

Short Introduction

Over the past years I've seen a lot of people try to tackle outsourcing to the Philippines. I've watched a lot of people succeed.

I've also watched people make a lot of outsourcing mistakes and give up prematurely.

I created this tips and tricks guide to help you avoid the pitfalls and mistakes that other people (including myself) have made so you can get started on the fast track to success. Please don't skip this guide.

If you read it and follow the advice, it will have a dramatic effect on your success.

Tip #1 Filipinos Are Human

I hope I've never given you the impression that my workers are like robots or machines.

THEY'RE NOT!

They're human beings just like you and me. They have needs. They have feelings. They have limitations. They're just like any other person you would hire in your business and you have to treat them as such. Yes, the Filipino people as a whole have certain qualities that are going to make this whole experience much easier for you, but in the end, please remember you're dealing with humans here.

Humans make mistakes. Humans don't know everything. Humans have a learning curve.

Tip #2 The Person You Hire Doesn't Know Everything

Remember when I talked about Filipino workers NOT being entrepreneurial? I meant that. My statement's not meant as derogatory, it's just one of our main cultural differences. The huge majority of Filipino workers prefer the stability of a job working for someone else.

Along with them not being entrepreneurial comes their lack of business knowledge. The person you hire won't know how to run your business for you. They don't know how to make business decisions for you. Please remember this when you're hiring.

Hire them for the skills they have, and then, eventually, you can teach and train them extensively to do other things.

Tip #3 This Is Not A Magic Bullet

Some people think that hiring someone in the Philippines is a magic bullet for their business. They think this is some magic talent pool of people who are going to solve all their problems.

IT'S NOT!

Make sure that when you hire someone you're ready to put in effort to teach them be productive. These workers will be a long term investment in your business, as they have been for my business (and many others).

Tip #4 Hire One Person At First

When you begin outsourcing, start by hiring a single person and assign them one single task. Get the feel of what it's like to work with someone overseas who is on a different time schedule than you.

I talked with someone recently who came up to me and said,

"John, I tried your whole outsourcing to the Philippines thing and it didn't work. I hired 20 guys to work for me and they didn't do anything. I swear they all had two jobs because I never saw any results from any of it."

The only thought I had was "Well duh! What did you think was going to happen? Would you ever hire 20 people in the US all at once and expect them to be successful for you? Of course not!"

This is especially important if this is your first time ever hiring someone to work for you. It's important to get some experience managing that person and understanding the relationship and how things are going to work.

Tip #5 Teach, Train, Teach, Train

Since the person you just hired doesn't know anything about your business, it's super important that you take ample time to train them.

You'll need to invest the effort to teach your worker how your particular business works. Your business is different than everyone else's business. You need to teach the person you hire how your business works. Teach them *why* they're doing *what* they're doing.

Tip #6 Teach Them One Thing At A Time

I had a really interesting conversation recently with a friend of mine.

He said: "If I hire someone to write articles for me, can they also do the submitting of the articles?"

Me: "Yes, of course"

Him: "Is that too much work for one full time person? Is it not enough? Could they do other things for me also?"

Me: "Any person you hire can do more than one thing for you. Article writing could be a full-time job. It could also be a very part-time piece of what someone does for you. Yes, they can do the writing and the submitting. My workers do."

Here's what I have my workers do when I hire them:

I teach them to do one thing initially.

Maybe it's article marketing. I'm going to have that person write twelve articles per day and submit them to the article directories. I'll have them work on that for a few weeks or maybe a few months (depends on how soon I need them to start working on something else).

After a few weeks (or months), they're probably pretty good at it and are ready to move on to something else. Now I'll have them start working on guest blogging (or maybe

social media, or maybe video marketing) for me. They'll continue doing some article marketing, but they'll do less of it.

Here's a very good example of what I did with someone I recently hired. I initially hired her to write ebooks for me. She's a very good writer. After having worked with her through the first two ebooks (notice I said I "worked with her" through the ebooks...she didn't do them perfectly the first time), I started having her write autoresponder emails for those ebook products.

After that, I asked her to write "bonus" products to sell with those ebooks. Next, I'll probably ask her to do some article marketing for different products of mine. She'll continue to write ebooks, and do autoresponder emails, and write bonuses, she'll just do less of them. Eventually I'll teach her SEO and copywriting.

Tip #7 Eventually, Teach Them Everything

One of the great things about the Filipino workers is that once you hire them, only under very rare circumstances will they quit. You can confidently teach them as much about your business as possible knowing that you shouldn't have to retrain someone new how to do it because your last employee left you.

Another great thing about the Filipino people is that since they're not entrepreneurial, you can throw traditional outsourcing wisdom out the window. Traditional wisdom says "teach them as much about one thing as you can, so they're really good at it, but don't let them know anything about other parts of your business so that nobody knows enough to go do it on their own."

Filipinos don't want to go do it on their own. They want to do it for you. If you continue to teach them new things, eventually they'll know so much that they can do it all for you, even to the point that you don't really have to teach them new things, they can learn it on their own (or even teach you sometimes, like a few of my workers do now!)

Tip #8 Give Them A Job

When you first hire someone, when you've decided on the person you want to hire, offer them a job.

Don't ask them to do work for you and say that after they've done the work you'll see if you want to hire them. Tell them this is a job, you'll expect 40 hours per week of work, and that the first month will be a probation period. When you see they're doing good work, you'll increase their salary and it won't be probation anymore.

I've seen a lot of people try to hire someone by asking them to do work before offering them a job. Filipinos are very leary of this, because there are a lot of scams from employers that have them work for a month and then not pay them. They're already afraid that you're not going to pay them, so they're very hesitant of doing any work where they might not get paid. If you need to, offer to pay them once a week for the first month so they know you're a real employer.

Tip #9 The First Email You Send To Them

After you've hired someone, you'll give them their first task. In doing this, it's very important that you set the tone for your relationship correctly.

Make sure you tell them that you're available to help them if they have questions or if they need something.

I typically send an email like this:

Name,

I'm excited to work with you and expect to have a very long working relationship.

Your first task will be to set up a wordpress blog for me. I want you to download wordpress from wordpress.org and install it on a domain on my server. Here's the domain: [example.com]. Please set up this domain as an addon domain in my hosting

account and then set up wordpress. After setting up wordpress change the wordpress theme to something that you think looks good. Then write a post on the topic introducing the website to people.

Here's the login info for my hosting account: [login and access info]

I know this is probably a very difficult first task. I don't expect you to know how to do it at first. I expect you to try and figure it out. Here's some training on how to do this [link to OnlineJobs.ph Academy wordpress training where relevant].

I also want you to know that if you have questions or you get stuck, I'm here to answer questions and help. What I don't want you to do is disappear. I know you're scared and will want to disappear when you get stuck, but I we can't have that happen. Please don't hesitate to ask me questions. I want you to succeed in this job, and I understand that a lot of the stuff I'll ask you to do will be new to you.

Let me know what you need.

John

This email helps set the tone for your relationship. Now they know that when they get stuck, they shouldn't just run away because they're embarrassed (that's not an uncommon experience). They should try and figure it out, and then they should ask you for help.

Tip #10 – What Should The First Task Be?

I often hear from users that they are not sure what a good first “difficult” task is for their new hires, or that they try and give our example task of the WordPress Project Install to ALL of their new employees.

In most cases, my first task for the new worker is exactly what I hired them to do, or, at least would demonstrate the skills that I hired them for.

For example, if I hired a web programmer, I would have them create a small web script, or if I hired a web designer I would have them create a logo for me, or if I hired a content writer I would have them write an article on a difficult topic.

The WordPress first task doesn’t make sense for a lot of workers b/c if it’s something that they will never do why would I test them on it? But it is a good first task for SEO type workers, or more “catchall” workers where you hire them to work on specific tasks for your company that you will train them on.

Tip #11 When Working Through Projects, It Might Be An Iterative Process

Very often the first time they do things it won’t be done correctly. Take copywriting for example. The first time I had one of my workers write sales copy for me, it was TERRIBLE. She hadn’t done it before and really had no idea what she was doing.

Yes, I had given her some training, but it’s still a very difficult thing.

When I got the copy back the first time, I thought “Yuck! This is awful!”

So I started the iterative process of helping. First we worked on improving the headline. Then on the formatting, then on the bullet points, then on the sub headlines, then on the main content.

The next sales page she wrote was much better, but she still needed my help. After that, she has done it on her own and does a pretty good job.

I went through this same process the first time I taught someone to do basically everything. Almost every time I've taught someone to do something it required an iterative process in order to get it exactly how I want it. After that, it gets done super well.

Tip #12 Invest in Your Relationship

When I hire someone, I look at it as a long term investment.

The more you put into it, the more you're going to get out of it over time. Don't treat the person as a slave, they're not. Treat them as someone who is eager to learn and eager to please. Give them feedback on their work. Give them praise when they do a good job. Give them constructive criticism when they don't. Spend some time (it doesn't have to be a lot of time) talking with them through instant messenger (or via Skype or Zoom if you prefer).

The more you invest in this person (training, experience, time, projects, testing...) the more they'll be capable of running your business for you over time.

Tip #13 Make Yourself Available and BE NICE

If they know you're available to them for them to ask questions, they're much more likely to be bold in trying things out. They're also more likely to try and figure stuff out on their own, and then to ask you later how to do it. This also comes down to them trusting you. If you berate them when they do something wrong, they'll never go above and beyond. Filipinos are very motivated by positive praise. Give it to them. Often. Liberally

Tip #14 How To Keep Track Of Their Work

There are dozens of ways to keep track of what people are doing. I'm only going to cover two of them here (the two that work for me) because I only want to teach you things that I know work.

The two ways I use to keep track of work is through email and through a project management system. When someone is working on a task, I either have them report their progress through a project management system (we use Basecamp, but there are many others that work very well) or via email. They send me an email telling me what they worked on that day and what they accomplished. When I get the email (or the report in the project management system) I can reply, give feedback, assign other tasks, forward stuff to other people, or do nothing.

An example email I might get from someone might say:

Today I wrote 3 articles for XYZ.com website. I submitted 2 of them to directories. I posted one on the site. I also wrote a review for ABC.com website and submitted it to 15 directories. Tomorrow I'll finish submitting the articles and look at the link building study you sent me

Tip #15 Don't Hire Someone To Do Everything

When you hire your first person, hire someone specifically for one or two tasks. Don't try to find someone who has "tons" of skills. If you do, the tendency is to assume they can just work on their own without you having to teach them anything or be involved with them at all. This is setting yourself up for failure.

As I've said before, eventually you'll teach them everything and they'll be completely capable of running multiple businesses for you, but this just isn't very likely in the beginning (notice I didn't say impossible, I said "isn't very likely"). Unless you've had experience working with a project manager in the past, DON'T hire a "project manager" at first. Hire someone to work on a very specific task (like Adwords, video marketing, press releases, blog commenting, writing, ...) and then move them on to other things.

I see this problem often when users try to find/hire employees that are Web Designers, and know PHP, and can write articles. That type of person just doesn't exist. Most employees that you are hiring for internet work fall into one of the following categories:

1. Web Programmers (PHP, MySQL, Javascript, ajax, etc)
2. Web Designers (HTML, logos, banners, images, etc)
3. Content Writers (article writers, blog writers)
4. SEO specialists
5. Other Administrative... includes secretaries, people to make phone calls, accountants, or just college graduates that you want to specifically train for your own tasks

The problem arises when an employer wants to hire a designer and a content writer, but that type of person is extremely rare. Most designers aren't English majors, so they won't be able to write articles for you, and might not even be willing to do so.

In this case...maybe it would be better for you to hire two part-time people if you can't afford two full-time workers, or a mix of both part-time and full-time workers.

Conclusion

Remember that in hiring someone, you're hiring a replacement for yourself. You're not hiring a "peon." Treat them well and they'll do good work for you. As I have more updates to add to this I'll add them and let you know.

-John Jonas



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