



Work1099 Training Manual

How to Solve Complex Technical Problems In 90 Seconds

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This Training Manual Covers:

- Why **not** knowing the technical stuff (such as how to setup and build websites) actually makes you **more likely to achieve wild success** ... and, in fact, may save your entire career.
- How to quickly outsource headache-inducing technical problems for \$5. Doing this tends to save your *hours* you'd have otherwise spent wrestling with it yourself. Even better, if you saved 3 hours ... then spent those hours doing \$20 to \$100 per hour tasks instead (such as building and automating your business) ... you just made an extra \$55 to \$295 today.
- The two best websites for quickly and inexpensively finding freelancers to hire ... How to use these two sites to find the perfect candidate.
- **Much, much more.** Everything you need to know to outsource complex technical problems in 90 seconds.

Introduction

You don't need to learn all of the complex technical stuff yourself to build a successful business. In fact, *not* knowing the technical stuff is likely to be a positive force in your life. Let me explain.

Fixing technical things like computer problems, setting up Wordpress, managing web hosting, fiddling with your website, and fiddling with different software applications ... are all \$10 per hour work. You'd be better off hiring someone else to do it for \$5-20. Think of it like this ...

Let's say you are fiddling with your web hosting or some other \$10 per hour task. If you outsource it to someone on oDesk.com instead, for \$10 per hour ... then do \$30 per hour tasks instead ... after you pay the person you hired, you just made \$20 *more* per hour than you would have if you just fiddled with your site all day.

With that in mind, aren't you glad you don't know the technical stuff? If you *did* know the technical stuff, you'd be tempted to ignore outsourcing ... and make less money as a result.

The rest of this report will show you how to skip learning all of the headache-inducing technical stuff ... by outsourcing it to others on the cheap instead.

Getting Started

If you're like most people, you feel uncomfortable and even guilty about making other people do stuff you *could* do. But it's necessary to outsource these tasks so you can focus on the most important tasks in your business instead. In some cases, doing so may even save your entire career.

I've seen hundreds of cases where a business owner became so overwhelmed and stressed with trying to figure out the technical details ... that they threw in the towel and went back to a day job.

Plus, realize the following: the people you are hiring all want a job. You aren't doing them any dis-service by hiring them. In fact, most of them will be glad to find some work. Be glad to provide it and shake off any feelings of discomfort or guilt.

The Best Places to Start Outsourcing

There are two primary websites I'll introduce you to. oDesk.com and Fiverr.com. Each of these is useful for different things.

In my experience, Fiverr.com is useful for small, simple, quick tasks. This is because, on Fiverr.com, the freelancers post "gigs" listing what they are able to do for you. So you can simply use the site's search engine to quickly find people who can help you. Whereas on oDesk.com, you have to take the time to write a job listing ... and then wait for freelancers to review it and place bids.

If all you need done is a quick 10-minute task, you'll probably want to just use Fiverr.com, because it will be faster to find someone.

Another thing worth noting is the different levels of skill and professionalism and that tend to be on each site. Usually, Fiverr is cheaper, but there seems to be a lower percentage of professional, highly-skilled freelancers than on oDesk. If you just want a quick 10 minute task done, however, Fiverr.com should work fine for you. On the other hand, this highlights one of oDesk's strengths.

If you want to hire someone on a long-term basis ... or have a large, complex problem you need solved ... you'll probably want to go to oDesk instead. There is a larger pool of highly-skilled professionals. That isn't to say all candidates on oDesk are the best, but it's easier to find than on Fiverr.

Using Fiverr.com

Using Fiverr.com is simple. Locate the search box on their site. Type in the problem you want solved. Then, you'll get a list of people who are offering to solve that problem for \$5.

To find the best people to hire, you'll want to click "High Rating" near the top of the search results page. This makes it so that you only see people who have a history of positive feedback.

Then, just find someone on the results page who is offering to fix the same issue you are having. Click their image to open their profile.

Now, you'll want to give a quick glance over their gig page. Take note of their average review score near the top. Also go over the reviews at the bottom of the page. If they have a high review score and loads of positive feedback, go ahead and click the "order" button to hire them for \$5.

If they have lower scores, just go back and find someone else on the previous page.

Work1099 Expert Tip: If you need something done as soon as possible, take note of where their page says the average time it takes them to complete a gig. If it's going to take longer than your deadline, you may have to look for someone else. On the other hand, some sellers will offer you the option to pay a higher fee ... in order to get rush delivery. You can check if they offer this option by scrolling down on their page to the "gig extras section."

Using oDesk.com

When you are posting a job on oDesk.com, there are a few key points you'll want to keep in mind ... so you can find the best candidate with the least time and effort invested.

- Your listing should make it as clear as possible what you want done. In fact, aim for it to be impossible for anyone reading it to misunderstand you.

If you can do this, it will be much easier to find the person you are looking for. People will be able to read the listing and know if they are a match instantly ... rather than you having to do some back and forth messaging with them ... to answer waves of clarifying questions. (back and forth messaging soaks up a lot of time)

So, start by getting clear on what you want ... on paper. Then, find a clear way to communicate it in the job listing.

- The listing should also clearly state any and all of the responsibilities of the person who gets hired. This includes any deadlines, and any specific requirements for how you want the work done.
- Ideally, your job listing should also answer any questions people will ask ... before they ask them. This, again, avoids hours of back-and-forth messaging.

If you can't think of what their questions are likely to be in advance, simply post the listing ... and then as people contact you, take note of the questions they ask. Save them in a file for the next time you go to outsource something ... so you can include answers to them in your job listing at that time.

- Also, include questions in your job listing that you'd like answered. For example, ask them about past experiences with similar work ... or a question related to the task in another way. Then, state very clearly that you won't consider any applications that don't answer the questions.

This is important because it will weed out anyone who didn't even read your listing ... and is just posting to every job possible. If they don't answer the questions, you'll know to just ignore them.

Work1099 Expert Tip: You may be thinking that listing all sorts of detailed requirements in your job listing will chase some people away. And you're absolutely right.

It will chase away the unserious candidates you don't want anything to do with. Gladly, you can avoid those candidates by posting a detailed job listing that scares them away.

Even better, this sort of clear job listing is what *attracts* the most competent freelancers. So, it's a double win for you.

How to Select a Candidate on oDesk.com

Once freelancers have responded to your job listing by posting bids and sending cover letters, you'll want to sift through them to find the best candidate.

Since you had specific questions they needed to answer, this is easier. If they ignored your questions, ignore their application. They've shown they can't follow directions ... or didn't read your listing.

Also, look at the length of the answers they gave. A person's level of interest in your job tends to show in the length of the answers they gave. Longer answers shows they are very interested. If they only gave a short sentence or two for an answer, lesser so.

Also, look at their average review score (the # of stars they have), and their past reviews. You are looking for the candidates with the longest responses to your questions who also have great past reviews on oDesk.com.

Discard any that have no reviews, consistently poor reviews, or gave short answers to your questions.

Then, give a small audition project to each of the remaining candidates. Give them a specific description of what to do and a specific deadline.

When they get back to you, discard any candidates who didn't meet the deadline. Of those who are left, hire the one who delivered the best quality.

Your Next Action Steps:

- Look at the tasks that you complete each week.
- Make a list of all of them that are stress-inducing, keyboard-pounding technical tasks that make you want to quit.
- Outsource all of them using either Fiverr.com or oDesk.com
- Spend your time on higher paying tasks instead

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