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# OUTSOURCING SECRETS

## The Step-By-Step Guide to Outsourcing Your Business & Gaining More Time

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 **UNDERGROUND**  
MARKETING HACKS

# OUTSOURCING SECRETS



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# TABLE OF CONTENTS

<b>Introduction</b>	<b>4</b>
<b>Module 01</b>	
Advantages of Outsourcing Business Processes	7
Advantages for Your Company	8
Advantages for the Consumer	10
Provides Employment Opportunities	10
Disadvantages of Outsourcing	10
How to Know When You Should Outsource	11
<b>Module 02</b>	
Identifying the Need for Outsourcing	12
How to Identify Projects for Outsourcing	14
Everyday Tasks You Should Consider Outsourcing	14
Things to Consider Before Outsourcing Tasks	22
<b>Module 03</b>	
The Best Places to Find Outsourcers	23
Finding Qualified Customers	24
Popular Freelancing Sites	24
Top Tier Outsourcing Advantages	27
<b>Module 04</b>	
Posting Jobs, Evaluating Candidates, and Hiring Freelancers	28
Create a Clear Job Description	29
Detailing the Job Requirements	30
Determine How Much You Will Pay	30
Evaluating the Freelancers	30
Narrowing Down Your Choice	31
Picking the Most Qualified Candidate	32
<b>Module 05</b>	
How to Avoid an Outsourcing Catastrophe	35
Rule #1	36
Rule #2	36
Rule #3	37
Rule #4	37
Rule #5	37
<b>Conclusion</b>	
Smart Outsourcing	40

# INTRODUCTION





# INTRODUCTION

Entrepreneurs and small business owners often work more hours than they need to because they try to handle every aspect of their business themselves. However, this can quickly lead to burnout and failure. In business, results matter, and your goal is to produce the best results. The best way to do this is by assembling a team of experts that can help you achieve success.

Unfortunately, many companies are unable to handle every process in their business because of the limitation of its employees. As the owner and leader of your business, it is your job to focus on the strengths of your organization.

If you're the developer or marketing expert in your company, the chances are good that you lack skills in bookkeeping or customer service. This is why outsourcing has become a fast-growing alternative for many small business owners.

Outsourcing is the assigning of various business processes to expert individuals and companies. These professionals handle the business tasks that you've identified as needs. Outsourcing the non-strategic operations of your business allows you to focus on the parts of your business that are most important to you.

Virtual outsourcing is a fast-growing trend where organizations of all sizes outsource business processes to professionals around the world. This is referred to as hiring freelancers and is the preferred method for small and mid-sized businesses. Outsourcing gained its popularity in the mid-80s and has been growing steadily ever since. It was first used by small and new businesses that were struggling to survive in a competitive market.

Today, companies of all sizes have embraced outsourcing to help them complete various business processes. The most common businesses to take advantage of outsourcing are based on the Internet, with many companies relying solely on freelancers to run their companies.

With the growing popularity and recognition that outsourcing is a viable business alternative for today's companies, it is now possible for anyone to start and run a business without having to worry about finding cheap office space or the stringent government regulations and taxes.

Outsourcing is extremely beneficial for business owners because they are afforded the opportunity to focus on growing their business. Most outsourced tasks are handled by part-time freelance workers, allowing you to avoid having to employ full-time staff.

This will enable you to save on numerous benefits like health insurance and paid vacation, giving you the opportunity to reinvest the money saved into your business.

You can hire almost any kind of professional to work as a virtual employee. This includes, designers, bookkeepers, writers, programmers, IT professionals, salespeople, and many more. All you need is a computer and the Internet to search, hire, communicate, and work with virtual professionals around the world.

There are several advantages associated with outsourcing particular business processes, especially when it is a well-managed process. However, there are times when outsourcing can backfire and result in business losses.

This is especially true when there are poor contracts and project management resources.