



## Bootcamp Session 2

### Workbook: Week 2 / Video 2

#### What is this?

This is a summary of the video, including time stamps for where you can find the video segment where James is talking about the subject. If you need to find something quickly, check the workbooks and then fast forward to that part of the video!

#### Today's Agenda:

- Quick Review
- Orientation Process
- Hot Seats
- Q&A Time

#### Great Job to our Action Takers! (time stamp 1:13)

- ↪ Todd Barth – made a video this week
- ↪ Sandy Hayden – Sold her house – outsourced to a RE Agent (outsource the moving!)
- ↪ Judy Masstrachio – Researched profiles of possible VA candidates  
*\*\*TIP – don't stay in the research stage too long!*
- ↪ Rob Russell – Graphics branded his social media, custom Facebook header, new Twitter background, hired Social Media Manager
- ↪ Ellen Feinberg – Hired someone to do SEO for a local client, refurbish the website, some Fiverr purchases
- ↪ Pamela Jolly – purchased 6 articles on iWriter, Hired graphic designer
- ↪ Doc Youngblood – Has VA, Research, SEO plan suggestions, transcribing and training
- ↪ Albert Jennings – set up account on Odesk and Online jobs, hired graphic designer, posted jobs to create website, hired a website person
- ↪ Anita – let go of the web sales page! Web designer in the states, upload optimize press and set up sales page, Infusionsoft and

outsource the Autoresponder series to someone who specializes in that software, looking for full time VA this week

*\*\*TIP – Create a Google Doc with all your testimonials and add to it as you get more*

- ↪ Dawn – waiting to interview my VA
- ↪ Rob Mullins – opened 3 month account on OnlineJobs.ph, posted job, launched and I feel good!!!

## **Review (time stamp 10:45)**

Where to find your Team...

**Transcripts:** Odesk for small, one-time transcriptions. However, if you need them often, get someone on your team.

**Plugins and widgets on Wordpress:** You can have people on your team to maintain your site on an ongoing basis. If it's an update or tweaks, then go to Odesk and pay them by the hour.

**Can I find someone that's good at a lot of things?** Yes! If you can do it, you can teach someone else to do it. If there are trainings available, then someone can learn it. When you get into advanced skills sets, like using WordPress, then give them the tools to train. If it's talent (like graphics) then you will need to find someone else to do those types of things.

## **Steps to Find Your Team – just a review... (time stamp 23:20)**

### **The Orientation Process (time stamp 27:20)**



***NOTE: There's a document in the members area that you can tweak to your own purposes and give to a new hire:***



## Welcome Message

### Required Software / Tools

- a. Dropbox (give user/pw)
- b. Jing
- c. Gmail (send email address)
- d. Others?

### Daily Reports

- a. List of work completed
- b. Log of daily hours
- c. Questions, comments, feedback

### Friday Payday Reminder

- a. List past 5 days work completed (and total hours)

### Payment Information

- a. Include list of payment information
- b. Required Xoom.com info
- c. Name
- d. Address
- e. Contact info, etc

### Rules for Assignments

- a. All assignments are sent via email (“ASSIGNMENT”)
- b. Please reply to every assignment when received for confirmation
- c. Add the assignment to the Task-Sheet (Google Docs)
- d. Advise when task is done via email on/before the due date

### Other Rules/Requirements

- a. Please notify me if due dates cannot be made
- b. Do not hesitate to ask questions on ANYTHING

- c. Please give me as much notice as possible for planned absences
- d. Let me now ASAP if you are sick, Internet is down, or other emergencies

## **James Odesk Outsourcing Adventure on Odesk (time stamp 34:00)**

Mission: Find software for the membership site that is similar in function to Facebook

Problem: Can't find something that I want that will match my needs

Solution: Post job for WordPress Programmer to make something that I want

Tip: Sent an email that outlines everything I want the software to do. Remember, communication is very important! Got very detailed and used a lot of Jing screenshots to it's very clear what I want.

## **Update to James Project (time stamp 40:25)**

Design in becoming more important so I'm spending a lot of time on the graphics to get a clean, fresh look.





## QUESTIONS

*\*\*Note, there are points in the audio where our voices overlap. It's annoying, so we are sorry! But, that's technology.....*

**Q: What kind of trial assignments should you give in that first week and how much should you give them? (time stamp 45:34)**

A: It will depend on what you need to get done. You have that list of things you want to get done and also have those things that you will have done on a consistent basis. You can give them as much as you have and then see how much they are able to get done. (Note – realize that they may not finish everything, so maybe prioritize them)

Tip: What can you do if you have to continue to go back and forth with them on what you want done? First, look at yourself – are you being clear? Second – look at their abilities....maybe it's not a match.

**Q: I must have a mindset issue. I'm going to Thailand and plan on interviewing people while I'm there. I feel more comfortable knowing that I've met them. Any thoughts? (time stamp 49:00)**

A: If you need to meet them face to face, just know that you are going to pay more and it may not be a benefit for you if you can't fully leverage the power of Outsourcing. Skype is magic. It's like you are there when you connect over Skype.

**Q. I'm interviewing a VA that wants to be a Social Manager, but has no experience. I need someone to do this, but I don't know how to do this myself. Any suggestions? (time stamp 54:45)**

A: They have passion – that’s awesome. But they have no experience, and you don’t know how to train them. First, you should have a strategy conversation with them to decide how to pursue it. Be sure that your social media strategy fits into your business and yields some measurable results.

**Q: Any tips on giving passwords during that first test week? (time stamp 60:30)**

A: It’s really up to you. You will have a high level of trust in the Philippines. For Wordpress, you can give them a new admin password rather than your main one. Email, PayPal, or any money accounts shouldn’t be given in that first week. For website work, you can take a backup of your site on the c-panel, then give them access to their own FTP account. There is training in the VA training area for how to do this.

**Q: How often should we talk about a pay raise for your VA in the first year? (time stamp 63:30)**

A: There is no right or wrong answer here. It is nice to be able to give a raise to the right person.

**Q: I have an idea for software, but I’m sure where to start. Where do I start if I have an idea but don’t know if it’s possible? (time stamp 66:00)**

A: Do some research. See if there is something similar out there. And, see what’s out there that you like and take snapshots and figure out ways to update it to match your needs.

**Q: What is the best way to use my new full time VA to bring in traffic and promote my new product?**

A: I suggest using 3 main traffic strategies and getting really deep with them rather than trying to cover everything and not being effective. Here are some suggestions:

Finding JVs and Affiliates (see last week's call that goes into this....)

- a. Webinars
- b. Guest Webinars
- c. Telesummits

Facebook Ads

- a. Victoria Gibson – the FB Ad Queen
- b. You should start it, they can manage it
- c. Facebook Fanpage – Amy Porterfield FBInfluence

Creating YouTube Videos

- a. Video Traffic Academy (you have access to this)

Facebook Groups

- a. Create your Own
- b. Engage in others

SEO and Keyword Research

- a. Video Traffic Academy for Keyword Research

Blogging

- a. Write articles
- b. Post on your website
- c. Guest blogs