

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 | Research | Installations/Setup |
| Social media management | Traffic generation | Email marketing |
| Graphic design | Copywriting | Accounting |
| Planning | Legal services | Public relations |
| Data entry | Transcription | Blogging |
| Customer support | Order fulfillment | Document formatting |
| Video editing/production | Powerpoint presentation | Affiliate recruiting |
| Administrative assistance | Lead generation | Search engine marketing |

Recommendation: Post a project to a freelancing site.

ADVERTISING JOBS.

Create a project description that defines...

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

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...

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| Did 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? |
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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.

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| Make your expectations clear. | Praise good work along the way. |
| Explain what you like and want more of. | Be cordial and specific when tweaks are needed. |
| Reveal how often you want updates/communication. | Be aware of time zone differences. |
| Provide resources and information needed. | Complete the project with appropriate feedback. |
| Consider giving a bonus for exceptional work. | |

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