

Outsourcing Secrets

- The GIG Economy trend is taking the World by storm. Independent contractor opportunities are available everywhere, especially in the digital world.
- However, it is impractical to acquire all the in-demand skillsets within the gig economy.
- This is where outsourcing comes in. Outsourcing is the art of engaging usually freelance talents to accomplish tasks you:
 - Don't know how to do
 - Don't want to do
 - Don't like to do
- The key to outsourcing success is in knowing WHAT, WHERE & WHO to outsource to. This is what you'll learn during this training!



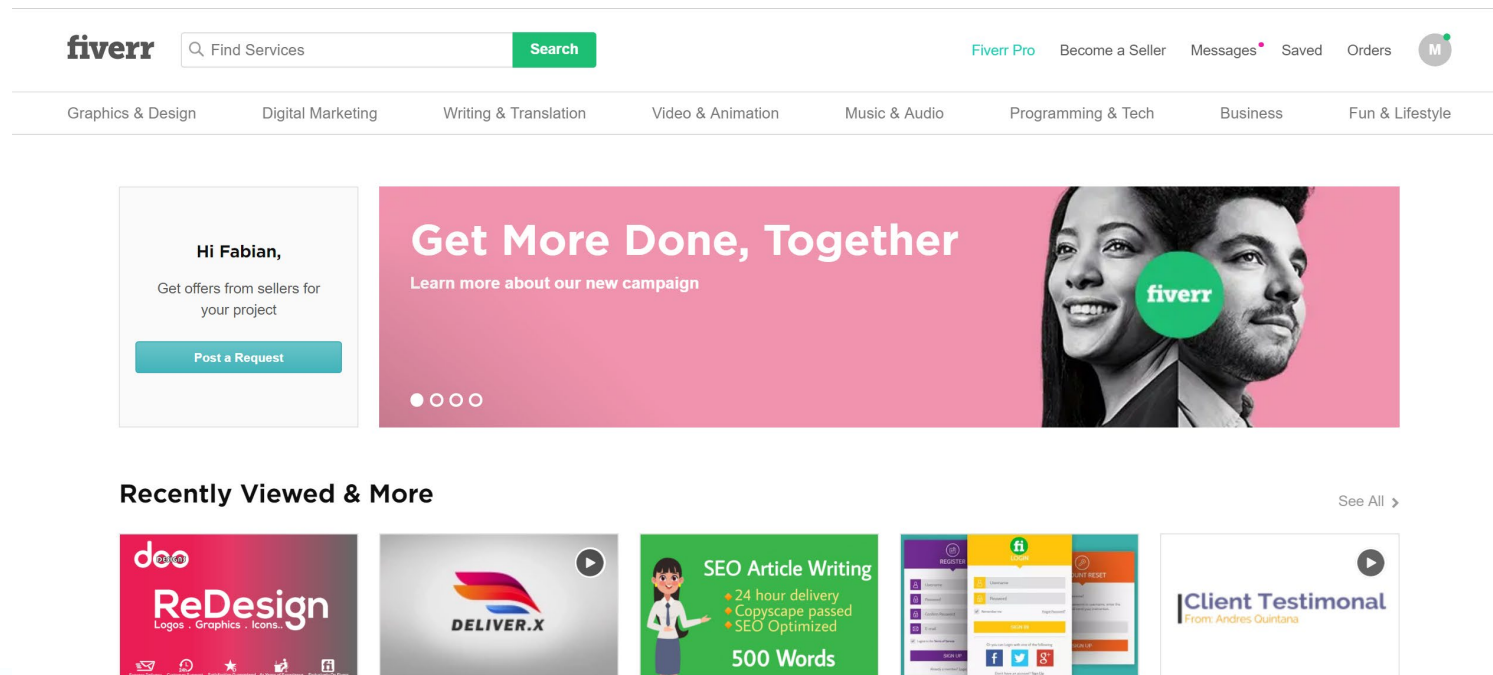
What To Outsource

- In the realm of digital marketing, the good news is you can almost outsource EVERYTHING, except mission critical core-competencies. Certainly outsource tasks that other people can accomplish better and more cheaply than you can.
- You should therefore outsource tasks like:
 - Design related (logo design, video intro, banners, website design)
 - Content (website content, social media content, seo & blog content)
 - Technical (development, programming, source code & CSS)
 - Creative (animation, video ads creation, visual effects)
- Mission critical tasks you should not outsource include:
 - Business Plan Development
 - Vendor Negotiation
 - Traffic Generation Campaign Setup & Optimization
 - Paid Search, Organic Search, FB Advertising, Display Advertising, Content Network etc.



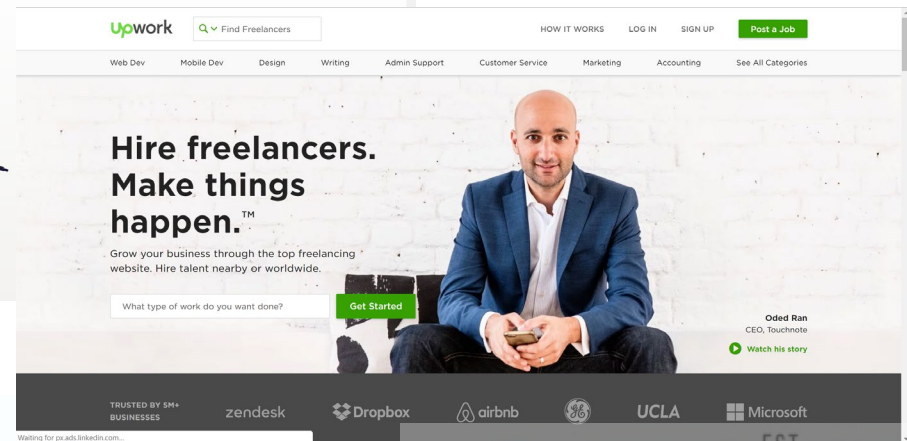
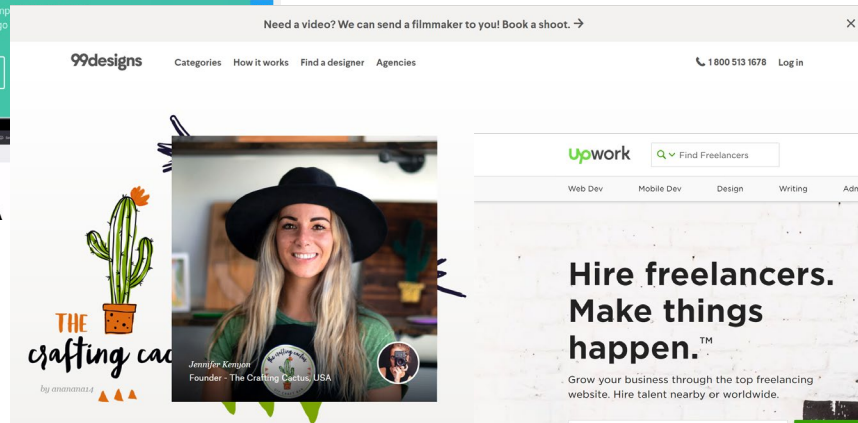
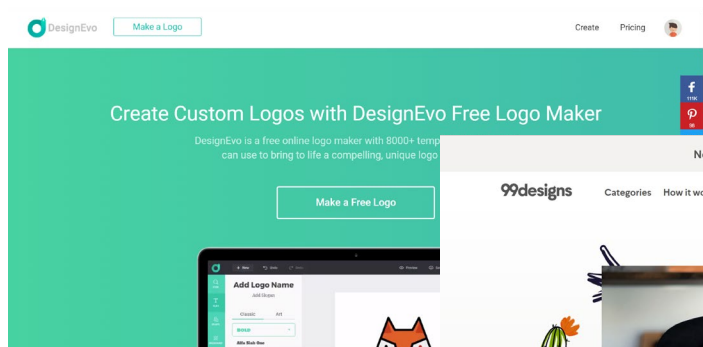
Where To Outsource

- My current favourite outsourcing site is fiverr.com
- Here's why:
 - Good quality work & trusted reviews
 - Very affordable
 - Quick turnaround (As fast as 3 hours!)



Where To Outsource

- My other favourite outsourcing sites:
 - DesignEvo.com – For INSANELY QUICK logo design
 - 99Designs.com – For high-quality custom designs (logos, mobile app, clothing etc.)
 - Upwork.com – For high-quality longer-term outsourcing talents



Who To Outsource To

- Use keyword or category search to shortlist relevant talents
- Further refine shortlist by selecting more filters on the left pane

The screenshot shows the Fiverr homepage with a search for "video intro". The left sidebar contains the following filters:

- Refine Results**
 - All Categories (3755)
 - Intros & Outros (1708)
 - Logo Animation (1677)
 - Slideshows & Promo Videos (132)
 - Video Editing (44)
 - Short Video Ads (36)
 - Whiteboard & Animated Explainers (29)
 - Logo Design (26)
 - Greeting Cards & Videos (15)
 - Producers & Composers (14)
- Delivery Time**
 - ☐ Up to 24 hours
 - ☐ Up to 3 days
 - ☐ Up to 7 days
 - ☒ Any
- Price Range**
 - \$ to \$ >
- Online Status**
 - ☐ Online (231)
- Intro/Outro Type**
 - ☐ YouTube Channel Intro (797)
 - ☐ Call to Action Outro (24)
 - ☐ Title Sequence (18)

The main content area shows 1-48 of 3755 results for "video intro", sorted by Relevance. The results are displayed as a grid of service cards, each with a thumbnail, seller name, level, description, rating, and starting price.

Who To Outsource To

- Review talent's portfolio & reviews
- If necessary, chat with the talent to get your questions answered

The screenshot shows a Fiverr service listing for 'I Will Create 26 Amazing Video Intro Logo Bundle'. The listing is highlighted with a red box. The service is offered by a seller named 'startuptonic' who is a Level Two seller. The listing includes a video preview of a logo animation for 'Diet Joke' with the website 'www.jokediet.com'. The service is priced at \$10 for the Standard package, which includes 26 total intros, background music, logo transparency, custom colors, and overlay text. The delivery time is 3 days. The seller's profile shows a cartoon avatar and the bio 'I was born I never asked about stuff I screwed'.

Questions?

