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How To Use Outsourcing To Get More Done In Your Business

Welcome to another issue of Michael Rasmussen's Internet Marketing Success Newsletter. In this issue, we're going to cover a topic that seems that is very seldom talked about, and yet it could be the one thing that allow you to get **10 times** more done in your business. I'm talking, of course, about outsourcing.

Outsourcing is truly God's gift to Internet marketers. It allows us to be ten places at once, and doing ten (or twenty or thirty) things at once. I remember when I first got started; it took me **FOREVER** to write my first eBook on marketing. I had the knowledge in my head, but the process of writing was grueling, tedious, and boring. It took me many months to accomplish what could have been accomplished in just weeks if I had hired a professional ghostwriter to translate my ideas into the written word.

What Boggs You Down In Business?

There are so many things that you need to learn about in order to run a profitable business online. Everything from creating content to web design to copywriting. Nobody is an expert in everything.

I can't tell you how many times I've seen a really well-written sales letter placed on a poorly designed website. It's also true in reverse. I've seen lots of slick looking websites with all the fancy bells and whistles, and yet the site doesn't make any money due to the lousy sales copy.

What ends up happening to most marketers is that they get really good in one or two areas of running their business, and the other areas end up suffering, because they either lack the knowledge, or they lack the motivation to do it...

If you focus instead on capitalizing on your strengths, and let other professionals handle the stuff that you don't enjoy doing, you can get SO much more done, and you'll have a lot more fun running your business.

The Secret Of Being Massively Productive

A good restaurant manager knows where each of his employees does their best work, and he puts them there. You don't take someone who has a gift for customer service and have him do dishes all night. He'll be a miserable employee, and eventually will just quit.

The same is true for your online business. If you really enjoy a certain aspect of your business, then you should arrange it so that you do more of that, and let someone else handle "doing the dishes". In this example, doing the dishes (for you) might be:

- Writing content for eBooks
- Installing scripts on your server
- Graphic design
- Customer service
- Etc.

My point is this... you'll get way more done and make a lot more money if you let someone else "do the dishes" in your business. That throws open the question...

What Tasks Should I Consider Outsourcing?

The simple answer is "anything you don't enjoy doing". Heck, maybe the only thing you like doing is collecting your money every couple weeks from Clickbank. In that case, as long as you're willing to spend some money, you CAN outsource all the tasks that are involved with running your business. The main ones that I recommend starting with are:

Email

Oh my goodness, what a time waster email can be! If you start doing some serious business online, you're going to get far more email than you can personally handle. Instead of getting into the habit of just deleting it, you can hire someone to answer it for you. Obviously, you'll have to spend some time training them on how you want each question answered, but before you know it, your assistant will be off and running, and won't need your guidance to handle this tedious job for you.

Creative writing

Unless you actually enjoy the process of writing, this task can seem like pure hell to some people. Why put yourself through that? There are many people out there who enjoy the process of doing research and compiling that research into an easy to read eBook.

Script installation

If there's one task that I always hated doing, it's installing web scripts on my server. I always spend the extra money to have it professionally installed. I would just rather log in and have everything work perfectly than spend hours trying to figure out why one line of code just isn't working right.

Copywriting

In my opinion, copywriting is one of the most important tasks in your business, and one of the most difficult to master.

Everyone should learn the basics of writing good copy, but if you want to start making money NOW, do yourself a favor and find a good copywriter to hire. It's the most expensive service to outsource, but the extra money you make thanks to the higher conversions will make the investment well worth it.

Graphic design

Nothing turns me off faster than homemade graphics on an Internet marketing site. How can someone promise that they have the secrets to making big money online if they won't even invest in a decent eBook cover created by a professional? This is something you MUST outsource, in my opinion.

There are some tasks that you must do yourself, in my opinion. Let's talk about that next.

Tasks You Should Never Outsource

Anything that involves relationship building

This includes networking, posting on forums, and contacting people for joint ventures. Nothing will alienate people faster than you sending some virtual assistant to do what you should be doing yourself... namely, establishing a relationship with another marketer.

Anything that requires extreme attention to detail

The first thing that comes to mind in this category is placing ads. You should always place your own ads. Remember, your virtual assistant only cares about the money you're paying them. They don't care about your business the way you do. It's okay to let your assistant locate places for you to actually place those ads, but you should do the placing yourself.

In Conclusion

It's easy to get bogged down in your online business if you try and focus on doing everything yourself. Instead, use the guidelines presented in this issue to let someone else "do the dishes" for you.

You can get started right now by making a list of all the things that you need to get done in order to take your business to the next level, and then put a check mark next to all the ones that you truly enjoy doing. Then head over to www.elance.com and start posting job descriptions for those other tasks that you don't want to do. I think you'll be pleasantly surprised at how much more productive you become.

See you next issue.

Your Friend,

Michael Rasmussen

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