

How to Quickly and Easily Create Products the Hands-Free Way

Imagine for a moment that you've just brainstormed a sales funnel, and you're getting ready to start creating it. At a minimum, this funnel includes:

- A lead magnet.
- A tripwire product.
- Your core product.
- A backend product.
- Cross-sell products for order forms.
- Bonuses for the paid product.

And as you build out the funnel, you're going to keep adding to it (e.g., more backend products, and with that you need to create more bonuses and cross-sells).

Point is, even creating one simple sales funnel requires a fair amount of time. If you're not skilled at creating products, then you might spend a whole lot of time creating something that's, shall we say, subpar.

So, what's the solution? It's this: outsource. Let someone else do the work while you take all the credit and make all the profits.

Here's how to do it..

Step 1: Decide What to Outsource

First, you need to determine what your outsourcing budget is, which will help you then decide what you can outsource.

For example, if you have a big budget, you may decide to outsource the entire sales funnel. On the other hand, if your budget is more modest, then you need to make some decisions. Specifically:

- Which product(s) should you outsource? For example, you may decide to create a video-training course, and outsource that part

if you're not good at video production. Meanwhile, perhaps, you'd handle all the text-based products (such as the lead magnet).

- Is there a way to make the process less expensive? For example, you might purchase PLR content, and then hire someone to tweak it. This saves you both time and money.

Decide what to outsource, and then move onto the next step...

Step 2: Define Your Project

If you intend to outsource multiple pieces, you may want to start with the smallest piece. That's because a small project gives you a chance to see if you work well with a freelancer before you hire them on for a bigger project.

So, with that in mind, decide what to outsource first. Then you'll want to draw up a project brief that details all the specs for the project. The more detailed you can be at this stage, the better quality of freelancer you'll attract.

For example, let's suppose you want someone to create a report for you that you intend to use as a lead magnet. Here's the type of information you want to provide in your brief (which will double as an ad if you post it on a freelancing site):

- Working title for the report.
- Word count (or range).
- Purpose of the report.
- Outline for each section of the report (be as detailed as possible here).
- Define the call to action at the end of the report.
- Any notes about writing style or formatting (e.g., "write with a conversational style).
- Delivery date.
- Budget.

Take note that you'll attract more freelancers if you have a bigger budget and a delivery date that's not tight (as the best freelancers tend to be booked well in advance).

Step 3: Distribute Your Ad

Now that you have your project brief, it's time to find your freelancer. Here are different ways to do it:

- Post your project brief on a freelancing site such as upwork.com, guru.com or freelancer.com.
- Search Google for a freelancer (e.g., "hire freelance writer" or "hire ghostwriter").
- Ask your colleagues and other contacts for recommendations.
- Post on a freelancing group on Facebook or on a freelancing forum to get recommendations.

And finally...

Step 4: Do Your Due Diligence

You'll likely have multiple freelancers on your long list who are eager to have you hire them for your project. To save yourself time, money, and heartache, be sure to research each potential candidate so that you can pick the best one to suit your needs.

To that end, turn your long list of potential candidates into a short list by asking yourself the questions below. You'll need to do some research to answer these, such as combing the freelancer's website and researching them using Google.

- Does the freelancer produce good work? (Check their portfolio.)
- Does the freelancer have good ratings and feedback on freelancing sites, where applicable?
- When you run their name and business name through Google, do they appear to have a good reputation?

- Does the freelancer's rates match your budget?
- Does the freelancer have references that you can check?
- What makes a particular freelancer stand out from his or her competitors?

Now a few parting thoughts...

Conclusion

Outsourcing is a great way to build your business faster, as it frees up your time to work on other tasks. Or you can spend the extra time just enjoying your friends, family and hobbies. Plus, as an added bonus, oftentimes a professional can create a product better than you can, so you'll end up with something really valuable and desirable. And that's why you'll want to put the above information to work so you can start outsourcing soon!



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