

Successful Outsourcing in an Online Business



Outsource
FACTOR

by The OutsourceFactor Team



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by the OutsourceFactor Team
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Why You MUST Outsource

You will have a hard time making good money AND enjoying any free time if you are a slave to your own business. You need to be working on the business. Let others work in the business.

Building a successful business requires more than a good idea. It requires that you implement your ideas. Implementation takes a lot of time and energy. If you try to do everything yourself, you will find it impossible. You'll fail to implement most of the good stuff that you should be doing.

This is where outsourcing comes in. The Internet has completely changed the game for the little guy. You can start your own online business with a \$6/month web hosting account. You can hire people to work for you full time for as little as \$300 per month.

If you train your employees, they can do a lot of the grunt work for you. They can help you find good ideas for content on your blog. They can handle customer support. They can manage your advertising on Google or Facebook. They can work on social media campaigns. They can create links to your websites using solid SEO techniques. The sky is the limit.

I assume your goal is to make good money and have enough time to enjoy life. Being chained to your desk might allow you to earn. But you won't enjoy the freedom of having more spare time. Outsourcing your work is the only reasonable solution. The alternative of doing everything yourself is simply unacceptable.

The Two Types of Outsourcing

You can either outsource tasks to freelancers, or you can hire someone to work for you as a regular part of your business.

When you're first getting started, it might make sense to hire task-doers. You need someone to design your website. This leads you to hire a freelance designer for the project. If you need a book editor, you might hire another freelancer for that project. The list goes on.

Once your business is up and running, you should absolutely consider hiring at least one full time employee. You might even want to do this if you're not up and running yet. We'll cover this later in the section on hiring.

When I say "employee", this person is still technically a contract worker. He is a freelance contractor who has chosen to work only for you. But you should treat it as if you're hiring an employee. The person you hire wants a job, not a freelance contract. They should be paid regular salaries (and bonuses, if appropriate).

I recommend that you grow your business by using a mix of freelancers who are hired to do tasks, and permanent employees who you can train to provide ongoing help to you.

Full time employees are important because they are always there for you. They can take on work that you would otherwise have to do yourself. They can be trained to develop more skills. They can take on new functions in your business anytime you need.

Freelancers, on the other hand, are best for tasks that are not ongoing. You might not need a graphical designer most days. But when you do, hire one for your project. Or better yet, have your full time employee go find you a few great candidates and collect sample work. This frees you up to do more valuable work. Leverage your employees to find you the freelancers that you need.

Hiring Freelancers: Elance, oDesk and Fiverr

Hiring a freelancer is very easy. I recommend Elance.com and oDesk.com for a wide variety of jobs. These two companies are the big boys when it comes to hiring freelancers.

You may also find yourself with small tasks that you just don't know how to do. That's where Fiverr.com can help. Fiverr has a pool of freelancers who are willing to do a job for \$5. A PHP programmer in Bangladesh might quickly solve your problem for \$5, in which case it's money well spent. Hiring someone quickly on Fiverr will be faster and easier than interviewing candidates on another site.

When you hire a freelancer, you usually pay the freelancer through the website that you used. Elance, oDesk and Fiverr will take your money, cut off their fee, and pass on the rest to the freelancer.

Hiring Employees at OutsourceFactor:

We created OutsourceFactor for business owners who are ready to elevate their business by hiring regular employees. We're not the only site in the world to serve this function. Sites such as OnlineJobs.ph and BestJobs.ph also help people find employees.

OutsourceFactor has two important advantages:

- 1) It's free to use. Competing sites charge a monthly fee.
- 2) We offer free training. We specialize in helping Internet Marketers succeed.

We've also got the cleanest, easiest to use site around.

You're responsible for paying your employees. We do not get involved with financial transactions between employer and employee. Nor do we take a fee, obviously. Competing websites such as OnlineJobs.ph or BestJobs.ph operate with this same principle. So this is normal and employees understand this. Think about OutsourceFactor as a high quality job board with associated free training for your business.

What You Need to Know about Hiring

This section is going to cover everything you need to know about hiring people. These tips should get you past your sticking point. They should get you moving.

Know your business model first.

You should never hire a full time employee if you don't know what your business model will be. A lot of new Internet Marketers get very excited about building an online business. That's fine. You don't need to be experienced to go out and build a business. But you do need to make decisions about what business you are in.

Are you developing a product? Are you creating an authority blog that reviews products in a niche market? Are you running focused pay per click (PPC) campaigns to generate affiliate sales? Are you pitching local business owners on SEO service? But they don't know where to start.

You need to pick a business model and then you need to understand that business model. You don't need to actually know how to do every task required in your business. But you should understand what tasks need to be done. Otherwise, how can you be the CEO?

Bottom line - make sure that you have a clear plan to run a business rather than a hobby. If it's still a hobby, get some focus and turn it into a business. Then, when you are sure you know why you're hiring someone else in your business, go hire.

What Type of Person to Hire

Running an online business will involve all sorts of Internet related tasks. Websites, advertising, link building, blogs and articles, videos, podcasts, emails, sales pages, etc. The list is endless.

Start by thinking about what you knew before you got interested in building an online business. Did you know anything about any of the above-listed topics? Probably not. Most online entrepreneurs started with almost no knowledge of any of this. Your first employee will probably be in the same position. He'll know almost nothing.

That's fine. Truly, it is.

Focus on English skills. The only real knowledge your employee needs is English. This is absolutely critical. Without good English skills, he won't be able to write. He won't be able to read online tutorials or Internet Marketing training materials written in English. He will struggle to understand what you are asking for. You'll both get frustrated. It won't end well.

Hire people who can learn on their own. Learning also includes the important skill of problem solving. There will be plenty of times that the person you hire needs to do something that he doesn't know how to do. So, he needs to be able to go figure it out on his own. With Google, YouTube, and all of the other Internet resources available, answers are easy to find. You need someone willing to find the answers and learn to get stuff done.

Imagine you need to hire someone to manage your website based on Wordpress. Usually there isn't any need for special programming. Instead, your employee has to understand things like pages, posts, plugins, themes, and some basic HTML. None of this is complicated. But it does require learning.

If you hire someone who isn't able to go off on his own and learn how to use Wordpress, then you've hired the wrong person.

Hire people who can speak and write well in English, and who can learn to answer their own questions using online resources. If you do this, you will be able to hand this person a lot of your work. You'll be able to focus on other aspects of your business. That's the goal.

How to Find People to Hire


Recommendations. If you already have at least one employee, ask them for recommendations. You might be surprised how many good candidates they know. Always do this if you can.

Search resumes. If you are just about to hire your first person, you need a source of resumes. OutsourceFactor is a great place to do your search. Job seekers who post an online profile at OutsourceFactor are looking for jobs.

We designed the job seeker profiles to help you narrow your search quickly. Using the talent search tab, you can search by skill or by keywords. For example, you might search for people who rate themselves excellent at English. You'll get a nice, clean search results page showing the most important information for each job seeker. You can further click on any user profile to reveal more information. If you're logged in, you have access to the person's email address.

Here is an example from OutsourceFactor:

Notice this candidate has clearly indicated she wants a writing job, and has expressed some interest in Wordpress and general assistance (VA) work. In the “about me” area, you can see her grammar is pretty good, but not up to par with a native speaker. She is probably a very good candidate for anyone who needs a overall VA capable of doing web research and SEO work (article writing, blog commenting), along with social media work.

Article Writer

User Info

Name:	Jill Garsula
Demographic:	Female, 20-25 year old
Country:	Philippines
Member since:	8 minutes ago
Last update:	15 seconds ago
Last seen:	7 minutes ago

About Me

I have been teaching English for a around 3 years now, the most recent one in a private high school. I was editor in chief in our student publication in my college years. I write a lot. I write essays and poems and before, I am also research-oriented and internet savvy. I am looking for an online writing job.

Employment Info

Available for work:	Yes
Freelance:	No
Employment option:	Full-time
Availability date:	April 12, 2012
Maximum availability:	40+ hours per week
Work arrangements:	Work from home + Personal computer
Desired salary:	10000 [PHP] ≈ 234 [USD]

Skill Info

English	Reading	★★★★★
General	Effective Communication Skills	★★★★★
Assistance	General	★★★★☆
English	Writing	★★★★☆
Webmaster	Wordpress	★★★★☆

Email plenty of candidates when doing your initial screening. Don't be too picky on who you email because you'll filter out the weak candidates as you get their replies. Here is a good sample email that you can use to contact people initially. You can send this same email to every candidate with no personalization required. Just customize the email based upon what your needs are (English writing, Virtual Assistant, etc).

Subject:

Are you still looking for a job?

Body:

Hi - I found your profile at OutsourceFactor. I have an opening in my company for a full time content writer (English writing).

Are you still looking for a job? Let me know.

Regards,
(Your name)

When you look at a job seeker's resume (or "profile"), ask yourself a few questions.

1. How good is this person's english? Look at the quality of the communication the candidate has put into his resume. Is it full of grammar errors? Are sentences properly capitalized and punctuated? If english writing is important to you, this marks a poor candidate. Remember that the person who posted the resume is trying to find a job. If the candidate can't put care into the resume, why should you believe they'll put care into their work?
2. What is the person's salary expectation? You have a budget in mind, right? Stick to it. If you can hire someone for less than you expected to pay, great. If your ideal candidate is asking for more than you want to pay, the number is likely flexible. Most candidates who post a desired salary level are willing to work for less, at least initially.
3. Does this person's skill set look like a reasonable match? Keep your expectations realistic. Think about the most important skills that you need in a person and focus on those. Two or three top skills is all you need to worry about. Everything else is probably not critical, or can be learned later.

Post a job listing. You can also post jobs at OutsourceFactor. This is currently a free feature. Sign up before we make this a paid feature. That way it will always remain free for you. Job posts make it easier for you to attract talent because people come to you. Naturally, only jobseekers who are looking for a job right now will reply. You can also design your job posting to cleverly filter out poor candidates. More on this later.

If you are struggling to find the right candidate, consider freelancer sites. There are plenty of people who have the specialized skills you need. They just haven't thought about working full time for one employer. They're potentially stuck in the freelancer rut of finding their next paying gig.

So, post a job to Elance or oDesk targeting these people. Be clear in the job description that you want a permanent employee. Handle the first month of salary through the freelance site, but shift to a private pay arrangement after that. This way all of the money you pay goes to your employee. Nobody is clipping any off the top.

How to Hire the Right Person

Now you've emailed a bunch of potential candidates. You have written a job post. You're ready for a bunch of replies from people who you might want to hire.

The way to do this right is to 1) Eliminate the weak candidates; 2) Interview the leading candidates; 3) Motivate the best person to accept a job offer.

Funnel candidates into an application process. You'll be finding candidates either by emailing them directly (asking if they still need a job) or from your job posting.

A job posting should have two parts. The first part is a job description. The second part is instructions to apply for the job.

If someone you directly contacted by email send you a reply asking for more information, simply send them a brief job description and the exact same application instructions.

The point is that you want everyone to see the same job description, and go through the same job application process.

I like to use PowerPoint (or Keynote on my Mac) to make a quick slideshow about the job, and how to apply. This allows me to post very simple job descriptions such as the example here:

Job Description:

"I'm looking for an awesome writer to help produce content for my online business.

Your primary job will be writing articles, but I'm looking for someone willing to learn other skills too. I am looking for someone who can write in an easy flowing, conversational manner. You need to have great grammar and spelling to apply.

To apply: You need to watch this short presentation and follow all instructions in the video. (paste URL to your video)

I just make a quick video with more details about what the job is all about, and what kind of person I want to hire. I provide very clear instructions on how to apply. I record my video using software such as Jing (free at <http://TechSmith.com>) and either upload it to screencast or YouTube.

Cut candidates who don't follow instructions. Whether my job application instructions are captured in a video, or in text, it doesn't matter. I'll provide very clear instructions on how to apply for the job. I won't even consider hiring someone who fails to follow the instructions.

Here is an example of application instructions I have used in the past:

Follow these instructions to apply:

Your application must be by email to jobs@mywebsite.com. Your email must contain the following information:

1. The first paragraph in your email must tell me why you feel you are a strong candidate.
2. Confirm that you are available to work full time (40 hours per week)
3. Confirm that you have your own computer and Internet connection so that you can work from home.
4. The subject line of the email must contain the words “blue tomatoes”. This is just so I know you’re paying attention.
5. Confirm your salary expectations (monthly amount).

Note: You must follow all of these instructions in order for me to consider your application.

These instructions are pretty darn simple. But you will be shocked at how many people simply can’t follow them.

Notice that I’m asking people to apply by email to jobs@whatever-site.com? You can use whatever prefix you want, but I suggest you setup a specific mailbox for job applications. People may instead try to contact you by the address connected to your OutsourceFactor account. We setup this email address to keep the applications cleanly in one place. But it’s also a test to see if they can follow instructions.

Notice the subject line request? “Blue tomatoes” means nothing. But you explain that you want to see if they can follow instructions. If they don’t do this they are not reading your instructions carefully. You can’t have someone like this on your payroll. You depend on people who can properly follow simple instructions without missing important details.

Next, the content of the email reply is expected to have certain information in it. If any of the requested information is missing, cut the candidate from your list. Just delete their reply and move on.

Cut candidates who put no care into punctuation. If someone follows all of your instructions but writes in all lowercase, or doesn't put a period at the end of a sentence, I would not hire that person. It shows a lack of attention to detail. Essentially, this is a filter that you have not disclosed. Your other filters (email reply content) have all been disclosed in the instructions.

Cut candidates who's salary expectations are significantly higher than your budget. This is pretty obvious. The perfect person who you can't afford to pay is not the perfect person.

Keep cutting until you are down to 3 candidates. You may still have too many candidates after cutting out people who can't follow instructions or expect too high a salary. If so, you'll need to find a way to cut it down further.

Think about how you might quickly test your candidates on a task they'll need to do for you once hired. Is there any way you can test them ahead of time?

Let's pretend you need to hire a great English writer for your website content. You have no way to verify if the candidate's writing samples (past work) are actually their own. They could be written by someone else. Or they could have been edited by a pro editor. You'll never know. So you need to test the candidate's writing.

You need to test candidates without asking for free work. One way to do this is to invent a new topic. Ask your candidates to write a few short paragraphs about the latest electrical-shock diet, or the strange but growing popularity for monkey dance videos on YouTube.

When you make up the topic, the candidate can't possibly steal existing content. There is nothing to steal. Also, the writer won't feel that he's being asked for free work.

Here is a sample email you might use to request this test article:

Subject: Good news

Hello (name),

I received your application for the position of content writer with my company. Many candidates applied, and I've already narrowed list I'm keeping you on the list.

I will be interviewing 3 people for this job. To pick the 3 final candidates, I 'd like to see a sample of your writing. English writing is important to the job.

The easiest way for me to evaluate your writing is to see a fresh sample. I'd like you to send me 150-200 words as follows:

Pretend that you just arrived home from an evening out with your friends. Something very funny happened on your way home. You're now sending an email to your friends to explain the story.

This simple writing task should only take a few minutes, and it will help me decide who to interview.

I look forward to hearing from you,

Chris

You can test writers with made up topics. You can test programmers with made up algorithmic problems to solve. You can test graphical designers by asking them to create a quick banner to advertise their interest in your job.

If you get creative you can find a way to test your candidates without requiring much of their time, and without making it seem like free work.

Some people won't respond. Others will respond and you won't like the quality of their work. But this should narrow down your candidate list to a manageable number.

Then you move onto interviews.

Conduct interviews on Skype. Nearly every online worker will have Skype these days. If they do not have Skype and are unable or unwilling to install it, that's a warning sign. I've never had that happen.

Invite your short listed candidates to interview with you at a mutually convenient time. You really want to have a live voice chat if possible. Some candidates won't have a headset. So give them ample warning that you want to have a voice chat. They'll find a way to borrow a headset from a friend if they really want the job.

When you begin the interview, start with some non-job-related text chat. The reason for this is to evaluate their typing skills. I've noticed plenty of candidates who seem to type at a snail's pace. I'll ask a question and wait for up to a minute for a fairly short reply. If that happens, it is a bad sign.

After you covertly evaluate the candidate's typing skills, shift to voice. Ask whatever questions you need to ask to be confident in the candidate's skills.

In addition to asking about skills, ask your candidate what hours he prefers to work. If the reply is night time hours, ask why. Daytime hours are usually more productive. If you don't sense a clear answer about why someone needs to work at night time, consider that they might already have a day job.

If you feel that your candidate already has another job, ask. Be up front in explaining that you expect the successful candidate to work for you full time, and only for you. Holding down two jobs kills productivity.

Never offer the job to a candidate during the interview. Finish your interviews and evaluate. Extend your offer by email after you've had a chance to think clearly.

Make a real job offer. When it comes time to offer a job to someone, make sure you are offering a job. Do not offer a paid test period. You want to start the relationship off right. You want your employee to feel that he has a real job, not a paid test job. You can still make it clear that the first month is a probation period. You'll use the first month to be sure that you are both happy. But be clear that the job is permanent, unless you both discover problems in the first month.

Start salaries low, but offer bonuses and raises quickly. Most salaries are negotiable, so I recommend you start your employees at a lower level than they might otherwise want. But, give them a raise after the first month of good performance. Consider paying bonuses whenever great work is done. Treat people well.

How to Pay Your Employees

I recommend PayPal. Most candidates will have a PayPal account already. Those who do not are easily willing to get one.

Alternative payment mechanisms include Xoom.com and Western Union. If you can't pay someone with PayPal, try one of these services instead. PayPal costs less to use, and is more convenient, in our experience.

For Americans, Xoom.com is still a very good choice. I used Xoom for a while, but I'm located in Canada. Xoom cutoff my ability to use PayPal or a Canadian credit card as the funding source. This is what drove me to PayPal, along with a lot of other business owners from outside of the USA. Paying people with Xoom is very easy for the person on the receiving end of the money, unlike PayPal, which requires the receiver to have a PayPal account.

PayPal specifics for the Philippines: In the Philippines, a popular area to hire English speaking assistants, PayPal is very common. Filipinos can get a EON CyberAccount at UnionBank. This cyber account is directly linkable to a PayPal account. It costs about \$7 to get started, which includes a debit card that can be used at ATMs. Consider covering this cost for your new employer. \$7 is a small sum to us, but half a day's pay for a Filipino.

Pay your employees on time. When you hire someone you need to agree to payment terms. Once per month is common, but most workers would prefer twice a month. Always pay ON TIME. Your employees are counting on you. Consider paying a few days before the end of the month so you don't keep them waiting.

Pay in local currency. PayPal allows you to pay in your worker's currency. It supports many countries. Our workers in the Philippines do not want to bear the risk of foreign exchange fluctuations. They want to know exactly how many pesos they will get at the end of every month. I recommend you absorb the foreign exchange fluctuations.

You should pay the fees. PayPal makes money by handling transactions. You should pay the fees to get money to your workers. If they agree to work for 15,000 Philippines Pesos per month, make sure they get that amount. When I pay this amount using PayPal, it costs 75 pesos (0.5%) as a fee. I can pay this fee by marking the payment "personal" and "payment owed". If I don't pay the fee, PayPal charges our workers 4% as a tax to handle the transaction.

Understand the 13th Month for the Philippines: If you hire someone in the Philippines, it is expected that you will pay an extra month of salary around mid-December. All local companies are obligated to pay this. It's the law. You should respect the custom and offer to pay this 13th month also. The 13th month is not a

bonus. It is a legal entitlement for Filipinos working in a regular job. Make them feel like they have a job, because they do.

Managing Your Employees

Remember that you have hired people, not robots. They are real people with real feelings. They have real needs. If you assign them very boring work they'll probably be unhappy. Talk to them and understand their feelings. Consider changing things up for them to keep them from getting too bored with mundane tasks.

You expect them to work full time for you. When you hire somebody for a full time job, you need to make it very clear that this represents a 40 hour work week. You should make it clear that they are working for you, and this should be their only job.

Nobody really gets 8 hours of productive work done in a day. In most parts of the world, a full work day is 8 hours. It's easy for employers to set expectations based on faulty logic. For example, you might calculate that writing a 500 word article should take 1 hour. Hence, you expect your writer to produce 8 articles per day. That will never happen. If you want to understand what is realistic, try doing it yourself. There's a reality check for you. I wouldn't expect more than 6 actual productive hours from someone in a day.

Treat this like a permanent hire. Treat your outsourced employees just like regular employees. Tell them that the job they've been hired for is permanent. That's because it should be! Treat your people well and you'll benefit in the long run.

Create a culture of comfort and communication. Explain that you expect your employees to get stuck on tasks sometimes. It's normal. Tell them you expect this so they'll feel comfortable asking for help. And when they need help, either help yourself or find someone who can help them.

Training is essential. For most Internet Marketing tasks, you are going to have to provide training to your workers. They are smart people, but they are not entrepreneurial (or they'd be doing what you are doing). They don't necessarily understand your business or your preferences on how things should be done. There are plenty of fantastic training resources available. If you buy ebooks, courses, or other training, share it with your team. They'll appreciate it.

Don't create your own training when you can find or buy it elsewhere! Your time is more important! When you need to train your virtual employees on a task, it's far more effective to purchase good quality training if needed, versus making it yourself. Your time is better spent on your business, rather than creating training material. OutsourceFactor.com has a growing library of training that you can access.

Train them to solve their own problems too. You want your team to try to solve their own problems first. Then, if they get stuck, to come to you. If your Wordpress administrator emails you to ask how to mark a comment as spam, he probably hasn't used Google or YouTube to find his own answer first. Train him to do so. Be nice, but firm.

Provide lots of good quality feedback. While you're training your employees, let them know if they're on the right path. You can do this all sorts of ways. Email is only one way, but not the best. Skype calls are great. Screen sharing is great (to illustrate how to do something). Get JING, a free program that lets you make screen recordings. Use it to provide feedback on their work. Record audios and send them to your employees. These are all good ways to provide feedback.

Don't fix their mistakes for them. It can be tempting to take 2 or 3 minutes and just fix something that your employee didn't do right the first or second time. Don't do it. Instead, simply tell them what you want fixed and give them a general pointer in the right direction if they're stuck. Or show them where to find training to fix it themselves.

Get daily reporting from your employees. I suggest you train your employees to send you a daily email report of their activity. The email should state what work was done that day, along with any problems and any help required. It doesn't need to be long. But it keeps your employees accountable, and helps establish the right relationship between you.

Use project management software. I use Basecamp, which costs me \$20 per month. It's cheap, and super easy to use. It lets me create to do lists for projects. I can assign tasks to my team members. We can track discussion for each to do item together. I can see what items get completed, or what items are behind schedule. I have my team create their own to do items because I don't want to be micro-managing their work.

Basecamp automatically sends me reports, so I can see what work is getting done. Then, instead of daily emails, I have my team write a daily entry into a Basecamp text document. It's like a diary of work for the month. Every month we start a new text document.

If you want to track time consider Time Doctor. This is a sensitive topic. Some employers feel the need to know how many hours an employee works. If you really need this information, use [Time Doctor](#). It's a very good piece of software and it is incredibly easy to use. It's not very expensive either. The reporting that it provides is clean and useful. But remember what I said earlier. Nobody works a full (productive) 8 hours per day. Nobody.



Our advice is that you should consider time tracking when you hire a part time employee. Part time employees generally seem less committed to their jobs because they either have another full time job, or they are otherwise busy (students, etc). They may mean well. They intend to work the hours they promise. But they get caught up in life, jobs, family, etc. Time Doctor can help with this. The Time Doctor [free trial](#) is absolutely excellent and does not require any form of payment to try out.

Honor local holidays and provide vacation. You should insist that your team members take holidays on all of their usual local holidays. Every country has different holidays, and it's easy to identify them using a quick Google search. You should also allow for vacation. For example, workers in the Philippines often have at least 10 paid national holidays during the year. On top of this I give vacation between Christmas and New Years. These are all paid vacations.

Top Areas of Your Business to Outsource

This short training manual was written to help you understand how to get into the right mindset of outsourcing, and to help you identify, hire and manage your employees.

But I'd also like to leave you with some thoughts on the kinds of things you can outsource to your new employee(s). This list is a starting point to consider. Your business will have its own unique needs. So adapt this as needed.

1. **Research.** Are you creating a new product? If so, a virtual assistant can be enormously helpful in pulling together information on competition and top customer questions.
2. **Finding partners.** Every business can benefit from having more partners to promote their products or services. If you have an affiliate program, your assistant can find authority websites to partner with.
3. **Guest blogging opportunities.** One of the best way to get high quality backlinks is to write content for other authority blogs. You can train your employees to find these sites, approach them with guest blog post idea, and even draft the post. You probably want to be the one to "polish" the product before sending it out, but 80% of the work can be outsourced.
4. **Social media management.** Do you spend way too long on Facebook and Twitter? Your assistant can be trained to do much of this work, increasing the number of followers you have.
5. **Customer support.** This is an easy one. Train your employees to handle most of the common customer requests. Then, have them involve you only when prior instructions don't fit. Adapt the instructions over time so almost every problem is handled by someone other than you.

6. **Content production.** Do you have a podcast, or do you put videos on YouTube? How about blog content publishing? All of these are areas where an assistant can step in and take on much of the workflow such as editing, formatting, encoding, uploading, and publishing content to various platforms.
7. **Blog maintenance.** There is an endless need to moderate comments and update Wordpress (core files + plugins) to maintain security. There is absolutely no reason that you, the business owner, should be doing this yourself.
8. **Creating new revenue.** Your employees can find related affiliate programs to your business and join these programs. They can gather information to help you promote additional products and even build the websites, do the SEO, and setup advertising. If you provide them with the training, they can do the work.
9. **Hire freelancers for you, as required.** Do you need graphics work done for a project? But you don't have one on your staff? Great! Have your employee go and post the freelance job on Elance or oDesk for you. Have him do all of the up front work posting the job and narrowing down to the best candidates. Then you can make a final decision.

Claim your FREE account at OutsourceFactor.com

- ✓ Free do follow link in our business directory (limited time)
- ✓ Free job postings so you can attract offshore talent
- ✓ Free resume browsing, so you can contact jobseekers
- ✓ Free training for you AND your virtual staff to learn about online business models and how to apply them with outsourcing. This manual is an example of the quality of our training.

Sign up FREE at OutsourceFactor.com

