



# Who Are Dedicated Developers and Why are They the Secret to Your Outsourcing Success?

If you own a technology start-up or a web based business with revenues between \$500,000 and \$10,000,000 a year and you are frustrated dealing with unreliable, arrogant, and expensive web and mobile app developers who simply cannot deliver your mission critical projects on time, the first time, keep reading.

By partnering with Dedicated Developers the burden of technology will be lifted as their well organized, structured development team work like your own employees and focus 100% on your crucial technology tasks and complete them to the highest quality while you sleep.

Dedicated Developers was Founded by Amazon Best-Selling Author and Award Winning marketing consultant and speaker - Vishal Bhatia.

Having built multiple businesses from scratch, Vishal knows inside out the challenges and impediments you face in finding the quality technology resources you need at a price that delivers maximum profits. Dedicated Developers solves that challenge with world-class offshore, dedicated programmers who are fluent in English, highly experienced, excellent communicators and so reliable that you can place your most important projects in their hands and get fantastic results. **When you partner with Dedicated Developers you're placing your business at the forefront of technology, innovation, and excellence.**

Don't take our word for it. Throughout the rest of this book you will hear from real Dedicated Developers clients. You'll hear about their challenges, their frustrations and how working with Dedicated Developers has helped these business owners end their frustrations and grow their businesses rapidly.

## **Dedicated Developers**

2360 Corporate Circle, Suite #400

Henderson, Nevada, USA 89074

Website: [DedicatedDevelopers.com](http://DedicatedDevelopers.com)

Email: [info@DedicatedDevelopers.com](mailto:info@DedicatedDevelopers.com)

Phone: US +1 (952) 496-2300

# TRY BEFORE YOU BUY

**YES! Try Us RISK-FREE For a Week Before Signing a Contract!**

"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
2. Email us directly at [info@DedicatedDevelopers.com](mailto:info@DedicatedDevelopers.com)
3. Head to [DedicatedDevelopers.com](http://DedicatedDevelopers.com) and check us out.

But don't delay. We hire only 15 developers for this offer, and once they're booked and busy, there are no more spots that month. Take advantage while you still can as the spots are filling up fast.



Vishal Bhatia, CEO



Vikas Bhatia, COO

# **“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”**

Tired of Disjointed Freelancers, Poor Communication, Wasted Time and Money, Frustration and Anxiety Dedicated Developers Helped this Best-Selling Author more than Double His Business, Dominate His Market, Destroy the Competition and Save 2 Years in Development Time Worth \$6 to \$8 Million

Dr. Bradley Nelson is the developer of the most advanced form of energy medicine on the planet. A holistic Chiropractic Physician and Medical Intuitive, Dr. Nelson is one of the world’s foremost experts in the emerging fields of Bioenergetic Medicine and Energy Psychology.

His bestselling book, "The Emotion Code", is helping people all over the world to improve their lives by getting rid of their imbalanced emotional baggage. The users of The Emotion Code technique have found freedom from emotional problems such as depression and anxiety, as well as physical problems including fatigue, pain and disease. With customers all over the world, managing multiple websites, membership sites, e-commerce stores, customer service portals and social media was a critical piece of his multi-million dollar operation, and it was challenging to do it all by himself.



*Dr. Bradley Nelson, Best-Selling Author of 'The Emotion Code'*

## **Doing It All Himself Was Destroying His Profits and Freelancers Only Made Things Worse**

He created products, served customers, managed finances, implemented marketing and even built his own websites. But, in his own words:

*“I used to be a computer programmer myself, so I did a lot of the work that Dedicated*

*Developers now do for me. But, as we began to grow rapidly I just didn't have time. It wasn't working anymore. I had to get help or I would be faced with seriously limiting or even destroying the success I'd worked so hard to build."*

To start with, Dr. Nelson tried hiring freelancers from all over world using common freelance websites where all manner and quality of people reside.

*"Before I started working with Dedicated Developers I'd go online and try and define my project and then hope somebody from somewhere would come along with a bid for the work that made sense. That took a huge amount of time and could be extremely frustrating. Even once I'd found a freelancer I often found communication was like getting 'blood out of a stone,' meaning projects took much longer than they should and the eventual result wasn't as good as it should have been. I dread to think how much time and money I wasted, let alone the amount of stress it caused me."*

In fact, the top 3 headaches Dr. Nelson and those just like him who try and find freelancers to help them are:

**HEADACHE #1: SECURITY** – It's a big leap of faith to find someone on the other side of the planet on a freelance website and then just hand them the passwords to your websites, email and most private data. This is one huge RISK which could have fatal consequences for any business. Had an untrustworthy person allowed Dr. Nelson's competitors to gain access to his most private files it could have cost him millions.

**HEADACHE #2: COMMUNICATION** – The moment communication becomes a challenge, mistakes are made, time is lost, frustration and anxiety set in and ultimately it costs money. And, while many independent freelancers claim to speak 100% fluent English, the reality is often quite different.

**HEADACHE #3: EFFICIENCY** – Success for Dr. Nelson means always being at the front of the pack, always innovating, always delivering new and enhanced value to his customers. Achieving these goals with a team of independent freelancers was never going to happen.

And, it was the acceptance of these facts that gave Dr. Nelson a very clear-cut choice.

### **He Could Hire Full Time Local Staff and Accept the Headaches and Sky-High Costs Or ...**

Find an outsourcing solution that works. Dr. Nelson worked with a company that used Dedicated Developers, and through the success of both, Dr. Nelson eventually worked directly with his own team at Dedicated Developers. And his decision paid off:

*“First of all, from a **security** perspective, it’s wonderful to just have one trusted team that we have shared out our server passwords with rather than to all kinds of different people we don’t know and who could be completely ‘crazy’ or ‘cons’ or ‘frauds’.*

*Plus, where historically we were having problems with a **communication** barrier that only led to frustrations, now we have one communication point, everything is communicated effectively and projects are completed quickly and efficiently without hassle or stress. I just don’t have to worry.*

*Even better, we specifically save at least one full time local staff member. Plus, we’re more **efficient** because my staff has more time because they know you’ll back them up. That means they can spend more time creating. It’s hard to put a price on that, it’s hard to put a value on that, but it is definitely very valuable. You are an indispensable part of our team and you give great value.”*

The benefits Dr. Nelson is seeing go even deeper:

### **A 20 Plus Point Increase in Customer Service**

It’s very expensive for any business to attract new customers – you know that by the hole in your bank account any time you’ve tried it. Thus, maximizing existing customer satisfaction and spending is absolutely critical.

*“Before we started working with you, our customer service system was not up to par and consistent of an ‘ad-hoc’ mixture of phone and messages. Our customer service rating was down in the 70’s, which was not good enough. Yet, I really didn’t have time to focus on it. BUT, since working with you and setting up our full customer service helpdesk our customer satisfaction has shot up 20 points or more into the mid 90’s. The effect on customer spending is profound. Refunds are down and repeat spending is way up. It’s been a major profit booster for us.”*

So how did all this happen?

Well, when you work with Dedicated Developers we simply take away all the hassle of web development, design, graphics, SEO, mobile apps and more, so you can focus on what you do best. And that’s exactly what we did for Dr. Nelson. By his own admission we not only made him money but we saved him money too!

*“...of course you have a team which costs us to have you there for us, but I would say that overall, taking into account how much extra we’ve made, working with Dedicated Developers team has saved my business 40% to 50% in costs. And given you’ve helped us*

*leap frog about 2 years in development time, which is worth in the region of \$6 to \$8 million, I can hand on heart say working with Dedicated Developers is not only a pleasure but one of the best business decisions I've ever made.*

*The peace of mind that comes from being able to delegate the projects to your team and then knowing that it's going to get done. That's a wonderful thing and absolutely less stress, less worry, less fear, less anxiety, less stress hormones circulating in my blood and that's all good stuff. I can't thank you enough."*

*Dr. Bradley Nelson  
Author of 'The Emotion Code'  
CEO and Founder  
Healers Library  
Website: [www.HealersLibrary.com](http://www.HealersLibrary.com)*



## **“From Outsourcing Nightmare to Flexibility, Reliability and Trust, a 500% Return on Investment and a Major, ‘Unexpected’ Competitive Advantage”**

*Nitin Chhoda PT, DPT, CSCS  
author of “Physical Therapy  
Marketing for the New Economy”  
and “Total Activation: The New 5  
Step Fitness Mantra”*

Struggling to Find Philippine Based Outsourcers Who  
Could Be Relied on For Mission Critical Business Tasks,  
Nitin Chhoda turned to Dedicated Developers and  
Hasn't Looked Back Since ...

Nitin Chhoda PT, DPT, CSCS is a licensed physical therapist in New Jersey and New York and a published author of “Physical Therapy Marketing for the New Economy” and “Total Activation: The New 5 Step Fitness Mantra” (both featured on Amazon.com). He is also a private practice marketing consultant and just a regular guy who enjoys time with his wife (also a physical therapist) Ritika Gulrajani PT, DPT in their home in New Jersey.

Nitin reveals tips on marketing and referral generation for private practices on his blog. He's been featured on the Martha Stewart radio show, Investors Business Daily, the Bergen Record (amongst the nation's 100 most widely circulated newspapers), CBS, the Daily Herald, the San Francisco Chronicle, and CH 14 television in Montreal, Canada.

Nitin's YouTube channel on practice management and marketing for physical therapy, chiropractic and dental clinics is one of the most widely watched channels for private practice owners on YouTube, with hundreds of thousands of views and hundreds of comments from private practice owners throughout the world. It's for these reasons that Nitin has been called the “Number one private practice marketing consultant and business expert” according to Wikipedia.

### **But Getting to the Top Required New Thinking**

In the early days, Nitin personally made updates to his websites himself. At first that was fine. But as with any successful business, finding time for low value tasks such as web updates was becoming a headache. While the updates themselves were critical for his readers and clients

alike, he could not hope to reach his personal income goal if his time was taken up with web updates and the like. In addition, he didn't have a good web designer he could rely on, something which was becoming more and more important for him. So, he made the decision to outsource.

### **Disjointed Outsourcing Leads to More Harm than Good**

To start with, Nitin set out to hire outsourcers in the Philippines. In his own words, he struggled:

*“There are lots of issues, hiring people in the Philippines, in terms of customer support. I had bad experiences because firstly, they were not reliable and secondly, half the time they have internet outages and power issues which means projects are late and often below quality.”*

Common and yet hard to believe excuses as to why work was late included:

*“You know... my daughter had a function today so I could not come... I was late because of the rain and I had to be deal with things like that”*

The end result was a lot of wasted time, projects were delayed, unnecessary frustration, stress and anxiety. This was a far cry from the outcome that Nitin had hoped to achieve from outsourcing.

Then he met Vishal at a conference and they began to talk about the challenges Nitin was facing. In particular, how poor customer service and how a lack of listening and attention to detail meant that the outsourcers in the Philippines were not successful.

### **Reliability is the Back Bone of Outsourcing Success**

Nitin's experience showed that unless you have reliable outsourcers who listen and take action on requests, you end up wasting a lot of time rather than saving time!

Furthermore, Nitin found out that there is more to this than just reliability. In fact, he discovered two critical factors to building trust with outsourcers:

#### **1. FLEXIBILITY**

#### **2. RELIABILITY**

*“When these two are apparent, a real partnership for growth can be formed. You have to trust someone is working 8 hours a day and not working 4 hours and taking 4 hours off. Where they are **flexible** and **reliable** then the trust can be built.”*

After meeting Vishal at an industry conference, Nitin decided to give Dedicated Developers the opportunity to help solve his outsourcing headaches.



*“The structure I had before was that there was one designer who was unreliable. He was doing some design work for us and the idea was to reduce the load on him. And secondly, the basic structure was that I wanted someone to be in India to work Indian standard time so that I could work real time with the developer on core product. I wanted an affordable solution in India.”*

### **500% Return on Investment is Quite Normal**

After partnering with Dedicated Developers and once a few early system and process challenges were ‘ironed’ out, Nitin witnessed amazing results that exceeded his expectations.

*“Once we’d ironed out a few early challenges which frankly were to be expected, working with Dedicated Developers has been a real success. We can build client websites much faster and add new features much faster too. That’s critical to maintain our client satisfaction and spending.*

*Moreover, the intangible benefits are even greater. I no longer have to worry about whether things will get done. I know I can go to sleep and wake up and tasks will be complete. Even when something is new I know you’ll be flexible and get it done. I no longer have to worry about our client sites being security hacked. I have more time for sales and marketing and critically I have more time to focus on high dollar activities. Hitting a 500% return on investment is quite normal.”*

But the benefits for Nitin went even further. In fact he ‘stumbled’ across:

### **A Powerful Competitive Advantage**

*“Because India works at night while my US clients are sleeping, the clients are excited to see their new website in the morning!*

*It’s very powerful advantage because changes and fixes are also automatically made at night. If I hired a US person to do that it would cost me several times more than my current cost. And while my competitors have to let their clients know their site will be ‘down’ during the day, my clients see little if any interruption in service and I make more money too!”*

Nitin further explains that he has moved from a position of stress and frustration with disjointed outsourcers who constantly let him down, to a **reliable, flexible** outsourcing team that gives him a 500% return on investment and a huge competitive advantage. He is thrilled with the great amount of success from his association with Dedicated Developers. In conclusion he gives his top three reasons for making the shift to Dedicated Developers.

*“My top three reasons to outsource with Dedicated Developers:*

- 1. I make more money because I get more done.*
- 2. I have more time for other things, including my family, because my dedicated team gets the work done for me.*
- 3. I'm happy to be able to help others have a good job. I've been very fortunate and it's good to know that I'm helping others have a stable prosperous future.”*

*Nitin Chhoda PT, DPT, CSCS  
CEO & Founder  
Total Activation  
Website: [TherapyNewsletter.com](http://TherapyNewsletter.com)*



Tom Richard

## **“When Seven Web Developers Could Not Help Him, Tom Richard Turned to Dedicated Developers, Who Completed His Project On Time and Enjoyed a 25% Reduction in Costs and a 30% Increase In Productivity”**

Tom Richard is the CMO of GymSource, a professional speaker, and an exceptional business strategist.

With his vast experience working with website developers, when a new project came to his mind in 2012, he quickly moved to action. For Tom, the project seemed perfectly feasible but when he ran it past his freelance web developer he hit a ‘brick wall’.

### **The First Seven Web Developers He Approached Could Not Handle Tom’s Project**

Neither his web developer nor 7, yes 7, additional developers he contacted were able to help him. Most of the developers said they thought it could be done but none knew how to do it.

Frustrated and helpless with the whole process, Tom reached out to Sam Regal at Office Autopilot. Sam recommended Dedicated Developers to Tom for this important project. He was very impressed by the fact that unlike most companies he’d contacted, Dedicated Developers would take over all the tasks required to do the job!

*“The conversation unfolded well and you did a very good job in following up and taking over all the different parts of the project, and not making me do it all, which other companies have done. If I had the time to do that, I wouldn’t need to hire somebody!”*

Tom’s existing web developer was working 80 to 100 hours a month but the developer was starting to let him down with project delays and unresponsiveness for several days in a row on the status of the current projects.

*“Our developer at the time wasn’t really available for the project and that was bothering me. He said he was but he never came though and because we were one of several different clients of his, things were either not being done or they were being done poorly. Alarm bells started to ring because he began to give me very poor answers to a number of questions. That gave me the green light to look for a new resource.*

*He said that that certain parts of the project couldn’t be done. Either we had to take what’s in the standard package or delete the feature. But, to me there was a 3<sup>rd</sup> and much better choice, which was for the developer to do it the way I wanted it to be done and then send me a bill for the work!*

*I kept hearing that we can’t use all this or we can’t do that and pick only one. I would not accept that. And that’s what lead to more work for you guys.”*

### **Tom Would Not Give Up and that Led Him to Dedicated Developers**

Feeling exasperated by the whole situation, Tom started to look for an alternative developer or company and his quest to find the right solution for his project led him to discover Dedicated Developers. Tom had three very clear requirements for any developer or company and he would not proceed with a new association unless all three of his requirements were met.

*“I really needed all 3 of the following to be present in order to move forward.*

*The first thing was **Communication** and two points here are:*

- *They need to communicate clearly.*
- *Actual communication coming back, from management, from supervisors, and from the actual company and the employee.*

*Not just the ability to communicate but actual wanting and desire to communicate about the project and how things are going.*

*The Second would be **Cost**. Cost was a big factor. But not just the price. I’m talking about the total cost of getting the project done. Anyone can have a low price but if they take 3 times as long to do it as expected, technically I’m spending more money to get the project done.*

***Management and Leadership** would be the third. I wanted to know if something needed addressing that I’d have a more senior person to go to, who’d have real interest in my results. And that’s why I moved forward with Dedicated Developers - they met all three of my needs.”*

The solution was a dedicated developer from Dedicated Developers. Someone who works meticulously and thoroughly on only Tom’s projects. Someone who meets his most important

requirements when he decides to outsource a project. Asked what his top three requirements were, Tom replied:

- “1. **Certainty.** Meaning I know what is going to be done with the money. I want to be sure something is going to be done within the agreed scope, whether that’s in cost, timeline or capabilities.*
- 2. **Reliability.** I need to be able to rely on you to deliver results efficiently.*
- 3. **Efficiency.** Cost is of course always important but it doesn’t matter how cheap something is if the above 3 things are missing. You could charge half as much and it would be a bad deal for me.”*

So how do Dedicated Developers stack up against Tom’s requirements?

*“As far as web development, I would say 8 or 9 out of 10.*

*Reliability I would say 10.*

*For ROI I’d say somewhere in the 7 or 8 out of 10 range and I think the reason it wouldn’t be a 10 is because primarily, at this point, we’re going through a learning curve for my massive website and several projects with unusually large scope requirements.”*

For Tom to truly judge the partnership with Dedicated Developers he had to see both tangible and intangible benefits.

### **30% Increase in Productivity and a 25% Reduction in Web Development Costs**

Since working with Dedicated Developers Tom has seen a 25% reduction in web costs and a 30% rise in productivity. Previously delayed projects are being efficiently completed. Completion of pending projects, reduction in cost, combined with an increase in productivity has led to increased profits.

The benefits Tom is experiencing are much wider than that:

*“In the past I was spending a considerable amount of my time in babysitting freelancers as opposed to actually working on the website.*

*Now the work I’m doing with your web development team is actually about the work itself and it isn’t about making sure that they are doing their work. We’re accomplishing really productive results.*

*The amount of work we’re getting done now could have easily required me to hire two web developers. Whereas working with your company I only had to hire one. That has a lot of intangible benefits.*

*I feel a real reduction in stress now because there's certainty. There is security knowing that the projects are going to be done in a very systematic, timely and very thorough manner. I don't need to constantly be worrying about what's going on. Is the work being done? Is it being done correctly? Are they even going to show up today and do the work? There is a lot of security. The operation and your web development really works like clockwork. It's quite relieving knowing that the most important piece of my job function is really taken care of."*

*Tom Richard, CMO  
Marketing Director  
Gym Source  
Website: [GymSource.com](http://GymSource.com)*

# **“Fast-Path to Niche Domination with an 18 Month Development Time Saving and a 60% Saving Over Local Costs”**

Jane Nguyen Invested Thousands of Dollars to Educate Herself About Outsourcing But Discovered – It’s Not as Easy as It Looks...



Jane Ngyuen  
CPA – Entrepreneur - Author

Jane Nguyen has 26 years of experience in the accounting industry, ranging from the Audit Department of Australian Taxation Office to the position of Tax Manager in a medium-size Chartered Accounting firm in Australia. Jane first graduated from Bachelor of Business (Major in Accounting) at Monash University in Melbourne, Australia. Several years later when she was working as an auditor at Australian Taxation Office, she went on to complete her Masters of Taxation at University of New South Wales.

Her qualifications, combined with a unique exposure of experiences in different fields of accounting and taxation gave Jane the enviable position to help the Australian public. Jane takes advantage of modern technology of the 21<sup>st</sup> Century to deliver her knowledge, experience and skills to a wider audience of Australia.

While Jane is an expert accountant, by her own admission she is ‘not good at technology’. Yet she knew she needed to take advantage of the Internet to grow both her ‘bread and butter’ accounting business and her online ventures.

Jane knew she needed to outsource - she spent thousands of dollars on training herself on how to outsource but she ended up more confused and stressed than ever.

## **Thousands of Dollars on Outsourcing Courses and Ad-Hoc Outsourcers Ended in Walking Round and Round in Circles Not Getting Things Done**

*“I didn't know what I was doing. I need to know exactly what I'm doing, because outsourcers did exactly what I asked them to do. They did not provide me with any*

*guidance. They're there to do specific tasks. I wasn't specific enough because I didn't have enough knowledge in that area. It wasn't achievable for me to use them like I was."*

This is a very common problem.

There is a huge amount of advice around about how to hire and use outsourcers. The trouble is that there is a very wide chasm between theory and practice. Finding a high quality outsourcer on your own is almost like trying to find a needle in a haystack and it can turn out to be a very expensive process!

*"I took the courses, and I thought the courses would give me the steps, but it was still very hard, and trying to follow the steps, and trying to communicate those steps to an outsourcer. It's a big bridge to jump.*

*When people sell these courses, they make it look so easy. They make it seem like I have the same expertise as they do.*

*I still have to manage my own accounting practice. Whenever I hit a hurdle, I have to go back and manage my business first because otherwise I can't pay the bills. It's critical for me to have an outsourcer who I can rely on and who can do the job and has the backup needed."*

## **You Should Have High Expectations**

The whole point of using outsourcers is to save you time, money and stress. You should have high expectations. When Jane began speaking to Dedicated Developers about how they could help her, she was very clear about what she needed, both in the short and long term.

*"To begin with, my requirements were pretty simple, but I had big plans and several very complex future projects to complete. My expectation was that I would have a technician who is an expert. More importantly, an expert who has access to a network of other experts and expertise to brainstorm and resolve the problems at hand.*

*It's a whole network and a team of experts, and not only one person. That gave me an immense sense of relief as my projects were completed by the Dedicated Developers team."*

In fact, Jane was very, very clear about what was critical for her when looking to outsource her projects:



- “ 1. The most important thing is that the other person understands what I'm talking about, and what I want. The **exact outcome** that I want for that project. If I have to re-explain the whole thing, or they spend a lot of time on it, then give it back to me and it's not something I want, then it's a waste of their time and my time. I think that's probably the most important thing, the clarity of the final outcome.*
- 2. If the other person can just tell me if what I want is doable or not, because I don't know whether it is or not. I might ask for something that is not doable. Be frank with me and say, "Jane, today I have to do 'this,' I need extra software, extra things." I need some guidance from them as well. Even if they don't know.”*

### **12 to 24 Month Productivity Gain in Just 3 Months and a 60% Saving Over Local Costs**

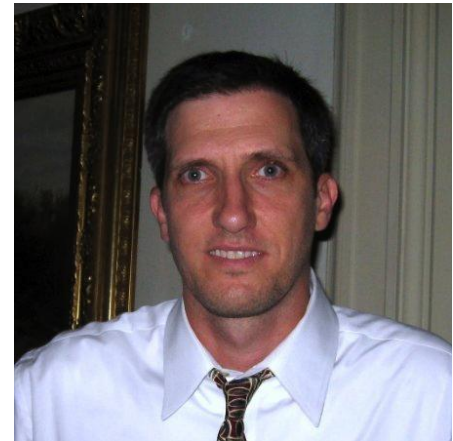
Since working with Dedicated Developers Jane has seen significant improvements in her business. She estimates that she's saved 12 to 24 months in development time in just 3 months, saved over 60% in costs over what it would cost if she were to get the same work completed locally, increased customer satisfaction and her customers are now spending more on her products and services. In her own words, Jane says:

*“We've hardly scratched the surface in the last 3 months. As we keep going I'm confident I can dominate my niche and be 'THE' go-to person in my industry. That couldn't have happened without Dedicated Developers.”*

*Jane Nguyen  
CEO & Founder  
Complete Business Accounting*

# **“Why Trust is the Most Critical Aspect In Successful Outsourcing”**

Why Hiring Independent Outsourcers Leads to Frustration and Big Expense In Over 80% of Cases



Mike Lambert

Mike Lambert is a results driven and highly recognized serial entrepreneur, business manager and business development strategist specializing in keyword optimization and eclectic marketing tactics with one simple business mission:

*‘To achieve positive ROI and gain visibility in search engines and all over the Internet.’*

Mike’s ability to stipulate value in the marketplace through competitive online marketing makes him unique. As President and Owner of the vastly growing Internet Marketing Company, Virtual Project Manager, Inc., Mike has worked with hundreds of companies from around the world.

He’s well aware of the benefits of outsourcing. As his business grew quickly it wasn’t long before he began to look for outside technical help to support his internet based venture.

## **Independent, Ad-Hoc Outsourcers Wasted Time**

But it wasn’t long before Mike began to hit problems. His initial outsourcing was via independent contractors in the Philippines.

*“The contractors I worked with didn’t have anybody to turn to with questions so they had to be extremely independent and figure things out on their own. Sometimes that was okay but more often than not it led to me wasting a lot of time trying to help them do the job I was paying them to do!*

*Lacking a support network meant they simply couldn’t provide the service I needed. It was a constant frustration.”*

The more Mike's businesses grew the more help he needed and the more challenging it became. He simply couldn't afford to keep wasting time.

That's when he turned to Dedicated Developers. He was very clear about the top 3 things he needed from an outsourcing company.

*"**Trust** that the work is being done as expected. That they are making every effort to do their best. I don't expect everybody to be the greatest developer in the world but I do expect them to work as hard as they can and try to do their best while they work for us.*

***Cost effectiveness**: I've got a pretty good idea of what projects should cost.*

***Reliability** that it's going to get the attention that it needs and get done on time rather than simply placed to the side until it becomes urgent."*

Out of all of those, Mike identifies:

### **"TRUST is the Most Critical Aspect to Outsourcing Success"**

*"**Trust** is so critical because I put a lot of things into the trust area. We're sharing quite a bit of code that we've developed over the years as well as customer information.*

*When someone works on our projects they have direct access to the lifeblood of our business.*

*I need to trust them to know that they are going to do it the way that I've requested and documented it and given it the attention it deserves. The most important thing for me to know is that I can hand something over and know it's going to get worked on as I expect. I cannot risk a breach in trust. It could be catastrophic for our business."*

When Mike came to Dedicated Developers he had to be sure that his requirements would be met and he would see real results. He was impressed from the very beginning. It was clear to Mike that Vishal and his team really did take the time to listen and understand what he needed and that they would do everything necessary to help.

Fifteen months later here's what Mike says:

*"I have to give you 10 out of 10 for **cost effectiveness**. To get the level of service and results you provide would have cost me many times more at any other place I looked.*

*More importantly 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, and force them to get things done right and on time.*

*Our transition to you has been pretty smooth and we've ironed out any hiccups quickly and efficiently. We accomplished a lot more than we could have without you and the whole process is without a shadow of a doubt easier and less stressful.*

*Mike Lambert, CTO  
Virtual Project Manager, Inc.  
Website: [GetAStart.com](http://GetAStart.com)*

# **“Who Else Wants to Quadruple their Income, Halve the Time It Takes to Complete Web Projects and Enjoy a Huge Reduction in Stress?”**

Tyler Was STUCK. Stuck on a Fraction of the Income He Could Earn Because Coding Websites was Taking 80% to 90% of His Time. His Business Was Destined to Stagnate and Fail. Here's How He Turned it Around ...



*Tyler Archer – from Stress to Success*

Tyler Archer is a top Internet Publisher, Conversion Specialist, Marketing Consultant and Direct Response Writer & Designer. Having been in web development since 1996 he provides a full range of services from marketing campaigns, design and development, conversion optimisation, PPC advertising, mobile optimization, logos and branding, software design to full Infusionsoft and membership site integrations. He helps Authors, Experts, Speakers and Info-Publishers turn their premium content into highly profitable web entities.

At just 16 he borrowed Photoshop from a friend and helped a neighbor set up his new website. As he continued to build his business he continued to do everything himself.

## **Doing Everything Himself Left Tyler Stuck... Working 60 Hours a Week With Zero Scalability...**

This is what Tyler was facing:

*“It was basically only me doing everything. By everything I mean, graphics, writing, design and unfortunately coding. Coding is the last thing on the list of things I enjoy doing and probably the least valuable use of my time. I realized at that point I was really stuck.*

*I was probably working 60 hours a week and there was absolutely no scale. I wanted to grow but couldn't. I had clients, I had projects coming in and I was turning work down because I could only do so much.*

*Writing, designing and branding is the work I love and want to spend my time doing, and that probably takes me 20% of the total time on the website. The remaining 80% to 90% of my time is consumed in coding.*

*I started looking for somebody to help me turn my designs into working websites and do all the coding. Whatever it took. Whether it was WordPress, HTML, CSS, PHP or all of those in one website. A one stop shop that could do it all for me."*

He had to make a decision. Be limited by his own success and continue to slave for 60+ hours a week or find a way to outsource the coding part of his business. Then he could take on more work and potentially quadruple his income in a very short time frame.

The trouble was that he had absolutely zero experience on how to outsource. He didn't know where to start.

### **Why Outsourcing to Americans Was Sadly Disastrous**

Initially, he started by hiring within the US.

*"I hired a few local people and it was a joke all the way round. IT was way too expensive and it was a complete waste of time.*

*Frankly, it saddens me to say, but when you hire Americans for Internet Marketing jobs, they seem to think they'll get to sit on the beach and be a millionaire. It's really hard to find anyone with the work ethic to actually work for 8 hours a day.*

*What you end up finding is it's very expensive, very unresponsive, and there's no reliability. You never know if something will be done or not, whether you'll be able to go home on time or you'll end up fixing their mess because they've decided to take the afternoon off. I could not find an effective solution. It was extremely frustrating."*

Tyler again found himself stuck. However, he was still convinced that he could find an efficient way to outsource the coding part of his projects. He wanted to focus on what he was good at, and focus on quadrupling his income, which he knew for certain was realistic. But how was he going to do it?

The most important thing for Tyler was to be able to delegate the coding to a qualified developer and KNOW with certainty that it would be well done and completed on time. He was tired of delegating work and then hearing people come back and say they needed a bit more time, or there was more work to be done, and they needed more money. He was tired of having them come to him, hands outstretched, wanting more time and more money. All he wanted and needed was for his projects to be done on time and at a reasonable cost. That would mean he could make money and grow his business.

That's what led him to Dedicated Developers team:

*"I was attracted to Dedicated Developers for a number of reasons. Price was definitely a consideration. Over and above that I was very impressed with the management structure. The people at Dedicated Developers work 8 am to 5 pm Monday to Friday. I know what I'm going to get. I know they're going to show up for work and I know they'll be communicating about my projects and I know they'll get it done. That's a HUG E benefit for me – I no longer have to worry."*

*Coding makes me want to put a bullet in my head. I don't have to do it anymore and that's invaluable.*

*Nobody can be good at everything and nobody can enjoy everything and coding is the one thing I really hated. Dedicated Developers allows me get rid of that 50% of my business that I hate - those tasks that make me less efficient, that made my days long and made my business no fun. I get to take that 50% and delegate it to a developer who is good at it, and enjoys it. Brilliant."*

### **How Tyler Quadrupled His Income**

Tyler's 'hunch' that delegating the coding work to an outsourcer would allow him to **quadruple his income** became absolutely true:

*"I would say that using Dedicated Developers increased my income from \$30K to \$40K US a year to \$120K a year. That's very, very, very true.*

*Over the last 3 years, my team in India has made me \$140K. That's how valuable they are. My return on investment is this: I spend roughly \$2K with you and get back roughly \$8K in revenue. This lets me structure my business in a way that it is incredibly efficient and highly leveraged. My 1 hour becomes 4 hours. That's really important, both in Time and in Money.*

*I would say that I wouldn't have been able to tackle the projects and the clients that I took on at all if I didn't have my team at Dedicated Developers. Would these projects be done without you? No. Without you I could never have achieved what I have."*

For Tyler the benefits of working with Dedicated Developers have gone far beyond just quadrupling his income ...

### **With Dedicated Developers Projects are Completed in Less than HALF the Time and Clients are SUPER-IMPRESSED**

Listen to what Tyler has to say very carefully. It sounds a little tricky but it's not. It means projects can be completed in less than half the normal time...

*“One of the really cool things about working with Dedicated Developers is that the programmers are located in India. At first that may seem like a hindrance BUT in fact it’s a huge, hidden benefit.*

*If we have a project, it would take me and my programmer 3 full days each to do it ourselves. We’re both on normal American time, so it’s going to take us 6 days, since we’re both working during the day in our time zone. With your developer in India, he actually starts his full day when I go bed, so when I wake up we are now a day ahead!*

*What would have taken me and another American programmer 6 days, now takes only 3 days with you.*

*That means not only can I get more projects done and take on more projects but clients are super-impressed because we deliver faster than anyone with an American team ever could at a fraction of the cost! It’s a brilliant position to be in.”*

This allows Tyler to have an undeniable competitive advantage. For an American supplier to compete on time they would have to hire twice as much staff. As well, since American staff are about 4 times as expensive, the overall project cost would be around 8 TIMES that of Tyler’s. Tyler can now win on price AND service every time!

His **income has quadrupled** and he says:

*“I would say that working with Dedicated Developers has led quite definitely to a massive reduction in stress. Quite simply, they’re handling those things that I don’t like to do and I’m not good at. To have a team like yours who I can trust to handle those things is an incredible stress relief.”*

*Tyler Archer  
President  
Archer Media Partners  
Website: [www.TylerArcher.com](http://www.TylerArcher.com)*



# “Spending Too Much Time on Non-Value Added Activities Meant Bill Parravano Was Scared His Business Would Fail”

Here's How He Used Strategic Outsourcing to Turn Things Around

Bill is an international author, speaker, and teacher. He is the author of “Stop Your Knee Pain Now” and “The Comfort Zone.” He has been working with knee pain sufferers since 1999. His research has helped people all over the world achieve their pain free goals.

But, when he approached Dedicated Developers, Bill was struggling.

*“I was stuck in the day to day tasks of my business. I was spending my time doing the repetitive tasks and things that could be delegated. My email inbox was getting more and more overwhelming. I was continually answering the same type of questions from my customers over and over again - something that I thought that I should not be doing and someone can easily do this for me so that I can spend my time on income generating activities. There was no way I could keep it up – I was going to burn myself out.*

*Even worse, I was afraid my business was going to fail because I was spending nearly all my time on things that didn't bring me any money. I knew I had to be out there interacting with people at events but I had no idea how much money I'd need to spend to get help. Even then I didn't know if I'd have the revenue to justify the cost. It was a really scary time.”*

## Afraid His Business Would Fail

Bill met Vishal from Dedicated Developers at an industry event. Bill put his faith in them and accepted their proposal to outsource the activities he could no longer handle and so he could focus on saving and growing his business. Dedicated Developers would become Bill's personalised auto responder for people who emailed him and take over and systemise other repetitive tasks.



Bill Parravano

But handing such personal and mission critical functions to Dedicated Developers meant Bill had to be sure everything was right:

- “#1 – I had to **trust** tasks will be done on time. It’s my business. It’s a representation of me. I’m putting someone else between me and my clients. They’re representing me and if they don’t do it on time or don’t do it properly, I feel like I didn’t keep my word.*
- #2 – **Trust**. I had to trust things were done **correctly**. This was important because this affects my bottom line and how smooth the business runs. I need to be able to trust that all business tasks will be done in the same way.*
- #3 – **Communication** with proactive extra step follow-up to make sure everything is completed as it needs to be.*
- #4 – **Attention to detail**. It builds trust, it builds rapport, it builds confidence. People are more likely to purchase from me if they trust me, and they see that my whole business is dialled in. Details are big.”*

Since working with Dedicated Developers Bill has seen amazing results, both tangible and non-tangible.

**\$55,000.00 to \$75,000.00 In  
Services for Just \$12,000.00**

For Bill to get the same level of help and support he received from Dedicated Developers, he’d not only need an outsourcer, but he’d also need a project manager.

*“For someone like Vikas from Dedicated Developers to do project management, it would cost \$30,000 to \$50,000, at a minimum. I’m getting that as part of your service. I’m getting \$55,000.00 to \$75,000.00 in services a year for \$1,000.00 a month.*

*More importantly, I’m less stressed, I have more free time and my appointments are consistently filled, which means revenue is up. Couple that with the fact that my customer support and customer retention is at an all-time high, there’s no doubt working with Dedicated Developers has been a great success.”*

*Bill Parravano  
CEO and Founder  
Healing Concepts, L.P.  
Website: [TheKneePainGuru.com](http://TheKneePainGuru.com)*

**“My Assistant Has Been Able to Produce \$2,000.00 or More in Additional Revenue a Week that We Simply Wouldn’t Have Seen Before AND We Probably Save 40 or 50 Hours a Month”**



Jovan Will - Alpha Advisor Academy

Jovan Will is an entrepreneur, public speaker, and sales and marketing consultant. He’s been featured on National Prime Time networks and is the co-founder of Alpha Advisor Academy.

Having started the business from scratch it didn’t take long before his own success was catching up with him and he began the process of looking for help:

*“When I first started I was very short staffed. I was doing everything - from implementing marketing ideas, copy-writing, selling, uploading new client information, setting up auto responders, and writing the code to build the website. I reached a point where I just could not do it all by myself. There was no possible way I could accomplish everything I needed to get done in a day. We were stuck.”*

Very quickly Jovan became proficient at hiring and working with outsourcers from a variety of freelance websites. But that was causing problems. Although projects were getting done, he couldn’t get projects done fast enough. He began to recruit outsourcers from the Philippines and quickly had over a dozen. In fact, he was hiring outsourcers from Eastern Europe, Mexico and even India. From part-time to full time to those who worked double-time.

### **It Was an Absolute Nightmare**

But managing over a dozen freelancers was becoming a nightmare.

*“It was incredibly challenging and difficult. It was such a struggle managing these folks. Managing their pay, dealing with all the power and internet outages. There were times when you'd be completely out of touch for 2 days because there was a storm or something terrible, literally, some type of natural disaster would take out infrastructure and I wouldn't be able to be in touch with my team.*

*It was an absolute nightmare.*

*I would never build a business that way ever again."*

When Jovan approached Dedicated Developers to help with his web projects he had a ton of outsourcing experience behind him. He knew what he needed and had a list of frustrations he needed to solve:

- " 1 - The number one top frustration was just managing the work. Ensuring that the tasks that I needed to be done would get completed in a timely fashion. That was number one. That was very difficult.*
- 2 - The number two frustration was the compensation. Paying freelancers was such a pain. I'd wait in line at a Western Union, trying to get a bunch of pay checks paid, and then I tried another online payment system, and payments would get declined. Payroll was a complete nightmare. I'll never do that again.*
- 3 - The number three frustration would probably be the loss in translation. I'd say I need "X" but what ends up happening is "Y" gets produced. Huge communication breakdowns. Sometimes it would take me three times as long to actually explain to them what I needed than it would have to do the job. I could have just done it myself."*

Working through the completely broken system of working with disjointed freelancers led Jovan to Dedicated Developers. Initially meeting them at an industry conference, Jovan quickly built up a level of trust with Dedicated Developers. That meant he was happy to place his projects in their hands.

The top 3 things Jovan wanted were:

- " 1 - **Accuracy**. Time is my most precious asset. If something doesn't get done right the first time, that means that I have to get involved. I have to clean up whatever didn't get accomplished. It's very time draining on me, when I should be focusing on what's most important, which is making money. That's why accurate work is critical to me. I want to initiate a request and I want it done right the first time. I don't want to have to keep checking to see if it's done right. That to me is so frustrating and time consuming, which is why I don't work with people who work that way. A lot of outsourcers may get half way done, or they get it done, and they keep checking with you, "Is this what you wanted?" It's such a pain in the neck.*
- 2 - **Affordability** is important. As a small business owner every dollar needs to make a difference. I can't afford to be wasteful, I'm not a Fortune 500 company who has a flexibility around budgets for the projects. I am a small business owners and for me every dollar has to produce some return for me. Each dollar spent has to result in either new customer acquisition or higher customer retention, or I simply have to*

*choose to not buy some product or service. Every dollar that I spend has to be put towards something that's going to produce an outcome and get me closer to making more money. That's what's most important to me.*

3 - **Timely communication** is important because time is money. If there's an issue, or I have a request, and I don't hear back from you people in a reasonable period of time, then I'm stuck with the project or I'm stuck with something that needs to get done, and I've got customers ticked off at me and that costs me money.

*We're small, and I have to be nimble, and I have to adjust, and I have to change things on a dime. If I can't work with an outsourcer that can do that, then it's not going to work."*

Having worked with Dedicated Developers Jovan confidently says of these three critical areas:

*"For **accuracy** you get 9 out of 10. And the only reason it's not a 10 is because of that one time I had to spend a little extra time on the transcription you did for me!*

*For **affordability** you definitely get at least an 8. That could quite easily be a 10 when you begin to offer the more customised service package we discussed, that you say is coming on line right away.*

*For **timely communication** I give you guys 10 out of 10. I couldn't ask for more – brilliant."*

The results speak for themselves:

### **An Extra \$2,000.00 a Week**

The real benefits Jovan has enjoyed since working with Dedicated Developers are much more tangible.

*"There are really valuable, tangible things we've achieved with your help so far. I have about 5 online video membership sites that were initiated and set up by your team. I don't have to worry about these sites. Once they're set up, my assistant now handles everything.*

*We now have Office Autopilot set up properly. Working with Dedicated Developers helps me free up my assistant and she has been able to produce \$2,000.00 or more in additional revenue that we simply wouldn't have seen before AND we probably save 40 or 50 hours a week which can be used elsewhere."*

Jovan is seeing big competitive advantages. He can get things done much faster than his competition.

*“Instead of having things lagging, and taking days or weeks to get videos and content online, within literally hours or one day, we can have all the training videos online. We had over 30 videos that we needed to get online, and within a day, literally, we had a whole product built, and ready to go.*

*The other competitive advantage is that we actually have the ability to get in touch with our leads almost in real time. With our competitors, customers have to fill out a request, and it might be a day or so before they get back to them. We actually have the ability to respond to our customers really quickly, because we get an email notification right away. I think that sets us apart in terms of our timely communication with our prospects.”*

Many of the benefits Jovan is now experiencing go beyond the financial savings. The peace of mind he has gained from knowing he can send a project and know it'll be done on time, within budget and at the highest quality is liberating. It means he can spend his time focusing on the high value activities and planning that will set his business and his income on the fast track.

*“For me, peace of mind is a big deal.*

*I want to know that when I request something to be done, that it actually gets completed accurately and on time.*

*To know that if I need something done, I just put in a request. That level of confidence, that level of peace, that lack of anxiety. If I need it done, all I have to do is send out an email or reach out to your team, and you guys are going to turn it around, and make sure it gets done properly. That to me is important.*

*Another thing, I don't like getting ripped off. I've been dealing with outsourcing from companies in the past. Or paying for terrible work that I didn't think matched the cost involved. They put in 40 hours of work, and they're fooling around, sitting there in their underwear in their basement, while the energy system goes up and down, and I'm still paying for that person. Even though there was a power outage for two days, they're still wanting to get paid for those two days. I have no ability to know whether they did anything or not.*

*Knowing I'm not going to get ripped off or scammed, and having the confidence to know that I'm actually getting what I paid for is fantastic and a great credit to Dedicated Developers.”*

*Jovan Will  
President & Co-Founder  
Alpha Advisor Academy*

# “How to Double a Business With Smart Outsourcing that Saves You Money”

Jared Prazen has a proven track record of providing web design, search engine optimization, and reputation management services for small and medium sized businesses. As the co-founder of Traffic Motion he grew the company from the ground floor to a solid base of recurring revenue clients.



Jared Prazen

He built the agency and began to bring on ever more new clients for both web design and development and assurance of their presence online. He quickly got to the point where internal capacity could not handle demand.

## Rapid Expansion and in Demand

Jared was in a great place, in many ways, yet he had to act quickly to ensure clients received the quality of work they deserved and to ensure the company didn't 'implode'. That's when Jared began to consider outsourcing:

*“The main thing that prompted us to hire outsource workers was the idea that we wanted to improve our fulfilment capacity, at the most scalable cost possible. BUT, what we quickly found out was that there are a lot of challenges inherent in outsourcing overseas.*

*You've got time zone challenges; you've got language barriers, communication issues that crop up. While we were able to put out a good product, it still required a great deal more work on our part than we felt it should, considering we were actually hiring someone to help do it.”*

Having met Vishal Bhatia from Dedicated Developers and having been exposed to his commitment to outstanding service, Jared quickly made the decision to outsource to Dedicated Developers. His expectations were very simple:

*“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. That was the area that your team was able to fulfil very well. We didn't have any concerns about using the websites you put together for us, and providing those to our end clients.*

*Honestly, that's the main factor, for me.*

*Of course, the ability to work easily with your team was important to us as well. The fact that the communication issues that we were trying to solve by hiring you, those had to be much improved in utilizing your service to make it worthwhile. We felt that it definitely was."*

The results speak for themselves.

### **Saving Well Over \$10,000.00 a Month and Seeing Over 100% Growth**

Working with Dedicated Developers enabled him to meet the growing demand for his services.

*"Working with you allowed us to scale our operation more, without bringing on additional staff. For the additional work we were bringing on it reduced our costs by at least 50%. We didn't actually reduce staff, but we had a reduction in the staff we would have had to hire to do the same amount of work*

*At the very least, we would have had to hire three additional people in house to do what we were doing with you. It was well over \$10,000.00 a month."*

The positive effect on growth of Jared's company was profound.

*"We were able to bring on twice the number of clients. It accelerated our business by at least 100%.*

*We'd have been half as efficient and would have had half the capacity to bring on work, were it not for utilizing your team. There's simply no way we would have had the growth we did without your help.*

*You saved us endless stress and frustration too. One of the big drivers for looking elsewhere for this kind of service was the fact that we had frustrations trying to do it ourselves. We tried several different outsourcers. It was really challenging. We had to spend a lot of time, late at night, when our schedules would overlap, trying to work through issues. That certainly took its toll.*

*Working with you has been a breeze. Especially after we'd gotten a few sub projects out of the way, and we knew what to expect! We could rest much more assured that the end product would be something our clients would love.*

*I could finally get real peace of mind."*

*Jared Prazen  
Director of Business Development  
Traffic Motion  
Website: [TrafficMotion.com](http://TrafficMotion.com)*



# **“I Doubled My Fees, My Outsourcer Pays for Herself, I Make More Money and Now Have Time for Another Business on Top!”**

*Chelsea O'Brien, Tech Diva Media*

Chelsea O'Brien, president of Tech Diva Media, is a web designer and online marketing consultant. Majoring in art in college, she began studying and building websites in 2002 for fun. After graduating, she continued to freelance for the next 5 years. She soon became interested in marketing, and created Tech Diva Media around online marketing and web design services.

In the past 2 years, she's been focussing on driving web traffic with search engine optimization and PPC ads for her clients. The demand for her web traffic generation services started to grow and she was getting requests for increasing numbers of projects. While that was eternally welcome she was fast becoming overwhelmed.

*“Overwhelmed. It was so overwhelming having too many projects going on at once, my mind was boggled, I couldn't focus clearly – things were getting missed and I wasn't getting anything done effectively.*

*I was working 10 or 12 hour days, and not really taking any breaks, and then some on Saturdays. It was getting really bad, affecting my quality of life. I knew that it was not a good thing.”*

Chelsea began to outsource via freelance websites but soon felt the need to find a more reliable outsourcing partner because working with freelancers was just not working out. Ultimately she partnered with Dedicated Developers. Before she made that decision she had to consider her options.

*“One of the things I looked at was the time that was involved in hiring people on the freelance sites, and the kinds of people on them. It was insane! By the time I factored in my time to review people each time, it actually was more affordable to go with Dedicated Developers. That also meant I didn't have to continually go through the hiring process.”*



Chelsea O'Brien

## As an Experienced Ex-Outsourcer, Chelsea Knows What's Needed from a World Class Outsourcer

As an experienced ex-freelancer herself, Chelsea knew what it took to deliver a service that would really help her clients. We knew what was needed in an outsourcing partner to give her and her clients the best possible service. Here four most important considerations were:

- “1 – **Communication**. I need to communicate with my clients, and my own communication is really, really important to me. I'm in communication with my clients almost daily. Every time I ask for progress reports so I can report back to clients, I need to know I'll get them and progress has been made. I want to be able to report back to clients and in turn they will have confidence in me. If I'm in contact with my team I feel confident and that I'm not making something up.*
- 2 – **Timeliness**. This is really important because it affects my own deliverability. My reputation is on the line when I commit to a deadline.*
- 3 – **Flexibility**. So many of my client's projects change as we move through them or they have a new idea they'd like to implement. I have to be able to account for that and know the person working for me can handle it.*
- 4 – **Creativity**. A lot of what I need outsourced involves writing and I need someone who can write well and create themes for the projects. The last thing I need is to have to babysit someone and to have to keep reviewing what they've written. Accuracy is critical too.”*

The solution from Dedicated Developers was a dedicated outsourcer who Chelsea could use for all her tasks. This allowed her the time she needed to focus on growing her business. Once she started working with Dedicated Developers Chelsea wanted to ensure her requirements were met. Here's what Chelsea had to say about Dedicated Developers when it came to her key performance criteria:

*“I'd give you a 10 out of 10 for **communication**.*

*For **timeliness** I'd give you an 8 out of 10 but only because of a couple of minor slips which were more my fault than anything.*

*For **flexibility** Emma (Chelsea's outsourcer) gets 10 out of 10, she was great!*

*For **creativity** I would say an 8 or a 9. You could easily make that a 10 by simply shortcutting the early skills matching so that I knew early on more about what Emma could do to help me. Turns out she had way more skills than I'd really asked for!”*

The benefits Chelsea has seen are much more important than just what she thinks of the service provided. Here are just some of the benefits she's enjoyed:

*“Now that I had the reliable outsourced employee from Dedicated Developers, I could quote my clients for other services so they stay with me rather than going to someone else. That means more income!*

*I’m less stressed! I could forget about all the mundane, painful jobs I hated and get on with the coaching and design work I love doing. My mind was freed up and I could move forward rather than constantly fight fires.*

*When I was building sites for clients I’d charge \$100 an hour for my design and development work. Now I’m paying \$13 to \$14 an hour and that means I can take on way more clients, meet their budgets, save time and get more new projects completed.*

*Plus, I saved tons of time by not having to hire people on freelance websites.*

*And I avoided having to hire someone physically which would have been a nightmare because I travel a lot and I don’t have an office space!”*

### **Working With Dedicated Developers Meant Chelsea Could Double Her Client Fees and Her Outsourcer Paid For Herself**

By working with Dedicated Developers, Chelsea was able to spend time building another business and earn additional income. That would not have been possible without help.

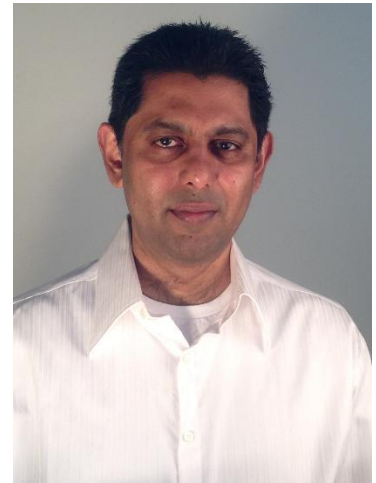
She was able to create a competitive advantages that had previously been impossible because she just didn’t have enough time.

*“Prior to working with you, I was mostly focusing on web design, and that meant that I was doing one time jobs. Once I had Emma (my outsourced assistant), then I could start servicing and adding the back end product.*

*There are lots of web designers, but they don't understand driving traffic, and Search Engine Optimization (SEO). You can do only one or the other. With your help, I could do both, so I could service clients on a monthly basis, rather than just once. That was very neat, because I could become a designer who also knew how to drive traffic. Which not many designers can do. It was a great competitive advantage for me and won me a lot of clients.”*

Chelsea O’Brien  
President  
Tech Diva Media  
Website: [TechDivaMedia.com](http://TechDivaMedia.com)

# “How a Chicago Based Software Developer Failed to Deliver, Wasting \$50,000.00 and How Dedicated Developers Picked Up the Pieces and Made the Project a Roaring Success”



Neil Venketramen

Neil Venketramen is the owner of Equity Excel from Chicago.

With a long history as a CPA and entrepreneur, Neil came to Dedicated Developers with a huge mobile application project called Lean Buddy. A project which was on the fast track to failure, until Dedicated Developers came along.

Here is Neil's account of how Dedicated Developers helped him turn round a project which could have failed at huge expense.

*“Before hiring Dedicated Developers, I worked with a local company in Chicago, because I thought they would deliver a better quality app for me. Being in Chicago, I thought we would have an advantage by hiring a local Chicago company. I originally chose them over Vishal of Dedicated Developers.*

*After investing 4 months of our time and wasting around \$10,000.00 with them, we realized that they had provided us a half-baked scope and quotation and architecture that was simply not feasible.*

*They promised to give us the first milestone delivery one month after the kick off.*

*Four months later they stopped responding to e-mails and phone calls. They knew perfectly well that they couldn't do the work, they wanted more money and effort. The problem was we lost a lot of time that resulted in at least \$50,000.00 in lost revenue. We have a legal case pending against that company in the court to try and recover some of our lost investment.*

*I called Vishal at Dedicated Developers and they **rescued us**. Vishal and his team of programmers were extremely patient with us and designed the entire scope of work before launching the project.*

*The mistake we made with the other company was that we did not do a full detailed scope before starting the project. They gave me 3 or 4 screenshots and came back with a half baked scope. I am not a programmer and they took advantage of my ignorance and*

*convinced me that their scope and quotation were good. In the end, it was a complete disaster.*

*When I started working with Dedicated Developers, Vishal's team took the time to prepare the scope diligently and we went through all the pieces. More importantly, you went back and put it in the documentation. Piece by piece you asked questions and then knew exactly what we wanted.*

*After the initial scope and architecture, Vishal's team gave me milestone dates and deadlines.*

*There were no surprises. We have been working with your team for over a year now, and your team has delivered all the milestones as promised. We even got your code reviewed by an independent programming company in Chicago. We chose Dedicated Developers because they had experience in mobile development work. Knowing that no code is going to be perfect, we hired a brand new team for testing. The local Chicago company that reviewed the work completed by Dedicated Developers gave 5-star feedback on the code developed by Dedicated Developers. We were convinced that although we outsourced, we still received the highest quality work, which is not so common in the outsourcing industry.*

*The app is now live on both iTunes and Android.*

*The Dedicated Developers team worked late nights and weekends vigorously to resolve the process.*

**I highly endorse them.** *Thanks Vishal! Thanks for doing an awesome job!"*

Neil Venketramen  
Co-Founder  
Lean Buddy  
Website: [LeanBuddy.com](http://LeanBuddy.com)

# **“Seasoned Outsourcer Saves 50% on Costs, Increases Productivity by 75% to 100%, Gets a 250% ROI and Big Reduction In Stress”**

When Steve Came to Dedicated Developers He'd Experienced the Cost and Stress of Hiring In-House Developers and Was Risking His Business with Ad-Hoc Freelancers Who Could Leave Him High and Dry Without Notice. Here's How He Solved His Problems



Steve Schmidt

Since 2005 Steve Schmidt planned and developed hundreds of websites. A Computer science graduate and award winning Fort Wayne Business Weekly Innovator, Steve knows how to design and build websites that make businesses better. How? By increasing profits, decreasing waste, integrating new tools to streamline business processes and allow client websites to dominate the search engines.

Having previously run an in-house development team and experienced the cost and inflexibility that can bring, Steve made the decision to make use of outsourcers to grow the business he wanted. In short time he had outsourcers in the US, South America and a number of other countries. Each with their own particular skillset and each with their own particular way of managing projects.

Steve had a very particular set of challenges he wanted solved and was struggling to get the help he needed until he spoke to Vishal Bhatia of Dedicated Developers:

*“When we spoke, you mentioned that you're aware of all the most common problems that people have with outsourcing and you found the way to solve all of them.*

*That's the one thing I remember the most.*

*That was intriguing, because you get calls and advertisements all the time from other outsourcing teams, but they always tell you about the different types of technology they*

*can handle. They don't really address, 'We know what the problems are and we figured out a way to solve them'."*

## **Steve Was Facing Serious Outsourcing Headaches He Needed Cured**

Steve had hired the outsourcers he was working with, but the complexity of dealing with different people who work in different ways was causing serious headaches and affecting clients and profits. Steve had FOUR big challenges to overcome:

1. Steve needed FASTER response times – time was critical.
2. Steve needed to be able to give out tasks in priority order and KNOW they'd be done (not hope they'd be done). If something took too long and he had to get someone else to finish it, before you knew it a project was way, way behind.
3. Steve needed more control. Because his freelancers were working for multiple clients at the same time, at any moment an urgent project from someone else could stop progress on his projects. Those delays could be catastrophic.
4. Steve had too many variables, too much uncertainty and too much risk. That was stifling growth and profits.

In discussion with Dedicated Developers, it was clear that they did indeed have the experience to potentially solve these challenges for Steve by providing dedicated India based developers for a fraction of the cost Steve could find elsewhere. Even in Indiana a developer with 10 years' experience would have cost Steve over \$30,000.00 a year – and that's significantly less than in some other US states.

Steve was extremely interested to hear that most of Dedicated Developers clients kept the same developer for years. This was good news and extremely promising for Steve because his experience had showed him that most would stay only a few months and then he'd have to waste time bringing someone new up to speed.

*"You told me about some other clients that have had full time team members for a year or more. That's long-term staff and that's what I was looking for. I'd worked with a lot of freelancers and for the first couple of months, everything is just great. Then they dwindle and go away, and get hired somewhere else and you have to find somebody else again."*



## Having Clear Expectations of What YOU Need Means You CAN Get What You Want

Steve knew what his most important requirements were from a dedicated outsourcing service and his previous experience with another provide before hiring Dedicated Developers proved that:

*“The most important factor for me would be the **quality**. Next, projects need to be on time and on budget. The company I used before would give me a quote and the next day or the next week, they would say they miscalculated, they actually need 2 people for 40 hours, not just 1. That’s a huge difference and either my profit was eroded from a project or I’d have to go back to a client, head down and ask for more money. I could not do that because we give clients a fixed cost! That’s really bad news and a big reason why I chose you instead.”*

Quality of work was critical for Steve because his brand is premium quality. Delivering anything but the best quality to his clients was not an option and average outsourcing work was not allowing Steve to provide that.

Work had to be on time. Steve learned directly from his clients that the most important thing was timeliness of project delivery. They would tell him of horror stories they’d heard from other people who’d hired a web developer and wasted their money. He could not let that happen when clients put their trust in him.

Steve always gives clients a fixed cost for a project, and unless there’s something extra added, asking for more money destroys trust and leads to all sorts of problems later on.

When Steve made the decision to work with Dedicated Developers he did so with his eyes wide open, knowing what he needed.

### Full Time Outsourcers from Dedicated Developers Saves 50% on Costs, Increases Productivity by 75% to 100% and Gives a 250% ROI

Having decided to hire one full-time outsourcer from Dedicated Developers the results have been way beyond what Steve had hoped for.

Here’s what he had to say about his most critical requirement – SPEED and time, thus cost savings:

*“You did so many different things for us. It’s much easier to work with Jay from Dedicated Developers than it is to manage freelancers with different schedules and priorities. It’s probably saved me around 50% in costs at least.”*



Now, here's what Steve had to say about profits.

*"We can handle more work because Jay (Steve's developer) works full time. Jay pays for himself, and probably one and half times that. Conservatively, we get a 250% ROI on the money we spend. Which is great."*

Finally, here's what Steve had to say about productivity and how much easier growing his business is now that he's hired a world-class outsourcer he can trust.

*There's a fantastic peace of mind, knowing Jay is handling our projects and things will be done when I get up in the morning. It allows me more time to focus on other things.*

*We're seeing a **75% to 100% increase in productivity** in the web development services. Things can happen so much faster.*

*That means we can respond faster to our clients. Our response speed for getting work done and issues resolved is probably 50% to 100% faster. There really is a peace of mind and a confidence knowing that Jay is competent. I've got another developer I work with, and he doesn't meet deadlines like Jay does, he doesn't have the skill level that Jay does. There's a peace of mind being able to have Jay run with it. I know Jay's working hard, I know that he wants to do his best and it's a long-term relationship. There's a peace of mind that goes along with Jay, and working with you guys, being long term, being strategic and being set up right for future growth. These are exciting times and we're very pleased to be working with you."*

Steve Schmidt  
President  
Effect Web Agency  
Website: [EffectWebAgency.com](http://EffectWebAgency.com)

# **“Losing the Battle Against Stress and Frustration Joui Turned to Dedicated Developers and Achieved More in 3 Months than She Could Have Ever Hoped to Achieve in 9 Months”**

Joui Turandot is the founder of Rockstar Attraction, a world leading resource helping men and women find the relationship of their dreams. How does she do it? She refers to it as a shift from brand identification to mate identification! She helps men create their own instant ‘brand’ – just like a rockstar!

As Joui’s business grew quickly, she found that she was getting really bogged down with the tasks she really didn’t enjoy:

*“I couldn’t do it all. I was thinking about the idea of doing what you’re good at and outsource the rest. It was either stop doing things that were driving me crazy and move forward with what I wanted to do or else I was literally stuck where I was.*

*It was the frustration of not feeling like I was making any progress. It was slow. I was feeling depressed about doing all these things that I didn’t really like doing. It was truly a waste of my vital energy, and I only have so much of it. If I was going to spend all my time doing that then I wouldn’t have enough time for what I ultimately wanted to be doing, which was content production and ideas.”*



Joui Turandot

Joui met Vishal at an industry conference. She very quickly made the decision to outsource her website and shopping cart to Dedicated Developers. Her most important criteria were privacy, communication and ability to execute.

*“The most important thing for me is privacy. Privacy is everything. It’s your content, it’s the safety of your accounts and money and identity. There seems to be so much shady stuff happening out there.*

*Secondly it has to be communication. Communication and clarity about expectations, what’s going to be accomplished for X amount of money and time? What’s the time frame*

*for execution? Making sure this is all realistic and transparent. Plus, having open and honest communication so that problems are shared and fixed and not hidden as surprises.*

*The third most important thing is the ability to execute the design. To have design skills. Someone who can do a range, not just one particular look. I do have a pretty strong aesthetic. I'm an artist. For me, knowing there could be a lot of options around look and feel, and not just a corporate cold kind of design. That is really important to me."*

### **Products Development time Cut from 9 Months to Just 3 Months**

The first major task Joui used Dedicated Developers for was to launch here new product line, website and shopping cart.

*"I was able to launch my whole product in 3 months. That's really amazing. Without you it would have taken at least another six months.*

*That allowed me to spend time on developing my ideas, which really allowed me to understand what I was doing with people, and market myself as a consultant much more powerfully. My consulting clients results were so much better because I was allowing myself the time to actually create the system and that would help them really step into a more powerful self. I wasn't bogged down with all the logistical stuff. I could focus on how I was performing as a coach.*

*You've allowed me to create a whole product that is very solid. To really take and make something for the future. I wasn't working on setting up a webpage or shopping cart or something. Now I have a really beautiful online presence. Everyone says that the website you made for me is amazing. It looks very professional. There's no way I could have made it look that good.*

*The real benefits for me go way beyond the website. It's mainly that my stress has been reduced, the stress that I was having with my family, my friendships, it affected everything. I was going crazy and I didn't want to crazy. I wanted to move forward. That was the main thing. It was more a personal need for sanity.*

*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  
Rockstar Attraction  
Website: [RockstarAttraction.com](http://RockstarAttraction.com)*

# TRY BEFORE YOU BUY

## YES! Try Us RISK-FREE For a Week Before Signing a Contract!

"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
2. Email us directly at [info@DedicatedDevelopers.com](mailto:info@DedicatedDevelopers.com)
3. Head to [DedicatedDevelopers.com](http://DedicatedDevelopers.com) and check us out.

But don't delay. We hire only 15 developers for this offer, and once they're booked and busy, there are no more spots that month. Take advantage while you still can as the spots are filling up fast.



Vishal Bhatia, CEO



Vikas Bhatia, COO