



Outsourcing Secrets

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Introduction

Unless you live in a closet, then chances are you have heard of the term outsourcing. More and more independent business owners, Internet marketers and other entrepreneurs are finding outsourcing job roles the key to their continuing success. While some view outsourcing negatively, others consider outsourcing as a possibility for greater productivity, efficiency and competitive success.

When it comes to outsourcing, many secrets can help you gain a competitive advantage over your competition. This book will reveal many secrets you can adopt to ensure successful relationships with independent contractors, or the people you outsource job roles to.

First, let us talk about one secret most people need to know to embark on successful outsourcing relationships. The single most important secret of outsourcing is this: To outsource job roles successfully, you must create a successful team. Your team's goals, objectives and purpose should align with your strategic objectives and mission. Sounds easy right? Think you can now toss this book and outsource successfully? Think again.

Outsourcing is a lot more complicated than simply building a team. While it IS important that you build a strong team of individuals to work with you, outsourcing involves much more than simple team building. So clap yourself on the back. You now know one of the more important secrets there is to know about outsourcing. Now you have to learn more. You have to know how to select and build members of your team, and ensure you align your goals with theirs. When you pick a successful team and align your goals, you are more likely to experience success or gain a competitive advantage in the field.

There is much information currently available on outsourcing. Some is factual and other information is misleading. How do you tell fact from fiction?

The good news is you have come to just the right place to learn everything you need to know to make outsourcing work for you. If you are reading this book then you want to learn tips and tactics for successfully outsourcing work, whether you are a small business owner, large company or individual. You may feel interested in outsourcing book writing or software creation and web design.

This book will prove invaluable to Internet Marketer's interested in saving time by outsourcing certain job roles. Most Internet Marketer's key skill area or area of expertise, is marketing. Thus, they spend 80% of their time performing this key role.

That leaves 20% of their time for other tasks they may not be adept at. This book will also prove valuable for independent business owners, small business owners, individuals and even large businesses interested in outsourcing to help maximize their time and efficiency.

Outsourcing's Good Name

While outsourcing sometimes garners a bad name, realistically speaking outsourcing is one of the smartest steps a business owner can make to help improve their efficiency and the time they spend working. The key is understanding how to create successful relationships with the people you outsource with and work with daily.

Many marketers and other independent entrepreneurs working in modern times are learning to associate outsourcing with multiple benefits, restoring its good name if you will. When outsourcing first popped onto the scene, many business owner's viewed it skeptically. They focused on negative reports of outsourcing experiences gone badly. Many associated outsourcing with poor quality work environments or products.

Today however, outsourcing is gaining a reputation for delivering good quality materials and services at reasonable rates. Outsourcing can help business owners expand their knowledge base and create a winning, efficient and motivated team.

This book will help you understand why outsourcing deserves its good name, and help you learn some essential rules to follow when outsourcing to ensure the best possible experience.

Chapter Summaries

Before diving in, let us review some of the information we plan to cover in this book. This will help you specifically if you are looking for information about a specific outsourcing topic. Feel free to jump ahead, but make sure you read each chapter carefully to get the most out of this guide.

Chapter 1 – How Do You Know It Is Time To Outsource?

This chapter will help define the advantages and disadvantages of outsourcing, and help you decide when the time is right to outsource job roles. You can also use this chapter to help you decide what types of job roles you should outsource to others and those you should not.

Chapter 2 – Overview of Outsourcing

This chapter will provide you with a review of key points when it comes to outsourcing. Important ideas to gain from this chapter include, “You get what you pay for” and tip for selecting competent writers, not those that necessarily bid the lowest. You will also learn how to resolve issues with freelance or contract workers, and what steps you can take to oversee with work of contractors without micromanaging. Other topics covered include ownership of copyrights, and a discussion of the feedback rating system on sites. Are feedback ratings faked? We’ll see. Learn more.

Chapter 3 – Writing, Programming, and Other Job Roles

This chapter will focus on outsourcing writing, software and other important job roles. You will learn what to look for when selecting contractors to work on outsourced projects, and how contractor sites including Elance.com and Guru.com can help you outsource easily and safely. You will also learn the steps you must take to protect yourself from copyright violations. Other material covered includes how to ensure a

contractor offers you original material, and not plagiarized material, and what steps you can take if you do find the information you received from a writer is not original.

You will also learn information on selecting the best web programmer to work with you. This chapter will also talk about what to look for in a good contractor, tips for creating nondisclosure and other forms of protection.

Chapter 4 – Outsourcing FAQ

Here you will find answers to your most pressing questions about outsourcing. Be sure to bookmark this page for future reference! We'll also provide you with a brief Outsourcing “do's” and “don'ts” category to ensure your best possible chance for success on your journey toward outsourcing.

Let us now take some time to explore each of these chapters in more detail. Remember, the information presented in this guide will help you make smart choices when outsourcing important job tasks to others.

Chapter 1 – How Do You Know It Is Time To Outsource?

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Defining Outsourcing

Perhaps you have heard of outsourcing, but are not sure what it is. You may define outsourcing many ways. Typically outsourcing involves buying services, parts or products from external locations or from contract suppliers to help save money or reduce the costs associated with services and product creation.¹

Why outsource? We all have skills, talents and abilities. Let us say you are an Internet Marketer. Your goal should include maximizing your potential for success and focusing on tasks related to your strong abilities. Why do this? By doing so you are better able to work efficiently and create the most value for what you do.

Anyone that wants to create an efficient business must learn first how to outsource, or delegate tasks to others the help them reach their career, business and financial goals. By delegating tasks to competent professionals, you allow people who are experts in areas you do not have much knowledge in to take over these tasks.

This in turn allows you to work more efficiently on strategic planning and other core roles within your business.

Profit From Your Strengths

The best way to take advantage of your skills, talents and abilities is by delegating tasks you are not good at to others. Why is this? It allows you to focus on the core skills you possess, the ones that will enable you to grow and expand your business.

By working on activities you enjoy doing and delegating work roles you are not as skilled at, you will save time, create a more efficient work team and realize more profits down the road.

What Outsourcing Does For Companies And Individuals

Outsourcing sometimes gets a bad rep. However, outsourcing can be worthwhile to people that use it correctly. Outsourcing allows you to spend time on job roles and duties you know will create substance or added profits for your business. Outsourcing is a wonderful tool for marketers and other professionals who find they feel swamped with the mundane daily tasks associated with running a successful business. Because of this, they no longer have time to focus on what they do best... be it marketing, selling or relationship building.

Job roles commonly outsourced including writing and programming. Think about this for a moment. You do not want to sit down behind a desk spending hours trying to program complex code or design a website if you are a marketer. Fortunately, you can hire talented people to work under you to do so for you. There is a good chance the people you hire WILL enjoy what they are doing too, so you do not have to feel guilty leaving non core business tasks in the hands of competent professionals.

Many people feel confused about what outsourcing is and what it isn't. Fortunately we will help you uncover fact from fiction in this guide, so you understand how simple outsourcing is for business.