

31 OUTSOURCING TIPS

1. Plan for expansion. Envision what you need to outsource in order to grow and make more money.
2. Reward your contractors. Thank them for work well done. Send a timely gift, bonus or resource.
3. If you outsource to more than a couple of contractors or companies, consider using a project manager.
4. When interviewing a contractor, narrow down and confirm their particular area of expertise.
5. When starting out with outsourcing your content, look for contractors who offer package deals.
6. If you outsource, eliminate confusion by using project management software like Basecamp. Upgrade your plan as you add contractors.
7. Outsource tasks and leave yourself free to use your unique skills (the ones that directly make you money).
8. What do you find most helpful to outsource?
9. Outsource anything you'd need to learn a specialty skill for to someone who already has that skill – and loves to use it.
10. What top three characteristics or skills do you look for in an outsourcing contractor?
11. Sometimes the best part about outsourcing is the objective viewpoint and outside eye.
12. Using the right outsource contractor can actually make you more money than if you do certain tasks yourself. Do you agree?
13. Always check recommendations and Google outsource contractors for client feedback before hiring.
14. Specify that content or graphics are done as a “work-for-hire” – meaning the contractor relinquishes copyright.
15. If you want to reduce editing and formatting time, provide your contractors with guidelines, style sheets and templates.

16. Your VA likely has dozens more projects than your monthly report, so don't assume she should "remember" its guidelines.
17. A VA is an online business person – just like you. She is not an employee.
18. Make a 2-column list of tasks you can delegate or outsource and task that can only be done by you.
19. Before outsourcing, prioritize your tasks and review your budget.
20. Make outsourcing a commitment to growing your business.
21. "I work to pay my regular freelance contractors." – overheard at business breakfast.
22. Did you know that November 23rd is National Freelancer's Day?
23. What is the worst outsourcing experience you ever had? The biggest outsourcing mistake you made?
24. Before hiring a freelance contractor, make sure you know exactly what you want them to do and that you are ready for them to do it.
25. Match contractors within range of your own expertise level (you wouldn't hire an Olympic skater to tie your laces, right?)
26. When it's time to outsource, trust your contractors but create a foolproof check-in system.
27. Outsourcing means you give up controlling the details, not the project. (People work best when you let them do their job.)
28. Sometimes it's impossible to create enough regular content to keep your sites and social networks fresh – so outsource part!
29. You can outsource to agencies or individuals. Agencies are usually more expensive – but they will also often track for you.
30. Remember that even outsourcing contractors outsource, so if you want a particular VA to do the work herself – check that she will.
31. Outsourcing may be the only way to help yourself create that fictional construct we all strive after – "balance"