

## Outsourcing Action Plan

- ❑ **Make a List of Tasks to Outsource:** Write down things you don't like doing, administrative tasks, and technical tasks that are beyond your current skill level. Note: There are plenty of ideas in the brainstorming sheet included with the Core Training Interview.
- ❑ **Create a Budget:** If you're outsourcing on a budget, decide how much you can spend and make a plan to get one regular helper on board to help you with a variety of administrative-type tasks.
- ❑ **Release Your Control Freak Tendencies:** If you have troubles "letting go," start with small tasks first. Then grow from there. Always remember if you're the BOSS and run your business like that person in charge, you will always have ultimate control. You don't need to deal with the small tasks and run yourself ragged.
- ❑ **Delegate More:** If you find yourself bogged down in all the little details, regularly look at your to-do list and delegate more work. It's amazing how much you can take off your plate when you take a moment to look at all that you have going on.
- ❑ **Review & Re-Assign:** Always take time to review what types of tasks you are outsourcing to ensure they are still relevant and help your businesses profitability. Don't just set it and forget it or you'll be spending too much money!
- ❑ **Evaluate Past Mistakes:** If you have had trouble with high turnover with your contractors or have had people leaving holding the money, re-evaluate what you can do to improve things. Yes, there are bad apples out there, but if you know how to select the right ones and work more effectively with them, you'll be pleased with the results.
- ❑ **Communicate Better:** What can you do to improve communication with your contractors? The Core Training Interview and the follow-up report both provided practical tips on communicating better.
- ❑ **Foster a Better Relationship:** How are you rewarding your contractors for a job well done? Whether it's a word of appreciation, a small token, or a raise, ensure that your contractors know that you appreciate them.

## Building Your Outsourcing Team

- ❑ **Ask your Internet marketing colleagues for recommendations of people they have worked with personally.** Ask them what type of work they did, how long they worked for you and if deadlines were an issue.
- ❑ **Talk to you potential contractor and get references.** If you were running a shop in the local mall, certainly you'd interview your potential employees. Get a sense of how they run their business, manage their work and if they have measures in place to ensure work is completed should they fall ill or otherwise temporarily unavailable.
- ❑ **Never pay in full in advance.** Professional companies may ask for a deposit to start work, but they do not ask to be paid in full for service not rendered. I hate to put out a stereotype, but we're speaking frankly here and most of the contractors I've come across who want payment in advance are desperate to earn money and offer their services to get the cash they need. Once they have the cash in hand, they are less motivated to complete the job.
- ❑ **Ensure your expectations are clear and written out before the contractor begins work.** Yes, this means you're going to have to take the time to train and document the important processes in your business. But the good news is, once you've done it once – you can use it over and over again. Then, if someone flakes out on you, you still have the documents to bring someone else in immediately.
- ❑ **Be patient and remember there is a learning curve.** Nobody is going to be perfect right off the bat. Be available to answer questions and ensure your contractor is doing the job just the way you want him to. YOU have just as much responsibility in making this new relationship work as your contractor does.

**Side Note:** If the task of creating the training material and documentation seems overwhelming, Outsourcing Sweetie is going to solve a lot of that headache.

<http://www.OutsourcingSweetie.com>

...and for a list of tasks and procedures you can outsource, look on the next page.

Accounting  
Ad Copy  
Affiliate Management  
Affiliate Program Set Up  
Affiliate Recruitment  
Answering Emails  
Answering Mail  
Answering Phone Calls  
Article Distribution  
Article Research  
Article Writing  
Auction Management  
Audio Editing  
Audio Recording  
Audio Transcripts  
Autoresponder Set Up  
Autoresponder Writing  
Banner & Other Promotional  
Graphics Design  
Blog Post Scheduling  
Blog Post Writing  
Book Covers  
Bookkeeping  
Brochure Copy  
Brochure Design  
Building Incoming Links  
Business Plan  
CD Covers  
Chat Room Moderation  
Competitor Research  
Copywriting  
Customer Support  
Data Entry  
Database Development  
Database Maintenance  
Direct Mail Marketing  
Document Formatting  
DVD Covers  
Ebook Writing  
Ebook/Report Proofreading  
Ecover Design  
Finding Affiliate Programs to  
Promote  
Flash Animation

Graphics Editing  
Housekeeping  
Illustrations  
Improving Sales Page Conversions  
Information Product Research  
Interviews  
Legal Documents  
Logo Design  
Manual/User Guide Writing  
Market Potential Research  
Message Board Moderation  
Message Board Posting  
Newsletter Proofreading  
Newsletter Writing  
Online Forms  
Pay-Per-Click Campaigns  
Photo Editing  
Post Card Marketing  
PowerPoint Presentations  
Press Release Distribution  
Press Release Writing  
Product Photography  
Product Reviews  
Promotional Videos  
Programming  
Report Writing  
Scheduling Appointment  
Scheduling Interviews  
Search Engine Optimization  
Shipping Products  
Shopping Cart Set Up  
Software Development  
Spreadsheets  
Technical Programming  
Translation  
Updating Websites  
Video Editing  
Video Recoding  
Website Development  
Website Makeover  
Website Proofreading