



OUTSOURCE2SUCCESS

The FREE “Leaked”

Chapter

Table of Contents

INTRODUCTION.....	3
CHAPTER 1 – HOW TO WORK SMART – NOT HARD.....	5
CHAPTER 2 – HOW TO FIND STAFF.....	9
CHAPTER 3 – HOW TO TRAIN YOUR STAFF.....	14
CHAPTER 4 – HOW MUCH TO PAY YOUR STAFF.....	17
CHAPTER 5 – HOW TO INCENTIVISE YOUR STAFF.....	22
CHAPTER 6 – HOW TO RELEASE STAFF.....	27
CHAPTER 7 – HOW TO DEVELOP A HIERARCHY.....	32
CHAPTER 8 – HOW TO SELECT YOUR OPERATIONS MANAGER.....	35
CHAPTER 9 – HOW TO TRAIN YOUR OPERATIONS MANAGER TO RUN YOUR BUSINESS.....	38
CHAPTER 10 – HOW TO SELECT YOUR AFFILIATE MANAGER.....	42
CHAPTER 11 – HOW TO TRAIN YOUR AFFILIATE MANAGER TO MANAGE YOUR AFFILIATES.....	44
CONCLUSION.....	48

INTRODUCTION

This eBook has been written by me. Ray Johnson – professional Internet Marketer, Internet Business Mentor and owner of www.ray-johnson.co.uk

I have put this guide together for worldwide sales on [eBay](#) and the affiliate site [Clickbank](#) and was powered by [Mike Filsaime's Butterfly Marketing Software](#).

I has written this guide to allow YOU to taste the thrill of building a REAL business from the comfort of your own home, dispelling the myth that earning online is difficult to do.

I have successfully built up my business coming from NOTHING 3 years ago, with NO previous experience of online marketing to today, with 5 permanent outsourced staff, several profitable websites - the newest site being [DigitalMediaMasterclass](#) where I show you how to create your OWN CD and DVD products from SCRATCH.

However, as with everything eBooks you NEED to APPLY the knowledge and techniques contained within to begin working LESS and making MORE money.

If at ANY point you need assistance just visit the [Ray Johnson Support Desk](#) for quick, clear, clutter free assistance 24/7.

"Outsourcing involves the transfer of the management and/or day-to-day execution of an entire business function to an external service provider.

The client organization and the supplier enter into a contractual agreement that defines the transferred services. Under the agreement the supplier acquires the means of production in the form of a transfer of people, assets and other resources from the client. The client agrees to procure the services from the supplier for the term of the contract."

That anyway is what Wikipedia tells us about the definition of outsourcing. In basic layman's terms what this really translates into, is paying someone else to do some aspect of your work or business for you.

Outsourcing has become the buzz word of this decade. Most likely this particular word conjures up vivid images in your mind of large, multi-national companies setting up call centres in India to handle their customer services departments.

The other mental images are no doubt of job losses in the United Kingdom, United States and elsewhere as a direct result of outsourcing. All of us can all probably recall a humorous, or annoying, tale of dealing with people at call centres in places such as Bangalore with the unlikely 'pretend English' names of Gary or Amy.

So all that is fine, I hear you say, but what on earth does this have to do with you? After all it is unlikely that you are reading this as a member of the board of a large multi-national company, considering whether or not to outsource your IT Department to a cheaper country.

The truth is that outsourcing can not only help you as a 'one-man' or 'one-woman' band develop your online business more efficiently and achieve success faster; without at least an element of

outsourcing part of your business processes, the chances are that your internet venture will fail.

That's how important outsourcing is to the [internet marketer](#); it is not reserved exclusively for the '\$1m-a-month-gurus' as many would have you believe, but is ESSENTIAL for YOUR own online success.

Today in 2008, it is important for you to understand that the benefits of outsourcing are no longer the sole preserve of the big corporations – today it's your turn to gain the benefits of the great globalisation trend.

And the good news is that it is far easier, and far cheaper, to outsource some or even all of your online tasks than you have probably thought!

The aim of this book, as you have in all likelihood deduced from the title, is to show YOU how easy it is to **Outsource** some, many or all, of your daily tasks **To** achieve online **Success**.

The expression “this could be the most important book you have ever read” is certainly an overused and over hyped one. However I can pretty much guarantee you that by the time you have reached the end of this book, your eyes will be opened as to the number of possibilities you have of achieving your goals, by simply realising that you **don't** have to do everything yourself.

Now let's make a start!

CHAPTER 1 – HOW TO WORK SMART – NOT HARD

“Work hard – not smart”, how many times have you heard those words being uttered by those who have “made it” on the internet? How many times have you read that expression in written form on an internet marketer's blog or sales page?

Let's examine what those words really mean.

If there was a direct correlation between 'working hard' and earning money then in all likelihood the wealthiest people in the world would be nurses, miners, fisherman, manual workers, builders, etc. In truth across the world these are some of the lowest paying jobs.

(Apologies to those reading who are “working hard” doing a job I haven't listed there but I'm sure you get the point.)

So much for 'working hard'. OK, let's look at the other side of the coin - 'working smart'. What exactly does that signify?

The 'smart' entrepreneur knows that if he wants to succeed with his business venture then there is no way he can handle every possible aspect of his company by himself. He, or she, concentrates on those parts of the business that they know best, and pay other people to handle both the more routine and the more specialised tasks.

The business owners who try to do everything themselves are most likely dooming themselves to failure. This is true for both online internet businesses, and the more traditional, offline, ventures. Even if they succeed financially after many years of long hours and hard work, in many cases it is at the cost of family relationships. Many having eventually 'succeeded' find that they are now too old to enjoy the fruits of their labour.

The concept of paying someone else to handle the everyday and the specific 'expert tasks' is as old as the hills. You will probably be more familiar with its more common name, employment.

Yes, employment is the original form of outsourcing, it's just been given a fancy name.

Don't believe me?

OK, then let me give you an example. Suppose you decide to open up a store in your local high street selling spare parts for Volkswagen cars. These are some of the jobs involved:

- Serving customers
- Buying in stock
- Checking orders into your store
- Putting the stock on display
- Dealing with suppliers
- Answering the phone
- Keeping sales and purchase records

That is by no means a comprehensive list. So your shop is open, and you are doing all of the above jobs on your own, there is no one to help you. After a couple of weeks you are getting customers coming in regularly, business is improving, but you are running around like a madman trying to get everything done. The phone is constantly unanswered because you're too busy serving customers who walk into your shop.

What do you do?

Employ someone to serve your customers of course, freeing up your time to deal with all the other parts of your business. Congratulations – you have just outsourced. You are paying another person to work part of your business process because you don't have the time to do everything yourself.

That's an example of a traditional, offline business. Let's have a look at the same thing, only this time we'll use the internet as our "store front". So to set up your online "Volkswagen Spare Parts" shop these are **some** of the tasks you will need to undertake:

- Design your web site so it looks attractive
- Create graphics for your web site
- Set up your web site for e-commerce
- Promote your web site
- Set up warehouse space for your stock
- Buy packaging materials
- Set up an order despatch system

Again, by no means a comprehensive list. With an internet business, because there is no direct face-to-face contact with your customers, the temptation is always present to try and do everything yourself.

However, just as with the example of the traditional retail store, if you do attempt to do all these things without outside help all you are doing is "working hard", not "working smart".

Do you know how to design a web site? If not, that's a steep learning curve probably requiring a financial investment in educational material.

The same is true for graphics. Sure, you can go out and spend a few hundred dollars on Photo Shop but do you know how to use it? Great if you're a graphics design wizard, otherwise expect to spend time and money learning the ins and outs of that program.

How much would it cost you to hire a web designer to create your site for you? Then think of how much time it will take you learn this process yourself, and how much money you will need to spend on programs and training courses. Ask yourself what else you could do with that time, how could you better invest those few hundred dollars?

I hope you're starting to get the picture now.....

The point I am trying to get across is that whilst everyone can see the sense in employing staff to 'outsource' some of the aspects of the traditional business, for some reason most internet marketers want to undertake every aspect of their online business by themselves!

Making an educated guess, I would suggest that one of the main reasons why people new to internet marketing fail, is because they are suddenly confronted with lots of new 'techie' things to learn, eventually become overwhelmed and leave.

The learning curve can be quite steep if you do not have a technical background so why make life more difficult for yourself than necessary?

For you to be successful, do not make that same mistake. Discover what your strengths are, focus your time and efforts on those, and try and outsource everything else. If you enjoy creating web sites but hate writing articles, then the answer is obvious. Construct your own sites and pay someone much better qualified than you to write your articles.

As you will see, the cost of doing this is far, far less than you think. Spend your time online doing things that you enjoy, pay others to do the stuff you hate. Your path to success will be a whole lot smoother.

CHAPTER 2 – HOW TO FIND STAFF

Before we continue, I must point out that this eBook is ONLY the FREE "Leaked" Chapter of the FULL 52 page guide.

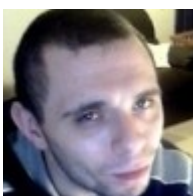
If you want to continue reading the EXACT steps you need to take to begin building your own business, increasing your customer base, building bigger subscriber lists, and making more money with LESS work – you NEED to get the full version...

...AND it's FREE!

...AND did I mention I'll even throw in 5 BONUS Camtasia Video's showing you step by step how to begin Outsourcing your own business?

All you need to do to get access to ALL THIS, is [CLICK HERE NOW!](#)

I look forward to helping you Outsource your way 2 Success!



Ray Johnson

Final Disclaimer

Every effort has been made to make this document as complete and accurate as possible.

However, there may be mistakes in typography or content. Also, this report contains information on Internet marketing only up to the publishing date.

Therefore, this document should be used as a guide only – not as a definitive source of Internet marketing information.

The purpose of this document is to educate, and not to provide or imply such provision of any legal, accounting, or any other form of business advice.

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