



SEM Coaching - 11



Outsourcing Strategies



Why Outsource?

❖ Benefits

- Get qualified people to perform essential tasks to help you build your online business
 - Virtual Assistant
 - Web Design
 - Article Writing
 - Press Release
 - Content Syndication
 - Social Media Campaigns
 - Content Translation
 - Create A Product
- YOU focus on the project management aspect

How It Works

❖ **Outsourcing Process**

- Sign-up to an outsourcing site as a hirer
- Create and post a project
- Receive and evaluate quotes
- Hire freelancer
- Deposit funds to escrow via credit card
- Confirm project completion
- Release funds to freelancer

Recommended Outsourcing Sites

Here are some outsourcing sites you can visit:

- oDesk – <http://www.ODesk.com>
- Guru – <http://www.Guru.com>
- RentACoder - <http://www.RentACoder.com>
- Elance – <http://www.Elance.com>
- GetACoder – <http://www.GetACoder.com>
- GetAFreelancer – <http://www.GetAFreelancer.com>



Case Study: oDesk



[Sign In](#)

[Create an Account](#)

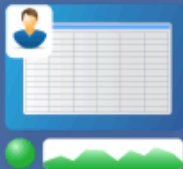
[How it Works](#)

[Hire](#)

[Find Work](#)

Guaranteed Work. Guaranteed Payment.

Hire, manage, and pay a distributed workteam as if everyone were in your office.



See Work as it's Done

Check in on your contractors as easily as if you were in the same office.

e.g. PHP, Customer Service, Blog wri



Build a Team of Experts

Hire based on work history, portfolio, feedback ratings, and test scores.



Eliminate Payroll Hassle

Make payments to professionals anywhere in the world, without paperwork.

[Search Contractors](#)

or

[Post a Job](#)

[Looking for work?](#)

[Bring your own team to oDesk](#) | [Need to build a large team fast?](#) | [Need W-2 support?](#)

Why oDesk?

Watch our video.

Or, check out the [oDesk Learning Center](#) »



Why Online Workteams?



Flexibility

Ramp up and down, from short-term engagements to full-time teams.



Cost savings

Pay only for hours worked. Hourly rates fit any budget.



Access to Talent

Hire the best from around the world.

<http://www.oDesk.com>



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oDesk: Getting Started



How it Works | Hire | Find Work

Get Started

Sign up as:

- ☒ Employer - I want to post a job
- ☐ Freelance Contractor - I want to earn money as an independent contractor
- ☐ Agency - I want to earn money as a services firm

Create an Account

[I already have an account – Sign In!](#) We value your privacy. [Privacy Policy.](#)

* Create a Username:

Please create a username

* Create a Password:

* Re-type your Password:

* First Name:

* Last Name:

* Email:

* Enter the code shown:



Save and Continue >>

oDesk – Search Contractors



[Sign In](#)

[Create an Account](#)

[How it Works](#)

[Hire](#)

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oDesk: Search Contractors

10 Contractors were found based on your criteria. Sorted by:

Modify search by more in
Keywords: ☒ Keep filter selections [New Search](#)

Filter Results By:
Categories ☐ All categories

10 Contractors were found based on your criteria. Sorted by:

Modify search by more in
Keywords: ☒ Keep filter selections [New Search](#)

I strongly believe that underneath every employer's success is a person who provides the fuel to let dreams soar and reach remarkable heights.... As a versatile writer, I have walked hand in hand with many clients around the world to generate valuable content for different websites. I am passionate about my work and there is no task so small or insignificant. I am very fastidious when it comes to accuracy and detail. As a virtual ass ... [more](#)



Jesse Mcduffee
self contractor/ Freelancer
Skills: computer

★★★★★ \$5.56/hr - Hours: 10 - United States - Last active: Sep 10, 2010 - Tests: 2

My objective is to complete your work to the best of my abilities. I will not accept jobs I know I can't complete. I am available to complete your work all hours of every day. I am a newer member but a very reliable person. I appreciate every opportunity handed out to me. If I apply for your job, your work will be complete in a very timely manner. I have lots of experience through Mturk on most of the jobs I will apply for. I have compl ... [more](#)



Mallika Joshi
Expert Writer/Rewriter/ Translator/ SEO Expert
Skills: -

★★★★★ \$5.56/hr - Hours: 952 - India - Last active: Yesterday - Tests: 4 - Portfolio: 2

Associated with:
[Link Builders Paradise Ltd.](#) >
[Link Builder Paradise Ltd.](#)

☐ 3.0 - 3.9 Stars (1)
☐ 2.0 - 2.9 Stars (0)
☐ 1.0 - 1.9 Stars (0)

Hourly Rate
\$ per hour: Min - 10 (10)

Min 10 20 30 50 Max

Minimum Hours Billed

Location

Contractor Type

Last Activity

English Level

☐ Is oDesk Ready (10)

oDesk: Search Contractors

Filter Results By:

Categories

- ☐ All categories
- ☐ Web Development
- ☐ Software Development
- ☐ Networking & Information Systems
- ☒ Writing & Translation
- ☐ Administrative Support
- ☐ Design & Multimedia
- ☐ Customer Service
- ☐ Sales & Marketing
- ☐ Business Services

Sub Categories

- ☐ All subcategories
- ☒ Technical Writing (7)
- ☒ Website Content (9)
- ☒ Blog & Article Writing (10)
- ☐ Copywriting (6)
- ☐ Translation (5)
- ☐ Creative Writing (8)
- ☐ Other - Writing & Translation (7)

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- ☐ Creative Writing (8)
- ☐ Other - Writing & Translation (7)

Feedback Score

- ☒ Any Score
- ☐ No Feedback Yet (1)
- ☐ 4.5 - 5.0 Stars (8)
- ☐ 4.0 - 4.5 Stars (0)
- ☐ 3.0 - 3.9 Stars (1)
- ☐ 2.0 - 2.9 Stars (0)
- ☐ 1.0 - 1.9 Stars (0)

Hourly Rate

\$ per hour: Min - 10 (10)

Min 10 20 30 50 Max

Minimum Hours Billed

Location

Contractor Type

Last Activity

English Level

☐ Is oDesk Ready (10)

Associated with:
Link Builders
Paradise Ltd. >
Link Builder
Paradise Ltd.



oDesk: Search Contractors

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+

Location

+

Contractor Type

+

Last Activity

+

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☐ All subcategories

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Last Activity


+

English Level

+

☐ Is oDesk Ready (10)

Associated with:
 Link Builders
 Paradise Ltd. >
 Link Builder
 Paradise Ltd.

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Case Study: oDesk

❖ Benefits

- oDesk offers proprietary system for tracking and managing freelancers
 - Time log – Captures actual time freelancer spent on project
 - Work diary – Captures screenshot of freelancer's computer six times an hour
- Convenient weekly billing via credit card – Great for on-going projects
- Large proportion of English-speaking Filipino freelancers – Similar timezone with most Asian countries



oDesk's Time Log

Hourly Detail

Click on any day's hours to view the Work Diary

	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total Hours	Rate	Amount
<i>Week Ending 08/22/2010</i>										
						5.17		5.17	\$7.00	\$36.19
TOTAL						5.17		5.17		\$36.19

Contractor:

Contract Web Designer

Title:

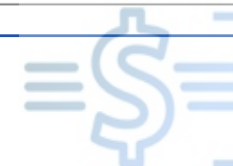
Hours: 5.17

Hourly \$7.00
rate:

Amount \$36.19

Billed:

Week 33:	08/16/2010 - 08/22/2010		
Hours:	5.17		
	08/16/2010	0.00	
	08/17/2010	0.00	
	08/18/2010	0.00	
	08/19/2010	0.00	
	08/20/2010	0.00	
	08/21/2010	5.17	5.17 - 3rd template project
	08/22/2010	0.00	



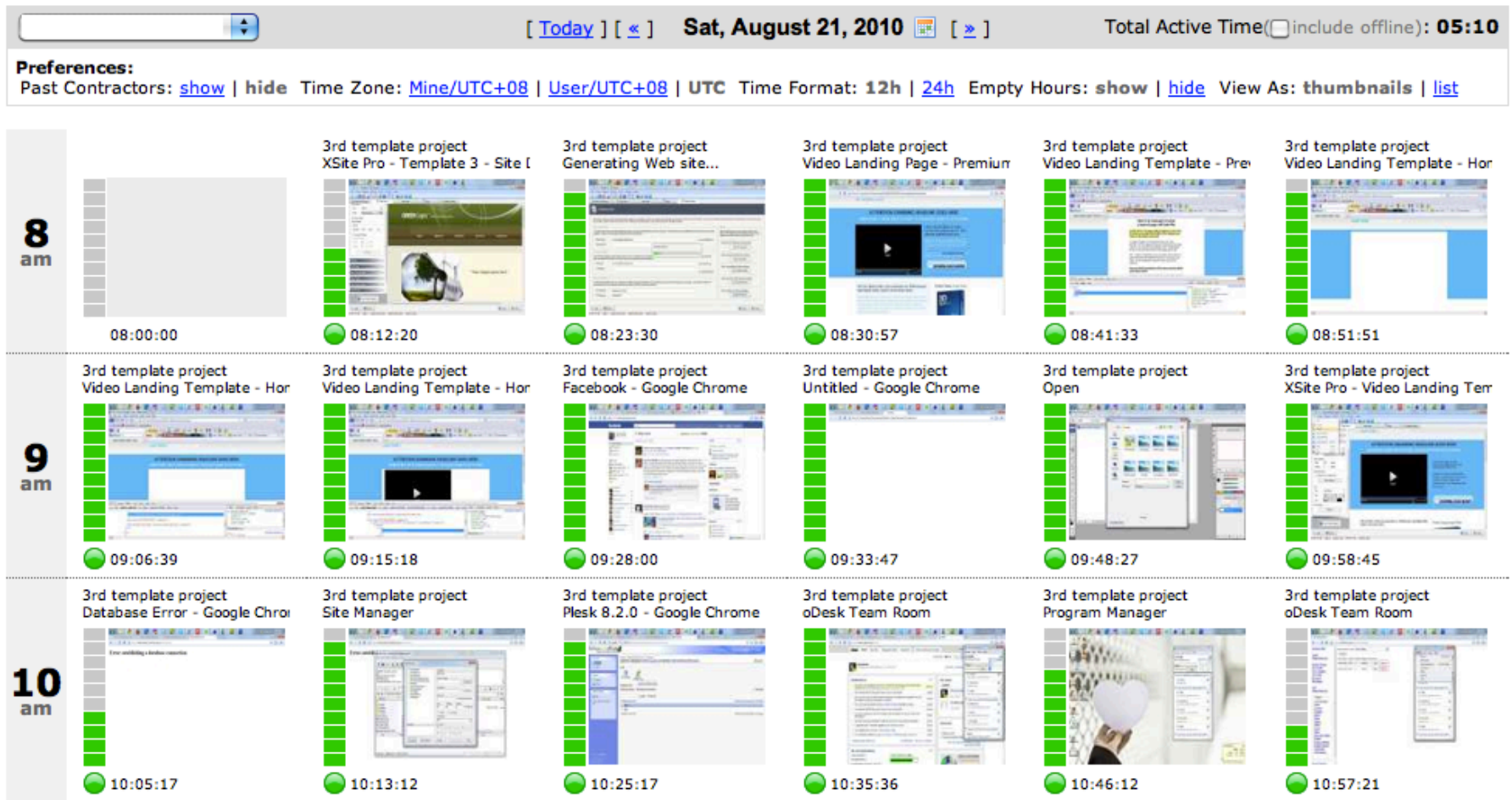
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oDesk's Work Diary

Work Diary:



Outsourcing Strategies

- Be as SPECIFIC as possible in your project description
- Evaluate freelancer based on past portfolio
- NEVER agree to pay freelancer outside the outsourcing system
- Review past feedback and performance
- For writers, hire based on proven industry knowledge. Ask for writing samples to demonstrate this
- If you plan on engaging the freelancer for the long-term, state so in your project description
- Reward good work by paying small bonuses
- When you find a good freelancer, stick to him/her!



Sample Content Writing Request

I require a freelance writer to write [insert topic] related articles.

Article Requirements:

- 10 [insert topic] articles of 500+ words in length
- In-depth knowledge of [insert topic] on at least one of the following sub-topics:
[insert sub-topics]
- Content must be engaging and informative. No fluff or filler.
- Strong understanding of SEO will be an advantage
- 100% original content (no copy-paste/plagiarized, re-spun content)
- Not indexed in the search engines and on CopyScape
- Written in proper US English and grammar

You AGREE not to re-use, re-spin, re-sell or re-distribute the articles.

I will hold full rights to the articles once payment has been made. If this project is completed to my expectations, the writer can look forward to many more writing projects from me, starting with at least 10 new [insert topic] articles each month.

* Please do not bid if you don't meet the above requirements.

Deadline: Within 7 days of writer selection

Sample Content VA Hire Request

Job Description

Looking for English speaking VA based in the Philippines.

Must have strong project management skills and be able to multi-task.

Good writing skills would be a plus.

Scope of work & pay can be increased with additional training that will be provided in the areas of search engine marketing, keyword research & affiliate marketing.

Good long-term potential for the selected candidate.

Interested?

Please apply with relevant resume and portfolio.