



MAXIMIZE YOUR OUTSOURCING ROI



WHAT IS OUTSOURCING ROI?

- More Leads
- More Clients
- More Money
- More Time
- Less Stress

Outsourcing ROI is not only Return on Investment, it is a Return on Your Life!

What is an extra 10 hours focused on the profit centers in your business worth to you each week?

What is an extra 10 hours a week focused on your family worth to you?

Small and medium sized businesses are looking for solutions to problems they know exist within their business today. They need to grow or stabilize their businesses, but are trapped in mundane and monotonous tasks that they are unable to focus on the details that will generate the growth they want and need. They are working and working, and yet standing still. Stuck. Stagnant. Stymied.

They are not growing or benefiting from the ROI they obtain from the many hours they spend working. And yet, they continue to pour more and more hours each day, week, month, year into tasks that are not worth their time.

The SOLUTION? - Outsourcing!

Virtual Assistants (VAs), can assist your company with many business tasks that improve both your top line and bottom line profit. Best of all - they improve the overall energy and efficiency of the entire business.

Our clients range from solo-entrepreneurs, SMEs (Small to Medium Sized Enterprises), and even larger corporations. Our clients come from a variety of industries and business sectors, of all shapes and sizes, and have found incredible success with outsourcing.

There are specific methodologies and strategies that we have honed, refined and implemented which is sure to increase your Outsourcing ROI!

3 RULES FOR ACHIEVING A POSITIVE ROI

Rule #1: Outsource strategies you know will generate results!

This might seem obvious, but clients/people attempt to outsource strategies that they themselves have not tested. Knowing what strategies work for you, THEN outsourcing the parts you can, generally lead to better results.

Rule #2: Think long term, have a 3-6-12 month plan.

Don't hire a VA with a 1-month trial mentality. You need to have a 3-6-12 month game plan.

Rule #3: Be prepared to train your VA in your system.

Investment in training your VA in your systems and strategies will result in better results.



"I work with speakers, trainers and authors all over the world. I help them get on stages. I produce events. I travel a ton. I'm a single mom with three kids, and a very, very busy life."

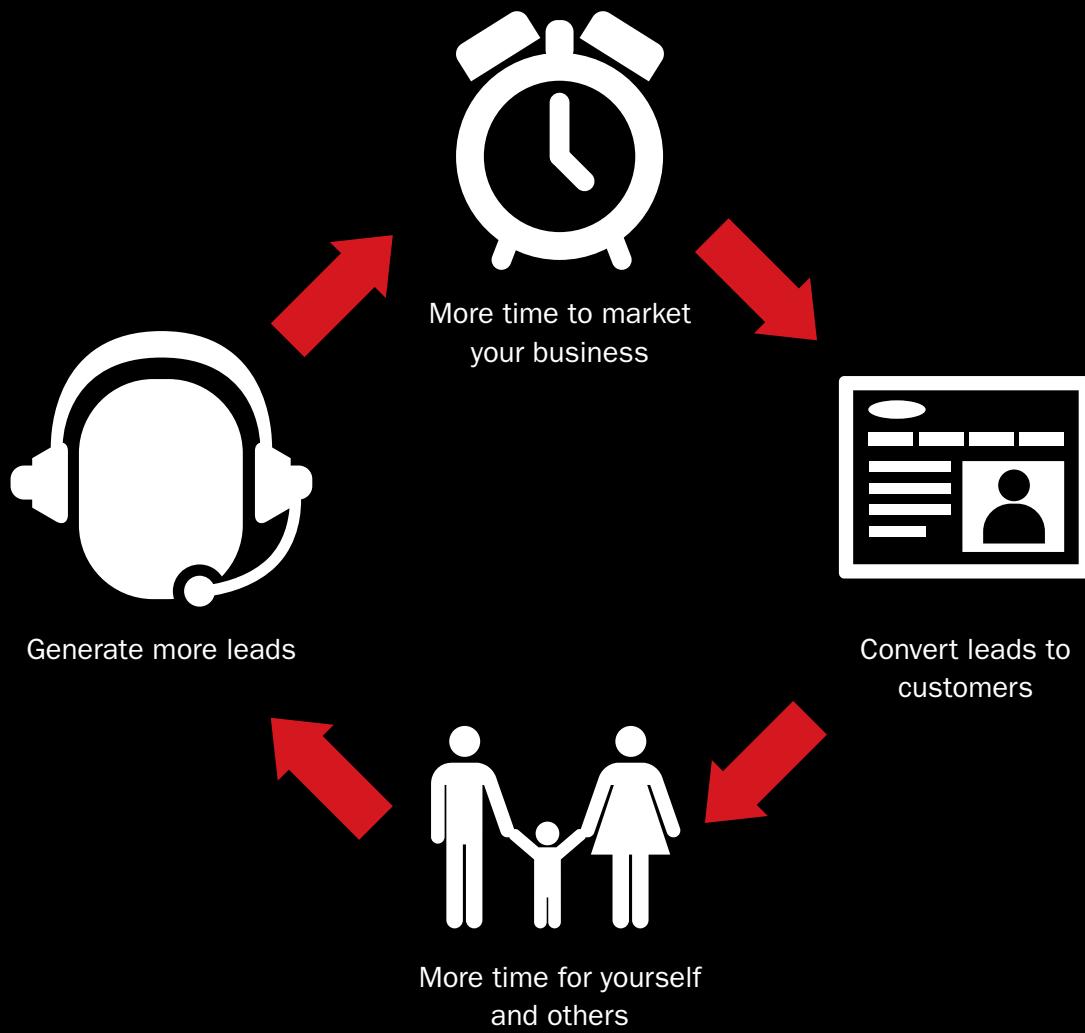
"I decided to go ahead and use 123Employee. That decision has given me back my life, and allowed me to spend more time with my kids. I was able to delegate the time consuming tasks, and focus my attention on the critical pieces. My VA does event research, manages my affiliate accounts and posts to my blog. She was even able to get me started on Twitter. That is something that I NEVER even had time for before. It has just been a really great seamless experience working with 123Employee. If you have the opportunity, I suggest you do it too!"

-Gail Kingsbury

What You Should Outsource to Create a Positive Outsourcing ROI

So what should you outsource to enjoy a positive Outsourcing ROI? Well that's going to depend on your individual business, however, as a general rule of thumb:

- Outsource busy tasks so that you have more time to market your business
- Outsource marketing tasks to generate more leads
- Outsource sales tasks to better convert leads to customers, thus more money
- Outsource tasks you don't like to do, so that you have more time for yourself and to spend with others



Plan Your Work... Outsource Your Plan!

Successful Outsourcing ROI begins with a solid plan!

Start by detailing your step-by-step strategy

Delegate your plan to a 123Employee agent

PHASE 1-PLAN & IMPLEMENT

Successful outsourcing starts with having a plan for your virtual employee to follow. The plan should include the tasks you want your virtual employee to do, how you want it done, in what order, and by when. Just give your plan to your 123Employee Project Manager and they will ensure the task is done for you.

Note: If you need help with creating a marketing plan, one of our resident on-page and off-page SEO specialists can help you create a marketing plan www.123Employee.com/marketingplan.

PHASE 2-TEST & OPTIMIZE

Your virtual employee can help you test and optimize your marketing strategies. Your virtual employee can implement several strategies, and together you and your virtual employee can evaluate which strategies yield the best results and how they can be further optimized.

PHASE 3-EXPAND & PROSPER

Once you know which marketing strategies work best, you can expand your marketing team and hire additional virtual employees. Successfully outsourcing your marketing process is one of the keys to business success.

The process is simple, straightforward, and easy to scale as your business grows. As soon as you have one aspect of your business or one of your businesses outsourced we are sure you will be eager to identify your next area for outsourcing.



"I'm Jason Web. I am the owner of Web IP Law Group. We're an intellectual property law firm. We focus on patents, trademarks, copyrights, licensing, things like that. Also, I have a personal assistant with 123Employee."

He's been fantastic! He works a few hours a day for me. I know exactly when he starts working and when he finishes. Whenever he finishes work, he always tells me what he did, which therefore confirms that what I'm assigning to do is accomplished, and I love that. I have him doing several different tasks. Some of them are fairly complicated but I know that all I have to do is I just send him an email and I say do this, its super quick. What used to take me 1 or 2 hours now just takes a few minutes of my time, and since my time is so valuable I am fortunate to have that kind of help. So, I'm really appreciative of my employee and I definitely plan to use 123Employee for a long time."

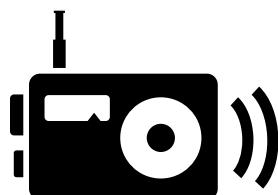
- Jason Webb

HOW YOUR VA CAN BE UTILIZED TO GENERATE AN OUTSOURCING ROI

We have listed some of the ways our clients are using their 123Employee agent for creating a positive “Outsourcing ROI”. Note: All tasks are done by a 123Employee VA unless specified in brackets

Helping To Manage Your Affiliate System

- Setting up email sequences to send out to affiliates.
- Answer FAQs for your affiliates.
- Setting up a shopping cart with affiliate program (assign to specialist).
- Write auto-responders (assign to writer).
- Setting up email sequences.
- Data-mining to find affiliates.
- Your VA can assist your affiliates, help them login, generate links, track commissions, etc.



Helping You Get Onto Radio as a Guest

- Your VA can send out your digital media kit.
- Your VA can follow up with Radio/TV station.
- Your VA can schedule appointments (via Google Calendar, or similar system).
- Your VA can help manage your radio talk show calendar.

Pre & Post Webinar Support

- Setting up webinar platform (specialist).
- Running the webinar (client).
- Find joint venture partners for promoting webinar.
- Post webinar follow up with phone calls and emails.

Facebook Groups/Fan Pages

- Search for active FB groups/Fan Pages that include possible clients.
- Post useful information.
- Invite people to join your FB Groups and Fan Pages.

Mining LinkedIn

- Add new contacts as LinkedIn contacts.
- Your VA can market you to open networkers when accepting them as contacts.
- Post new discussions.
- Respond to discussions.
- Mine group members.
- Conduct searches.
- Send in-mails.
- Manage LinkedIn email.

Social Networking

- Assist with LinkedIn/Facebook/Twitter and other social media platforms.
- Accept invites from new connections, respond to requests for more information.
- Research joint venture partners, potential clients etc.
- Ask new contacts to be friends across all social media platforms.
- Help with event set up.

Social Media: Relationship Building with Facebook (Branding, Reputation, Conversation)

- Add new contacts to Facebook.
- Accept invites from new friends and write a greeting on their wall.
- Research and draft updates (we recommend you edit these).
- Post status updates directly to page or via posting utility.
- Post updates to groups and fan pages.
- Like messages (of key prospects or those you want to draw attention from).
- Send a series of messages to prospects.
- Check your page and fan pages for spam.
- Wish your friends 'Happy Birthday'.



Social Media: Twitter

- Your VA can help build followers.
- Invite your contacts to follow you on Twitter.
- Research, draft Tweets.
- Post edited Tweets.
- Post Tweets for breaking news.
- Search Tweets and send a message if relevant.
- Retweet key peoples Tweets.
- Your VA can follow a Back Linking strategy (strategy created by a specialist).



Social Media Publishing: Videos

- Search for competitor videos.
- Convert articles into videos (using article to video software).
- Use Animoto to create videos.
- Video Marketing using Traffic Geyser or similar video posting software.
- Add titles, descriptions, tags.
- Strip audio from videos, convert to podcasts and articles.
- Post video to blogs.
- Post link to Facebook, LinkedIn & Twitter.
- Social bookmark your video.

Social Media Publishing: Articles

- Research competitor articles.
- Research and draft article ideas.
- Search for videos.
- Transcribe videos into articles.
- Spin articles (not as effective since Google changes).
- Post articles.
- Social bookmarking.
- Post to blog.
- Create Squidoo, Hubpages & Tumblr pages.

Online Branding and Reputation Management

How people see or perceive you can make the difference between them wanting to do business with you or not. Hiring a VA for 3-6 months for 2 hours per day to manage your personal online brand can make a big difference in your business.

- Facebook Personal Page (daily posting, fun stuff).
- Facebook Fan Page (get up to 1000 fans).
- Blog (Personal Blog, posting articles to your personal blog on your topic).
- Tweets (setting up Twitter, adding new friends, growing followers).
- LinkedIn (profile updates).
- Posting Articles & Videos (expert building).

Outsourcing Craigslist Tasks

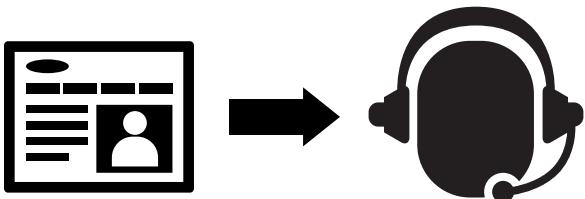
- Your VA can use Search Tempest to search for marketing opportunities.
- Your VA can send messages to those seeking a service you provide.
- Your VA can post adds to Craigslist.

Outsourcing Meetup Tasks

Meetup is an incredible resource. There are Meetup Groups going on every day of the week, with many potential prospects waiting to meet you. Don't limit your Meetup experience to being a member, consider the advantages of being an organizer.

Organizer & Member Support

- Your VA can schedule Meetups.
- Your VA can message members.
- Your VA can call members.
- Your VA can join Meetup's as per your instructions.
- Your VA can send intro email to organizers.
- Your VA can post discussions to Meetup's.
- Your VA can contact members and connect with them via email, FB, LI, TW.
- Your VA can manage communications.
- Your VA can schedule Skype calls with members on behalf of client.



Prospecting & Lead Generation

The lifeblood for any business is targeted leads. With your guidance your VA can help find these leads and build prospecting lists. They can also look for resources such as blogs, magazines, and authors who might have your prospect on their list.

- Your VA can search for leads manually.
- Your VA can use specialized software.
- After finding leads they can send



introduction email.

Turning Business Cards into Prospects - into Clients

When you return from a networking event, are you following up? Use Your VA to turn a business card lead into a customer and/or referral source:

1. During the event or upon return to your office, scan the business cards.
2. Send the data to your VA's who enter everyone's info into a database.
3. Your VA can send a welcome email that invites the lead to take a short online interview (filter).
4. Your VA can call prospect and conducts a short phone interview (filter).
5. Your VA can schedule a 15-minute consultation with you or a member of your team.
6. Your VA can send them an ongoing email sequence series.
7. Your VA can invite them to a FREE teleseminar / webinar.

Helping With Customer/Client Database

How much is an email worth to you? Every email is worth \$ to you. Keeping your data updated is important for internet marketing. There are a variety of tasks your VA can do to help keep your data updated and accurate.

- Enter persons details into database.
- Your VA can manage database accuracy.
- Call people to obtain email and/or mailing addresses.

Outsourcing Customer Support

Who answers your emails, phone calls? YOU? How many hours could you save by training someone to answer a high % of tickets, emails and phone calls?

- Your VA can answer email questions.
- Your VA can answer support tickets & FAQs.
- Your VA can answer phone calls and online live chat.
- Your VA can create knowledge base.

Customer/Client Relationship Building

Simple actions can lead to loyal and happy customers. That unexpected email, card, video greeting, etc.

- Your VA can send out eCards or Real Cards (such as send out cards to new contacts or prospects).
- Your VA can send flowers, gifts to your prospects and customers.
- Your VA can send your video greeting to new prospects and customers.
- Your VA can call an opt-in, survey them and upsell them.

Live/Online Event Support

What is an event attendee worth to you? \$100, \$1,000, \$10,000? Your VA can help you promote your live and virtual events, just 1 extra person attending your event can help you create an Outsourcing ROI.

- Contact local business owners by phone & email.
- Post event to Craigslist and other online info boards.
- Create Facebook events.
- Call out to ensure people turn up to event.

Outsourcing Your Telemarketing & Apt Setting

- Your VA calls from list or uses data mining to generate a list. Introduces business owners to an offer, explains service and sets a time for you (client) to chat to prospects.
- Your VA can make follow up calls.
- If prospect provides email, it's added into database.

Hire a Virtual Assistant to Implement Your Info Product Purchases

1. Send your VA your digital information product material you may have invested in. (i.e. Social Media, Marketing, Keywords, AdWords, Real Estate).
2. Have your VA watch the training videos and any other material.
3. Have your VA make brief notes, bullet points of the training material for your quick review. (Evaluate their comprehension of the product)
4. Ask your VA to become familiar with any software that might be part of the information product.
5. Have your VA implement the strategies detailed by the information product.



"I speak all over the world and I'm an entrepreneur. I've written 4 books. I'm busy traveling all of the time. So, to get stuff done, I went to Daven and said, I don't know what your VA's can do, but I keep hearing about them. Please help me lighten my load. He sent me this long PDF file of everything his VAs can do."

"You just have to get one! Here's my new problem. I actually have to come up with new ideas and ask people what can my VA do for me, because she gets stuff done so quickly. It's amazing! Every day, she checks my inbox, filters content, gets rid of the junk, stores all of my expenses and reconciles them to my bank statements. Amazing! She saves me so much time. You gotta get 123Employee. Check it out. Call Daven. It will be the best thing you've ever done for your business!"

-Collin Daymude



123EMPLOYEE MAKES HIRING A VA AS EASY AS 1.2.3

At 123Employee we want to keep things as simple and as risk free as possible. Here is how our hiring process works:

Step 1: You place your order. You tell us what your needs are and provide your billing information.
We won't charge you anything, not a dime. There's no risk.

Step 2: Within 24 hours, you'll hear from one of our customer service team members. They're going to review your tasks with you and ensure we are a good fit for you. If we are, you simply select the plan that works for you and pick your start date.

Step 3: Your project manager will assign members of their team to work on your projects. You provide the training as required. Your 123Employee Project Manager and 123Employee agents will implement your plan.

We strive to understand the needs of our clients and provide services that we know will help entrepreneurs take their businesses to the next level. We work with entrepreneurs all over the world, and we know the issues they face. The good news is we provide a great SOLUTION.

Call 123Employee and get started today. There is NO risk to you... your new wealth and freedom lifestyle awaits you. We know you could be more productive, make more money, and have more time to spend on yourself and with your friends and family.



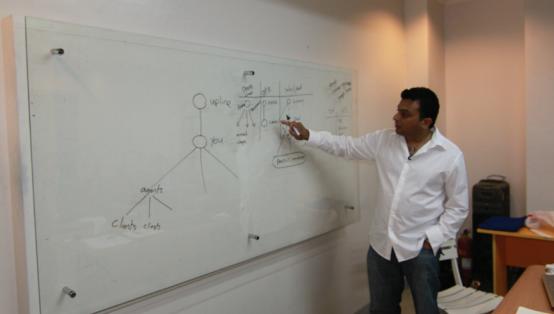
"Hi, I'm Mindy Sylvester and I just want to tell you about my experience with 123Employee. I am a real estate agent, and a professional speaker and I have so much work to do. I have so much going on, and I really needed a little relief. I enjoy traveling, and spending time with my family. But, I was always bogged down with tedious work. I am so happy that I found 123Employee and hired my virtual assistant. It was one of the best things I've ever done. I've freed up so much time. My virtual assistant is so attentive, so intelligent, and so willing to do the things that I need to get done quickly. I have had the best experience, and I've just been able to live such a good life now because of it. I've actually took almost the whole month off last month, but I'm still making money."

- Mindy Sylvester



Call us today at 866-549-1296

WELL TRAINED. WELL EDUCATED. QUALITY. PROFESSIONAL.



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