OUTSOURCING

& AUTOMATION

REPORT

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OUTSOURCING AND AUTOMATION

One of the key's to successfully running a long term, sustainable, online business is the ability to remove yourself from the business.

You as the business owner should be FREE to work ON your business and NOT IN YOUR BUSINESS

If you have to be grinding day in day out for the business to run you've built something that you cannot sustain in the long term.

YOU SHOULD WORK ON YOUR BUSINESS NOT IN IT

You must build a business, and systems within the business, that can be run by others.

And so that should you decide to in the future you can sell that business.

Because a business that relies you to do all the work or be in it day to day isn't going to be an easy business to sell.

And trust me...

There may come a time when you want to sell your business even if it feels like you never would right now.

So the trick is to to outsource and automate the day to day tasks that are time consuming or mind numbing.

As well as the tasks you're not very good at because you cannot be good at everything nor try to do everything.

Freeing up your time to work on higher value activities (the ones that make you money) or enjoy your free time.

Because we do this to gain more free time and freedom in life, right?

So let's look at what can be outsourced and automated and where to find the people.

WHAT TO OUTSOURCE AND AUTOMATE

The **easiest** tasks to **outsource** **automate** and are the REPETITIVE, MUNDANE "GRUNT WORK" TASKS

The low level stuff that can take up a lot of time but gives little return in terms of income.

Examples:

- Updating your website.
- Answering emails.
- Dealing with social media.
- Customer service.
- Formatting content in Wordpress.
- Research.
- Design.
- Content writing.

These are just a handful of examples of things which tend to take up a lot of time.

But they don't directly generate income.

You should begin with finding ways to outsource and automate these.

And focus on learning the high value / money making tasks for yourself.

As it's much more difficult to outsource the higher value tasks especially on a budget.

As people who can do these tend to be doing them for themselves and not others.

Or charge a lot of money as they are in high demand.

ARE YOU WASTING TIME ON "GRUNT" WORK?

So it's never cheap to outsource things like copywriting, paid traffic, email marketing, web design.

And you should be wary of anyone who IS offering these sort of services at a low price as the quality will likely match.

For example the best copywriters in the business can charge over $10,000 for a sales letter.

So stick with outsourcing the low level tasks to begin with if on a budget.

Some of the ways to automate these tasks are covered in the "Getting Sh*t Module" with recommendations for social media tools so I won't cover them again in too much detail.

Ways to automate or outsourced:

- Social media posting (Buffer, HootSuite, Meet Edgar)
- Email marketing (Aweber, AWProTools, Getresponse etc)
- Content Creation (Hire Writers)
- Checking Emails (Cheap hourly VA)
- Image Design ($5 on Fiverr.com)
- Research (Hire researchers on Odesk.com)

To outsource you can find inexpensive freelancers to do most of these tasks and get the results you need as they aren't high value or overly important tasks that need high quality control.

The exception to that would be content writing which is difficult to outsource inexpensively as it requires writers with a good grasp of the English language and high spelling and grammar skills.

Not to mention they must be good writers and knowledgable about your niche in order to write something convincing that will be taken seriously by your audience.

I will cover that more below...

WHO TO HIRE
& WHERE TO FIND

In my experience...

These are the 4 MAIN HIRES you're likely to make

1. Virtual Assistant

2. Content Writers

3. Researchers

4. Designers

VIRTUAL ASSISTANTS

A good **VA** will be a **lifesaver** for you

They tend not to be expensive yet they deal with the mundane day to day tasks that consume so much of your time.

Like answering emails, dealing with customers, updating your website, formatting posts, dealing with social media.

Without a VA you can easily spend up to 3hrs a day just doing general "housekeeping" tasks like answering emails and dealing with small problems.

And that's 3hrs you're not spending directly on high value / money making tasks.

If you already have a fan base my tip would be to hire a VA from inside your existing audience.

They will already know a lot about your business and niche.

They are passionate about your niche and business.

And they will enjoy working for you.

A GOOD VIRTUAL ASSISTANT IS A LIFE SAVER

It's much easier to hire someone who's already 75% up to speed with your business and knows what you're trying to achieve that doesn't have all the VA skills yet.

Than someone who has the VA skills but knows nothing about you or your business.

Otherwise you can find an array of skilled VA's on Upwork.com with different star ratings and experience levels.

CONTENT WRITERS

CONTENT
is the core
of your business

And something which has to be high quality.
It can also take a lot of time to create.

So if you're updating content regularly it will be difficult for you to do it all by yourself.

Even if you don't hire writers immediately you will need to as your site starts to grow.

In my experience when having to create content all by yourself you'll eventually get burnt out and fed up of writing.

And content quality will either suffer or you'll stop posting.

The trick to get high quality content is to find people who live and breath your niche.

And not writers who write on any and every topic under the sun.

WHERE TO FIND THEM

In most niches it's quite easy to find these types.

Especially in any health, fitness, hobby, or passion niche.

But you won't find them on places like Fiverr, UpWork, Odesk and other freelancer sites in most cases.
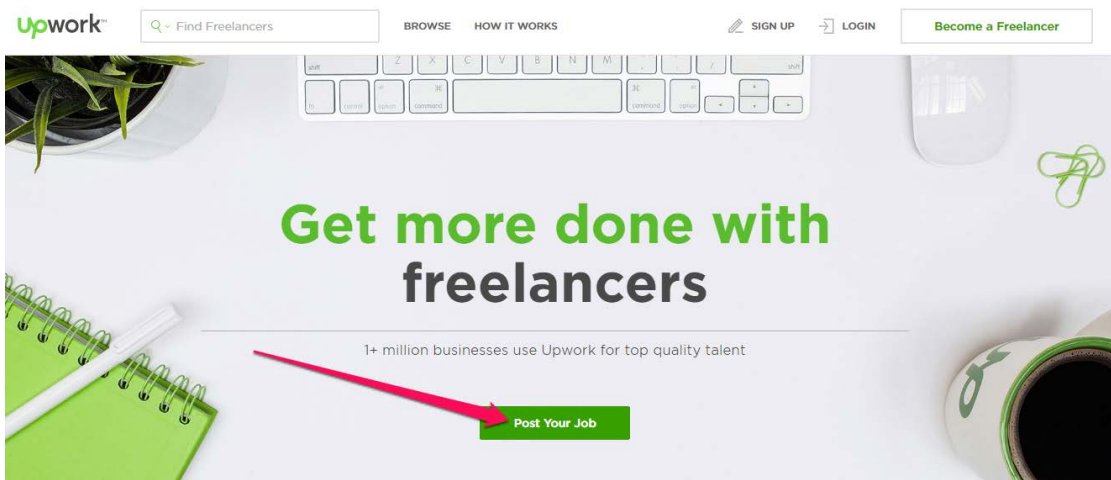
They run blogs (hobby blogs for fun usually)

They hang out on niche forums.

They comment on blogs in your niche.

They are members of social media groups in your niche.

Go to these places in your niche and find the people who love to share info and write.

Contact them and propose they write for you.

You'll usually have to pay them of course.

But as they are mostly going to be passionate about your niche and love to write about it anyway.

It need not always be that much.

TO FIND PRO WRITERS

To find professional writers in niches like online marketing, business, finance and so on.

Put up an advert for writers on the ProBlogger. com job board :

http://jobs.problogger.net/

You will have to sift through a lot of poor applications but you can find some top notch writers.

I hired a few of the NicheHacks team, past and present, from there.

HOW TO FIND THE MOST SUITABLE

Be sure to filter out any time wasters from day one.

Write a long advert with many instructions they have to follow when applying.

Making it long filters out people who can't focus for anymore than 10 seconds at a time.

And cuts out the lazy ones.

Ask them questions about your niche.

Questions that only those deep in the niche and passionate about it would know.

So you can gauge their knowledge on the topic

Ask them for their RELEVANT experience and to include samples of their work.

Hidden away in the depths of that advert should be a random phrase like

"balloons" with instructions that they have to include it as the headline of their email application.

This instantly cuts out people who don't read things properly.

And can't follow instructions.

You can just delete any applications that don't have that in the headline.

Any that are left you check the answers to their questions.

If they can't answer them, or the answers aren't correct, delete them.

The ones that are left you check the quality of their work.

If it fits with what you're looking for you do a paid trial with them.

If you AND your audience like it they get a further trial on your team.

I usually go with a months trial to begin with and extend from there until I'm happy.

Just be aware that VERY FEW writers will make the cut.

Out of 100 who apply you'll be lucky if 10% manage to pass the first step.

By the end of it less than 5% will have made it to the paid trial point.
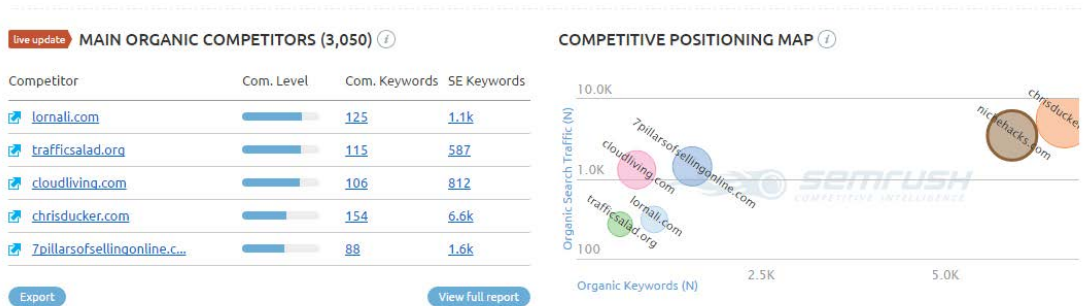
OTHER WAYS

Another good way to find them is check popular blogs in your niche that allow guest writers and contact anyone who's content you like.

They may be freelance writers or they may be running their own blog.

Either way they can often be persuaded to write for you in exchange for money.

Simply visiting blogs in the niche and checking for guest content will work.

Simple Google searches for **"niche + freelance writer" or "niche + guest post"** can bring some results.

Or browse blog aggregator sites like AllTop.com for sites in your niche.

COSTS

Hobby bloggers and those passionate about your niche won't cost as much as professional freelance writers.

You can hire them for $20 to $100 per 1,000 words.

Freelance pro writers will cost more.

$100 up to even $1,000 per 1,000 words.

Depending on their reputation, skill, and demand.

MORE DETAILED PRICE RANGES

- Low quality, possibly plagiarized paragraphs & phrases: $5 to $50
- Mid quality, one topic, no in-depth research: $50 to $100
- Mid quality, some in-depth research: $100 to $200
- High quality, plenty of in-depth research: $200 to $500

DIFFERENT CONTENT PLATFORMS

- Textbroker
- Fiverr
- Upwork & Other Freelancer Sites
- ProBlogger
- Free Agents

WHAT TEXTBROKER'S GOOD FOR

Based on community feedback and my personal experience with the platform, I'd recommend Textbroker for niche marketers who run sites based around Amazon product reviews.

Because the writers probably won't be experts (or even experienced) in your niche, you can instruct them to write reviews based on the product description and the customer reviews that already exist in the Amazon product listing for that product.

WHAT FIVERR'S GOOD FOR

Since Fiverr is very task-focused, I'd recommend using the platform to hire out content writing tasks like product descriptions.

It's a task that doesn't take much time, is easy to replicate, and you can give the writer a template to follow, reducing the potential margin for error.

WHAT UPWORK'S GOOD FOR

UpWork is a good place to go if you want to produce more knowledgeable content in your niche and need to find a writer with a relevant background.

For example, if you're starting a niche blog aimed at DIY car repair, you can use UpWork to find writers with a background in auto mechanics.

If you want to talk about diet and health, you can find writers who already have experience writing for nutrition blogs.

The payment rate will vary from writer to writer, but this ensures that you'll be able to find a rate you're comfortable with and that you can begin

to improve your content quality as and when you're ready to do so.
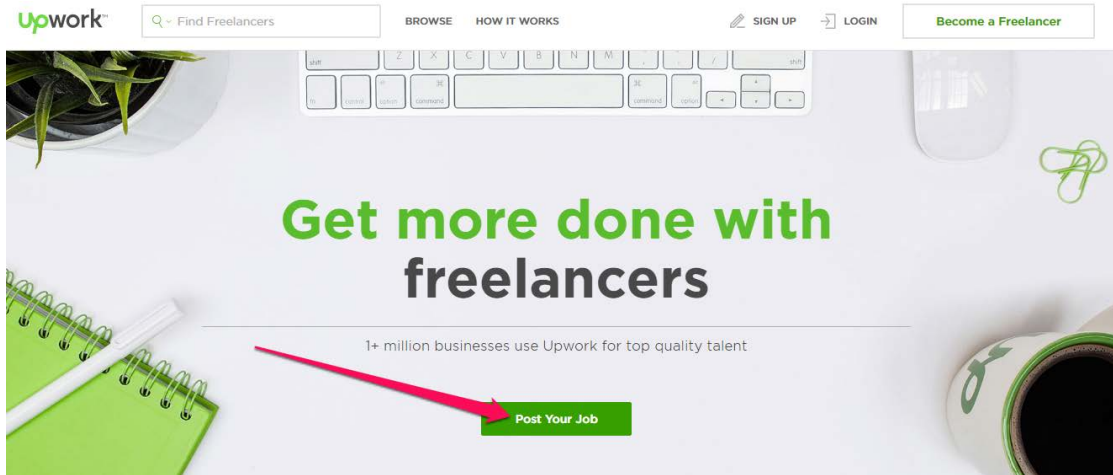
WHAT PROBLOGGER'S GOOD FOR

Overall, the quality of writers you have access to by paying to post on ProBlogger is higher than on more generic freelancer sites.

There's a higher concentration of writers that are only there to search for listings that match up with their specific areas of expertise—particularly if you're working in marketing-based or business-specific niches.

FINDING FREE AGENTS

If you're ready to contribute a healthy budget towards your content creation (as in, a minimum of $100 to $150 per blog post), this is often the path of least resistance for finding a writer who can produce quality, top-notch work for you.

Here's the process:

- Find high-quality, popular blogs that already have a great reputation in your niche.
- Identify some of the most popular posts on those blogs (comments and social media share numbers are good metrics).
- Look for the author's name and bio attached to that post.
- If the author isn't the owner of the site and has the title "writer" mentioned somewhere in their bio, get in touch with them to ask about their availability for a project like yours.

If you're really new to your niche and aren't sure of what those quality blogs are, a Google search like "best blogs about [niche]" is a great place to start and will usually yield decent results.

RESEARCHERS

If you have to do research for content or any other activities in your businesses...

This can easily be outsourced IF you set good processes & systems in place

Simply telling people "research the dog care niche" for example won't get you the results you need.

You have to be specific in EXACTLY what you want to know.

HOW and WHERE to find it with clear step by step actions laid out.

And examples too.

With these in place you can outsource research quite cheaply.

For example the niche reports featured on the NicheHacks blog and in the members area I outsource for around $50 per report on average.

I have a step by step document telling the researchers exactly where to go and what to do to find the info I want.

Depending on what you are having researched the process will change but the

easiest wat to get a good process in place is to do it yourself a handful of times first.

Lock down the process yourself.

Document and detail what you have done step by step.

Include pictures and diagrams where necessary.

And share finished examples.

WHERE TO FIND THEM

I find all my researchers on UpWork.com

There's endless researchers and data analysts looking for work.

Pick a handful and get them all to research the same topic / task.

And pick the one(s) that do the best job.

Then simply hire on a trial basis on a fixed fee (not hourly rate).

As I mentioned previously I pay around $50 for the niche reports research.

Depending on what you need researched it can be more or less.

DESIGNERS

This is a task most of us just can't do. We're NOT designers

I can't even create basic images in paint.

So if you need custom images designed you'll need to outsource this.

First make sure you do actually need custom images.

You can use stock images for content and it will look just fine.

I use Photodune.com and get images for $1.

The trick when using stock images is to be consistent.

Find a style of image you like that's plentiful on the stock site.

Or a designer with a portfolio of thousands of similar images.

You'll see on NicheHacks we use colourful vector style images for example.

And stick with that style in every post.

And make sure you use RELEVANT images that relate to the content of the post.

WHERE TO FIND THEM

If stock images aren't going to work for you then resort to Fiverr.com.

It's one of the few things you can get reasonable quality for on there.

It may not cost as little as $5 but for $20 you can get high quality custom images for content.

You'll have to test a range of designers first, and give them all very specific instructions as well as examples, to see who produces the results you want.

And then when you find a designer that fits your needs you stick with them.
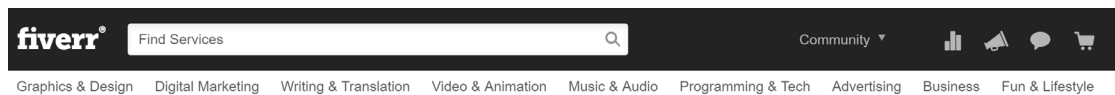
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