

6 Mistakes People Make When Outsourcing

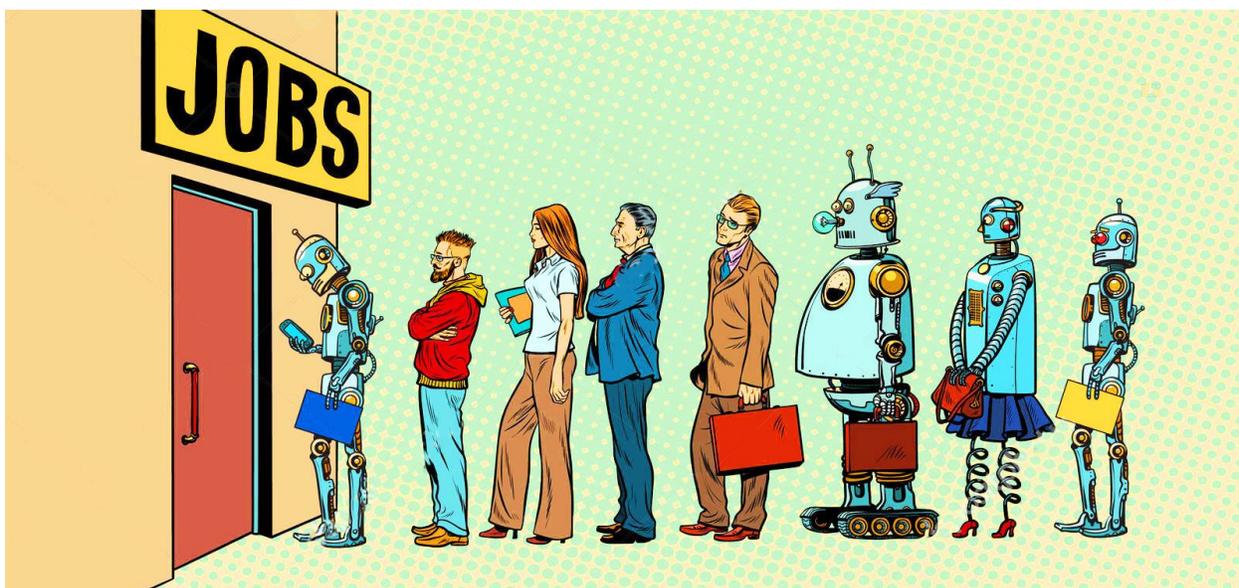
These mistakes are typically made by small businesses and entrepreneurs, when they begin outsourcing. We hope to give you the tools and knowledge necessary to avoid these common errors.

1. Thinking you're hiring a robot

Often people think outsourced workers are incapable of thinking. "All they can do is follow directions." This is only true until you know what you're doing.

When you hire a full-time virtual worker in the Philippines, you hire a thinking, living, breathing person. They'll think through problems. They'll try to figure out solutions when you leave out a step in your instructions. They'll try to do good work for you.

Yes, you have to teach them. Yes, you have to manage them and provide feedback. But they're not a robot. As soon as you learn you're working with a real person on the other side, your experience outsourcing changes.



2. Hiring a Freelancer

Hiring a freelancer isn't bad... it just means 100% turnover in your business. Upwork.com, Freelancer.com, vWorker.com... the whole point is to hire someone who may not be helping you tomorrow. Once you've paid for the work, the rest of the process is left up to you, it's on your shoulders.

For something like designing a logo, this is a good solution, because you don't need logos frequently. For something like building a website, this is a terrible solution.

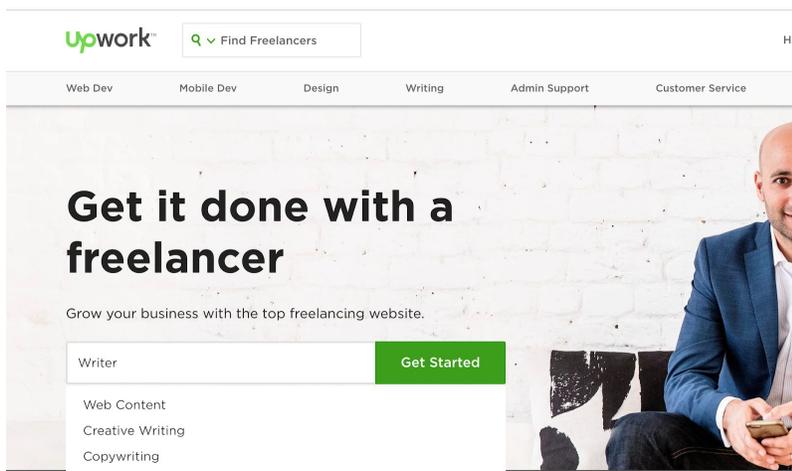
Logos don't change. Websites **MUST** change. If you hire a freelancer to build your website, once the initial terms of the contract are fulfilled, you're on your own. When you want changes made, you're on your own. When the initial site isn't how you envisioned, you're out of luck!

3. Trying to Outsource Just Part of a Process

When you outsource just part of a process, the rest of that process falls onto your shoulders.

An example better illustrates this:

EX #1: Writing Articles - You go to Upwork to hire someone to write articles for you. Your writer writes 50 wonderful articles for you (if you're lucky).



Then what happens? It's up to YOU to distribute those articles, to manage those articles, to add links to those articles, to get them onto your website or to get them distributed to other websites. You're the bottleneck.

EX #2: Building a website - You go to Upwork to have a website built for you. You find someone willing to do it for \$500. They create your homepage, about page, and contact page. It all looks good so you pay them.

The next day you realize you need a "Services We Offer" page. NOW WHAT?

Now you have to go back to Upwork and find someone else to do the work because the original person is already working on a project for someone else.

Next week, next month and next year, when you realize “Our phone number changed...” or “we don’t offer that service anymore...” or “I need these three words changed on the website...” you have to go back through the process of finding someone to do it for you again.

What you were really after when you wanted that person to do work for you was for them to take over the entire process. You want them to handle “article marketing” for you, not for them to just write articles for you. You want them to manage your whole social media presence, not just publish a few posts on Facebook for you. You want them to manage your website (for a reasonable price) and manage marketing for it, not just build the initial site and then disappear.

4. Not Hiring a Full-Time Person

By now you should realize some of the problems that happen when you try to hire contract workers or freelancers who aren’t part of your business. The great news is, it takes just as much time and effort (and money) to hire a full-time person as it does to hire a contract worker.

The difference is: A full-time worker is there when you need them.

They’re available after the site is built to make changes. They can handle the entire marketing process from start to finish. They can generate leads and follow up with those leads - **START TO FINISH!**

5. Hiring in India

The people in India are good people. They mean well. Outsourcing to India is difficult. Yes, that's a bold statement, but it's true.

Whatever method of outsourcing you do, stick with hiring Filipino workers. You'll have a much better experience.

6. Thinking Short-Term

If you're currently drowning in your business, it's hard to think long term. It's hard to think a week into the future and about the consequences of your current decisions.

It's hard to pull yourself out of the endless cycle of working **IN** your business, rather than working **ON** your business, and having **OTHER PEOPLE** work **IN** your business.

It's hard. But it **IS** possible.

Solution to All These Mistakes and Problems:

1. Hire full-time virtual assistants - for as little as \$450 a month, you can hire honest, loyal, work from home, permanent (0% turnover in your business) workers from the Philippines.

2. Train them to do what you're working on - with training they can manage the entire process you want done. Then, with a little more training, they can manage multiple processes.

Filipino workers can build and manage your website, manage your online marketing, write website copy, and do design work for you.

Find full time Filipino employees at onlinejobs.ph Read testimonials from entrepreneurs, like you, who are outsourcing successfully.



*John Jonas created and runs **OnlineJobs.ph**, the largest marketplace for finding and hiring Filipino virtual workers.*