

A modern office interior with large windows, desks, and black office chairs. The scene is brightly lit, suggesting a high-rise building with a view of a city skyline. The text is overlaid on the left side of the image.

**Things You Should Know in:**

# **OUTSOURCING**

*Outsourcing Tips Part 1*

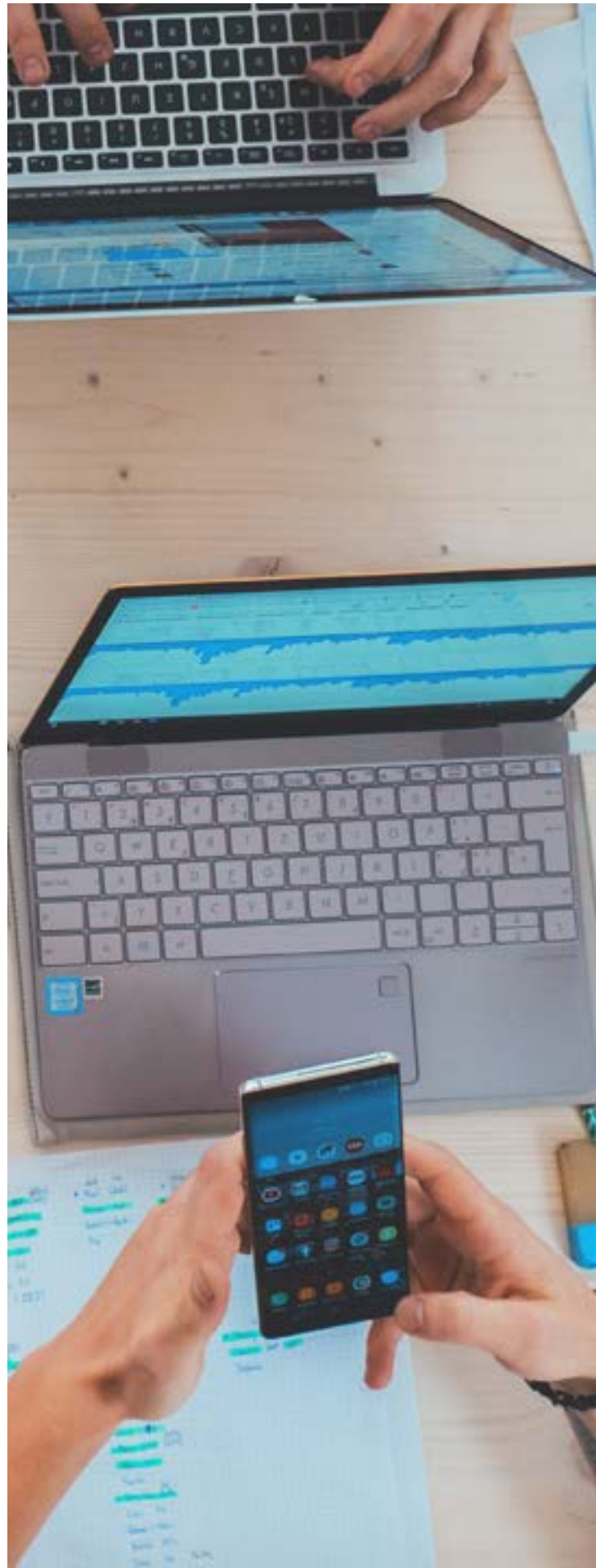
## CHAPTER ONE

# FIVE

**reasons to outsource**

# Your Life

Many multinational companies and small time business owners do it. Outsourcing is a brilliant strategy to help you expand your business even more. So here are 5 reasons why you should outsource



# 1. You get to focus on core activities

When you are outsourcing, you are offloading some of your business burdens to another company, and thereby this allows you to concentrate on the core part of your business. You will be able to expand your business even more and focus on the growth of your company

# 2. You get quality work

You are choosing a service provider who has specific experience in that function of company that you outsourced. They may be even more experienced in that matter than you are. So you are getting quality work at the same time and your money's worth

# 3. Cost and efficiency savings

Some of your function is complicated in matter and the size of your company is preventing you from performing at a reasonable cost. This is another advantage of outsourcing. For example, a doctor's office wants to accept a variety of insurance plan and one part time person could not keep up with the different providers and rules. It will be cheaper and efficient to outsource to a firm who specializes in medical billing.

# 4. Larger workforce

Through outsourcing, you get a larger workforce without the hassle of maintaining a larger staff. Having a larger workforce, you get to generate a larger profit because you are able to get more work done.

# 5. More flexibility.

This is an advantage to outsourcing. It allows your project to go on time and at the same time you are able to retain control on your project. You are splitting the workload. This gives you the flexibility to take on other projects.

**So here are the top 5 reasons you should start outsourcing. So what are you waiting for?**

**Try these tips and get outsourcing success.**

## CHAPTER TWO

# KNOW when and what to Outsource

Before you outsource any task in your business you need to decide what types of things you will outsource. It is important to create systems and procedures for the tasks before you outsource so that outsourcing will go smoothly. Having no idea how something is done, or what your expectations are will often cause issues with outsourcing. You don't have to know exactly every step of the process to outsource it, but you should develop a general idea of procedures so that you know what to expect.



## BEFORE YOU OUTSOURCE ANYTHING CONSIDER:

<b>Goal</b>	<i>What do you hope to achieve by outsourcing a specific task</i>
<b>Objectives</b>	<i>What is the outcome you expect?</i>
<b>Success Factors</b>	<i>What constitutes success when you outsource?</i>
<b>Expectations</b>	<i>What do you expect from the provider you outsource to?</i>

Additionally, when you outsource you should only outsource your weaknesses and stick to doing whatever is your strength. If you're a great graphic designer, don't outsource graphic design, instead outsource customer service, marketing, and other aspects of your business. Graphic design would be your core competency and something you should stick to doing.

If you're an Internet Marketer, your core competency or major skill and strength might be in idea or product creation. If you are great at coming up with ideas for products, then that is what you should do, then outsource everything else. You can create outlines and rough out the components of any product then outsource it to those who can create it whether it is an information product, software, or something else entirely.

The way to identify what to outsource is identify your strengths and weaknesses, or even just likes and dislikes. Get a piece of paper, or make a chart on your computer showing tasks that you do daily, weekly, monthly, quarterly, etc... in your business. For those that are regular recurring tasks create systems for them which make it simple for someone else to do if needed. For specialized tasks that only you can do, or another expert, identify them too

Once you've identified tasks that are divided among strengths and weaknesses or likes and dislikes or core competencies and busy work, then you can start deciding what you will outsource. Naturally, you will outsource those things you dislike doing, or for which you aren't as skillful at doing first. Then, you can focus on what you like doing and what you do best instead of this other work.

If you find that you're working 24/7 but barely getting anything done then it's time to sit down and determine the best things to outsource in your business. You might be afraid about spending the money on outsourcing, but if you do your due diligence and give it thought and planning before starting you will find that you will make more money than before, plus have more freedom than you ever thought possible as a business owner. You'll become a manager of your business instead of a slave to it within months if you create a plan to outsource tasks in your online business.

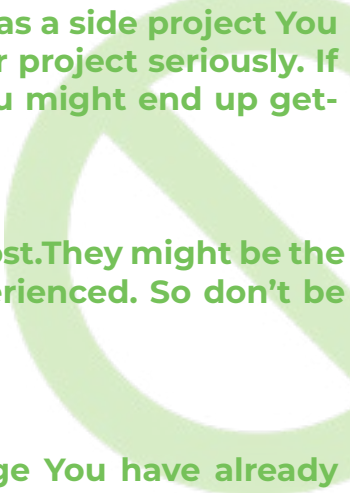
## CHAPTER THREE

# OUTSOURCING Do's and Don'ts

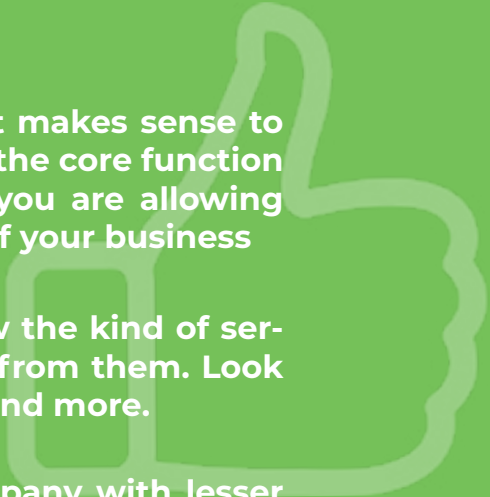
Outsourcing is tricky business. When done right, it will ensure financial success, but when done wrong, it spells losses for your company. So here are a few dos and don'ts in outsourcing.



# DON'TS

- 1. Don't hire someone who views your company as a side project** You need to find someone who is going to do your project seriously. If they treat your company as a side project, you might end up getting shoddy work.
  - 2. Don't choose your service provider based on cost.** They might be the cheapest but they also may be the least experienced. So don't be fooled by price!
  - 3. Don't hire someone you need to micromanage** You have already specified your project and how you want it done. It is the result that matters and not the process. If you have to point out every single thing to them, then they are not the service provider for you
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# DO'S

- 1. Outsource functions that you often don't need** It makes sense to outsource a function in your company that is not the core function of the company. By outsourcing that function, you are allowing yourself to be more focused on the core activity of your business
  - 2. Do know your service provider** You need to know the kind of service they are providing and what do you expect from them. Look up their portfolio, customer's feedback, website and more.
  - 3. Use outsourcing as a leaner way to grow a company with lesser overhead** Outsourcing allows you to have a larger workforce, expand your talent pool and at the same time saves you money. You are hiring a large service provider, you are paying them a specified amount and you have access to all the talent they have!
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# Outsourcing Issues

Outsourcing is a wonderful way to get necessary tasks done more affordably, and to operate like a big company, even appear like a big company, even if you are a one-person operation.

However, it does have a downside. You are dealing with strangers on a regular basis, and you don't know them or their morals or work ethic very well when you first start working with them.

You'll never really know them as well as you do the people that work in an office with you, that you see every day. And as you know, even when you work with people every day there can be misunderstandings, or you may find out that hiring someone was a mistake for any number of reasons. There are certain steps that you are going to want to take, to make sure that you don't get burned when outsourcing



First of all, you want to make sure that whoever you hire has testimonials from satisfied customers, and samples of their work. Yes, testimonials can be faked, but it's a start. You want to pay a decent fee to the service provider, for a number of reasons. Make sure you know what the price range is for the service that you want, and don't try to pay absolute rock bottom fees. Your freelancer will do better work, faster, and be more reliable, if they are being paid fairly. Freelancers who are paid too little end up taking on too much work and getting burned out, and the quality of their work will suffer. And if you pay your freelancer decently they are much more likely to stick around longer, which means you won't have to go search out another freelancer and break them in and spend your precious time getting them up to speed on what you need from them.



Make sure that you and your freelancer agree on a project deadline. Make sure that your freelancer is easy to get ahold of. If you are paying someone money to do work for you, make sure that you have their telephone number and email address, and exchange some messages with them to make sure that they respond quickly. Make sure that you get all of the rights to whatever you are purchasing, and that it is all original work.

If you are buying a photograph, make sure that model releases have been signed if applicable, that this is the photographer's original work, and that it has not been sold elsewhere and will not be sold elsewhere - unless that is okay with you. If you are paying for articles or an ebook or anything else custom written for you, make sure that they are original articles, ebook, etc. - run them through Copyscape or a similar program. Make sure that the writer understands UP FRONT that you are buying original work written only for you and they are not allowed to reuse or resell it later.

If you want confidentiality, tell the writer that and make sure that they agree, in writing, that they are not to disclose to anyone that they provided writing to you. If you are hiring someone to write code or create programming for you, make sure that the code is not copywrited by someone else.

It is not a bad idea to have an attorney create a standard written contract for you that you can provide to customers, in order to protect yourself. When you pay a freelancer, you do not want to pay for everything up front. Most freelancers will not work without some kind of downpayment, and this is perfectly fair.

However, to protect yourself, you should work out a payment agreement with the freelancer and pay, say 25 percent up front, and then receive 25 percent of the work for your review. You should also specify with the freelancer that they will provide a certain number of revisions or changes as needed.

If the freelancer sends you the first portion of the project and the work is not up to par, and they can not provide the necessary changes or revisions, you should be able to sever your relationship with them at that point. They keep the down payment, you move on and find someone who can actually provide what you need. And you should have that specified in your contract with them. And if, worst case scenario, they vanish and do not provide the work they were supposed to provide, then you are only out a portion of your money and not all of it.



## CHAPTER FIVE

# Top Five tips for Outsourcing Success

For small time business owners or entrepreneurs, they are constantly looking for ways to accomplish their business goals with less money. One of the strategies they could use is outsourcing. The point of outsourcing is not to necessarily find someone better at the task than you; it is to offload some of your daily work so you can focus on the core position of your business. So how could you start outsourcing? Here are 5 tips how.



## 1. Define the scope and schedule of your project

You need to define your project requirements. Be specific about the timeline which you want your work done by. Give the vendor as much detail as you can about what you need delivered and how you want it done. Be clear and realistic about your schedule requirements. Once you've given accurate and complete information, the vendor will be able to quote you a reasonable price.

## 2. Evaluate your service provider

Once they get the proposals done, don't be afraid to ask questions. You need to check their references and get feedbacks from other clients. Voice your concern if any about any specific issue. Take into account their specific experience too when selecting a service provider. You want a service provider who has experience in that field and not someone who has never done it before. Review their portfolio too. Don't be afraid. You are paying them and you need to know what you are paying for.

## 3. Get your money's worth

Don't choose a service provider based on the price that they are offering. They may have the lowest priced bid but if the result is some shoddy work, then you are not getting your money's worth.

## 4. Start small

When hiring a service provider, start with a small project first before going into bigger projects. This will give you an idea of their capabilities before you entrust them with bigger projects.

## 5. Get it in writing

For your outsourced project, make it clear who owns the resulting work product and get it in writing. Make sure you clearly communicate any schedule scope, payment changes and confirmation in writing. It will not do to have a verbal agreement. Also save copies of an email exchanges that you have.

# ADVANTAGES OF OUTSOURCING

to grow your Online Business

*Outsourcing Tips Part 2*



## CHAPTER 1

# Advantages of outsourcing to grow your online business

The media gives the term “outsourcing” a bad name these days due to big corporations outsourcing jobs out of the country, but the truth is outsourcing is one of the ways in which you, a small business owner, can truly run an empire. You can run your empire like the big corporations with many experts helping you, all from the comfort of your home office, without ever providing a single tool, space, or benefits. You can outsource offshore, or onshore. It’s completely up to you and your budget. Among the many advantages of outsourcing in your online business are:

**More Personal Time** - You’re just one person. I know you know that but sometimes you have to be told and reminded that you are just one person. Having a business is wonderful because you are in control, you can make a lot of money, and you can have freedom never before possible. But you can also be bogged down with working 24/7 and lose sight of these advantages if you’re not careful. If you outsource, you can regain your freedom and personal time without losing any of the reward.

**Increased Productivity** - Outsourcing in your online business will increase your productivity tremendously. A quantity cannot be named in terms of your productivity because it completely depends on what you outsource, to whom, and your own personal goals regarding outsourcing. But, essentially, you can duplicate yourself many times over with outsourcing which will make you more productive than ever.

**Better Expertise** - Not an expert in something? So what, outsource it! You can find numerous experts in all fields to outsource literally anything under the sun to. Need a marketing expert? Check! Need an Aweber expert? Check! Need a content writer? Check! It’s simple to find experts once you define what you want to outsource. No matter what type of business you have, whether a service type business, or an affiliate marketing business, or any Internet business you can dream up, you can outsource to experts on a “kitchen table” budget.

Outsourcing in your online business is simple to do. You simply find the experts to outsource to and you pay them via PayPal or even by check either on a per project basis or an hourly fee. It’s up to you and the person you outsource to how it works. But what you don’t worry about is benefits, pay roll taxes, equipment, training, or all the other hassles of typical employees. No need to provide space to them either since they work from their own office (usually from home like you) and run their own business servicing other clients aside from you.

Do ensure that you interview potential contractors thoroughly ensuring they have the expertise you need and charge the amount you can afford. Get and sign a contract, and treat the situation in a professional manner. If you do, the advantages of outsourcing will far outweigh any issues you might have giving you ultimate earning power and freedom in your online business

## CHAPTER 2

# Leverage your efficiencies by outsourcing

### Maximizing your efficiencies by leveraging other people's skills

When you have an online business you can get overwhelmed with all the work there is to do. You probably feel like you work all the time, but get nothing done. Much of it can be classified as “busy work” but even so, most of it needs to be done anyway. This busy work can get in the way of doing the money making activities (your efficiencies) that you also need to do. The main way you derive your income needs to be your main focus, but there is all this other stuff to do as well, and it can be frustrating.

If you want to maximize your efficiencies, you'll need to figure out what they are. Once you identify what you do best you can then find experts to accomplish everything else. You don't want to give up what you're best at, so you find out what that is, and assign out the rest to experts who can do what they do best. By using other people's skills and expertise to do things you're not as proficient at you will actually save time and money.

For instance, if you're not a bookkeeper, it will take you a lot longer to do your bookkeeping than a real bookkeeper, thus taking time away from doing actions that can make you more money. Why spend time doing anything that you're not proficient at, that costs less per hour for someone else to do -- and who can do it faster? For example, if you normally make \$100 an hour doing what you do best, but you can pay a bookkeeper \$30 an hour, then you are still potentially \$70 an hour ahead. Since the expert will accomplish the task in less time than you, you're even that much more ahead.

When you outsource to independent contractors it may not be necessary to hire them “full time”. Usually you contract for a specific task, for a specific monthly fee, or up to a certain number of hours per month with each expert. Even if you do a lot of transactions a month it is very unlikely you would need to have a full time bookkeeper for instance. Also, a good virtual assistant can likely get a lot done for 10 hours a month or so. It's up to you, of course, how many hours you contract but don't feel like you have to start with a lot of hours. You can start lower, and play it by ear.

You can find skillful people on services such as Guru.com, Shelancers.com, Freelancers.com, ODesk.com and more. There are also places such as Vanetworking.com where you can place a request for proposal (RFP), as well as go to Virtual Assistant Forums and Message boards on places like WAHM.com, and others to find various VAs who work in different niches. VAs work in niches ranging from administrative work to even coding, so there is sure to be someone out there for your needs.

## CHAPTER 3

# Outsource your online Content and grow fast

Everyone who has an Internet business knows that having dynamic, keyword rich content is a must. The problem is, who has time to post all that content, much less write it. Most recommendations are two to three new blog posts a week, but we all know that more is better. But, you don't just want more either, you want quality content that will bring in the right visitors to your website who will buy what you have to offer.

If you want to grow your online business fast, one of the best things you can do is outsource the bulk of your content creation. Even when you outsource content you can control the quality, the topic, and the keywords. You simply provide your writer with the keywords, subjects, even titles and they do the rest. Sometimes you can provide a brief outline about what you want written, and other times you can just give the subjects and let the writer do the rest. Depending upon the quality you expect, you can pay different price points from 8 dollars to 50 dollars for a 500 word article. Oftentimes, you can get cheaper prices if you buy in bulk on one topic at a time. The reason for this is that the writer can do all the research for one topic, then write multiple articles on that same topic, saving you money.

There are many things that can be done with the content you have written. You can use them as blog posts, article marketing articles, combine into an eBook or eReport, give away as freebies, or even an entire information product that you want to sell. It's up to you how you use the content. You can even contract with someone to "spin" the articles so that you can use them again like you do with Private Label Rights (PLR) articles. There are so many things to do with content that can make you more money.

You can also outsource the entire process from writing, to posting, to formatting. Many outsourcers work as Content Managers. The Content Manager would employ writers to write about your topics, as well as Virtual Assistants who can post the blogs and articles for you. A content manager can also set up sales pages, create your eBooks, and set up everything from start to finish. In this case, your only "job" is to come up with the ideas. You can even outsource the keyword research if you want to.

Selling information products is a very lucrative way to earn money on the Internet and by outsourcing to professionals to do the lion's share of the work, you can focus on coming up with ideas for information products instead of doing all the work. It is important, however, that you do your due diligence when hiring a writer. It is imperative that the writing is readable in your native language. If you want people who speak English to appreciate the article the article must be well written. While it's fine and dandy to write keyword articles that attract search engines, people ultimately make purchases so quality is very important. If you want to grow fast, get more content up fast.

## CHAPTER 4

# Outsourcing the key to duplicating yourself

If you want to make more money in your online business then the key to doing so is outsourcing. Outsourcing can be like duplicating yourself! What could be better than more than one of you? The best part is that you can outsource the tasks that you don't like doing, aren't good at, and the ones that don't directly earn money. You can get things done really fast by outsourcing different parts of a project.

Let's take a project like a website that will sell an information product. You can outsource the creation of the information product to a writer. You can let a Virtual Assistant format it to look pretty and turn it into a PDF document that can be easily downloaded. Then you can outsource the website design to a designer, the content on the website to a copywriter, and the marketing to an online marketer. Other things to outsource are the creation of the sales page, the opt in forms, a newsletter, and essentially every aspect of this one website and information product.

### 1. Website

If you use Wordpress you can find many people to outsource to creating an awesome website for your products and services.

### 2. Sales Pages

Wordpress has plugins that enable your assistant to create wonderful sales pages, alternatively you can find templates and let your VA edit it.

### 3. Content

Content writers can be found all over the net, from WAHM.com to Guru, to a simple search on Google.com for "Content Writers". Content writers know how to write non sales blogs and articles surrounding a specific topic and keyword.

### 4. Copywriting

This is specialty content that is designed to make a sale. It will be found on your website and your sales pages and other types of content but is different than an article or blog post. A copywriter is a little more expensive than a content writer but the cost is well worth it due to the higher sales you'll receive.



## 5. eReports

These are short, usually 15 to 30 pages of information designed to give an overview of some information to your clients. Often these are given away free as a way to get someone to sign up for a newsletter. You'll need a good writer and a good outline.

## 6. eBooks

Usually more than 30 pages long goes more in-depth than an eReport, requires research, organization, and a writer who can do them.

## 7. Social Media

You can outsource all your social media from Facebook, to Twitter and other types of social media to a social media specialist. You will simply need to give them information about the projects you're working on and they can do the rest.

## 8. Newsletters

No matter what project you have, you need an opt-in form and newsletter which will capture website visitors who don't purchase right away because this is one of your best ways to get buyers. An expert can very quickly handle creating the newsletters and running services such as Aweber.

## 9. Blog Posting

Some writers will post blogs and some won't, but you can have a VA do it for you which will free you up to do other things!

## 10. Article Marketing

After you have the articles written you need to distribute them across as many article banks as possible providing links back to your sales page or website.

By outsourcing these items, you can actually have multiple projects going on at one time in various stages of development. Your job is to create the ideas and make sure everyone else follows through. You're the project manager, managing different people and different projects from idea to launch and beyond. By having a team of experts to outsource to, you are duplicating yourself and will increase your earnings substantially.

Everyone wants a clone of themselves to do all kinds of tasks like in the movie "Multiplicity" starring Michael Keaton. While your clone won't look and act just like you, outsourcing to a talented professional is the next best thing to that situation. You can even find people with more skill and talent in some cases, which will make you look even better and help you create even better services and products for your customers.



*Outsourcing Tips Part 3*

# OUTSOURCING YOUR LIFE

**Avoid the Pitfalls of Poor Outsourcing  
Practices and Maximize Output**

# CHAPTER 1

# Intro to Outsourcing

## Synopsis

Basically outsourcing is the use of outside sources to get particular aspects of a job done within a certain time frame. Though these jobs are normally handled within the company frame, however due to various reasons the option of out sourcing is sought. Jobs like call centre services, email services, payroll services and others are the most popular for out sourcing.

## What Is It

One of the most popular reasons companies use out sourcing facilities is because the cost incurred is much less if compared to actually having to hire in house.

When out sourcing services are used the company can avoid paying other costs like overtime, salaries, medical benefits and others. The out sourcing cost is done at one specific fee without any other expenses incurred.

Out sourcing also allows a company to stay focused on their core business without having to oversee other aspects of their business. This is left to the professional services of an out sourcing company. Therefore the resources of the company can now be fully utilized for the enhancement of its core business.

Another advantage of out sourcing is that if and when a company decides to expand into other countries, the foundations that are required to be established and implemented can be done throughout sourcing.

This is wise as a good outsourcing company will have the necessary infra structure to get the relevant tasks done. Also most out sourcing companies have the resources and business needs to merit monetary investments for certain tools that are needed for its particular service. Most companies today find this arrangement easy and fuss free not to mention cost effective, thus the emerging popularity of out sourcing.

## CHAPTER 2

# Learn How to Use Freelance Sites Like Elance

## Synopsis

In recent years there is a significant increase in out sourcing companies emerging around the world. The demand for the services of such companies is rising and fast. The services provided by out sourcing companies are becoming somewhat of a necessity and a popular option available today.

## Freelance Sites

There are several out sourcing companies which build their client portfolios based on their significant success rate and the satisfaction of their customers. One such company is Elance.

This company provides the necessary services that allow companies to facilitate posting of projects, assessing the bidders, reviewing the qualification, ratings, portfolios, and skills. As the onetime fee charged for this service is very low, companies are more than happy to use this as a tool to get on with other more pressing matter that require the bulk of their time and effort.

Some of the services provided by the out sourcing companies include web development, programming, creative design, multimedia production, writing, search engine optimization, content translations and research.

Using out sourcing services also allows a company to use all the business tools available but on an online platform rather than having to provide onsite facilities.

Outsourcing services also provide a wider and more interchangeable way of getting the job done. Time lines are also strictly followed as these out sourcing companies depend heavily on their reputations to ensure they stay in business. Therefore the check and balance style is very much the business style. This then creates the opportunity for the customers to be able to view the work in progress and on demand.

There is also no need to have permanent staff which incurs unnecessary costs, especially when the work load style is seasonal. Using the out sourcing services almost always lessens the burden on the company to provide the frame work that may not always be utilized to its optimum.

## CHAPTER 3

# The Importance of Seeking Value over Price When You Can

## Synopsis

Cost is always an important factor in any scenario, be it on a personal level or on a much bigger platform. Being cost effective is very important to the progress and success of a company. When the issue of cost is considered, it is not always prudent or wise to go for the cheapest option.

## Value

There are several reasons as to why it is sometime wiser to go for the more expensive option. Going cheap is not always wise because in most cases, one gets the services and quality one pays for. Therefore opting for the cheapest pick can mean substandard and unreliable quality and delivery.

There are some things that are simply worth paying for, as the high cost ensures the quality and service is always at its best. Paying more and getting the best is definitely worth the cost especially when reputations, businesses, and quality standards are all on the line. People should be made aware of the fact that good services and quality come at a price.

It may not always be so, but most time when something is termed expensive it is more than likely worth the price. Professionalism comes at a cost, therefore when deciding on a company to outsource work to the integrity and reputation of the company is often scrutinized thoroughly before a commitment is made.

Companies often charge according to their merits and if their skills and services are above reproach, most customers will not begrudge the expensive price tag because they are confident in the services paid for.

Also with making the choice of value over price, there is an assurance of peace of mind in knowing that the cost incurred is well worth it. Peace of mind for most is priceless and if it can be satisfactorily provided for, no cost is too much.

## CHAPTER 4

# Make Sure to Qualify the Person You're Sending Work To

## Synopsis

As more and more companies are choosing to outsource the bulk of what they consider time consuming or unnecessary use of resources, there are quite a few elements to consider.

## Can They Do It?

The first of course is the fact that it is a cheaper option than to hire in house staff which would in turn incur a lot of hidden costs. However in using the out sourcing option one must consider carefully the set back that might occur should a wrong choice be made in terms of the outsourcing company chosen.

Ensuring the expertise of the chosen out sourcing company is very important and the first of many steps to consider. The talent and technological skills of the out sourcing company must match the requirements of the "customer."

Trying the various out sourcing companies until a suitable match is found is normally practiced. When an out sourcing company is chosen based on its merits and reputation, further enquiries must be made to ascertain if the company is capable of handling the specific work required of it.

If this is not clearly out lined there is a danger to having to either re outsource the work at considerable cost and loss of time or to have a new out sourcing company chosen.

Sometimes besides the more obvious requirements, there can be some other items that need to be explored before making a commitment to outsource the work to a chosen company. Some companies may require the flexibility of the hiring exercise to be clearly stated and understood by both parties. Hiring specialist without having to keep them on a retainer is especially good for companies that don't have consistent business to outsource. Therefore it is of upmost importance to ensure both parties' needs are adequately met before the out sourcing work is awarded.

## CHAPTER 5

# Choose Projects To Outsource Carefully

## Synopsis

Simply deciding to outsource anything and everything to another company can prove to be quite a foolish decision to make. Besides the obvious reasons like cost and time lines there are also some other more sensitive issues that should be addressed when deciding to outsource.

## Pick Carefully

One particular issue to consider is the sensitivity of the material given for out sourcing. If the contents of the out sourcing material is leaked to a competitor of the customer that a lot of serious damage can occur in terms of loss of business or sometimes even business secrets.

The ethical standards of an out sourcing company would have to be closely scrutinized if there is a need to outsource sensitive material. There has to be some sort of confidentiality clause that ties the out sourcing company to be held responsible for any information divulged to other sources.

Unfortunately today's business world practices are not very ethical or straight forward, thus the need to be extremely discerning when choosing the out sourcing company. The employees of the out sourcing company must be duty bound to keep all information confidential.

Some projects don't require much thought when deciding to use the services of an out sourcing company, while there are some project that do, especially when it involves new inventions, new innovative ideas, new product launches, new designs, new systems and many more. All these are highly sensitive and cost conscious and if this information falls into the wrong hands the damage done can be monumental and irreversible.

There are also some projects that require the highest level of technically sound understanding. If the decision to outsource is made then this information must be first explained and understood before the work is awarded. This needs to be done to ensure the time lines tagged to the exercise is not delayed or worse still to find at the end of a given time frame the out sourced company did not complete the task awarded accurately and on time.

## CHAPTER 6

# Make Sure the Project Specs Are Defined and Understood

## Synopsis

When an out sourcing company is hired to perform a specific exercise or task, there need to be clear understanding on both sides as to the expectations and material involved. A lot of future problems can be avoided if this is made clear from the onset of the partnership, because in effect it is a partnership of sorts.

## Putting It to Work

Being as clear as possible to what is expected in terms of accomplishments is necessary and important. It would be prudent to take the time to communicate the projects at hand and further ensure the essence of the intended project is clearly understood.

Expectations, fees incurred and time lines should be all clearly addressed and agreed upon before a partnership is formed. The talent used by the out sourcing company must be up to the requirements of the customer as each project specs can differ greatly thus the need to have a very diversified group of people available for each project at any given time.

If the project specs require a lot of technical understanding then the relevant out sourcing company has to be sought. A thorough discussion on the expectation for either party must be clearly defined and agreed upon. It would be a tremendous waste of resources and valuable time if the end product does not match the requirements of the customer. This can not only cause the progress of the hiring company to stall but could also end up causing other negative repercussion like loss of huge market shares of a potential customer base.

All these are important as the exercise of out sourcing is no longer just about cutting cost but is also about how to get things done more efficiently, quickly and competitively to ensure a larger share of the customer percentage.



## CHAPTER 7

# Keep Good Lines of Communication Open

## Synopsis

Strong communication is the key to keeping the relationship between the out sourcing company and its customer comfortable and beneficial to both parties. If there is a good line of communication established between the two entities then and only then will the partnership be a successful one.

## Communicate

When there is a good open line of communication established, both parties can avoid any unnecessary setbacks as constant enquiries can be made on the various aspects and progress of the task at hand. Direct reports and check and balance systems can be firmly established without having to go through a lot of “red tape” that cause unnecessary delays and frustrations.

The key to keeping both parties from being unduly anxious is to establish a good open communication line between the two. This also helps to contribute to the building of trust towards both parties.

The line of open communication must also consist of both parties being able to be good listeners as well as communicators. This will prove to be valuable in understanding the requirements and working towards the needs of the customer to ensure the end product is satisfactorily achieved.

With the establishment of good communication between the two parties, there hence creates the opportunities for honest communication and the exchange of ideas. This added source of positive input could also help to further contribute to the success of the project and partnership.

As most out sourcing companies are quite well informed in their various fields, they could also assist the customer with suggesting various innovative ideas that would benefit and perhaps enhance the customers’ business further.

As communication has always been known to be the weakest part of any organization or partnership, everyone involved should try to go the extra mile in the effort to ensure all material communicated is thoroughly understood and executed accordingly.

## CHAPTER 8

# Check Project Progress Regularly

### Synopsis

Every project requires a lot of thought and processes to make it a success. Some of these processes should include a good check and balance system to ensure the success reached is definite

### Check In

When the said project involves a few people the idea of checking up on everyone frequently can be quite a hassle though very necessary. Therefore it is wise to have a system in place that can keep and coordinate all progress clearly and efficiently. These systems used should be customized to meet the requirement of the project it is assessing.

Having a check and balance system in place also allows all those connected to the project to be able to view its progress as a whole or in individual sections. Viewing the individual sections is equally important to ensure when all the various sections are combined there will not be any problems in terms of the overall results.

Frequent checks also ensure the relevant progress of each part or section is kept to its time line and specific requirements. If at any time either of these elements are not according to the fit of the entire project then the necessary changes can be made. Hence there is no need to worry about not arresting any particular problem in time and certainly not having to cope with the negative “snowball” effect caused by wrongly managed sections.

Regular checking exercises also help to boost the confidence and commitment levels of all those participating in the project. It keeps everyone in the “know or loop” and thus all participants will be weary of not keeping up to their particular sections.

Another good reason to implement a good check and balance system is to ensure the budgeting is kept to the original amount allotted. Any over runs can be immediately identified and addressed. This will ensure costs don't escalate unnecessarily.

## CHAPTER 9

# Make Sure To Provide Helpful Feedback

## Synopsis

Out sourcing company often help their client with useful information that they think might help further enhance the efficiency of the company project. The reason they are able to do this is because most out sourcing companies specialize in their relevant fields and thus have the necessary information and links that are always up to the latest in the market.

## Be Helpful

Most times feedback is encouraged and even required to ensure the best possible results are derived from any given endeavor. The feedback whether helpful or not should encompass arrears like progress, material, systems, information and many others.

The feedback can be made in the form of positive, negative, or neutral ratings or comments which it centered on the project itself. Feedback should not be on any other non-relating elements as this would be a waste of time and resources.

Helpful feedback is normally done with the inclusion of relative points done in a simple and precise format. Upon reassessing the given feedback information the client is able to assess the immediate repercussion and direction of the project at hand.

Positive feedback can help the team working on the project to feed that their contributions are well received and this will help to further edify their commitment to the project at hand.

Besides the actual feedback which should be as factual as possible, the out sourcing company can also be of even further assistance by providing good and sound advice to their clients.

Again this is helpful to the client who may not be very well equipped in the present chosen endeavor.

For the most part this helpful feedback is done without any fees charged and so it works to the benefit of the client. In providing this possible extra benefit the out sourcing company is also able to sow the seeds of confidence in its capabilities in providing the best services possible.

## CHAPTER 10

# The Dangers of Not Understanding How to Outsource Correctly

## Synopsis

There are several factors why most companies have decided to outsource their work. Among the most prominent reasons are to cut cost and to reduce the dependency on direct employment.

## What Can Happen

Understanding the fundamentals tagged to out sourcing is most important to both the customer and the service provider. With the current in sight and information available it is now easier to make a more informed decision as to whether it is a suitable or viable option to elect.

Unfortunately the majority of companies deciding to outsource the bulk of their work load has been done with ill equipped information. As stated the primary reason for out sourcing is to cut cost. However a lot of companies have now found that though out sourcing may contribute to cost cutting, it has also proven to be disadvantageous in other ways. Most of the cost cutting has only short term benefits which eventually contribute to long term problems. These problems may include loss of control over the general business direction, initial options chosen eventually found to be less than suitable, inflexible circumstances are just a few initial problems encountered.

Perhaps the companies that are currently considering the out sourcing option should be asking themselves some serious questions regarding the motive of choosing this particular option. Acknowledging the reasons for choosing out sourcing is a start to understanding the motivation and wisdom or lack of it.

# Wrapping Up

The first thing to consider about outsourcing is whether this option is chosen because the idea is to create a condition where the company can concentrate on upgrading their commitments to their customers or is it simply to lessen the current work load and which is intended to create a more cost efficient circumstances. Another fact worth considering is whether or not the out sourcing exercise will benefit in a long term way rather than just short term.

**I hope you found these tips useful.**

Best regards,

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