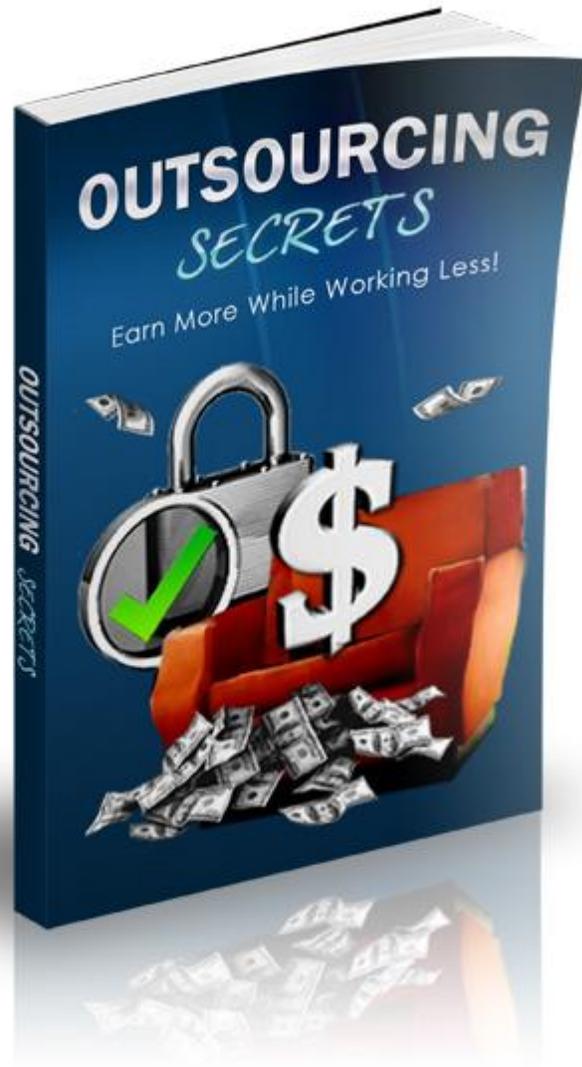


# Successful Outsourcing Strategies



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## **Introduction To Outsourcing Secrets**

When it comes to building your online business, you'll quickly discover that there are only so many hours in a day. No matter how hard you try to manage your time effectively and get more done in less time, you'll never be able to achieve the same results you would if you developed your own private outsourcing team.

Whether you simply want to outsource the mundane, repetitive tasks to a group of freelancers, systematize your work, or you're interested in covering more ground and exploring new markets, while gaining maximum exposure for your online business, an experienced outsource team can help you reach your objectives.

It's often a difficult challenge for entrepreneurs to outsource simply because they feel as though they are losing control of their business. In reality, once you decide to take that leap of faith and begin to delegate

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some of the responsibilities to reliable freelancers, you will find yourself with far more available time that you can use to further your business and brand awareness, or simply enjoy life.

However, creating a successful outsource team isn't always as easy as it seems.

While there are thousands of freelancers vying to claim open projects and bid on your work, you need to take a proactive approach in verifying each potential freelancer.

After all, while they will work their own schedules and typically complete projects with no supervision, they are still in many ways, very similar to employees.

You want to make sure that you are putting your projects into reliable hands, and that the freelancers you choose will be dedicated, honest and loyal.

The Outsourcing Secrets guide reveals the insider trade secrets of successful entrepreneurs who have been able to take their business to the next level by developing an outsourcing army. These freelancers are committed to getting the job done, and in giving their absolute best every single time.

With your own private freelance group of workers behind you, you will be able to skyrocket your exposure and overall profits because you'll simply cover more ground than you ever could on your own.

Best of all, even if you are on a shoestring budget, there are strategies that will help you find the most affordable freelancers who are just as experienced and dedicated as the higher priced ones, saving you time and money in the process.

Delegate the repetitive, monotonous tasks to a reliable freelancer, and you will find yourself becoming not only more productive, but more creative as you can

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focus on the things you truly enjoy.

You're the brain behind the operations, and you're responsible for running the show. That means that your focus should be placed on doing the things that ONLY you can do.

Remember, just because you can do it doesn't mean you should. You need to stay focused on the tasks that require your time and effort; after all, there are aspects to your business that only you will be able to manage. Everything else is negotiable.

If you implement the outsourcing secrets featured within this guide, your business will never be the same again.

Let's get started!

## **Outsourcing 101**

Every successful business has a hierarchy of task delegation. From the top dog (CEO) to the secretary, right down to the cleaners, everyone has their position and responsibility in helping to run the company.

That doesn't mean that only big businesses should hire their own crew of experienced workers, in fact, when it comes to running an online business, there's an even greater need for outside help.

If you intend on doing it all yourself, you'll quickly discover just how little you'll actually get done. You'll end up burned out, frustrated and ready to throw in the towel, especially if you had great plans for your online business and despite all the time and effort you put into building and growing your business, you aren't able to meet your objectives.

At the end of the day, it will feel as though every

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step forward you attempt to take, leads you three steps back.

There's an overwhelming number of responsibilities that any successful entrepreneur needs to manage, and if you truly want to take your business to the next level, there will come a time when you have absolutely no choice but to delegate some of those tasks and responsibilities to someone else.

Fortunately, unlike offline companies who spend a fortune hiring in-house employees, you can set up your very own team quickly and easily, at a fraction of the traditional costs associated with hiring employees.

With the Internet, it's never been easier to outsource your work to experienced freelancers. There are literally hundreds of websites featuring freelance portfolios and telecommuters looking for part or full time employment from their home offices.

In addition, there are dozens of online marketplaces where you can place a listing request for specific skills and locate hundreds of potential freelancers willing and able to complete the job.

Regardless of your niche market or industry, and despite your experience level, you can directly benefit from hiring your own small group of outsourced agents.

Best of all, there are freelancers available for every online task imaginable.

From Search Engine optimization specialists, info product developers, designers, copy writers to website maintenance experts and consultants, there is no shortage of exceptionally skilled freelancers who can help you build, grow and maintain your online business.

If you are looking to remain competitive within your industry, seeking advice and help from those who have more experience than you is a surefire method of

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gaining inside knowledge to the information you need to be able to advance your business to the next level.

You can choose to post open projects on freelance marketplaces that are visible to anyone venturing into the community, or you can choose to post private listings, protecting your information and making sure that your competitors are unaware that you are outsourcing a part of your work to freelancers.

Consider the possibilities when you have a large group of skilled freelancers available to you at any time, day or night.

It's an invaluable asset that will help you position your business as a strong unit, one that is well managed, scalable, and flexible.

Outsourcing simply makes sense. Not only is it a surefire strategy of getting more done in less time, but it can essentially be more cost effective than

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simply doing it yourself.

Think about how much your time is worth, and then determine what portion of your job could be outsourced to an experienced freelancer.

There are always things that only can do for your business, and that is where your time and energy should be focused.

Everything else, could (and should) be outsourced to people who can take responsibility for specific tasks.

Freelancers are not added to your payroll, you are not required to offer benefits, insurance or even bonuses.

They are paid either per project, or based on specific time frames, such as monthly, or on how many hours are dedicated to each project.

This means, that rather than being forced into hiring a

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freelancer on a full time basis, you can work with them on an intermittent basis, giving you the flexibility and control you need.

Looking to hire a freelancer to create a small script or software project?

Hire someone on a "per project" basis only.

Interested in hiring a virtual assistant to manage your help desk and customer support duties?

Hire them on a weekly or monthly basis at a set (flat) fee, saving you more money than you ever could be hiring a local employee.

You can choose to integrate outsourcing into your business as much or as little as you are comfortable with or can afford, it's entirely up to you.

By collectively developing a team of freelancers, you

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can utilize their individual skills and experience to help you further your online business quickly, easily and affordably. It's the easiest way to leverage your time while reducing your workload and overall costs.

Outsourcing is all about working smarter, not harder.

Let's take a closer look at what you need to know before creating your freelance team.

## **Creating Your Freelance Team**

In order to be successful with creating your outsourcing team, you need to be transparent in your relationships with your freelancers. You have to commit to finding partners that you believe you can trust, and who are capable to getting the job done, in the same manner that you would do it yourself.

Sometimes, the little things get in the way. You find a freelancer that you are interested in, but they have a different way of doing things than you do.

You will need to be open and flexible to new ideas, and remember, that if the job gets done correctly, it really doesn't matter how they got there.

A lot of online business owners will create a series of training videos or e-courses that can be sent to each new freelancer they outsource, showing them how to complete specific tasks.

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Doing this will free up your time by not requiring that you train them personally, and will ultimately help you develop a team of freelancers who completely understand what you expect and how you prefer each task to be completed.

Keep in mind that you NEED to let go of some of the control if you want to benefit from outsourcing a portion of your projects. If you are constantly monitoring your freelancers, or spending an abundance of time training them, you are defeating the purpose of hiring freelancers in the first place.

One quick and easy way to develop training videos showcasing how each task is to be completed is by using the free software available at [www.Jing.com](http://www.Jing.com)

With Jing, you can go through each task yourself, embedding audio into the video so that you can give clear instructions on how each project is to be

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completed. Then, compile the video and add it to your training series. Send a copy to each freelancer that you choose to hire.

You should also consider interviewing each potential freelancer by simply requesting that they meet with you via online messenger (Skype.com is an affordable solution to connecting you with each freelancer who may not be available by phone).

Just by asking a series of questions relating to your business or the tasks that you intend to outsource will give you a good idea as to whether each freelancer is equipped and experienced enough to get the job done.

For example, if you are considering hiring a freelancer to compile keyword listings for search engine optimization, you could ask them a few questions about how they would go about completing the job.

You could then assign a small project to each

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freelancer in order to evaluate their work as well as ensure that they are able to meet deadlines.

Start off small, so that you are able to create an experienced freelance team of professionals. One of the biggest mistakes that people make when creating their outsource team is in hiring too many, too soon.

You really want to get to know each freelancer that you are planning to hire, after all, they will become part of the engine powering your online business.

Since freelancers are typically unsupervised, you also want to make sure that they are disciplined and able to meet deadlines and complete tasks consistently.

The best way to survey different freelancers and the services they provide is by looking through their portfolios as well as their overall feedback. Within most freelance marketplaces online, you will be able to browse through all of the previous projects that

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specific freelancers were chosen to do. This is a great way to determine whether former customers were satisfied with the work that was done.

You really want to spend time evaluating each freelancer, so that you are focusing on hiring only the best of the best.

Believe me, I've made the mistake of focusing more on cost versus quality. While you certainly want to get the most bang for your buck, if your business is important to you, you need to find freelancers who will work as diligently on your projects as you would.

For the most part, focusing only on those freelancers who are willing to do it for less won't give you access to the ones that will not only do it well, but do it as good (if not better) than YOU would do.

Keep that in mind when evaluating potential freelancers. Sometimes paying a bit more is worth

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every penny in the long run.

Check out the following sites and spend some time browsing through the different portfolios of the top freelancers in each category:

<http://www.odesk.com>

<http://www.Designoutpost.com>

<http://www.Guru.com>

<http://www.elance.com>

<http://www.RentaCoder.com>

<http://www.Scriptlance.com>

When creating your outsourced team of freelancers, the first step is to determine exactly what projects or tasks you are going to outsource. You need to have an overall goal in mind prior to scouting out fresh talent.

If you are a new entrepreneur, do you need help setting up your business site, creating a blog, developing your

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content management system, or perhaps installing scripts or modules to make your site more interactive?

If so, you will find plenty of available freelancers on marketplaces like [www.Scriptlance.com](http://www.Scriptlance.com) or [www.Elance.com](http://www.Elance.com)

If you are looking for writers to create article content or freelancers willing to help you generate back links and targeted traffic to your website, you can find hundreds of freelancers on sites like [www.Guru.com](http://www.Guru.com)

Each marketplace will be categorized so it's easy to locate potential freelancers just by entering in keywords relating to the type of project you are interested in outsourcing.

For the most part, you will need to spend some time comparing both skills and costs, so that you can choose the most affordable, high quality freelancer to do the job.

## **Outsourcing Virtual Assistants**

Handling all of the workload associated with running and maintaining your business can quickly become extremely overwhelming, especially if you are trying to manage it entirely on your own.

By hiring a virtual assistant, you can instantly free up your time and resources, so that you can spend more time with family, focus on creating new business, or in simply taking a break.

After all, the last thing we want is for our online business activities to feel like the J.O.B we quit ages ago.

Virtual assistants can handle a variety of tasks, and are traditionally experienced with customer support, management, call centers, help desks, as well as marketing, administration and secretarial duties.

Finding experienced virtual assistants is exceptionally easy online, as it's one of the most sought after positions that both new and seasoned telecommuters are vying for.

Make sure that you evaluate each individual virtual assistant and get a good idea of what skills they have, as well as their level of experience.

When it comes to hiring a virtual assistant, you really need to make sure that they can handle working independently, and will represent your business in a positive way.

Each virtual assistant you hire becomes an extension of your online business and you need to verify their experience, level of confidence, professionalism, and capability in handling your most valuable asset; your customer base.

From personal experience, virtual assistants have been

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directly responsible for helping my business grow, by providing me with the reassurance that I am able to take trips, vacations or spend time working on new projects without having to worry that my customers are not being catered to.

One of my favorite places for hiring virtual assistants can be found at: <http://www.DistantSupport.com> and <http://www.davincivirtual.com>

Here are other resources I have personally used to locate experienced, professional and skilled virtual assistants who can work within any industry or field imaginable:

<http://www.dwofficesolutions.com>

<http://www.teamdoubleclick.com>

<http://www.hirevirtualassistants.com/>

<http://www.bpovia.com> (pay as you go)

My personal strategy when hiring virtual assistants is

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to choose more than one, so that I am always covered should one decide to move onto other things.

Throughout the years, I made the mistake of placing a lot of responsibility on a single virtual assistant who was unable to keep up with the daily tasks.

My help desk was flooded with tickets, my customers were frustrated at not receiving a prompt response to their questions, and my customer support system had abruptly slowed down to a complete halt. It was a complete nightmare.

Don't let this happen to you. When hiring a virtual assistant, consider hiring 2-3 and train them all to be able to do the same tasks.

That way, if one moves on to another project or fails to give you advance notice of their departure, you will be able to simply shift the extra workload between your remaining two assistants until you can hire another.

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Also, consider offering bonuses and incentives to your virtual assistants. (In fact, I recommend doing this for any freelancer you hire). It's a great way to keep momentum going and to give them the motivation to do the very best job they can do.

You might discover that your team initially works their best for you only to slow down over time. This lull can be cured by simply offering them cash bonuses or gift certificates as a way of boosting productivity and in showing them that you appreciate their work.

The better you treat your freelancers, the harder they will work to please you. It's no different than hiring in-house employees, when it comes to utilizing incentives as a way of keeping them on their toes and getting the very best from them on a regular basis.

When structuring your virtual assistant team, you want to give them a direct line of communication to you. You

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also want to make sure that you set up your customer support unit so that it's easy for them to manage.

One way of doing this is by purchasing a toll free number from online services. The most affordable option I've personally used is found at [www.Grasshopper.com](http://www.Grasshopper.com) (formerly GotVmail.com).

With this toll free number, you can route calls to individual virtual assistants, as well as set up an after hour greeting and messaging system for the times when your assistants are unavailable.

You can also forward messages via audio files directly through email, saving your virtual assistants time in having to manually check for voice messages through the system.

Setting up a Skype number for each of your virtual assistants is also a cost effective method of developing individual support tasks for each freelancer

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that you hire. You could assign one virtual assistant with being responsible for tech support calls, while another is responsible for handling orders.

My virtual assistants do everything from organizing data, setting up conference calls, uploading content to my blogs (as well as developing content for my websites) and even submitting articles to directories to help generate targeted traffic and authority backlinks for my site.

You might be surprised at just how much your virtual assistants can do you for, and at exceptionally affordable rates.

Here are a few more resources worth exploring:

<http://www.Workaholicsforhire.com>

<http://www.Ableva.com>

<http://www.AgentsofValue.com>

<http://www.HireMyMom.com>

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## **Outsourcing Content Writers**

Regardless of your industry or market, odds are there will come a time when you need freshly developed content to power up your websites, blogs or in traffic generation strategies and campaigns.

Outsourcing all of your content development to experienced freelancers is not only incredibly easy to do, but with so much competition in the market from those seeking work at home freelance writing jobs, it's also one of the most affordable projects to outsource.

Article content is a critical component of a successful website. Your articles help to educate your visitors, pre-sell your customers, drive in fresh traffic and help your website rank within the major search engines based on your targeted keywords.

Regardless whether you are a proficient writer or not,

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it's unlikely that you will ever have enough time to create all of the content you need yourself.

Outsourcing content creation and article writing is nothing new, established businesses as well as start-up companies have been using skilled freelance writers for years, and with this team, are able to create unlimited articles, ebooks, and reports.

Best of all, you can take the content that you've paid to outsource and spin it into additional content packages, including slideshows, press releases, blog posts, autoresponder sequences and even entire websites based around categorized article content.

I've used [www.workaholics4hire.com](http://www.workaholics4hire.com) as the power team behind submitting my content into article directories, blogs, as well as in taking existing articles and spinning them into press releases.

All of the content that I outsource is re-purposed many

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different ways so that I can get the most out of every package I purchase.

When it comes to hiring the best writers online, I've had the most success using the following communities and marketplaces:

<http://www.Elance.com>

<http://www.Guru.com>

<http://www.ifreelance.com>

<http://www.WarriorForum.com>

When it comes to finding experienced writers, not all freelance marketplaces are created equal.

You'll find that when it comes to hiring freelancers for specific duties, marketplaces like

[www.ScriptLance.com](http://www.ScriptLance.com) will yield better results for

programmers and coders, while sites like

<http://www.eLance.com> will provide you with access to

some of the top writers and content developers online.

When it comes to creating a project spec sheet for your content, you need to be as clear as you can be. Write down the keywords that you want integrated into the content (or outsource keyword research to the same writers who are going to be creating your content).

You need to really draft out a clear spec sheet, if you want the best results possible. Give your writers a guideline to follow, and if you prefer specific writing styles, hand them a couple of articles to base your new ones off of.

You also want to make sure that you include overall word count (length) as well as the titles, focus and even voice/style.

Do you want your articles to be written with aggressive selling in mind, or are you interested in having content created for more subtle campaigns?

When it comes to outsourcing larger projects, including ebooks that may serve as a flagship product for your company, you need to do a bit of the work yourself.

First, research your topic and develop a series of questions that people actively purchasing information products within that market are asking.

Then, have your writer address those questions within the ebook. It's a great way for your writer to develop chapter titles and an overall guideline of what you want your ebook to encompass.

You can also offer your writer a summary sheet that outlines the questions AND answers that you find online. Have your writer re-write the content, based around the common questions and concerns that potential buyers have.

This is a fast and easy way to outsource a well-constructed ebook that you have control over, without

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doing a lot of the work yourself.

Simply create the summary sheet, hand it over to your writer and have them create a full length ebook based around the questions and answers you've compiled.

I've outsourced dozens of ebooks throughout my years online, and by offering my writers with a summary sheet, spec sheet or a simple Table of Contents guide, I've been able to outsource the entire project, while only having to make small tweaks once the ebook was written.

When looking for writers to create ebooks or larger content based projects, I recommend going to [www.Elance.com](http://www.Elance.com) or [www.Guru.com](http://www.Guru.com)

Make sure that you specify overall page count (be flexible with this, however, the last thing you want is for your writer to struggle to fill up the pages with unnecessary content only to meet your length

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requirement).

You should also be clear on when you expect the project to be completed, and provide your writer with a direct line in which to contact you (your cell phone, office number, etc).

You also need to provide your writer with a target audience in mind. Do you want the ebook written for a beginner, or advanced reader?

There is a lot that goes into creating a project spec sheet, but by doing this you will minimize any chances that the project will require consistent tweaks or adjustments.

You should also be careful to specify that you want the ebook to be completely original and custom. Be careful with this, because the last thing you want to do is hire a writer for \$500 only to receive a private label ebook.

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Run the content through [www.CopyScape.com](http://www.CopyScape.com) prior to purchasing the material, and make sure to check references to determine what experiences other clients have had with each potential freelancer you are considering. This research time can save you a lot of time, money and hassle by choosing only professional freelancers who will be able to produce the highest quality content available.

For effectively managing your virtual assistants, content writers and all your freelancers, I recommend using <http://www.basecamp.com> or <http://www.DeskAway.com>

With DeskAway.com, you can create multiple user accounts and assign projects to each of them, individually. Each project can feature a step by step checklist of assigned tasks that need to be completed.

That way, you can easily manage all of your outsourced

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projects as well as stay on top of the overall progress that your freelancers are making, ensuring that you stay on schedule.

Other Resources:

<http://www.SubmitComfort.com>

<http://www.Need-An-Article.net>

<http://forums.digitalpoint.com>

## **Outsourcing Programmers**

You have a brilliant idea for a new script or software, and you simply need to find an experienced programmer who can do the job without charging you an arm and a leg.

Welcome to the world of programmer outsourcing.

Programmers are some of the most talented freelancers available for hire. From the smallest single script project to massive software packages, you'll be able to find the perfect solution to taking your ideas and turning them into in-demand products.

I've outsourced a large majority of coding to freelancers over the years, and from personal experience, I've always found that both [www.Scriptlance.com](http://www.Scriptlance.com) and [www.RentACoder.com](http://www.RentACoder.com) have produced some of the most experienced coders online.

When it comes to outsourcing work to programmers, especially if the project is large-scale, you want to set up an agreement where you are able to pay a portion of the overall costs as each part of the project is completed.

That way, you can test out the script or software to ensure that there are no bugs, or that it doesn't require any modifications or tweaks to get it into full working condition.

One thing to keep in mind is that when hiring a programmer to develop a script or software project, if you find that your relationship isn't working out, it's difficult to switch the project over to a new coder.

Many programmers will refuse to work with someone else's code, and those that will do it, may need a lot of extra time to sift through (and possibly re-structure) the code before they can continue to build your project.

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You really need to spend time evaluating profiles of the programmers you are considering hiring.

Ask for working examples of similar projects they've created, read testimonials and feedback from past customers, and always insist on receiving a contact number so that you can reach them quickly if needed.

Most freelance marketplaces will allow you to pay a percentage of the project upfront, with the remainder due upon completion.

You can choose to place the funds in an escrow account, assuring your programmer that you are serious about the project and have the resources to ensure that it's paid when it's finished, while at the same time, protecting yourself from possible unfinished or buggy code.

Believe it or not, most of the high end software available online was outsourced to experienced programmers, including Mike Filsaime's Butterfly

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Marketing software product and many of Armand Morin's releases including his ebook generator, and product protection script.

Since software can often be priced higher than info products, it's a lucrative business to get involved in, and by having a handful of seasoned, dedicated and loyal programmers in your arsenal, you can quickly build an entire software series or suite catering to your market.

I recommend placing your project listing on [www.RentACoder.com](http://www.RentACoder.com) From personal experience, since programmers are not required to pay a monthly fee as they are with sites like [www.Elance.com](http://www.Elance.com), you'll be able to reach out to a greater number of programmers, and in addition, you'll likely find experienced ones that are willing to do the job at a lower price.

## **Outsourcing Copywriting**

When it comes to copy writing, it's the one area of your online business where you should absolutely not skimp on hiring an experienced marketer.

Copy writing is essentially developing your sales pages and other marketing material that will transform website visitors into repeat buyers. It's the doorway into your sales funnel, and if you aren't an experienced copywriter yourself, you absolutely need to outsource it to the pros.

These people know how to transform words into profit.

They are adept at using the power of persuasion, combined with words that evoke emotional triggers and positive influences to motivate your visitors into purchasing your product, or taking action of a specific kind (subscribing to your autoresponder, downloading trial software, etc).

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Essentially, if you want to make the most money you possibly can with your online business, you absolutely need to outsource your copywriting to someone who has the training and experience required in order to maximize your bottom line.

Copywriters can be quite costly; after all, they will play a significant role in the outcome of your marketing campaigns.

However, by spending a bit of time digging into the off-beat copywriting marketplaces and forums, you'll be able to locate fresh copywriters who are willing to create your copy in exchange for using your site as a reference in building their new portfolios.

As long as you take the time to evaluate samples, and be willing to give a new copywriter a chance, you will be able to find affordable copywriters who can help you make your product launch a successful one.

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Here are a few resources I highly recommend:

<http://www.warriorforum.com/copywriting-forum/>

<http://www.procopywriters.com/>

<http://www.thewritersforhire.com/>

<http://www.highimpactcopy.com/>

<http://www.elance.com> (best marketplace for copywriters)

You will want to request specific information from any copywriter you are considering hiring (even new ones), including past conversion rates from copy they've developed, as well as whether they are willing to offer any required revisions.

For example, a lot of professional copywriters are willing to develop your copy and over a period of 3-6 months, evaluate your conversion rates and determine whether or not the copy needs adjusting and tweaking.

This is important if you find that your sales pages aren't yielding the results you were hoping for, and by focusing on professional copywriters who are willing to work with you over the long haul, you will be able to negotiate the best prices for the work involved.

You can also locate new copywriters by visiting the following forums:

<http://www.copywriting.com/community/forums.html>

<http://www.divinewrite.com/forum/>

<http://forums.freelanceuk.com/copywriting-forum/>

<http://www.project4hire.com/writing-projects.html>

## **Outsourcing Graphic Design & Development**

Your website design, logo and associated graphics represent your company and help build brand awareness.

It's unnecessary to say, that when developing your website you should consider hiring professional designers and graphic artists to create a unique online presence, that will reflect your company in a professional and positive way, while helping you become memorable to those that visit your site.

Graphic and web designers are available on specific freelance forums and marketplaces, and depending on the type of imagery or design you are interested in outsourcing, you may find a designer who is capable of handling various creations, including flash designers, logo designers, and content management designers.

From personal experience, I've always found it far easier to hire a designer who was able to create various graphic based projects, so that I was able to maintain consistency with all of the elements associated to my network.

For example, by hiring the same designer to create your logo as well as your digital product packaging, you will be able to carry the same style throughout your site.

Just like you do with every other freelance you are considering hiring, make sure to preview your designers portfolio, including any available feedback left for the designer from past customers.

Make sure you clarify whether graphic revisions are included, as well as how many, and if you require the source files for the graphics you outsource (PSD, etc) make sure that they are willing to provide those to you, as well as any additional charges associated with

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those files.

If you intend on featuring your logo on t-shirts or printed media, make sure that you discuss resolution and quality with your designer in regards to the different sizes and formats of your graphics.

I've personally used:

<http://www.DesignOutpost.com>

<http://www.iFreelance.com>

<http://www.99designs.com> (host a contest and be able to choose from various design submissions)

If hiring a designer for your entire website, make sure that they are familiar with the w3C (World Wide Web Consortium), a group that focuses on high standard design and validated code. Also make sure that your design has been thoroughly tested with multiple browsers, so that it appears correctly across the board.

## **Outsourcing Swipe File - Resources**

Freelance Marketplaces:

<http://www.Elance.com>

<http://www.Guru.com>

<http://www.Scriptlance.com>

<http://www.RentACoder.com>

<http://www.WriterLance.com>

<http://www.GetaFreelancer.com>

Hot Resource:

<http://www.OffshoreExperts.com>

Find freelancers on Craig's List by targeting  
affordable freelancers from the Philippines:

<http://manila.craigslist.com.ph>

Marketing, Traffic, SEO Outsourcing:

<http://www.submitedge.com/>

<http://www.searchmarketingsales.com>

<http://socialbookmarkingsubmission.com/>

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Ebook Writers:

<http://www.ContentGirl.com>

<http://www.RentAGhostwriter.com>

<http://www.GuestProfessor.com>

Freelance Forums:

<http://forums.digitalpoint.com/forumdisplay.php?f=60>

<http://www.WarriorForum.com> (see "Warriors For Hire")

<http://www.TalkFreelance.com>

<http://forums.FreelanceSwitch.com>

Video Development Outsourcing:

<http://www.MediaStreams.ca>

<http://www.rapidfirevideo.com>

<http://www.TrafficGeyser.com> (automated software)

<http://www.TubeMogul.com>

Call Center Outsourcing:

<http://www.LiveSalesman.com>

<http://www.Go4Customer.com>

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