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internet marketing

4 HOUR *outsourcing*

MODULE 4 TRANSCRIPTS

MODULE 4

Hey there, this is Matt W. Rhodes again and this is module 4 of **4-Hour Outsourcing**. We're going to be talking about how to hire your very first assistant, so let's dive in.

Where can you find virtual assistants? That's one of the first problems that people run into, where can you find them, and the answer is **oDesk**, there's a few other options here, but I have to say that oDesk is my favorite and the reason for that is that you're able to easily monitor their progress.

There's something called a work diary in oDesk and effectively what it does is every 15 minutes or so, it takes a screen shot and posts it to oDesk and shows you exactly what your outsourcer is doing. Now I'm sure it can be manipulated and all that so that they can sort of mislead you, but it gives you a very good idea of what they're working on and making sure that they're not wasting your time and they actually take the per hour time that they say they are going to, so that's why oDesk is my favorite and it's relatively cheap.

They **charge you an extra 10%** on top of what your outsourcer costs, so for example if your outsourcer cost you \$5 an hour, they're going to charge you \$5.56 an hour or so, it's like 11% or something like that, but the extra cost on oDesk is worth it.

You can actually find virtual assistants on Fiverr as well, some of my colleagues have done pretty well with this, they go onto Fiverr and hire someone for a basic task and they end up hiring them for a short amount of time or for a longer period of time depending on what their needs are and they can find some good virtual assistants this way since these people are working for pretty cheap, \$5 for whatever task that you assign to them.

Guru.com as well and Freelancer.com, I have not used these quite as much to be honest, but I know that Guru.com is generally where you go if you're looking for a higher level of expert to help you out, so if you're looking for more of a managerial type, or if you're looking to

hire an expert to provide extra credibility, for example, for your content.

If you're entering a new niche and you don't have that credibility, you can use somebody on Guru.com to really help you build up that credibility and borrow credibility for them. **I know that you can actually hire doctors to interview on Guru.com**, so if you're looking for health product, or weight loss product or something along those lines, having a doctor create content for you or interview with you can be absolutely essential, it's definitely a form of virtual assistant in outsourcing and the cool part is that you can actually hire your virtual assistants, to find these experts for you on Guru.com.

That's probably more of a managerial job, we'll be talking about it in just a little while, but also Freelancer.com. Generally you're going to find more of a programmer type there I've found, so if you're looking to have software developed then check out Freelancer.com and also check out the bonus that is included in 4-Hour Outsourcing.

It's an excellent interview between my good friend and mastermind partner, Jason Fladlien and Robert Plank, who's a programmer. Check out that interview between them and it gives you an idea of what you need to do if you need to do some software development and go check out Freelancer for that.

A great place to find people to work for you, are forums, so you go to the forums in your specific niche and hire people who are popular in the forum, who constantly make good posts to come work for you and to come do specific tasks for you and if you structure it right these people will not only do a great job, they'll do it for cheaper because in most niches they're writing about are stuff because they enjoy writing about, so the content is going to be better, it's not forced, and they're also already knowledgeable about it, so you can pay them relatively low amounts of money to get to quality content.

So, looking on Forums for that kind of content is an excellent idea, but again oDesk is my favorite because you can directly monitor what they're doing and have it on a per hour basis as well, so you can see what they're doing from every 15 minutes or so.

That only applies to hourly rates, of course, so it depends very heavily on what task you're looking for. If you're looking for something that's more detailed and advanced and requires some brain power, it's definitely going to cost you quite a bit more and I would like to say that, higher pay means that you trust them more, so if you're paying somebody \$4-\$5 per hour, I wouldn't trust them with your bank account information or your credit card information, but if you're paying them \$15-\$20 per hour, you shouldn't be paying somebody that right away, but if you're paying them \$15-\$20 per hour it indicates that you trust them and they're more responsible and they can handle the tasks that you put forth to them.

What I generally like to do is start out low, which is **\$4-\$6 per hour** and work their way up. It's very essential to judge somebody's quality before you start paying them a lot of money because, even with a lot of the people who are from the English speaking countries, like the US, the UK, Canada, Australia and New Zealand, are generally going to charge you more to do the same task that somebody from, for example, the Philippines can do for \$4-\$6 per hour.

Despite the fact that they charge you more, they won't necessarily do a better job, so I prefer to have people start low and work their way up. You're going to have a hard time finding English speakers, native English speakers I should say, at that price, but it'll help you grow faster in the long run because you're going to be spending less money on the task that you need done.

So let's talk about the criteria that you want to follow for actually hiring the assistant.

First off, you definitely want to look at the job posting template that I provided, it's completely free, it's included in the 4-Hour Outsourcing Package, it's an actual example of a template that I use to hire assistants to create content for me for my Pathetic Money Makers system.

Take a look at that job posting template and it will really help you out and help you get started and think the right way about what you need to say in your job description to get started.

One thing I want to stress, I think I included this in the template, but one thing I want to stress is that you want to **include a qualifier in your job description**, so when you're posting to oDesk or where ever you happen to go, you want to say, when you respond to my job post with the proposal of your own, please include "Roger Wilco," for example, at the top of your response.

So, if somebody responds to my job posting and doesn't include the words "Roger Wilco" at the very top of their response, **I know that they can't follow instructions** and they should not be hired and it's also going to help you weed out people, because generally speaking, based on my experiences on oDesk, you're going to have dozens, upon dozens of people posting to your job and a few of them are going to be within hours so it's one of the best ways to immediately weed out people.

I'm able to get rid of at least half of the people usually because they aren't able to follow the instructions. Just put "Roger Wilco," at the top of their post when they respond, so if they can't do that, then there's no way they're going to be able to follow the instructions that you provide so they're a waste of your time.

I make them answer very specific questions, specifically I make them tell you why they're better than the other candidates and usually you're going to find people who have a one sentence response and then you're going to have people who post a paragraph response and obviously the people who spend more time on their responses to your job posting, they're going to be much better candidates.

You're going to be able to have a much better feel of their attitude and how they feel about it because sometimes you're going to have people who are angry you're asking these specific questions as well because they want to move onto the next job and post their job response to that proposal and you don't want to work with people like that, you want to find the best people that you can possibly find.

Again, I prefer to have people working for me that are native English speakers, from the US, Canada and so on, but for the most part, you're not going to be able to get the dollar per hour rate that you want to start with, unless you're hiring college kids, which is more

than possible. You're able to find some good ones, but you're going to have a hard time finding them at those dollar per hour rates.

Now at some point maybe you want to hire them as a manager, but I, in my experience, I just prefer hiring out, starting with a low dollar amount and having my assistants work their way up.

So, monitoring assistants, again oDesk provides you with a work diary so you can see what they're doing every 15 minutes or so with a screenshot, but the most important part is that after they've worked for you for 90 days, you kind of measure the direct results, so if you've had an assistant work for you for 90 days and create articles for you and post them to EzineArticles day after day, after day, after day, after day, if that's all you had them do, you're going to be able to measure the amount of visitor increase that you've had to your websites and based on the number of extra visitors you've have.

You can go back to module 2 and figure out exactly what each visitor is worth, based on those metrics that we already figured out, you could figure out exactly how much those visitors were worth and if they made you money and for the most part if you're able to hire them for \$4-\$6 per hour, **you're going to be able to make money on those article posts.**

In addition, you're going to be able to calculate how much time you saved. If you're not able to directly measure the results on your business after 90 days, then you're going to be able to still figure out how much time you saved by not having to do that stuff yourself.

Let's say that you have that assistant write you, let's just throw a number out there, let's say they're able to write an article a day for 90 days and you have 90 articles, even if the visitors from those articles don't happen to match up to your metric standards and don't happen to make you enough money, chances are it's at least close to break even.

In addition, you kind of have to think, "okay, well I also have those extra 90 articles that I can use any way that I want now" (because you own the work that they did), you're paying them for their work they output.

So, if they created something tangible for you, they're saving time for you and if you can use that extra content in any way that you want.

In addition, the reason I wait 90 days is because if you have a problem with an assistant, it's generally going to happen the first 90 days. You're not going to be able to find an assistant who is good that won't be able to work for you after 90 days, they're going to drop off far before that. You're going to have problems within 2-3 weeks if they're not any good, so if they're able to stick with you for 90 days, you know that they're probably a solid choice and somebody that you should keep on staff, especially if they're doing good work for you, so that's generally how I monitor my assistants.

Now, one thing I want to mention is that you should probably **break up your tasks between your workers.**

The reason you should do this is because you want to protect your business, and it's going to require more management because you're going to need to be able to break up those tasks and have your managers monitor your folks, your new assistants doing those tasks, but make sure that **no one gets the complete picture on your business.**

For the most part, the people who are working for you won't have an interest, don't have the drive you have to build up their own business from scratch, but if they're able to connect all of the pieces of the puzzle together and work their way through the entire process of making money from scratch, they might just think, "oh well I can just go do this myself and make more money doing it on my own," especially if they're able to see your numbers and they're able to see how much money you've actually made.

That's why I have certain people manage my money for me, manage my refunds I should say, not my money, manage my refunds for me because they're able to see the dollar amount that's in my account, my Paypal account, there's not much you can do about that, they're able to see the dollar amount that's in my Paypal account, but they're not able to touch it, so if they could see that dollar amount and they don't see the other tasks that are being done and they don't know

how to do it themselves then there's not really much of a risk of having them run off and try to do it themselves.

Now, if they do run off and try it themselves, most of the time they're going to fail and want to come back to you, but if that happens I would just turn them away because they're a flight risk. One thing I want to stress is to handle the money yourself, don't let an assistant go in and have access to your credit card information, don't let them have access to your Paypal account or your bank account.

Just don't do it, I have heard too many horror stories and it just is not worth it, so generally speaking I would handle the money yourself completely, unless you really, really trust a person and you know them and you know where they live, just do it yourself.

After you've hired your first assistant, if you keep hiring assistants and you keep growing out our business and expanding, you're eventually going to need to hire a manager because managing all of those assistants yourself is time consuming, so let's talk about **how to hire your first manager**.

So, the policy I like to use is promote from within and again you want to take in the people who have already been doing work for you at low dollar per hour rate and after 90 days, have worked for you for at least 90 days.

I would say generally 6 months to a year, but at least 90 days and see what they can do to help other virtual assistants do more work for you, be more productive for you and the fact is they're going to be able to make money for you as well because if they're able to increase productivity of your virtual assistants, that means that you make more money and they're going to be able to help you out with some very specific tasks.

The biggest question here is, **can you trust them?** Because they are going to be a key part of your business and you don't want them to suddenly vanish after a few months of working for you, so that's why I generally wait for 6 months to a year, at least 3 months, but generally 6 months to a year. You don't want them to just vanish into thin air.

What can they do for you? Well, they can actually go onto oDesk or to other job posting platforms and find new virtual assistants to make money for you so you're hiring a virtual assistant, to find other virtual assistants, I know that sounds a little over the top, but if you grow to the scale that you want to grow to, you're going to want to have somebody to manage that business for you, to manage the growth of your business for you.

They're going to ensure that they're being as productive as they possibly can and make sure that no one's slacking off because monitoring dozens of work diaries is **very time consuming**.

You're not going to be able to spend hours upon hours everyday looking at those diaries to make sure that the people are doing the work for you, so your managers can monitor them and make sure that they're working at the top optimization that they can be.

As they become more and more ingrained in your business, you're going to find that they're going to be able to provide very specific feedback on how to grow your business. They're going to be able to see things that you can't or they're going to be able to help you see a metric that you didn't see before and they're going to be able to directly suggest an improvement for your business.

Again, in the last module I talked about having them find opportunities for you, so they're going to be able to find websites for you that can potentially grow your portfolio businesses and add to your business, add to your company.

They can actually design operations manuals and videos for your assistants. They can show the other assistants exactly what they need to do to complete a specific task to your liking, so you could have them write an article in a very certain way and you could have your managers create a video that shows your new virtual assistants exactly, from beginning to end, the best way to structure an article for the best keyword optimization or the best search engine optimization as well.

It can help them with all complete different aspects of the business and what you want to try to shoot for is to **have these managers be**

as smarter or even smarter than you are. I know that sounds a little far-fetched, but there are a lot of people working on oDesk who are absolutely brilliant and they're working for pennies on the dollar because they can't find work, but these people are smart, they are very smart and I think there was a quote from somebody, I can't remember who it is, but he said, "always surround yourself with people who are smarter than you are and you will grow" and it's absolutely true, it's absolutely true.

It will really help you expand your business and grow yourself personally and on a business level by using these different managers who are smarter than you and can help provide you with incites that you just don't see yourself.

And of course, this should probably go without saying, **but the bigger you get, the more managers that you're going to need.**

If you have 2 or 3 dozen virtual assistants working for you, which might sound a little out there right now, but it's not that out there, it's very likely that you'll get to that point if you just kind of put your mind to it. You're going to need at least 2-3 managers managing those people for you because you won't be able make sure that they're all working and no one is screwing you over, to be very blunt about it, because people will try to take advantage of you, if you're not paying attention.

They'll submit hours to you that they didn't work and you need to make sure that you're on top of that, so having more managers on staff will, not only make your other workers more productive, your virtual assistants more productive, they'll often make you more money.

So, that should help you get started with your first assistant and your first manager, in the next module we're going to be talking about a couple of case studies that use outsourcing to really expand the business and to really help grow it to a new level that you haven't seen before, so we'll be talking to you soon.