

Model The Game Changing Strategies Used By Six & Seven Figure Earners To Work Less & Make More In Your Business. And Find Out Exactly How To Secure Your Future Success By Bringing Together A Team To Do The Work For You!



**"The Entrepreneurs Guide To Working Less & Making More"**



# **INSIDE OUTSOURCING**

**MODULE 1 - SR2: TOP 10 MISTAKES**

**MY FUTURE  
BUSINESS**

A banner image with a red background. On the left, there is a white window frame with a person's silhouette standing next to it. In the center, the text "The Entrepreneurs Guide To Working Less & Making More" is written in a bold, black, sans-serif font with a white outline. On the right, the words "INSIDE OUTSOURCING" are written in a large, bold, white, sans-serif font with a black outline. The background also features silhouettes of people and some US dollar bills.

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## **Special Report**

### **The Top 10 Outsourcing Mistakes**

Outsourcing tasks is a major decision that will affect your business in many ways. Given that, it's important that you understand some of the common mistakes that can be made when it comes to outsourcing and how they can affect your business.

While outsourcing can help you to start building your business faster as well as avoid costly delays, trusting others to help you in your endeavour is a big step. In this report, I cover the top 10 mistakes that businesses make when it comes to outsourcing and how you can avoid them in your business.

By avoiding these mistakes, you will be better suited to create relationships with people who can help you make your business a success.



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## **1. Understand some training may be required**

Regardless of who you hire, chances are they won't know every single thing that they need to in order to work with you.

It could be that you need to train them on specific software that you use for your business. This may be software that's new to them or you use it for different purposes than they're used to.

You may also have a unique industry that not many people are familiar with. By providing them with an overview, you will give them some insight into how their work directly affects your business.

Your business may have specific guidelines or regulations that must be strictly followed. This is something that most people may not be aware of so they will need to be trained on how those regulations will affect their work.

My point is that no one you hire will know everything about your business. No one will be able to do everything you need them to do from day one. You will be required to provide some training so that they can be brought up to speed on how your business is run. Knowing and understanding this will help you to avoid having any unrealistic expectations when it comes to outsourcing.

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## **2. Hire one person at a time**

You should only hire one person at a time otherwise you could get overwhelmed by having to manage multiple workers at once.

Hiring one person at a time will ensure that you can adequately introduce them to your business. This will allow you to focus on their training so they can do the work you hire them to do.

Once you have assurance that one person can competently handle the tasks you've assigned them, you can hire another person for other tasks. By doing this, you will avoid the possibility that one person is not performing well and not notice it because you're so focused with bringing on other people to help you.

If you do feel that you need to hire more than one person at a time because there's simply too much work for one person, you may want to first bring someone on board to manage anyone you hire. You will avoid having to worry about what your team is doing so your true focus will remain with running your business.

It's important that you add to your team to get the assistance you need but make sure you don't do it too quickly so that you lose sight of your business goals.



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### 3. Establish a consistent method of communication

Just like any relationship, it's imperative that you establish a good and consistent method of communicating with everyone on your team.

You will need to determine not only the method of communication but also the frequency of it. If your workers are in another time zone or region, you will first need to establish timing. Afternoon for you might be late evening or the middle of the night for them so it's important that you know what times are best for you to get in touch with each other.

Establishing the method of communication is also important so that you can plan ahead of time any equipment needs. You or your workers may need to invest in a webcam if you decide to communicate via Skype or Google Hangouts.

You may also decide that emails or instant messaging work well so there's no need to establish times. This is especially true after you've worked with members of your team and trust that they will complete the work they have been assigned. In this case, it may only be necessary to communicate with them once a week or less frequently just to make sure any pertinent issues are discussed or handled.

*NOTE: In all of my years of using a virtual assistant the most effective way to communicate is through having either a video or audio recording. If its instructions to follow, video is by far the best method so VA can re-wind and play back cutting down on the number of emails.*



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#### **4. Understand that workers are human and sometimes prone to errors**

As hard as it is for some business owners to delegate work to others instead of handling it themselves, it's important that they also know that no worker that they hire will be perfect.

Everyone is prone to make a mistake from time to time and as a business owner you must have realistic expectations when it comes to the work that others do for you. Take the time once you hire someone to go over with them what your expectations are and the scope of the work that they will be doing for you.

While you won't be able to guarantee that those who work for you won't make any mistakes, you can take steps to make sure that those you do hire are efficient and professional. One way to do this is to checking references before you actually hire them.

If you hire someone from a project site, the individual should have some form of ratings or skill set that you can check prior to bringing them on board. If you don't hire from a project site, try to have them provide you with a list of prior employers or clients so that you can verify their work ethic.

*NOTE: Always test the assistant for the skillset you are hiring them for. Tell assistant that you are testing to others with the same test and what you are focusing on is accuracy and eye for detail. This step alone has saved me many hours of frustration that previously I have hired on what they tell me on paper - which is a BIG mistake.*



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## 5. Make sure to track their progress

Knowing where your employees are at with the work you've assigned to them is essential to keeping them on track and getting tasks accomplished.

Tracking their progress can be as simple as having good communication with your workers. Regular communication will allow those who work with you to provide you with a progress report of what they have done since you last were in contact with them. This also presents a good opportunity to discuss what tasks are next as well as staying on top of deadlines.

There are also many online tools that can assist you with tracking the time and progress of your workers. Most of the online project sites have free tools available to help you track what workers are doing.

You can also use online tools such as Google Docs that allow you to not only share documents but also provide you with a way to view what changes have been made within the document, when they were made and who made them.

*NOTE: Insist on a daily report that covers what have they been doing in the hours that they have worked for you. Did they have any problems with the task. I have trained them not to keep interrupting me during the day I would rather them note this on the report for me to help them. This is entirely up to you only sharing what I have done.*



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## **6. Don't wait too long to start outsourcing**

As we've talked about throughout this module, most business owners wait too long before they hire people to assist them with their business.

Don't make this same mistake as it will only cost you additional time the longer you wait.

One way to think of this is as you start to build your business it's only natural that most tasks will fall on you. However, the more you do these tasks, the more you get used to them being done a certain way within a certain amount of time.

These tasks will eventually become overwhelming and it will be necessary for you to outsource them. The problem is that you're so used to doing them that it will be difficult for you to hand the task over to someone who you are unfamiliar with.

It is also likely that the more you perform tasks yourself your business is growing at the same time. The tasks you starting off doing have now become more involved and more time consuming than they used to be. The more difficult the task, the more time it will take you to train someone on how to do it as efficiently as possible.

As your business grows, try to delegate the most time consuming tasks first so that you can start to increase your own productivity. You will also find that as those tasks go away, you can find additional tasks that others can perform so that the majority of your time is spent running your business and making key decisions.



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## **7. Establish ground rules**

Given the fact that you won't be working with the people assisting you in the same location side-by-side, it will be important for you to set some ground rules as you get started.

Some of the ground rules that are essential have already been covered in this document. One is the importance of good communication. Not only does this cover how and when you will communicate but also the frequency. Make sure that you are checking in with people at least once a week to cover any questions or concerns on either side.

Another ground rule relates to work ethic. Make sure that the people who work for you understand your expectations of them when it comes to the tasks you assign to them. This includes the quality of the work, completing work on time and how the work will be prepared and delivered to you when done.



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## 8. Make sure workers have a good understanding of your business

Always keep in mind that it is your responsibility to ensure that anyone who works for you understands the scope of your business.

The significance of this will vary depending on the tasks assigned but it is still a necessary step to make sure everyone is on the same page and striving towards the same goal.

When it comes to tasks such as computer programming or IT-related tasks, the scope of your business won't be as important to those doing the work. However, when it comes to tasks related to marketing or customer service, those assisting you must be able to follow your vision.

If the people assisting you don't have this understanding, your business will send very mixed messages to your customers. If one person is performing a task that is focused on one thing, while another person is completing a task that is focused on something else, your customers will quickly become confused as to what message your business wants to portray.

Having a clear mindset and strategy throughout all of your business will help you to present your business clearly and effectively to your customers. This will create a trustworthy environment that they will feel safe doing business with over time.



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## **9. Provide them with tools needed to do the work**

While most businesses provide their workers with a computer, phone and an array of office supplies, this situation will be different for your business when it comes to outsourcing.

Since the individuals you use for outsourcing won't be at the same location as you are, you aren't responsible for providing them with these sorts of tools and equipment. However, if there are specific tools or equipment that you use for your business, it may be necessary to provide your workers with access to make their work easier.

This can be something as simple as access to online software such as Intuit's QuickBooks Online. This software allows people to track jobs they are working on as well as track their hours and the time they spend on those jobs.

Providing workers with tools may also involve giving them access to training modules for productivity software that you use that is unique to your business. Giving them this access ensures that they will be able to work with you and have the knowledge that they need to perform tasks efficiently.



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## **10. One person shouldn't be responsible for every task**

The main reason for you to outsource tasks is so that you are not wasting time trying to do everything yourself.

For the same reason it will make no sense for you to make another person responsible for all the tasks themselves. Spreading tasks across a few or many individuals will help to enhance productivity as well as efficiency.

When one person is responsible for everything it can be very overwhelming for them as they will feel like they have to do everything at once in order to get it all accomplished. Allowing them to focus on one or only a few tasks will prevent them from losing focus and not performing their work as efficiently as possible.

Another reason for you not to rely on any one person for all of the work is for contingency purposes. If one person is doing everything and that person becomes ill or they are affected by an event that prevents them from working, your business will come to a screeching halt.

By delegating the work to a few different people you can avoid this and keep work moving at a faster pace. It may also be a good idea to cross train some of those assisting you so that if one person is unable to work, someone else can take over their responsibilities until they either return to work or you find their replacement.