reply with his bid, which shows he really understands the project?

Has the freelancer done projects similar to the one you're proposing?

Are there any recent red flags that would warrant choosing a different freelancer instead?

Note: Instead of giving your most expensive, most important and/or biggest job, start small by giving your freelancer a series of small tasks to complete.

MANAGING PROJECTS.



摩 Explain what you like and want more of.

Reveal how often you want updates/communication.

Provide resources and information needed.

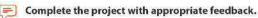
🥶 Consider giving a bonus for exceptional work.



Praise good work along the way.







Tip: When using a freelancing site, be sure to communicate with your vendor through the channels provided by the site.

