Dedicated Developers
The Development Team Dedicated to Your Success

"The Insiders Guide to Hiring a Web or Mobile App Developer that Grows Your Business and Your Profits"

25 Uncomfortable Questions Your Web Developer Hopes & Prays You Won't Ask & 6 Simple Hiring Mistakes that Can Cost You Time, Money, Your Reputation & Even Your Business

Read this guide and you'll discover:

✓ The "dirty little secret" to the web development industry that most people don't know and will never be told by their web developer (knowing this ALONE could save you from wasting tons of money and untold aggravation when outsourcing your web projects).

✓ 25 revealing questions that will help you instantly spot an unethical or grossly incompetent web developer / designer in minutes.

✓ 6 costly hiring mistakes you need to know BEFORE even picking up the phone.

✓ Why "cheap" or "lowest price" web development shops often end up the most expensive and one surefire sign that you should run – not walk – away from a web development firm.

Provided as an educational service by:
Vishal Bhatia, CEO & Vikas Bhatia, COO
DedicatedDevelopers.com
info@DedicatedDevelopers.com
US +1 (952) 496-2300

"I have known Vishal & worked with Dedicated Developers since 2008. I have consulted, advised and coached their company. I have hired them & several companies I personally know have hired them to hire designers and developers and we have had great experience with them. I highly recommend them." Eben Pagan - Hot Topic Media

"Dedicated Developers and Vishal genuinely cares about every Ontraport client and they're committed to consistency and quality. They are a great choice and even have a dedicated ONTRAPORT staff member. Companies like Vishal's help save time, allowing you to focus on what you're most passionate about in your business. We're proud to have them connected to ONTRAPORT's community." ONTRAPORT Client Experience Team

About the Authors

Vishal Bhatia: CEO & Founder of Dedicated Developers

Raised in the humble settings of Haridwar or the 'Holy City' in Northern India, Vishal Bhatia's rise to become a successful U.S. entrepreneur has been nothing short of spectacular. With over 7 years of cutting-edge experience in the technology sector, engineer-turned-entrepreneur Vishal Bhatia is now the CEO and Founder of Dedicated Developers.

He is a world-leading expert on internet marketing, copywriting and personal branding. He is also author of the book *"The Serious Entrepreneur's Guide To Creating Customers For Life."*

Vishal Bhatia

After successfully coaching and mentoring numerous entrepreneurs, Vishal recognized that most entrepreneurs are trapped in the mind-set of doing everything themselves, leaving them with little or no time to focus on actual money making activities for their business.

Committed to helping fellow entrepreneurs, Vishal started DedicatedDevelopers.com in 2009 and aims to provide the best outsourcing services to businesses worldwide.

Vishal firmly believes that with a partner like DedicatedDevelopers.com, small to medium sized firms can, just like Fortune 500 companies, successfully outsource work and reap the same benefits of lower costs and higher efficiency.

Vikas Bhatia: COO and Founder of Dedicated Developers

Vikas Bhatia graduated from the University of Colorado, Boulder with a Masters in Electrical Engineering.

He is the COO and Founder of DedicatedDevelopers.com and a world-leading expert in Google Pay Per Click marketing and Search Engine Optimization. Vikas has successfully coached and mentored over 10,000 budding entrepreneurs via webinars, live conferences, in classroom training and personal coaching.

He has shared the stage with the most successful people in search engine marketing. Yet, while coaching and mentoring various entrepreneurs

Vikas Bhatia

around the world, Vikas also realized that most entrepreneurs are unable to grow because they do not have access to resources to successfully scale.

Fueled by his passion to help fellow business owners, he partnered with Vishal to create and build DedicatedDevelopers.com. "Our objective is to facilitate an online environment that is conducive to using the best available global resources for the best available prices," states Vikas.

Vikas attributes the success of DedicatedDevelopers.com to its unshakeable commitment to delivering maximum value while helping clients truly succeed in a constantly changing and challenging business world.

From The Desk of: Vishal Bhatia
CEO & Founder
Dedicated Developers

Dear Friend,

Choosing a web development company isn't easy.

There's no shortage of horror stories about <u>incompetent web developers</u> and freelancers. From being late, having poor communication skills, delivering poor products, using underhand tactics to raise their fees and compromising client confidentiality and security. The consequences can be anything from a minor annoyance to literally <u>destroying a business</u>.

And why is that?

Well, frankly, the web development industry is no different than other industries.

It has its own share of incompetent, and indeed on occasion, unethical businesses. Incompetent and unethical businesses who, given the opportunity, will take advantage of you. Sometimes this is out of deliberate greed for your money; but more often it's simply because they don't have the skills and competency to do the job right. Yet, they cannot <u>tell you that up front</u> because then you'll use another provider and they'll lose the money they so desperately need.

Whether it's misleading information, unqualified programmers, poor management or terrible customer service, we've seen it all … and we know they exist in abundance, because we've had their customers come to us desperate for help to clean up the disasters they have caused.

Are You One of the 9 Out of 10 Who Hire the Wrong Developer For Your Company Yet Never Find Out?

If you want to really accelerate the growth of your business then you MUST think of hiring an experienced developer like you would in finding a partner for a long-term is marriage. If you marry someone that isn't right for you then the ripples of pain, frustration and heartache go well beyond just the marriage itself. The same is true if you hire the wrong developer.

Here's why: Research shows that only about 20% of developers / designers remain in the same role they were hired to fill! 80% do not.

There's a 4 Out of 5 Chance the Person You're Hiring Isn't Right for the Job in the Long-Term

One of my favorite best selling authors, Brad Smart, the author of the book "Topgrading," has done some research, and calculated that the:

"*average <u>cost of a miss-hire is over 20 TIMES their yearly salary</u>. That means that if you <u>hire someone that makes $50,000 per year</u> to work for your business, and they don't work out, that the <u>total cost to your company is over a million dollars</u>.*"

Seems impossible I know, but just take some time to talk to business owners who have made the exact mistake and you'll find time and time again they agree.

FACT: The Wrong Developer Can Create a Lot More Problems for You than the Right Person Can Create Positive Results

And it's extremely easy to make a mistake when hiring.

Consider this: The web developer you are about to interview has just spent several months reading everything they can about how to "ace" an interview. Indeed, they had their aunt who is a recruiter re-write their resume. And they're READY.

When we hire someone, we are never more in love with them than the day we hire them. Our expectations are high, and our fear of something going wrong is low. But check back 3 months ... 6 months ... 12 months down the road, and what happens? Most of the time, it didn't work out how you expected, and now you're stuck with the wrong person in the role, and a long list of problems we simply don't have time to explore here …

"A Player" Developers vs "C Player" Developers

If there's one thing that "C Players" are good at, it's creating job security. They are good at figuring out how to make it so that they can't be fired.

A super-star developer / programmer will write the code for your projects that is of the highest XHTML & HTML5 coding standards recognized by the W3C Web Standards Institute and he will make sure the entire code is well commented and documented, so that any other developer can work on that code, and they'll set it up in a way that another developer could take over tomorrow if something happened to them.

A "C Player" developer will write the code for you that only they know how to use, and they'll set it up in a way that makes it impossible to be used by anyone else. We've seen this kind of thing. A lot.

You may never realize you are working with or about to hire a "C Player" unless you consistently get their code reviewed by one of the top technical programming architects from time to time.

We are not trying to scare you too much here, but when hiring, it's important to be on the ball, and have your wits about you. Just like a life-partner, make sure you find the right person. Take the extra time to make sure.

"Smooth Talker" Developer vs "Smooth Doer" Developer

Hindsight is a wonderful thing and having made every single mistake in the book when looking

to hire super star developers I can tell you that there is a big difference between "smooth talkers" and "smooth doers." Smooth talkers talk a good game. They know the buzzwords, technical jargon and they're very articulate and charismatic. A smooth talker will have you convinced that they will deliver perfect results - because they talk like they will.

A "smooth doer" developer, on the other hand, tends to not be as interested in their "verbal presentation." In fact, most of the super star developers that we hire in our company are not overly polished or ultra charismatic.

The rock stars of action, consistency, organization and implementation tend to be very unassuming when you first meet them. They don't make a "bad" presentation, but they also aren't trying to impress you with their geek speak.

The reason why the super star developers are usually harder to spot in an interview or first meeting is that they don't NEED to try to impress you.

They tend to have a lot of self-confidence, because they know that they get the job done. It's a lot easier to believe that the good-looking, fashionably dressed, smooth-talking candidate is the rock star - when it's actually the casual, relaxed, practical person that winds up getting the job done.

So how do you separate the "smooth doers" from the "smooth talkers"?

It all starts in your ad or job/ project description, then runs through your interviewing and hiring process, and finally shows itself conclusively in the experience of working with the developer. And this guide will show you how. But there's even more to consider!

<u>Beware:</u> Lack of Regulation Means Trouble

You need to know this … the web development industry, like most professional service industries, is NOT regulated.

That means <u>ANYONE can claim</u> they are a "web development expert."

In fact, a lot of the businesses in this industry started because the owner was FIRED or laid off from their job and couldn't find work anywhere else. That means many of the so-called experts are useless and make the sleazy auto repair shops look like the pinnacle of virtue and competence.

While automotive repair shops, electricians, plumbers, lawyers, realtors, dentists, doctors, accountants, etc. are heavily regulated to protect the consumer from receiving substandard work or getting ripped off -- the web development industry is still highly unregulated and there aren't any laws in existence to protect YOU, the consumer – <u>which is why it's critical you arm yourself with the information contained in this report</u>.

Anyone can hang out a shingle and promote themselves as a web expert … yes, ANYONE. Worst of all, even if they are honestly trying to do a good job for you, their inexperience can cost you dearly. It's not unusual for people to experience:

- Long, painful, unexplained time delays costing not just time but money, frustration and stress.
- Dramatic increases in project estimates due to simple bad planning.
- Poor quality website delivery with below par design, and poor graphics.
- Inflexibility.
- Security weaknesses.
- Loss of confidentiality for you and your clients.
- And even STEALING of intellectual property.

And there are all sorts of other problems too.

That is why we decided to invest in creating and offering this guide.

The information in this Guide is provided to help raise standards within the web development and support industry. To give YOU the information you need to guard against the lack of ethics or incompetence of some companies and programmers.

We've made it as easy as possible for you to use it. This guide is not a bunch of theory, nor a great long sales piece. Instead, it's a simple set of questions, which will allow you to make an informed business decision about who to hire as a web developer. And, in doing so, minimize your risks and dramatically increase your chance of a successful outcome.

So sit down, lock the door, grab a pen, a piece of paper, a coffee, tea, glass of water or whatever you need and read these now. Here we go:

How to Avoid the Pain, Cost and Frustration
of a Failed Web Project by Asking these 25 Questions BEFORE You Hire a Web or Mobile Developer

Whether this is the first time you've hired a web developer or you're experienced hiring freelancers or internal staff, these 25 questions will help make sure you get the best possible outcome.

Print them out and ASK them of your shortlist of potential providers.

Q1: Do they answer their phones live or do you always have to leave a voice mail and wait for someone to call you back?
Our Answer: We answer our phones live from 4 AM PST to 11 PM PST and give all clients an emergency after hour's number they may call if a problem arises, including weekends. Why? Because many of the CEOs and executives we support work outside normal hours and find it to be the most productive time they have. If their revenue producing website is down or they have something to discuss about their critical web / mobile development project AND they can't get hold of anyone to help them, it's incredibly frustrating.

Q2: Do they have a written, guaranteed response time to requests?
Our Answer: YES! We guarantee a response within 12 hours or less of a request. We have invested in a top-of-the-line project management system, which contains all client project progress and requests. And because our web developers have been trained and conditioned to use this project management

system for communication, progress updates and other purposes, you can quickly see what's happening with your projects, whenever you need to.

Plus, you can also directly connect with your dedicated web developer via Skype or phone or with our US-based project managers if that is necessary,

Q3: Do they take time to explain what they are doing and answer your questions in terms that you can understand (not geek-speak). Or, do they come across arrogant and make you feel stupid for asking simple questions?

Our Answer: Our web developers are trained to have the 'heart of a teacher' and will take the time to answer your questions and explain everything in simple terms. Just look at what some of our clients had to say:

"Very thorough, competent and highly professional. What separates DEDICATED DEVELOPERS from all the rest of the IT companies is the depth of experience and the high personal touch that they bring to the table. Early on, Vishal made a special trip to visit and sit down with me to discuss my business objectives. Who in the world of virtual IT consulting does that? Very classy.

Additionally, they are very creative and are very willing to share ideas even if it's outside their existing contract. It's clear that DEDICATED DEVELOPERS is committed to building a long term relationship, which I very much appreciate." - Perry Simpson

"DEDICATED DEVELOPERS has an outstanding team of web designers, programmers, and graphic designers, who are patient, dedicated and highly reliable. Vishal is personally committed to quality and excellence and I have been amazed by the level of professionalism and customer service in every interaction I have had with him. You simply can't go wrong with DEDICATED DEVELOPERS" – Dr. Nitin Chhoda

"With too much demand for client websites I had to get help. But hiring outsourcers from the Philippines was a nightmare. I needed flexibility and reliability but I just got excuses and stress.

*So I hired Dedicated Developers and not only have I seen a **more than 500% ROI but I make more money because I get more done**. I have more free family time because I know my outsourcers will complete tasks without me and I feel good because by having my dedicated resources from Dedicated Developers I'm helping secure their future too." Nitin Chhoda*

Q4: Do they consistently (and proactively) offer new ways to improve and accelerate the implementation and performance of your web development projects, or do they wait until you have a problem to make recommendations?

Our Answer: To help maximize profitability, efficiency and competitive advantage, we hold monthly review meetings with our clients. We are constantly looking for new ways to help improve their operations, lower costs, increase efficiencies and resolve any problems that may be arising. We have a very open and forward thinking communication philosophy designed deliberately to help clients stay one step ahead.

Q5: Do they provide detailed reports that clearly explain what you are paying for?

Our Answer: We provide detailed daily reports that show the work done each day, what's completed, what's in progress and what's pending. That way you never have to guess what you're paying for. You get a complete and up-to-the-minute picture of all of your tasks. By simply accessing your project management software you can very easily view billable time and organize all your projects.

Q6: Do they guarantee to complete projects on time and on budget?
Our Answer: Yes, we do. By providing a detailed quotation for all projects including total hours required to complete the project and the delivery timelines, there will be no surprises. All projects are guaranteed to be completed on time, in writing. This is important because many unethical or incompetent web developers will only quote "hours spent". That gives free reign to nickel and dime you as well as take as much time as needed on completing a project.

Q7: Are you in control or at serious risk? Is it standard procedure to provide you with written, website documentation detailing software licenses you own, critical passwords, user information, etc., or do they hold the "keys to the kingdom"?
Our Answer: All our clients receive these in written and electronic form at no additional cost. We also perform a quarterly update on this material and make sure certain key people from your organization have this information and know how to use it, giving you complete control.

Side Note: You should NEVER allow a web developer to have that much control over you and your company. If you get the sneaking suspicion that your current web developer is keeping this under their control as a means of job security, get rid of them (and we can help to make sure you don't suffer ANY ill effects). This is downright unethical and dangerous to your organization, so don't tolerate it!

Q8: Do they have backup staff who know and understand your projects in case your regular web developer goes on vacation or gets sick?
Our Answer: Yes. We keep detailed documentation (basically a blueprint of your website and its specifications) and updates on every client's account inside our project management system. Any of our web developers can pick up where another one left off. We always have a back up developer secured for you in case your main developer goes on vacation or gets sick so that your projects are NEVER impacted.

"I contacted seven developers before Dedicated Developers and not one of them could help me! They all said they thought my project was possible but they didn't know how to do it!

*That's not good enough for me … had Thomas Edison said that we'd all be walking around in the dark! Thankfully I hooked up with Dedicated Developers and they not only completed my project on time but **I'm seeing an overall reduction of 25% in on-going development costs and a 30% increase in productivity**. I couldn't recommend them highly enough." Tom Richard*

"I was fed up with freelancers. Poor communication, wasting time and money, being frustrated and anxious about my projects. So I hired a dedicated developer from Dedicated Developers to sort things out.

*Since then my business has more than doubled, **I've leap-frogged 2 years in development time worth $6 to $8 million**, customer satisfaction is at an all-time high and I'm less stressed than ever before. I couldn't recommend them more." Dr. Bradley Nelson*

Q9: Do their web developers maintain current vendor certifications and participate in on-going training – or are they learning on your dime?
Our Answer: Our developers are required to keep their knowledge about their specific skillsets up to date through an ongoing training sponsored by our company. We also keep the most up to date vendor certifications in all the software we support. Plus, our hiring process is so stringent, 95% of the web developers who apply don't make it through (guess who's hiring them?!).

Q10: When something goes wrong with your hosting service, shopping cart, membership site, ecommerce store or other web related services, do they own the problem or do they say "that's not our problem to fix?"
Our Answer: We feel WE should own the problem for our clients so they don't have to try and resolve any of these issues on their own. To us that's just plain old good service, yet sadly, something most web developers won't do.

Q11: How will they provide you with a developer that can actually do the job efficiently? What are the processes?
Our Answer: Once we have your project specifications, including the positions that you need to fill, we use a stringent 5-step recruitment process. In essence, we will be stringently looking for the best candidates for your project in our pool of web developers. Here's the process in detail:

1. We shortlist few dozen candidates who are ideally suited developers based on your specific requirements.
2. Screening Interview: we personally interview and screen each candidate. The top 4 or 5 candidates with the best qualifications will then move on to the next process.
3. Placement Interview: this is a more stringent interview process, wherein each candidate will be asked about various qualifications, ranging from his or her technical expertise, experience, expected compensation, position details, and other important areas. In addition, we will be assessing the candidate's personality, in order to ensure that he or she will actually fit with your company, and will be able to deliver as required.
4. Temporary Placement: From the 4 or 5 top candidates, we choose 2 who are most equipped (technically and personality-wise) to handle your needs. We then assign them a series of tasks for a week in order to test how well they work in the 'real world'. We pay both candidates for this trial period.
5. Final Placement: this is the final stage of the recruitment / interview process. Here, we recommend the candidate we believe fits your requirements the best. It is also during this stage we complete all the needed formalities, ranging from signing of NDA and other contracts, compensation agreements, hours of work, etc.

Note: the usual recruitment / hiring period process takes around 2-3 weeks. However, this can be made shorter or longer, depending on your

> *"I could have lost my business because I had to spend most of my time on stuff that didn't make money. I handed all that off to my dedicated outsourcer at Dedicated Developers, which now allows me to get on with the money making activities.* ***The value is astonishing. I must be getting around $75,000.00 per year in services and I pay a tiny fraction of that!*** *More importantly, I'm less stressed, have loads more free time and my appointment diary is filled!" Bill Parravano*

requirements. Although this may seem relatively long, we believe that this is essential in order to find the best candidate that will be able to provide you with the services you really need.

Q12: Will you have a say in the recruitment process? Can you conduct interviews and tests yourself?
Our Answer: If you wish. You can conduct interviews yourself and even test the candidates out. We will submit the qualifications of the candidates to you – and we will let you screen them for yourself.

If you want to give them specific tests, we can help by overseeing and administering the tests and then we will send you the results so you can see how they did.

Q13: When you hire them – will you be incurring any tax liabilities, insurance or any other additional compensatory expenses to pay for?
Our Answer: No. You are actually hiring us for our services, and not for employment. So, you don't need to worry about incurring any employment taxes or getting insurance for your contractors. The web developers you are hiring are employed by us – and we will be the one taking care of those obligations.

Also since we are a US-based company, you can issue a 1099 form to us at the end of the fiscal year and we will gladly help you out with it. Thus your entire investment in hiring us becomes a complete tax write off for you (of course, please check with your CPA for your specific situation).

Q14: Can you choose the work hours?
Our Answer: Yes. You can opt to work with web developers during the time you prefer, or you can also opt for an overlapping time period – during which you and your web developer can communicate. If you intend to set work hours, however, it would be best if you informed us beforehand, in order for us to make the necessary arrangements.

If you require your web developers to work on Sundays, that can be arranged.

> *"I was doing everything and by everything I mean, graphics, writing, design and unfortunately coding. And I hate coding! I'd rather have a root canal without anesthesia than have to code another site.*
>
> *But the real problem was I couldn't earn any more. I tried some US outsourcers but they cost a bomb and didn't work out. And that's when I hired Dedicated Developers. Since then, **my income has almost quadrupled and because projects are complete in half the time, clients are super-impressed**. Best decision I've made in a long time." Tyler Archer*

Q15: How can you work and Communicate with your employees? Will they provide you with a weekly report that shows all the updates, and status of your projects?
Our Answer: We will provide you with access to an advanced project management system where you can communicate with your web developer. Our sizeable investment in the hardware and infrastructure ensures utmost efficiency and reliability in serving you as our valuable client.

With our state-of-the-art platform, you can easily load project specifications, interact with your dedicated web developers and set priorities and deadlines as needed. In other words, you will actually get a detailed report about all your projects not only on a weekly basis, but even daily!

Aside from the hardware and infrastructure, we can also provide your web developer(s) with a telephone line with your country's local number (to make things easier for you). You can also opt to communicate with your employees via Skype, messengers, emails, video conferencing, our project management system, and other platforms, as needed.

Q16: How can you ensure that your web developer is actually doing his or her job?
Our Answer: We have project managers that are tasked to ensure that each web developer or employee is doing his or her job. You can also get updates from your employees via phone, web cam, messenger and the other platforms.

Q17: How do they protect your confidential data?
Our Answer: Like you, we believe in the importance of securing confidential data. Hence, we have formulated methods for data protection. You can discuss these methods with us – in order to ensure full security and protection.

> Here are some examples of our data security systems:

- Your data will be stored in your servers (and not on the employee's personal PC) – and employees can only access such data during work.
- Use of software that allows you to track what employees are doing, in order to prevent them from emailing your data, copying, etc.

"I wasted thousands and thousands of dollars trying to figure out how I could use freelancers to build my business. I bought all the courses, took all the steps but was still stuck.

*It was easy enough to hire a freelancer in the Philippines or somewhere but then trying to tell them what I wanted and actually get it done was almost impossible. So I turned to Dedicated Developers and haven't looked back. **I've saved over 60% on local development costs**, I saved about 18 months in development time and I'm dominating my niche. It's brilliant." Jane Nguyen*

Q18: Can you hire employees on a part-time basis?
Our Answer: Yes. You can opt to hire a part time employee – who will basically work for 4 hours a day or 20 hours a week.

Q19: What happens if your employee leaves?
Our Answer: In order to ensure our employees remain loyal and motivated we provide very competitive salaries. However, in the unlikely event that this happens – we will provide you with another web developer who will have the same or better qualifications and expertise to handle your particular needs – without any additional cost to you. We have a very streamlined 'behind the scenes' methodology to make the entire knowledge transfer process between your current developer to the new developer almost flawless and thus minimizing any gaps in the consistency of your service.

Q20: Will there be any additional charges, are there any hidden charges?
Our Answer: We will be provide you with a detailed and complete estimate as to how much you will need to pay for our services and the periods of payment. This will include the infrastructure you'll be using, the compensation for the web developer, technical support, software, etc.

However, there are instances when additional payments will need to be paid, such as these:

- If your employee requires you to purchase software that was not included in our package (and is costly to purchase).
- If your employee requires you to buy additional hardware, which we aren't providing – such as an iPhone, iPad, tablet devices, etc.

Take note: we aim to provide our clients with the most complete set of hardware, software, infrastructure, systems and other components to ensure that everything is as efficient as they should be – and that they remain that way. However, in special instances as those mentioned above, additional charges will need to be paid – for the sake of fairness.

Q21: Will you be welcome to visit India to train or visit your employee? How about your employee? Can he or she visit your country?
Our Answer: Yes. Our office in India is your extension office. Accordingly, you can visit your employee(s) at any time you want. The same way, you can also request to arrange that our company visits you in your country. However, the transportation fees will be your responsibility.

Q22: What are the terms of payment? What are the payment modes available?
Our Answer: Our payment schedule is actually quite simple. The first payment should be paid first before your employee starts to work. For the succeeding months of work, you will need to pay before the start of the next month of work. Hence, if you require your employee to work on March 1 – then we will need to have receipt of payment before the said date – ideally around February 25. Accordingly, this serves to protect you from overpayment and is designed to protect all parties as well.

For feasibility, we prefer to receive payment via ACH bank transfer. However, we can also arrange other payment methods such as PayPal and payments via credit cards.

Q23: Do they offer a refund in case you are dissatisfied with your web developer's work?
Our Answer: We will offer you a <u>100% complete refund</u> if your dedicated web developer is unable to provide you with the work needed.

> *"You've solved some really big headaches for us. Our past developers were a real challenge because they were independent and they didn't have any backup when they got stuck. That meant we ended up wasting time and money trying to help them, guide them, force them to get things done right and on time. We accomplished a lot more than we could have without you and **things are without a shadow of a doubt easier and less stressful** with Dedicated Developers."*
> *Mike Lambert*

If your web developer's work is satisfactory – but is unable to comply with your set standards – then you will be charged on a pro-rated basis (days or hours worked). The outstanding amount will then be refunded to you.

You can also choose to replace your current web developer for another if you wish. The outstanding money will serve as your credit for payment for your next web developer.

Note: in case of any dissatisfaction with our employee(s) please notify us immediately. This will allow us to make the necessary adjustments as early as possible. In the absence of any communication showing your dissatisfaction with your web developer(s) within a reasonable period – we will not be

able to question our employee's actions or inactions – and the one month notice for termination will have to apply.

Q24: Are you allowed to offer incentives and bonuses to your employees?
Our Answer: If you want to give allowances, incentives or bonuses to your employees for a job well done or to motivate them to work harder then please do so. We will not get a percentage of bonuses and incentives. However, payment for these incentives will have to go through our platform.

Q25: How do they motivate the employee that they will be outsourcing?
Our Answer: Our motto is simple. If our employees are happy – then our clients will be happy as well. Thus, we offer very competitive salaries to our employees so that they are highly motivated not only to do an outstanding job for our clients but also go above and beyond and proactively think about ways to improve our client's business and their bottom line.

In fact, many of our web developers have left their jobs to work with us. We believe that this is reflective of how we are providing our employees with a good-paying work environment that will motivate them to work harder. Accordingly, we believe that this will mean better services for our clients.

Asking these questions and getting answers that fit with what you're looking for will set you in on a good path for a development partnership that works. Failing to ask them could lead to wasted time, money and even destroy your reputation and your business.

But there's even more for you to consider:

6 Costly Mistakes to Avoid When Choosing a Web or Mobile App Developer

Avoiding these mistakes will help make sure your web projects are completed on time, on budget and at the quality you need. Making these mistakes can be very, very, very 'painful'… Take heed …

Mistake #1: My nephew / neighbor's kid / brother-in-law / office manager knows this web development stuff and can take care of our websites!

*"Managing over a dozen freelancers across the world was horrendous. It was an absolute nightmare. I would never build a business that way again. Partnering with Dedicated Developers is completely the opposite. With our part-time dedicated developer, **we save around 40 to 50 hours a month and we're producing $2,000.00 or more a week in additional revenue**. I can't recommend them highly enough." Jovan Will*

*"I was working 10 or 12-hour days, and not really taking any breaks, and then some on Saturdays. It was really affecting my quality of life. I tried outsourcers via freelance websites but that was incredibly time consuming so going with Dedicated Developers made financial sense. Because of Dedicated Developers **I've been able to double my client fees with additional products and services and that means my outsourcer pays for herself time and time again**." Chelsea O'Brien.*

Most people look for a part time "guru" or "freelancer" for one reason: to save a few bucks; but this often comes back to haunt them. We frequently get calls from business owners who desperately need our help to get them back up and running or to clean up a mess that was caused by an inexperienced neighbor, friend, or relative who was just trying to help.

If the person you have working on your website does not do web development and support for a living, there is a good chance they won't have the knowledge or experience to truly help you – they are a hobbyist at best.

And do you really want a part-time, inexperienced person responsible for handling something as important as your web development projects?

As with everything in life, you get what you pay for. That's not to say you need to go broke to find a great web development company, but you shouldn't be choosing someone on price alone.

Another thing: you might want to find a web developer that will be dedicated to you and your needs ALONE. Freelance web developers usually have multiple employers and that means multiple people looking for their attention. At critical times it could be someone else who gets it; leaving you 'out in the cold'.

> *"I've developed hundreds of websites and run in-house developer teams and freelancers. In-house teams are very expensive and inflexible and trying to build a sustainable business with the unreliability of freelancers is just impossible.*
>
> *I needed a dedicated, outsourcing service that delivered fast, reliable, quality results at a cost that made sense. Quite simply that's why we partnered with Dedicated Developers. **We're saving around 50% on costs, productivity is up 75% to 100%, we're seeing a 250% ROI** and I'm less stressed than ever before! I highly recommend Dedicated Developers."*
> *Steve Schmidt*

Mistake #2: All web developers are created equal. Your best option will be the one who offers the lowest price.

You get what you pay for. A cheap price usually means a cheap job. Really good programmers do NOT work cheap because they are in high demand just like every other professional service category. The only programmers that will work cheap are those that are just starting and they are grossly inexperienced.

Some shops will hire college kids or newbie developers because they will work for next to nothing to gain experience, OR they allow interns to support your web projects because they <u>don't have to pay them at all</u> – but what you don't realize is than an inexperienced developer like this can end up costing more because:

> *"When the local company we'd hired to build our mobile app failed and cost us over $50,000.00 in time and money we thought there may be no way back. But, **Dedicated Developers rescued us**.*
>
> *The app is now live on iTunes and Android. Dedicated Developers worked late nights and weekends to help us. I highly endorse them. Thanks Vishal for doing an awesome job." Neil Venketramen*

1. They improperly diagnose problems, which means you're paying them to fix the WRONG thing and STILL won't resolve your problem. Case in point: A few years

ago a TV reporter went undercover to 8 web development companies in LA with a perfectly working website, but simply renaming the index file (a fix that the AVERAGE web developer would have caught in minutes with a visual inspection of the hosted files). Several firms improperly diagnosed the problem and wanted to charge them anywhere from $159 to over $375 to fix it!

2. They could take 3 to 5 times as long to do the same project an experienced developer could finish quickly. Again, you're paying for those extra hours.

3. They could do MORE damage, costing you more money and downtime.

With your and your client's websites, shopping carts, blogs and your online brand image at stake, do you REALLY want the lowest-priced shop working on your web development projects?

We take the view that most people want value for money and simply want the job done right. You will find that we are not the cheapest, but we don't apologize for that. As the owner, I decided a long time ago that I would rather explain our higher rates ONE TIME than to make excuses for POOR SERVICE forever. That said, weren't not the most expensive either. We simply feel that we should offer a good service at a fair price. That's why we've been able to stay in business for over 6 years and have many clients who've been with us that entire time.

> *"I couldn't do it all. I was literally going crazy. It was either stop doing things that were driving me crazy and move forward or else I was literally stuck where I was. That's when I turned to Dedicated Developers.*
>
> *Since then **I was able to launch my whole product in 3 months. That really is amazing. Without them it would have taken at least another six months.** Best of all I'm so much less stressed, less worried, less aggravated. The frustrations have gone and I no longer fear marketing or embarrassment about my website. It's a great thing and I can't thank you enough." Joui Turandot*

Mistake #3: An honest web development company should be able to give you a quote over one quick phone call.

I wish this were true, but it isn't. Just like a good doctor, an honest and professional web development company will need to diagnose your project specifications before they can quote any price over the phone; consider the example above where all that was needed was a simple changing of the index file name. If someone brought that to us, we would just change the name of the file name and not charge them; but without SEEING the problem, we could have never diagnosed that over the phone.

Also, some consultants will quote you a cheap rate over the phone to get in the door, but then jack up the prices once they start working on the project by taking 3 times as long, selling you on additional work to be done in order to complete the project (which they forgot to estimate) and if questioned, often times blame you to not be clear in your initial project requirements.

One of the easiest ways to take advantage of a customer is to get them to agree to a lower quote to complete the project. Unless you know what's really needed to complete the project and how long it should take, they can soak you on the fees. And what are you going to do when they get half way into

the project and then spring on you the news that it will take even longer than they anticipated to fix, costing you MORE money?

Always, always, always make sure you do your thorough due diligence in reviewing the web development company's testimonials, credentials of their top management and their past work in advance so you don't end up getting burned – and NEVER take a phone quote!

Mistake #4: Choosing a web developer based on a single phone call.

We recommend you give them a well-drafted job spec project and ask them for a written proposal. Be clear on what your expectations are and what type of projects you want them to complete. As stated a moment ago, a competent professional should gather and analyze your project requirements and draw out a custom project execution plan for your project BEFORE quoting you anything. After all, would you take a doctor's word that you need surgery if they hadn't done x-rays or other diagnostics? Of course not! Prescription without diagnosis is malpractice.

Mistake #5: Choosing a web consultant that doesn't have a written money-back guarantee.

> *"When you outsource you still have to stand by the end product. It's still your name on the line as far as your client is concerned. **For us, it's critical to be able to deliver a product that we were still willing to put our names on. That was of critical importance and Dedicated Developers have done exactly that.** We're saving over $10,000.00 a month in costs and seeing over 100% growth." Jared Prazen*

In our view, a good web development firm should be accountable for their services and fixing things RIGHT. If you aren't pleased with a job that was done, they should (at a minimum) make it right for free; and if they simply cannot resolve an issue to YOUR satisfaction, you shouldn't get stuck with the bill.

Plus, the fact that they stand behind their work with a money-back guarantee shows they have confidence in themselves to make you a happy client. And don't fall for the, "We don't offer one because people will take advantage of us," routine. In our experience, MOST people just want an honest service at a reasonable price. If you give them that, they are happy to pay. Are there a few unethical folks out there? Of course, but they are the minority, and we would rather bite the bullet on the very few dishonest folks so we can gain the trust and confidence of the majority of clients who just want their projects executed fast and done right.

Mistake #6: Choosing a web consultant without speaking to several of the current clients.

Check their references! Don't just take the sales guy's word that they're good – ask to speak to at least 3 or 4 clients that are similar in size and scope as you. If they hesitate or cannot provide you with references, don't trust them!

Another good sign is that they should have multiple client testimonials and success stories posted on their web site and throughout their marketing material. A lack of this may be a sign that they don't HAVE clients who are happy enough to provide a good reference – again, a warning sign.

Our Final Thoughts

I hope you found this Guide to be helpful in shedding some light on what to look for when outsourcing your companies' web development projects. As I stated in the opening of this report, I've provided this information to help you make an informed decision and avoid getting burned by the many incompetent firms offering these services.

If you have any additional comments or questions, we welcome them! And of course, if you are looking for someone you can trust to take over the care and maintenance of "web development projects" of your company, we'd love the opportunity to EARN your business.

Below you'll find information on how to request a FREE week of Development as well as a Comprehensive Web Project Strategy & Execution Plan. This is, of course, provided for free with no obligations and no expectations on our part.

I want to be clear that this is NOT a bait and switch offer or a trick to get you to buy something. My reputation for running an honest and trustworthy business is something I hold very dear. I would never jeopardize that in any way. So why are we offering something like this for free?
Two reasons:

1. We are simply offering this service as a risk-free "get to know us" offer to people we haven't had the pleasure of doing business with. Again, our goal is to allow you to make an informed and confident decision; and offering this is one way we can help you better evaluate us.

2. This will allow us to determine if we even CAN help you. Obviously we can't help everyone and our services might not be a good fit for you. Giving away One Free Week and conducting this Project Review and delivering a comprehensive Project Strategy & Execution Plan enables us to do a small project for you to help you evaluate whether or not we're the right company for you without risking your money.

Looking forward to your call!

Vishal Bhatia

VishalBhatia

CEO & Founder
Dedicated Developers
Phone: US +1 (952) 496-2300
www.DedicatedDevelopers.com
info@DedicatedDevelopers.com

We Love Our Clients, Here is What They Have to Say

"Before **Eben Pagan personally referred us to Vishal with Dedicated Developers**, our Director of Product was actually jumping out of the product to implement these complex designs and it was really slowing down the growth of our technology. We hired Dedicated Developers to assist us in **complex web design implementation that we're building for Facebook, for Hennessy, for DELL, brands like Spotify, Wired Magazine, Conde Nast etc.** We started with one developer.

We were sending them just design files, and he was turning them into awesome pages. Now we've scaled that to 3 full time developers and we're feeding them work daily. **We wouldn't be where are we are today without them. We've scaled to 50,000 users in the system in this past year.** We love our Dedicated Developers, they're great."
Greg Higgins - Director of Strategic Partnerships - SplashThat.com - New York, USA

"I've developed hundreds of websites and run in-house developer teams and freelancers. In-house teams are very expensive and inflexible and trying to build a sustainable business with the unreliability of freelancers is just impossible.

I needed a dedicated, outsourcing service that delivered fast, reliable, quality results at a cost that made sense. **I met Vishal with Dedicated Developers at Ontraport's live event Ontrapalooza and decided to partner with them. We're saving around 50% on costs, productivity is up 75% to 100%, we're seeing a 250% ROI** and I'm less stressed than ever before! I highly recommend Dedicated Developers."
Steve Schmidt – Web Strategist - EffectWebAgency.com - Elkhart, IN, USA

"I contacted seven developers before Dedicated Developers and not one of them could help me! They all said they thought my project was possible but they didn't know how to do it!

That's not good enough for me ... had Thomas Edison said that we'd all be walking around in the dark! **Thankfully Ontraport's management team highly recommended us to hook up with Dedicated Developers** and they not only completed my project on time but **I'm seeing an overall reduction of 25% in on-going development costs and a 30% increase in productivity**. I couldn't recommend them highly enough."
Tom Richard – CMO - GymSource.com – Winter Garden, FL, USA

"I was fed up with freelancers. Poor communication, wasting time and money, being frustrated and anxious about my projects. So I hired a dedicated developer from Dedicated Developers to sort things out.

*Since then my business has more than doubled, **I've leap-frogged 2 years in development time worth $6 to $8 million**, customer satisfaction is at an all time high and I'm less stressed than ever before. I couldn't recommend them more."*

Dr. Bradley Nelson – Founder - HealersLibrary.com - St. George, UT, USA

"With too much demand for client websites I had to get help. But hiring outsourcers from the Philippines was a nightmare. I needed flexibility and reliability but I just got excuses and stress.

***I met Vishal with Dedicated Developers through Eben Pagan** and not only have I seen a **more than 500% ROI but I make more money because I get more done**. I have more free family time because I know my outsourcers will complete tasks without me and I feel good because by having my dedicated resources from Dedicated Developers I'm helping secure their future too."*

Nitin Chhoda – Founder - TherapyNewsletter.com - Denville, NJ, USA

"I was doing everything and by everything I mean, graphics, writing, design and unfortunately coding. And I hate coding! I'd rather have a root canal without anesthesia than have to code another site.

*But the real problem was I couldn't earn any more. I tried some US outsourcers but they cost a bomb and didn't work out. And that's when I hired Dedicated Developers. Since then, **my income has almost quadrupled and because projects are complete in half the time, clients are super-impressed**. Best decision I've made in a long time."*

Tyler Archer – President - TylerArcher.com - Boise, ID, USA

*"Vishal and his team at Dedicated Developers are superb. Very thorough, competent and highly professional. What separates Vishal from all the rest of the IT contractors that I have worked with in the past is **the depth of experience and the high personal touch** that he brings to the table.*

==Early on, Vishal made a special trip to visit and sit down with me to discuss my business objectives.== Who in the world of virtual IT consulting does that? Very classy. Additionally, Vishal and company are very creative and are very willing to share ideas even if it's outside their existing contract. It's clear that Vishal is committed to building a long term relationship which I very much appreciate.

==I am glad I took Eben Pagan's endorsement to hire Vishal and his team and I wholeheartedly recommend them.=="

Perry Simpson – Founder - Razorama.com - Santa Barbara, CA USA

"When the local company we'd hired to build our mobile app failed and cost us over $50,000 in time and money we thought there may be no way back. But, ==Dedicated Developers rescued us==.

The app is now live on iTunes and Android. Dedicated Developers worked late nights and weekends to help us. I highly endorse them. ==Thanks Vishal for staying in touch with me for several years through Eben Pagan's mastermind group and for doing an awesome job.=="

Neil Venketramen - Co-Founder - LeanBuddy.com - Chicago, IL, USA
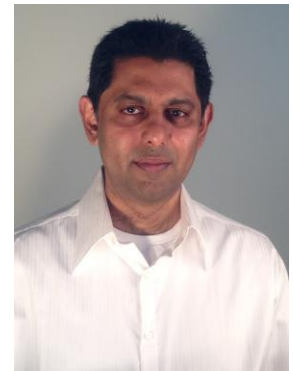
"I was working 10 or 12-hour days, and not really taking any breaks, and then some on Saturdays. It was really affecting my quality of life. I tried outsourcers via freelance websites but that was incredibly time consuming so when ==I found out about Dedicated Developers through Eben Pagan==, it made financial sense. Because of Dedicated Developers ==I've been able to double my client fees with additional products and services and that means my outsourcer pays for herself time and time again==."

Chelsea O'Brien – President - TechDivaMedia.com - Capon Bridge, WV, USA

"When you outsource you still have to stand by the end product. It's still your name on the line as far as your client is concerned. For us, it's critical to be able to deliver a product that we were still willing to put our names on. That was of critical importance and Dedicated Developers have done exactly that. ==We're so glad we were introduced to them through Eben Pagan and we're saving over $10,000 a month in costs and seeing over 100% growth."==

Jared Prazen - Director of Business Development - TrafficMotion.com - Cheyenne, WY, USA

"I couldn't do it all. I was literally going crazy. It was either stop doing things that were driving me crazy and move forward or else I was literally stuck where I was. That's when ==I found out about Dedicated Developers through Brendon Burchard==.

Since then ==I was able to launch my whole product in 3 months. That really is amazing. Without them it would have taken at least another six months==. Best of all I'm so much less stressed, less worried, less aggravated. The frustrations have gone and I no longer fear marketing or embarrassment about my website. It's a great thing and I can't thank you enough."

Joui Turandot – President - RockstarAttraction.com - San Francisco, CA, USA

"I wasted thousands and thousands of dollars trying to figure out how I could use freelancers to build my business. I bought all the courses, took all the steps but was still stuck.

It was easy enough to hire a freelancer in the Philippines or somewhere but then trying to tell them what I wanted and actually get it done was almost impossible. ==So when Eben Pagan recommended Dedicated Developers, I turned to them and haven't looked back. I've saved over 60% on local development costs==, I saved about 18 months in development time and I'm dominating my niche. It's brilliant."

Jane Nguyen – Founder - TaxPlanningTips.com.au - Brookfield, Queensland, Australia

"You've solved some really big headaches for us. Our past developers were a real challenge because they were independent and they didn't have any backup when they got stuck. That meant we ended up wasting time and money trying to help them, guide them, force them to get things done right and on time. We accomplished a lot more than we could have without you and ==**things are without a shadow of a doubt easier and less stressful**== *with Dedicated Developers.* ==**I am glad my business partner Dennis heard about them on one of Eben Pagan's live coaching calls.**==*"*

Mike Lambert – CTO - GetAStart.com - Chicago, IL, USA

"Managing over a dozen freelancers across the world was horrendous. It was an absolute nightmare. I would never build a business that way again. ==**I was introduced to Vishal with Dedicated Developers by Eben Pagan's mastermind team at one of his live events.**== *Partnering with Dedicated Developers is completely the opposite. With our part-time dedicated developer,* ==**we save around 40 to 50 hours a month and we're producing $2,000 or more a week in additional revenue**==*. I can't recommend them highly enough."*

Jovan Will - Co-Founder - Alpha Advisor Academy - Mesa, AZ, USA

"I could have lost my business because I had to spend most of my time on stuff that didn't make money. I handed all that off to my dedicated outsourcer at Dedicated Developers, which now allows me to get on with the money making activities. ==**I am very glad I met Vishal with Dedicated Developers at Eben Pagan's live event. The value is astonishing. I must be getting around $75,000 per year in services and I pay a tiny fraction of that!**== *More importantly, I'm less stressed, have loads more free time and my appointment diary is filled!"*

Bill Parravano – Founder - TheKneePainGuru.com - Asheville, NC, USA

"Within the first 6 months of working with Vishal and his team, I started getting ==17% more leads== from the internet and started ==converting 12% more clients== through my websites. I have been very impressed by their work."
Dr. Sam Bakhtiar – Founder - FitConcepts.com - Chino, CA, USA

"I have been working with Vishal and his team for 5 months now. Whenever I see their work, I always get thrilled to look at the designs. The thing that I really liked about them was that they were really interested in ==understanding my ultimate objective== and what message I was trying to deliver through my websites."
Sonja Solaro - Author, Award Winning Entrepreneur & Business Coach - SonjaSolaro.com - Watertown, SD, USA

"Vishal is a well-respected and innovative entrepreneur whose drive to become the best in the world is surpassed only by his ==dedication to his team== in helping them reach their goals and live their dreams.

Vishal's enthusiasm in learning new things is one of his strongest traits, and his willingness to share this knowledge to all who ask will undoubtedly help him reach and exceed his personal and business milestones."
Dr. Bob Clarke - Award Winning Entrepreneur - BobAndRosemary.com – New Jersey, USA

"Vishal Bhatia is a true entrepreneur, problem solver, networker, idea man, and honest individual with a warm and catchy personality who ==Does What He Says==, and does it with competence."
Mitch Carson – CEO - MitchCarson.com - Los Angeles, CA, USA

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"If you are tired of dealing with unreliable, unresponsive, arrogant
and expensive programmers and designers, give us a call. I'll have one of
my super star programmers work on your project for one week **ON US** to prove
we can do a better job than your current programmer and designer!"
Vishal Bhatia, CEO, Dedicated Developers

In this book you'll discover overwhelming evidence that partnering with us will solve your technology challenges and allow you to make more money in your business, faster and with less stress.

We KNOW that taking the next step is a big decision despite what you'll read.

So, if you own a web-based business or start-up with more than $500k in annual revenue, I would like to give you a special "get to know us" offer.

Here's the deal:

We'll let you work with one of our super star custom programmers to deliver your first development project (up to 40 man hours) absolutely completely FREE. This means absolutely no cost or risk for you.

Then, if you are completely satisfied with our work and you wish to, we can embark on a contractual partnership OR, you can walk away with absolutely no obligation at all to spend any money.

Why am I willing to do this?

Quite simply because I know that once you see how well we listen, how well we communicate, how efficient we are and how we deliver the best possible work, you'll want to become a client for life! And even if you don't, you can tell us why not and we can 'fix' it.

All the risk is on our shoulders. To take advantage of this once-in-a-lifetime offer either:

1. Call us now on 1-952-496-2300 or email us at info@DedicatedDevelopers.com
2. Head to DedicatedDevelopers.com and check us out.

But don't delay. We have hand picked 15 of our top developers for this offer, and once they're booked and busy, there are no more spots.

Vishal Bhatia, CEO

Vikas Bhatia, COO