

6 Figure Outsourcing Secrets

Get More Done with Less Effort



“The longer you allow yourself to remain in the role of wearing all the hats in your business, the longer it will take for you to achieve success and grow”

The Outsourcing Mindset Module 1



Brought to you By:

James Wedmore

www.JamesWedmore.com

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Be Honest: Do you REALLY want to Succeed?

I know, this seems like a ridiculous question, right? You have an online business...of course you want to succeed!

You want to live the dream that you were sold on when you started your online business. You know the dream:

- ❖ “Make Money in Your Sleep”
- ❖ “Enjoy a 4-Hour Work Week”
- ❖ “Earn a 6-Figure Income in your Pajamas”
- ❖ “Travel the World while you Earn a Living on Autopilot”
- ❖ “Set it and Forget It”

But “wanting” to succeed is much, much different than actually believing that you will succeed and then taking the actions necessary for that success.

If success were merely a matter of “want”...then everyone with an online business would be a gazillionaire.

But that’s not the case!

Why? Because making money online takes a lot of work!

And, I’m going to go out on a limb here. What I’m about to say may make a lot of you uncomfortable or even a little mad, but unless you take action and start to Outsource your online business...**You Are Not Serious About Success!**

Are You Following the Law of Success?

Everybody has their own definition of what “Success” means to them. It could be a certain amount of money, it could be a certain amount of freedom in your life to do what you are passionate about, or it could be achieving a certain goal.

Only YOU know what it means to be successful, but I know what it takes to be successful with your online business. And the reality is this:

“The longer you allow yourself to remain in the role of wearing all the hats in your business, the longer it will take for you to achieve success and grow”

Think about it this way. If you were building a house, how long would it take if you were going to do each step of the process on your own? Imagine how much time it would take to:

- ❖ Draw up the plans
- ❖ Obtain all the necessary permits
- ❖ Dig the foundation
- ❖ Mix the Cement
- ❖ Pour the foundation
- ❖ Harvest all the timber
- ❖ Cut each tree into planks
- ❖ Cut the planks into the size needed
- ❖ Mine the Ore for the nails
- ❖ Frame the house
- ❖ Manufacture all the wire
- ❖ Wire the house for electricity
- ❖ Dig the trench for the sewage system
- ❖ Make all the pipe
- ❖ Manufacture the plumbers glue
- ❖ Install all the plumbing
- ❖ Etc, etc, etc....

At this rate, it would take years of work and mountains of training and information to build your home. In fact, you may never finish! You may never SUCCEED!

Now imagine a more efficient way of doing things:

- ❖ You decide you want to build a house
- ❖ You contact a trained architect to draw up your plans
- ❖ You interview and hire a contractor to obtain all the permits and coordinate the building process
- ❖ You go on vacation, advising your team to check in with your Executive Assistant every week so you will be aware of any issues or questions that may come up
- ❖ While on vacation, you find an opportunity to buy a piece of land to build a vacation home
- ❖ You hire your architect to create a second set of plans
- ❖ You hire another contractor to oversee the project
- ❖ You return home and hire an interior designer to furnish your new home
- ❖ Your Assistant arranges for a moving company
- ❖ Your belongings are moved into your home and unpacked

- ❖ Your Assistant calls a party planner to arrange a House Warming party
- ❖ Your Executive Assistant gets weekly reports on the progress of your vacation retreat – she is trained and authorized to handle most issues that come up
- ❖ You show up with a new toothbrush and settle into your new home and get dressed for your housewarming party
- ❖ At the end of the year, you have 2 completed homes...and you never even picked up a hammer!

You are the visionary for your Business! In order to reach the level of success that is reserved for the most successful in your field, you have to re-train your brain. Rather than asking, “How can I learn how to do this?” Ask, “**How can this get done with the least amount of Energy and Effort on my part?**”

Outsourcing is NOT about being lazy; it’s about focusing your efforts on the Big Picture, CEO type activities of your business.

Success = Definite Purpose + Organized Effort

One of the primary Laws of Success is that when you have a definite purpose, that thing that you want to accomplish in your business, and a blueprint to make that happen, you will achieve Success through the use of organized effort. Every successful business has been built upon the combined talents of many individuals working toward a specific purpose, at the direction of a “Captain”.

YOU are that Captain! You are the rudder of your ship.

The fact that your business is conducted online, from the comfort of your home, and often while you are wearing your pajamas instead of a designer suit, has no bearing on the value of using and coordinating the talents of people around the world to realize your business goals.

Overcoming the Objections to Outsourcing

For whatever reason, many people have a negative belief about Outsourcing. There are a lot of myths floating around that turn people away from the very thing that will catapult your business to the next level. So, let’s address those myths right now:

Myth: We are stealing jobs from U.S. Workers.

Truth: Many U.S. Workers have also opened up their talents to employers throughout the world. Through the whole concept of “outsourcing” people in the U.S. are also able to start their own freelance and service businesses and walk away from jobs in an office setting to better match their lifestyle. The internet and outsourcing have eliminated many economic and opportunity barriers. A stay-at-home talented mother living in a rural area of the States can work for a big New York company, setting her own schedule, and earn a great living. Many people benefit from outsourcing.

Myth: If I hire workers in another country, I’m exploiting them by paying low wages.

Truth: Although you may pay \$2-\$3/hour for some jobs in places such as the Philippines that you would pay \$10-\$15/hour in your home country, you are not exploiting these workers. In fact, the wages that you pay are considered very fair and often allow the citizens in those countries an opportunity that would not be available if it weren’t for the benefits of the internet.

Think about it this way: If you lived and worked in an area of California where the average income was \$100,000 per year for your occupation, and a 1600 square foot home cost \$1million, and you decided to purchase a home in a small town of Alabama where the average income was \$25,000 and the price on a comparable 1600 square foot home was \$15,000; would you offer to purchase that home in Alabama for \$1million...just to be “fair?”

Of course not! You would expect to pay what was fair in that region of the country, right?

Myth: I can’t afford to Outsource.

Truth: You can’t afford NOT to Outsource! With all that’s involved with operating an online business, it’s no longer a “novel idea”...it is a key component to success. Without exception, every million dollar marketer or business owner has credited outsourcing to their success. ***Without Exception!***

Come on, do you really believe that you alone will be able to Master and successfully implement everything that must be done with your business?

Myth: I can do it better/faster myself.

Truth: While there may be some parts of your business that you can do very well, there are other pieces that are better left to people that actually do it for a living! And, for those things that you do well, is doing them the best use of your time and energy when you are sitting in the chair of the CEO? For example, I'm very good at creating and editing video, but I still choose to outsource these pieces to other capable people on my team which frees up my time to recognize and develop more opportunities. If all I did was create and edit video, then the level of success that I reach is limited...limited by ME!

Myth: I don't want to manage people.

Truth: You probably don't like going to the dentist either, but you still do it because you know that it's good for your health. If you have a business, even if it's conducted entirely online and without a lot of face to face contact, you still must deal with people in some way. "Managing" your team will become much easier and much more pleasant when you set it up the right way, using the right tools, and right communication. ***Don't worry, that's what we're going to teach you!***

Myth: They are going to make mistakes

Truth: Yes, they are going to make mistakes! Even with the best practices and systems, things can go wrong. Mistakes will be made, people will disappoint you. Here's the key: How you handle things when they don't go as planned will be a big factor in how well and how quickly the problem is solved and the amount of damage control that will be done. This goes into how well you lead, and how well you can coach your team to a victory. It's a learned skill, so don't worry – you will get better too and make less mistakes when dealing with your team!

Myth: I won't be able to find someone to do what I want them to do at a level of quality that I expect.

Truth: The right person can be trained to do just about anything you want them to do. Even if they don't possess all the skills that you're looking for, you can find someone that is eager and willing to learn the job. With the right training tools and effective communication techniques, you can develop a workforce that is just as vested in your company's growth and success as you are. Overtime, your VA's and Outsourced workers will get better at doing their job. ***Don't worry, we're going to show you how to do this!***

The bottom line is this: You must leverage the time and resources of other people to grow your business. When you started this adventure, your goal was to *RUN A BUSINESS*, not create a job for yourself, right? It's a bit of a mindset shift, but it's possible if you let go a little bit at a time.

“The Less I Do, the More I Make”

My own Outsourcing journey started with these 8 words. The cold harsh truth is that you simply cannot compete online if you don't have help!

“If you can't afford to outsource, it's because you're not outsourcing!”

- ❖ First, you have to stop being an employee.
- ❖ Then, you have to stop being a manager.
- ❖ Finally, you **START** focusing on those most crucial, CEO Activities.

Once you do that, you will get more done in less time, move faster, eliminate stress in your life and live the dreams that you were sold on when you started your Online Life!

The better you get at outsourcing, the faster your business will grow, the more money you will be able to earn, and the more freedom you will have to enjoy that extra income.

You must focus on your strengths and Outsource the rest. You can easily do this when you really understand your true value as the leader of your business.

It's time to let go...“Done Trumps Perfection!”

Here's the Big Test

How do you know if Outsourcing is right for you? How do you know when you have fully implemented Outsourcing in your business?

Things should be able to run without you. Ask yourself, if you were suddenly unable to work for 3 months, what would happen to your business? Would it continue to run smoothly and continue to add money to your bank account? Or, would you soon be standing in a bread line to get your next meal?

If you would be out of money, then you need to set up your business system and start outsourcing...now! Otherwise, you are a prisoner to your business and you are trading your time for dollars. Wasn't that what you were trying to get away from when you made the decision to start a business instead of remaining in a J-O-B?

You may be just starting in your online business, and that's great! Start outsourcing right now, from the beginning, make it part of your business system. If you do this right now, then you will avoid many of the objections that people have as they try to "let go" of certain processes in their business. You will be able to assign those tasks from the beginning – awesome!

From the beginning – or starting TODAY, make Outsourcing a Key Component of your business. A successful business is built off systems...and your system is made up of people that help you move your business forward.

Your System = Outsourcing

“Take Massive Action”

This phrase is something that you will hear over and over and over again as you load up on all the information and training available to run an online business. And yes, you must take action if you are going to succeed in business – *any business!*

But here is the Problem with that phrase: People take it WAY TOO LITERALLY!

Just because success in business requires **ACTION** – there is no hard and set rule that says that *YOU* have to be the one doing everything! No business of any size would survive very long if a single person did every single part of the business.

Even in a dentist office, which is a great example of a self-employed business owner where the main person (the dentist) is the business. While this model does limit the growth of the business (which is another conversation altogether), rarely will you see a dentist who also runs his/her own front desk, preps all the patients, cleans all the teeth, cleans the office, orders supplies, does the bookkeeping, pays the bills, bills the insurance companies, etc, etc...

And, if they do, you better start to worry! ☺

So, massive action is important but you must take the right kind of massive action and always be aware of where that massive action is taking you. One of my favorite examples is something that Tony Robbins talks about where a guy who is dead-set on seeing his first sunset keeps running East in order to make it happen...that's a LOT of running.

So, what could this look like with your online business?

Well, you could start your online business today and then spend the next 3 months, full-time, setting up Fan Pages, Twitter accounts, blogs, getting a logo made, figuring out a business name, the branding, etc. At the end of those 3 months, you can be right where

you were when you started: \$0.00 in sales or profits...even though you took a LOT of action!

Remember, Views, Likes and re-tweets don't pay the bills!

You Don't Want ACTION – You Want Results!

Results happen when you know where you want to go, create a viable system for getting there, and then harness the energy and talents of other people so everything is done as quickly and efficiently as possible.

This has always been true. However, with the speed of the internet it's even more important that you act fast. As entrepreneurs, we are always full of new ideas, right? Wouldn't it be great if you had the ability to take a new idea and not only get it down on paper before you forgot it, but also had the ability to implement the idea into your well-planned system in a matter of hours or days instead of months, years, or never!

How many ideas could you implement – and start to make money on – if you had a team and a system ready, willing and trained to do every part of the project needed?

And remember, this is your team putting in the energy and work to implement the tactics and strategies to run an online business. The tweets, the posts, the videos, the syndications, the data collection, the inputting, the designing, and the list of steps goes on.

What if you could make a lot of money (ethically, of course) without taking a whole TON of action...would that be ok? Of course it would!

So, What Kind of Results Should You Be Looking For?

1. Set Goals that have a tangible and measurable outcome. If you are a business – that goal ultimately is to make money (even if you are a non-profit). However, along the way you will have some performance-based goals such as number of opt-ins, amount of traffic to your site or developing a product. Then, all of these goals should have a deadline attached to it. You want X amount of something by a certain date.

Now, you may not see the connection between Goal-setting and Outsourcing, but there is a very crucial connection between the two. Namely, if you have no idea what goal you are trying to achieve you will have a harder time using your Outsourcing team to their fullest potential.

Here's what can happen: You just start giving them random tasks with no real strategy as to why they are doing any of them. Then, after a period of time you still don't see any increase in results and mistakenly believe that "outsourcing" doesn't work.

2. Create a Strategy to obtain your goals. First off, understand that a strategy is different from a tactic. Strategy is that "big picture" thinking that all great CEO's master. Here is how this works: If your goal is to increase subscribed users to your website then you will need to think about "How" that will be accomplished. For example, will you offer a free report, host a video interview with someone that your audience would be interested in hearing, or create a free content-rich webinar giving great value to your audience. Whatever it is, the "how" becomes your strategy.

Then, you need a set of tactics that support the strategy.

3. Implement a system of tactics that get it done! There are tons of ways to leverage your time in this internet world. You've got software (or you can hire someone to create software specific to your needs) to automate a lot of steps and you have access to low-cost services that can implement your system.

Let the step-by-step details of your business be handled by someone (or something) else!

Basically, there are 2 types of assistance that you must have to succeed online. You need the assistance of great software that automates many processes (such as managing your email list through a system like Aweber) and you need the assistance of great people to perform the tasks that do not give you the greatest ROI (return on investment) if you were to do them yourself.

Here's an example: You may be able, and actually pretty good, at putting together a website. That's great; however, that's also something that you can "let go" of and allow someone that does that full time (or better than you) to do it for you. Meanwhile, you can be watching your market and anticipating the next information product that your customers will need.

These great people that you hire are your Outsourcers. And, they come in 2 varieties: Project oriented (such as that website design) and Repetitive oriented (such as content management, article marketing, syndication, social media tasks, etc.)

Systems are the Key to Outsource (& Online) Success

As an entrepreneur or “artist” of sorts, you may believe that you can just shoot from the hip and get things done. And yes, this can work for a little while. But you will never get the most from your Outsourcing team if you continue to work without a system. Either nothing of value will get done, or they will get tired and confused by your ever-changing direction!

Essentially, everything that you do (all that massive action that you need to succeed online) needs to be organized into a replicatable system so that anyone can come in and repeat the process without taking more precious time away from you!

Keep this vision in mind. Imagine that you are standing in front of a giant switch board. When you need to get something done you can implement that desired result by simply flipping a switch or two. Now, it may take some time to program and train those switches, but once they are set up you will be able to push them at any time and **BOOM** – results show up!

How exciting is that?

Remember your ultimate goal should always be to implement as quickly as possible with as little work as possible on your part so you can obtain that measurable result as soon as possible.

You	Outsource Team	Tech Outsourcer
<ul style="list-style-type: none">•Idea for webinar & new product•Look for other Biz Opportunities•Approve final product•Record Webinar•And LESS!	<ul style="list-style-type: none">•Research Topic•Write Content•Create Powerpoint Slides•Prepare content for Salespage•Write content for email campaign•Contact JV partners•And More!	<ul style="list-style-type: none">•Set up Website•Set up Webinar page on site•Create graphics for Webinar•Set up website for new product•And More!

Yes...it CAN happen and...we're going to show you how!

Everything with Outsourcing is designed to help you achieve more FASTER by doing less. And the most important reason is that the ideas flow better when you free yourself from all of the step-by-step action items.

Think about it...when did that last great idea for a new product or software solution come to you? Chances are you were in the shower or driving a long distance. This is because your mind was free to be creative! It never, ever happens while you're stuck in the middle of an assignment spending all of your mental energy working on how to fix that darn code on your website.

So, stop focusing on trying to take as much *action* as possible and begin to see which actionable-items will produce the BIGGEST results in the shortest amount of time. Then systematize the entire process.

When it's systematized-it's replicatable. When it's replicatable, you can put your results on auto-pilot! ...and that thar be a good thing!

A Final Note: The Tortoise and the Hare

Remember, the internet moves fast – faster than the hare in that age old story will ever hope to run.

But wait – wasn't it the Tortoise that won that race? Absolutely, but if you being a tortoise then you will get creamed online! As you close in on the goal at a tortoise-like pace, they're going to move the finish line.

So, you need the right mix for your Online Business. You need to create and implement at the speed of the Hare, but rely on a whole team of tortoises to implement the tactics at a steady and consistent pace.