



6 Figure Outsourcing Secrets  
Week 2 Q and A  
James Wedmore

[Start of Transcription: 00:00:01]

James: So okay, okay. Here's what we're going to do, guys. We have some really cool stuff in store for you. This is one of my favorite things that we're going to share with you today. I don't want to waste any time. We're going to get started immediately. For the next couple of minutes, what I'm going to do to start out our Week 2, Part 2 training call is, I'm going to give some shout outs to some superstar action takers in the group. Those that did the homework and the homework was to simply send me an email just updating me on what you've done. Even if you hadn't anything, just saying hey I'm showing up for the calls. That's better than nothing. I like to see where everybody is and most importantly, the biggest question I get is, what do I outsource? What can I let go of? What else can I think of? I'm not always there to give you all the answers because there are so many possibilities. What you're going to start to see as I go through people's updates and share some really cool things, that will give you guys some sparks of genius on what you can. Make sure to listen up and obviously, listen for your name if you're one of those who sent me an email.

We have Todd Barth who says he made a video this week. Congratulations on that video. Obviously, an incredible thing that I recommend outsourcing. I have a peer in the industry who just let go of her video editing and she says that's just been like the most amazing thing. Hold on a second. I have a new Mac and it does this thing like automatically zooms in on your screen when you tap the mouse too many times. It's the weirdest thing.

Let's see. Sandy Hagens says, we sold our house. Congratulations. I outsourced it to a realtor. Now to outsource the moving. Fantastic. So Sandy, obviously as usual, look for things that you can do digitally as well. You can even outsource the research of the best places to live in the country. Fun things like that.

Let's see. Okay. Moving along, I have to go through some of these. Let's see. Judy Mastrachio says, does telling you that I researched some profiles of possible VAs count as having done some homework? Absolutely, it counts. Yes, you're taking action and that's great and I know some people don't like the sound of homework so you get to call it whatever you want. Judy, if you're just at the research stage, that's fine. I'm only going to say this is that, don't let fear be the reason why you don't move forward and pick someone. You can research VAs all you want but until you see start to see them perform for you do you truly know. Anybody can write a great resume. Anybody can have great testimonials and statistics. But until you start to see them perform, you won't know for sure.

We have our superstar Rob Russell who has done a lot of work in the past week or two. Let's see. I'm going to go through his as quickly as I can. He says, so far, spent

a little over a hundred bucks with a killer graphics team member on oDesk and she has branded his social media. Great thing to outsource. He has a custom Facebook header which I saw. He shared in the group. Looks amazing. A custom Facebook header on their private group and he has a new Twitter background and on top of this he has hired a social media manager who is working to get more likes and having him join other real estate groups. Awesome. This is great congrats on that Rob.

Let me keep going through these. Let's see we have Ellen Feinberg. She has some great stuff that she's doing. She hired local -- let's see what it says, hiring local outsource to work on my SEO for a client. That sounds like she's hired someone to do some SEO for a local client. That sounds fantastic. Also utilizing above for my own website refurbishing. I always like when you get to tweak and improve your existing website. She's made a few Fiverr purchases. For those of you who haven't seen or played around with Fiverr, I recommend doing that this week. Fiverr is F-I-V-E-R-R dot com.

Let's see. Let's keep on going. Pamela Jolly, this is awesome. She has purchased five articles on iWriter.com for her website. She has hired a graphic designer to tweak her existing keynote files to embed them on her website. Excellent. He's in Pakistan and he's just three dollars and thirty-three cents an hour. I hired him for a test seven days with three explicit projects to do and we'll see how it goes. She's also in need of an editor and someone to take thousands of business cards and create a database. She just has to figure out who would be the best person for that job. Pamela, excellent. You have to figure out a way to get those business cards digitally. Scan them, take pictures of them on your iPhone, whatever you can do to get them onto the internet, get them into your dropbox and get someone who is just a virtual assistant, two dollars an hour or less to do basic data entry. They're going to put the name, the email, the contact number and the job title and maybe comments into an excel or Google doc so that you have that all up. Great job on that, Pamela.

Then we have Doc Youngblood who says, I've had a VA since just before the first call. Awesome. He's outsourced the following. He's researched for copy for his new website and he has SEO planned suggestions, transcribing and some training. Awesome. Great job with that. We have a few more we want to share with you guys.

Let's see. All right. Albert Jennings, Al nice to see you. He set up his account on oDesk and on onlinejobs. Good. That's always the first step. Hired a graphic designer from the Ukraine on oDesk to do a photo enhancement to use as a banner on our web homepage. Thirty bucks. Not bad. Posted a job on oDesk and onlinejobs for someone to create my website. I received over fifty applications. After speaking with four people, I hired someone from the Philippines for seventy-five dollars. Congrats. My assistant posted a job on onlinejobs for a full time VA -- good, high five for you -- and got eighty applications overnight. Now I have a hundred and twenty. We'll narrow it down to forty. Good. Better to have more to choose from than not enough.

Guys we have a few more and hopefully this is giving you some great suggestions. Okay, Anita. Anita says, hi James loving the class so far. Thank you Anita. Last week I let go of the web sales page for my metaphysical marketing mastery home study course. Yes, high five to that. I have a web designer in California at seventeen dollars and fifty cents an hour. That's a little -- I mean, it's a good price for an in-state designer. You will be able to find someone cheaper out of the country. Told her to set up a new domain, upload optimize press and take the six-week live class materials on my site and make a sales page for the home site. Great. That's fantastic. Congrats on that. She's just waiting for testimonials and bonuses. Anita, a great thing with testimonials is whenever my testimonials come in, sometimes they come in on

the Facebook group, sometimes people send me Facebook messages, sometimes people upload a video, other times people just email me and I take those as soon as I get them and I have my virtual assistant organize them in a Google doc so I can upload and access all my testimonials in an instant and I don't have to worry about it. I have my team do that. That's a great little trick for you to do. I'm just going to check out her website because she put a link here and I'm excited for what she has and this looks great. It really does. The graphics look fantastic. It's very clean. The only thing I would say here -- oh you're probably not just finished with it but make sure you have the big buy now button so people know how to buy and I think it's just because you're still working on that. Fantastic Anita. She's also outsourced the set up of auto-responders and infusionsoft to a separate VA at twenty-five dollars and that's someone who specializes in infusionsoft. That's fantastic. We had some conversation about infusionsoft. I personally don't use it. I know a lot of people that do. It has a steep learning curve and if you can let go of learning and dealing with infusionsoft, you're going to save a lot of time and frustration. Now, she's looking for a full time VA this week. Fantastic Anita. Love it.

Let's see, we have Dawn signed up at onlinejobs, posted a position, Skyped several people, trying to connect with a person that you sent me. Hoping to get that done today. Good. Then planning to hire a VA, then to oDesk for project work. Excellent Dawn. Sounds like you're right on track. Love it. Congrats.

Then we have another one from Rob Mullins. Let's see, he goes, hi James just wanted to let you know that I have opened a three-month account on onlinejobs. Awesome. I've submitted my first full time VA job posting. His description simply said, full time virtual assistant needed. Looking for a full time VA to help manage my business, perform simple tasks and support me in my online marketing efforts. Very similar to what we gave you as an example. He says, I'm launched and it feels good. Excellent. It definitely should.

I believe that's about all I have. If you guys slipped through the cracks and I didn't mention you, I apologize but congrats to everybody who did and hopefully everyone who's just listening will start to get some ideas of what's possible, get some inspiration and motivation from all the people that are taking action. You'll notice that the more you take action with this, the less work you really have to deal with.

Let's get into this. Today's agenda. We're going to do a quick review. We're going to talk about something very exciting. We have a very exciting gift that we have for you guys today called the orientation process. We'll have hotseats if we have any brave souls and some questions and answers and of course, as usual we will pull back that curtain and I'll share with you my latest and greatest in my outsourcing journey as I continue to learn and experience and let go just like you guys.

Super quick review. The two big sites we talked about were what? Onlinejobs and oDesk, right? Onlinejobs is where I recommend, if you are not trying to dabble and you want something, you're in it to win it and this is your full time business or you want it to be on its own a full time serious business where you don't have to spend forty hours in a business for it to generate revenue, what I highly recommend and encourage is you have a right-hand man or right-hand woman and you can get one for under two dollars an hour, full time and dedicated for you. Obviously, that's what I stress. That's what I recommend. Why? Because that was where the transformation happened in my business. That is what turned it around for me.

Every time I had little stuff -- I've had little stuff today, I think I've emailed Clint who you guys know as my right-hand man, probably seven times today with little stuff. I

was looking through some of my old YouTube videos and one of the links was broken because we forgot to put the http in the beginning. Dumb little mistake. It happens all the time. Here is what I could have done. I could have logged into my account. I could have gone to edit video and I could have typed it in and I could have fixed it myself. It would have taken about four minutes of my time and stress and loading and double checking. Instead, I just copied the URL and said fix the link. Took me fifteen seconds. Believe it or not, it's quicker for me to just send the email. I have all these little emails for things like, this link isn't working or can you double check this, can you research that. When you have someone at your disposal, it's so much more magical. We've been doing a lot more oDesk stuff in the last few weeks. We as in the proverbial I, the plural I, in my business and I love oDesk but it takes time. It takes time to put the description and the assignment out there, to find the right person and interview them. When you find the right person on onlinejobs, you want to hold on to them, you want to keep them full time and it is sixty to eighty dollars a week, it's totally going to be worth it.

Okay, the other one we've obviously talked about oDesk and I gave you this breakdown of when to use which. The pros, the cons of each and let me go back so you guys can look back. Do you, really quick ladies and gentlemen, have any questions on the pros and cons of when you should use oDesk and when you should use onlinejobs. Go ahead and type any questions in for Dawn right now and I'll answer them. Basically, in a nutshell, onlinejobs is a great place. It's Philippines only and the Filipinos are great for the basic, generic virtual assistant task. Things like taking business cards and putting them into an excel, Google doc so you have a database, that's something that anybody can do. Anybody can type in a name, put it into a spreadsheet. Any one can do that and that's someone you want to find, your Filipino VA. That might take them three or four hours depending on how many you have and what, that was less than eight dollars. Was that worth it? Absolutely that's worth it. For oDesk, I'm going to give you another example of an assignment I just outsourced to oDesk today. You're going to see the difference. This is the one and done tasks. Dawn, did any questions come in from anybody on this?

Dawn: Transcriptionist.

James: That's a great question. First off for transcriptionist, I'll tell you right now, everybody write this down because everybody should have a transcriptionist on hand or at one point in their business and there are a lot of reasons why. One is because it's a great extra benefit for your YouTube videos. The goal is to find someone that you can contact and use. It really depends where you're at with how many transcriptions you're going to need. If you're doing a tele-summit or a big class like something what I'm doing and you want to do transcripts for hour-long calls, you're going to need someone on a longer-term basis, right? I would start with onlinejobs. If they're just for short, little assignments or a one-time deal, oDesk or also Fiverr, if you have little videos that you want to outsource like a five-minute video on YouTube and you want to get that transcribed, Fiverr is a great place for that or oDesk you can find a transcriptionist for a part time thing. But if you know that every week that you need to get something transcribed, I would check onlinejobs. Now, here's the thing. Whether you choose either of those, the standard rate is one dollar per audio minute. A two-minute video is two dollars for the transcription. If someone tries to say, well this is my rate, this is my thing, you just say sorry the standard rate I'm going to pay is a dollar per minute. Dawn, do you have any quick feedback on that because I know you do a lot of our transcriptions.

Dawn: Yes and actually I just had, on the transcription stuff, it's actually a little less than that. Yes, it's more like a quarter a minute.

James: Good. Really? Well, okay. I've been paying my lady a dollar.

Dawn: Yes. I think when you do the dollar a minute, that's when you're finding someone from the States.

James: They'll take out the ums and ahs, they'll format a little bit for you and things that don't really make sense. You're going to get literal letter for letter, word for word transcriptions from someone at a quarter a minute.

Dawn: Right and you can also, when you do them, because I've had a really, really great girl who's been doing a lot of mine and she's just phenomenal. I mean, she'll even type in there if there's something in the audio that she didn't understand. She marks the time slot there so I can go back and check the word and stuff. So, there are some very, very good ones there that you can get that are very conscientious with their work.

James: Awesome. Do we have any other questions on the oDesk versus onlinejobs, when to choose? Perfect.

Dawn: Yes. Tory had asked, she says, she's about eighty-eight percent done with her website and she has some items to tweak but a lot plugin and widget stuff. I was thinking oDesk and how much should she pay for that type of task.

James: Cool.

Dawn: It's Wordpress Tory?

James: Yes, it sounds like Wordpress. Okay. So I would . . .

Dawn: Yes.

James: Here's the thing. This is a great question. Like I said, for me it would be a different answer than that for Tory because I have my team already established and they've all been trained on Wordpress. They know how to do all that stuff. The benefit Tory is, I can go to my team and say, hey I have this plugin, fix it, make it work, upload it, tweak it, do whatever needs to get done and they can do it. So Tory, I'm always going to recommend that that's what you go for in the long-run because that's the big benefit. Now, there is a big immediate benefit of just going to oDesk and saying Wordpress expert needed. Create a job post and say, I have a few tweaks that need to be done with Wordpress and list out the basics.

If you need custom programming that's going to be a different type of assignment. If this is someone who's just going to manage and do some tweaks and do some little, minor code change or customization, that's going to be fairly easy. Look for someone who knows Wordpress inside and out. Yes, you're going to find someone that's more than the two dollar virtual assistant in the Philippines but honestly, if you're paying more than six dollars an hour, seven dollars if this person is really good, fast and an expert, you're paying too much. You really can still find great people for just a couple of dollars an hour. You're going to charge them by the hour for something like this but that would probably be the best case and you're just going to list out everything you need and that's what's great about oDesk. You guys know, that's one of the pros, that they monitor all their work. So, follow up on my -- as you guys remember I sent out all these keynote slides to get made, the smartest thing I did, and I found three people who do keynote slides and that was their specialty. What's funny is that two out of the three ended up doing really well. The other guy did half the slides and fell

off the planet. I was able to transition that work over to the other two. Now, I have more slides I need to get done and only one out of those three is available to do them. Being able to find a pool of people and then now I can just email them. Now, I can just contact them immediately and say, hey I have more work for you. They can just log the hours on oDesk and it's fantastic. Tory I hope that clarifies that. Do we have any more Dawn?

Dawn: Yes, [Sancy 00:19:29] had asked, I have many varied tasks that -- I don't know if that's a male or female name, I'm sorry that's why I hesitated. I have many varied tasks that I'm sure would fill a full time VA but the tasks are so varied, I'm wondering if I could find someone that is good at a lot of stuff.

James: Of course you can. Anything is possible but that's also one of the reasons why we supplied the VA training. Here's the thing at the end of the day. If you can do it, then it is possible. For example, the business card into a database assignment is a great example because that's really important. You're a networking fiend. I have a big stack of business cards, I don't know what to do with them half the time. If you can set up a system with that, that's great. The first thing is, I want to put them online. I want to organize them somehow. Well, you can teach anybody how to do that. You can make a quick Jing video saying, please put the name in this column, the email in this one, this and that. The first thing is, anything that you could teach anybody how to do on the internet like click this button, upload this, change this, do that and repeat a thousand times, of course one person can be doing all of that.

But then we start getting into things that are more of an advanced skill set like Wordpress. They have to know Wordpress. But anybody can learn Wordpress. All of you guys don't need to know it but if I could sit here and teach you Wordpress, by the end of this hour, you guys would know the basics of Wordpress because it's as simple as using a word document with Microsoft word. You need to look at what are the things that I can easily teach them, what are the things that James' VA training center can teach them and then other things beyond that that take more talent than just learning a skill like graphic design. I have a specific graphic designer, I have a specific video editor because those things are more of a talent that -- I may be able to teach you how to use Photoshop but that doesn't mean you're going to make great logos. So yes, find someone and do a blend of someone who has a basic experience level with the ability and willingness to learn more and you can absolutely get them to wear multiple hats. Just be aware that they might not be able to do graphics, they might not be able to do video editing, they might not do more of the creative stuff because they're really good at just the technical stuff. Okay? That why we have a couple of VAs, because we found what their talents are. We found that Clint's wife, Joralee, is actually really creative in a lot of ways. When we have a new ebook or product, she can actually go in and format it, make tables, add the pictures, she pretties up a lot of my blog post for me. That adds a lot of value for me because I don't want to be wasting my time doing that. We have her doing stuff like that. Hopefully that answers your question on that.

Dawn: Yes. One thing I just want to throw in there we recently did, because there are several people in the team. They have all done some training and have gone through some training recently in the last couple of must. We just did an evaluation and went through every team member and said, what are you good at, basic, intermediate and advanced skills. What have you been trained on? That way we have a really good snapshot of what everybody is doing. We also asked them what things do you like to do the most so we can give them more of that because obviously if they like doing it and we can really [overlapping speakers 00:23.10]

James: Yes. I like that. We're going to move forward and if there are any other questions we're going to address that at the end. Here are the steps that we gave on the call. Sign up on onlinejobs or oDesk, whatever you think is the right place for you. Create and submit a job post. Make sure the title is very clear. Use the keyword virtual assistant or Wordpress expert or anything like that. Try not to overcomplicate the description but do include your requirements. There was a -- I think it was Al Jennings that shared this or somebody shared this in the group, it's a great tip because yes, there are people that just copy and paste their applications saying, here's why I'm the best, here's why I'm the best and they don't read your description. You can say something like, please reply and include the word pink elephant at the bottom of your post so that I know you read this. That's totally great. Hopefully you guys understand that. A lot of people will just copy, paste and submit. Copy, paste, submit to all the employers so you get a lot of people that do that. I don't always do that. Sometimes I do go, if you've read this far, start the email with hello in all caps or something like that. That's a great way to test and make sure people are reading it but at the same time, I don't really believe that just because someone isn't reading your entire post doesn't mean that they don't follow directions, doesn't mean they're not a good employee. They just found a smart way to be efficient at communicating and to be honest with you, if this was me in their shoes, I would probably do that too. I'd probably be copying and pasting until I found someone because if you're doing this for a few days and you spend the time applying for the jobs, applying for the jobs, applying for the jobs and no one is getting back to you because there are so many other Filipino employees or workers applying, there is so much competition, you're going to get a little discouraged. You might want to go, okay this is not working. Let me go faster. Let me apply to more jobs because it's a numbers game. So, I wouldn't discount or discredit someone completely just because they didn't write purple cow or pink elephant in your description.

Just think about that. It will help you narrow down so you don't have forty applications, you only have five. Something to think about. Obviously, review the applications, set up the Skype interviews. If people have questions about how to set up the Skype interviews, honestly I just email them and I say, hey you look great, I want to interview you. Here's my Skype ID. Hit me back, let's talk and I do that to a few people. The first person who hits me back and Skypes me, I start talking. Then, I have a seven-day probationary period. I pay my VA, if it's a virtual assistant full time, I pay them up front. If it's oDesk and it's hourly, you pay them at the end of the week and it's all taken care of so you don't have to worry about this. But if it's a full time VA, I want a seven-day probationary period. I personally pay them the week up front. I want them to know I'm serious and you know what, if they're really bad, they take my money and run, it's a sixty-five dollar lesson. It means I didn't do a good job in the interview. I start over and I find someone new.

Like I said, pay one week up front. I look for someone who is passionate, young, full of energy and responsive, eager to learn and has a thirst for life, mastery of the English language. This is what I'm looking for a virtual assistant in the Philippines. That's the biggest thing because the virtual assistant is the one who's going to work hard on these simple, little assignments for you that need to get done. Questions asked. Do you have computer and internet access? Are you available full time? Are you going to be working for someone else? Do you have other jobs, other requirements, other obligations, school, whatever? What skills do you already bring to the table? What are your strengths and weaknesses? What do you like about working on the internet, working from your computer? What type of things would you not like to do? These are all the things we went over last week guys. They are just questions to keep in mind when you're interviewing a full time virtual assistant for you

and your business. What type of pay would you require and when can you start? Simple questions like that.

What I'm really excited to give you guys and you don't need to write this down. This is good because we have given it to you guys a word document. It's in the group. I'll show you where it is in a second. I call it the orientation process. Imagine when you bring on a new virtual assistant. There are a lot of your time that's wasted getting them up to speed. Some people get frustrated because they're like, oh I've been through two VAs already. Well, a lot of the reason why you might be frustrated is because you spend a lot of time getting them up to speed in your business. Communicating and telling them what to download, what they need, how it works and all that stuff. Before you hire them or as soon as you hire them on day one of your seven-day probationary period, you give them this document that tells them in order all the stuff they need to do before they can start working for you. In other words, it's their virtual orientation for you and your business. How to work for you. Your training them on how to work for you. What we've given you -- I'm going to teach it to you here -- but what I've given you is a document, that you guys can edit and then save it. You can make it your own, you can tweak it however you want and then give it to anyone that comes on your team.

We call it the orientation process. You can take notes on this if you'd like but like I said, we have this as a document for you and I'll show you at the end where that is. First thing I do is we want to include a little welcome message. This sets the culture and the tone and the attitude. I would say something like, hey welcome and thank you for joining the James Wedmore team. We're passionate, creative entrepreneurs who want to help people and provide value and we're always looking to do new and innovative things. I encourage you, you know, blah blah blah blah. Whatever you want to do. This is just to say you're welcome. It's the welcome mat for your business.

The second thing is you want to have a list of the required software and tools for them. Here are the first things you need to have on your computer in order for us to move forward from here on out. Obviously, one of those that we recommend is dropbox, dropbox.com. They can sign up for an account and link to yours. Jing which is free as well. That way they can also learn how to use it. Anytime they have questions, they can capture images and video and send them over to you. Then I require them -- this is me personally -- Gmail. Then they send me their email address. If you guys are using any type of team management or task management software that you need them to become a part of, you would include it here as well. What are the required software tools that they need to have.

The third thing that I do is I require them to give me daily reports. In here I would say, you're required to send me a daily report every single day where you list the work that you've completed, you log your daily hours and you give me any questions or comments or feedback from the day. Then every Friday, you're required to send me a payday reminder and I tell people, if you do not send me the payday reminder, I'm not going to remember to pay you. So you better remember this. Trust me, people do. Then you also list the past five days of work completed and the total hours that you worked. This gives me a great screen shot or bird's eye view, snapshot of the week.

Then we talked about payment information. I have them require all the things that xoom.com requires of them so you can have that in there. The name, the address, the contact info, etcetera. Then I teach them how I give them assignments. This is for me. You guys get to do it any way you want. We're going to talk more about this next

week. All assignments are sent via email. My subject line starts with "assignments" and then I say, please reply to every assignment when received for confirmation. So when I say, assignment, please add this header, they have to email me back and say, got this, working on it now. Then I have them add the assignment to a task sheet in Google docs which I share with them. When they complete the assignment, they update the Google doc and they email me. Pretty self explanatory. Payment, rules for assignments and then any other rules or requirements. I say, please notify me if due dates cannot be made. Do not hesitate to ask me questions on anything. That's a big one guys. We're going to talk more about that next week. We really have to encourage questions especially with your Filipino VAs. They have to have this two-way communication portal open with you that you're very supportive, you're there to help them. Please give me as much notice as possible for planned absences. That's really important. My pet peeve is when someone tells me, oh tomorrow we're out of town or tomorrow is my sister's wedding. You might need to let me know at least a week in advance. Let people know this now the first day they work for you.

Dawn: Unless it's a shotgun wedding.

James: Yes, exactly. Let me know asap if you're sick, if your internet is down, if there are emergencies. The most frustrating thing to me is when I don't hear from them for three days and they go, sorry I was sick. Well I'm sorry you were sick too but I need to know that so I don't freak out because you haven't responded. I just need to know that you're sick. You need to make sure all these type of rules are clear so you set the framework, the foundation for your relationship with your virtual assistant. This is a document -- we're basically giving you a template. You get to make it personal and your own. You get to customize it any way you want and then send it off as soon as you hire someone and say, please read through this and email me back as a confirmation that you have agreed to these terms and then we can start. If they don't agree or if they fail to follow one of these things down the road, you get to send this back to them and say, you're not following the rules of your job description and we have an issue here. Let me show you guys where that is really quick. If we go to the dashboard of 6 Figure Outsourcing Secrets, it's this first button over here which is the VA orientation. It's just a word document that you guys get to edit. So, I'm on the dashboard of 6 Figure Outsourcing Secrets, click VA orientation and you'll get that immediately. Download it, you get to tweak it and send it off to your team. Pretty cool, little thing to save you guys some time.

Let's go back here. I want to share with you guys my latest outsourcing adventure on Odesk. Basically, as we're building out real marketing insider which is my membership site teaching video marketing, one of the biggest things that's really important to me is to have community aspect. You guys know the benefit and the value we have with the Facebook group. We've been looking and looking and looking for software that already exists that will allow us to have a similar functionality of the Facebook group inside the member's area so that you don't have to be jumping off to Facebook and everything can stay in one place. Well, I haven't found anything that fits my needs so when this happens and this definitely does happen, you'll want something and nothing exists, you can go and get it made.

Today, I put a job post on oDesk that said, Wordpress WP Plugin programmer needed. Wordpress plugin programmer needed. Simple. In the job description, I'm looking for a skilled and an advanced Wordpress programmer. I know that this is an advanced assignment. I'm aware of the functionality that's need. I don't know how to do programming myself but I know that this is not going to be this simple one, two, three things, it's done. It's definitely more complicated so I'm looking for someone who's more advanced. I said that a few times. I need a plugin created. It's not the

most simple plugin but there are plenty of themes and related software applications that already exist that we can use for comparison. Then I tell them a little bit about what it's about so they have an idea. I don't want to give the whole thing away but I want to tell them a little bit. Basically, it's a plugin that will create a simple group page in an existing blog similar to a Facebook group and I have examples that I can show you so you know exactly what I need. I'm clear to them. I'm making sure that they know that I'm very clear on what it is I'm doing. Within thirty minutes, I already had someone on Skype talking with me which was great.

Let's see, before I get to that. We talked on Skype. I interviewed him a little bit. I looked at his past assignments. We got clear on what it was that I wanted and I kept getting sure and more sure that this guy knew what it is. We were on the same page. I gave him examples and links to other stuff I liked. I wanted to get really clear that I could trust this guy that he could create what I wanted. When I was pretty sure, I said how much. Basically, I want to pay a lot for this because I want someone who will do this right and not a rush job. We're actually paying a lot of money for it but when we haggled down the price bit and got it to a price we're both happy with, and this is really important, what I did, I said, before I hire you officially, before I make you the -- this was the first person I interviewed. I've been doing this for so long that I know what to look for. I said before I hire you and choose you as the person who's going to create this, I'm going to send you an email that details everything that I need. With a big project like this -- this is a big project. There are a lot of moving parts here from the design, the functionality, the integration in Wordpress, making sure it works, clean out all the bugs, all that stuff. I don't want someone to half ass this and say, well this is what you said. I'm done. You have to give me more money if you want me to finish it and do this other thing because you didn't say it.

So, I said before I hire you, I'm going to list out everything that I need from this and if you agree to all these terms and all these functions that it needs to have, then and only then will I hire you on the agreed price. So, here is the example. The email cuts off. You don't have to read all this. Basically, at the top, here's a detailed list of what I require with this assignment. If you have questions let me know. Then I said the assignment, create a Wordpress plugin that performs the Facebook group function on facebook.com. I gave a link to some examples. I used a lot of Jing here. You can see all the links. Those are Jing examples of other similar pieces of software that I liked their components. You take time here. If you're making something like software, something that's a little more advance, notice how detailed I get. There are actually about eight different functions and requirements that I'm having. I was very clear with each one.

Must integrate with Wishlist member. Let's see, this plugin must be compatible with multiple themes. If I get this thing back and it doesn't work with my theme, this guy can't say, well that's not my problem, use a different theme. I was very clear on what has to work. I talked about the group functionality, what the members can do, what options they have available to them, what it's going to look like, how you can change it, what kind of options the admin side can have, how easy it is to integrate this, all these stuff. I got as detailed as I can and this might look complicated and you might say, I don't want to do this but all you have to do is look at something that's already working. The success formula I gave you guys is model or swipe plus add the U factor and the X factor. Add your customization to it and add that X factor. What's going to make it even better. I found my closest comparison that's out there, the closest thing to what I needed but it just isn't perfect. It isn't exactly what I was looking for. I copied that and I said here's what I needed on top of that. He looked at that and that's what all these screenshots images and the links are for. Now, I've got myself covered and because we're going through oDesk, if he doesn't fulfil on every

one of these things that he's agreed upon, I don't have to pay him. We find someone else. There is a lot of safety in this. We don't have to feel like, oh my gosh a thousand, two thousand dollars is a lot of money for this piece of software. Well, it's not if I get it done right. There's no risk involved when I do this because oDesk is amazing about covering you, the vendor or the employer when hiring people that don't fulfil on their end of the bargain. You guys have any questions about that let me know.

I want to share with you some other things for real marketing insider. We're getting a lot of cool graphics made. I think what I've seen in the trends in the last year especially is how important design is becoming than it ever has before. A lot of people said websites can look ugly, it's all heck as long as they sell, as long as they convert. I think a lot of people are moving away to having a cleaner, warmer, friendlier look so when you invest in something it looks good, it feels good, it's professional, it's clean-cut, it's up-to-date and I think that's really important. So, we're spending a lot more time on the graphics, the quality of what things look like. I have a graphic designer in the Philippines, believe it or not. You can find someone great on oDesk or 99designs. He's done the logo. This is the banner that is going to go at the top of the site. Buttons as you can see here. Here's the members only private group. Here's the login page, the little banner that's going to go there. Here's something really cool that we did. Under every video is a previous, next and dashboard button so people can navigate to all the different videos with all these simple buttons. Very clean and simple. I love them. So, some very cool buttons just to show you guys what else I'm doing with this as the weeks go on, outsourcing a lot of this.

One of the other things and I shared this in the last one is I'm looking for ways that I can teach and communicate my message clearly and effectively and one of the ways I want to do that is visually. So, if I can map out simple strategies, simple concepts in a visual platform, then I think I can communicate my message even better. One of the first things -- we have a lot of these. These are just what I call process maps, infographics or visual presentations, whatever you want to call them. It doesn't matter. These are going to be included in every module in this training course. The first one here that I introduced people to is your online strategy. Basically tell people in a video that online, your strategy is two parts. You get more traffic and better conversions. It's only two things you need to focus on online marketing. Traffic and conversions and basically, video is one of the few things that is in the middle that does both. We'll break it down into -- I share with them like video traffic trifecta strategy. Show them a few traffic things like JVs and affiliates, social media, paid ads and then conversions, gets broken down into leads and sales. How I made these was I took out a pad of paper, I doodled them with little chicken scratch drawings on a piece of paper. I took a picture of them on my iPhone and I emailed them directly to my graphic designer and I said, make this pretty. Do your magic and make this look amazing. He nailed it right on the head. The intention with this is to give people a visual representation of what I'm teaching before I actually teach it and go into the specifics so they can see it. Very cool stuff. Very excited about these. I have a ton of these and all outsourced.

That's it from my training for today. That's the only content I want to give you guys. The rest, because it's the Monday call, is to be able to give you guys some time to ask your questions and then in about fifteen minutes we're going to do our giveaway for some cool books. Stay tuned for that obviously. If you guys haven't put in your questions now is the time. Yes, please share some questions with me now.

Dawn: Yes, we have all kinds. I was going to say as you were explaining what you have going with the membership site, I hope everybody realized how, because you

outsourced as much as you outsourced, you're not worrying about all those little backlinking and bookmarking or all that kind of stuff and you are able to concentrate on the bigger picture strategies and also mapping out those moving parts so that your end product which at the end of the day, that's what all of us are selling with our products or services, how you present your end product, you can concentrate more on that. Not only in the design itself but also in how it functions because people are getting more sophisticated. It's not going to be those put up a sale site in one minute and have it done.

James: Absolutely.

Dawn: I know I am. When you come to a site, you expect more. So, you're able to spend the time on that because you've taken this first step of clearing your plate of all the day-to-day stuff that has to get done but you don't have to do it. I hope everybody caught that. Okay. We have some questions. Tory had asked when you were talking, if you would talk a little bit more about what kind of trial assignments and how many assignments should you give somebody in that first week when they're doing that first week of test assignments.

James: It all relates. This was for a virtual assistant full time that you're probably finding off online jobs and we're talking about what kind of assignments you want to give for that trial week. It's all going to depend on what you really want them doing. It should be the stuff that you want them doing. There should be some things that you would have them do every week. There should be something like uploading your videos or your blog post or managing your blog, managing your email marketing or doing customer support or managing orders or doing something on a managerial basis that's consistent. I'm talking about the power of consistency a lot. What can they do on a consistent basis. What's going to be the first thing you want them to start doing for you? It's really up to you what you feel or how long and how many assignments. What I would do is just blast them with a bunch of stuff. Give them a bunch of stuff to do and see what they get done. I don't think there's a right or wrong way to handle the orientation but it should be assignments that are related to what you see them doing for the remainder of the time that you have them. Another student of ours who I was speaking to, she did the affiliate -- if you guys remember, I'm not going to teach it again -- the affiliate strategy that I taught on the last call or two calls ago where you go into Google and search your competitor's product and contact all those people individually. She created a little Jing video for her brand new VA and said, I want you to keep a Google doc so I know how many people you've contacted, who's responded, all that stuff. She said she's doing it with flying colors and she wants that VA to be doing that every single week as the time goes on.

Definitely you want to give them assignments that will demonstrate or have some sort of relevance to what it is they will be doing once they're working for you. The more the better. You want to be looking for things like how fast they can get this stuff done. How organized, how well do they listen to you, can they comprehend assignments or do you have to go back and forth with them from the get go. If you have to go back and forth, this is important everybody, if you have to go back and forth to people because they did it wrong and then you go, no I said it like this why did you do it like this, why did you do it like that, I didn't mean this and it goes back and forth, back and forth. There are two reasons. It's either your communication or theirs. First put the blame on yourself and go, well maybe it's me. Take a minute and look at the email. Does this make sense? Would anybody else get this? I have a video, I have images, I have arrows pointing at the exact thing I need and I was very clear with this. That's why I love Jing. You can just make a quick video. If I can explain it to you in two minutes on a video, that's fantastic. It saves a lot of my time. If they're still not

getting that, then it's them and they're just not making it connect. That's when you know in that seven days and it's goodbye. Time to find someone else because that's a huge thing. You need someone that can get you. Dawn sees the emails I send my team now and they're just like half a sentence they barely make sense but my team knows exactly what I mean. I send them off. That's a magical thing. That's where we want to get everybody.

Dawn: Right. Or you get to the point where you forget to ask them to do something, they remind you which is always a nice thing. You forgot to say this time. Do you still want us to be doing that which is awesome. Nicky asked you might have some words of wisdom. She says, I must have a mindset issue. I will be visiting Thailand in early in July for a course and intend to interview VAs. I feel happier about having the team physically close to me. I find that I'm resisting having someone I won't be able to meet with face to face. Perhaps this is just an excuse and she has to figure this one out. So what about those people that are hesitant to hire somebody that they can't look in the eyes and talk to and shake their hands?

James: Yes, well the first thing I'll say is, that's great you're going to go visit Thailand and that's awesome but that's an exception. Not everybody is just going to go to Thailand and so what I would originally say is that's fine. You can hire someone local but be prepared to pay them twenty dollars an hour and be prepared to put them on payroll and take care of all those employee benefits and all that stuff. That to me is a lot scarier. That's a lot scarier. I had this exact conversation with someone today. She's a big time marketer, very successful. We were at lunch today in the city. One of the conversations I've been having with her is this exact same one and she had a full time VA that she was paying in the States for fifty dollars an hour. I said, drop her, you can't afford her, you're only using her one hour a week. That doesn't do anything for you. You're just giving someone fifty dollars for one hour a week. One hour per week for four weeks. It just doesn't do anything. That's what she kept saying, I feel like I need this person and a couple of us were both like there is something magical about Skype. So, if you can find someone -- that can be in the States still, if you can afford someone in the States, you can find someone for much cheaper than fifty dollars and hour. Ten to twenty dollars an hour. You can definitely find someone.

There are a lot of people out there for ten dollars an hour that are in the States. The magic of using Skype video chat is like they're there. It's the closest thing and you really can't tell the difference. One of our students has an American virtual assistant living abroad and they speak weekly or two or three times a week over Skype video chat. So they look at each other, they see each other and they have meetings and it works out phenomenally well. So, yes maybe you have a mindset issue and that's fine. I'm just saying that there are ways around it. If you still feel like you need that be in person whatever, I promise you, you will feel that way when you have a Skype video chat with someone. You really do feel that connection right there like you're just talking to someone through a car window or something and it's the next best thing.

Dawn and I used to live -- when I was in California -- lived twenty minutes away from each other and we talk more now while I'm in New York City and it's just because of the magic and technology of the internet and Skype. We're on Skype all the time together. There's that plus. The last piece I'll say is, if you are going to go to the Philippines, if you are going to find someone at a very low price, just understand that they can just do small little stuff. I have Dawn working with me and I still have people in the Philippines and there are people that have a Dawn in their business and don't, and don't have someone to do that little stuff. It drives me crazy because I said you're wasting and draining the energy of this high value right-hand man or woman to do stuff that they should not be doing. They should be doing stuff at a way higher level.

Understand that you can just let go of little stuff like data entry or organizing emails or basic little stuff. I understand your concern. Focus on little stuff. Stuff that's well, I've been just doing it myself because it takes five minutes or I don't do it because I just don't have the time and it's not that important if I don't do it. Now you can have someone and start small, take baby steps. The latest thing is I'm just addicted to outsourcing and I think a lot of people that are doing this can say the same thing because it's just this great feeling when you do let it go off your plate.

Dawn: Yes. One little bit at a time. When you really step back and think about how much business you do on a daily basis where you have never met the people, think of all the companies that you deal with. You might call their customer service reps or if you purchase something over the internet. You didn't talk to a sales person. So, when you really stop and think about how much business you do on a daily basis and you have no idea who -- you've never met the person, that might make it a little bit easier. It's just more common now than it was before. Okay. Susan asks, she has a VA that she's interviewing that wants to be a social media manager but she hasn't done it before. She says she's done a little bit of Facebook, LinkedIn, Twitter, etcetera. The VA seems super passionate and that's what she needs the VA for most, the social media and Susan doesn't know social media that much herself. How should she go about testing her skills or seeing, gauging what kind of results are good when she's doing the social media stuff.

James: Okay. Cool. So this is a great question because there are a few things going on here. The first one is that you have someone who doesn't experience although they have the desire and that's always magical for me when I hear that. They don't have the experience, they want to do something that you don't have the experience on. How do you track the results? How do you know this person is actually working for you? This is where you need to take the time with this person and have a high level strategy conversation. Okay. This is where I get a little frustrated with people only because I feel like everyone gets so excited about social media, they get so excited about video or they get so excited about one particular widget or shiny red ball and they don't understand the strategy that goes behind it.

We're not outsourcing guys. We're not learning outsourcing so we can put another boy scout or girl scout badge on our shirt. We're not outsourcing just so we can say I know how to outsource. We're outsourcing so that we can go more things off our plate so that we can focus on the things that really bring us money. Right? We need to be able to know what it is that brings you money. You need to have a conversation with this person on a strategy level that says, let's start with something. Well, you know in your business how you make sales. You know how the money comes in. If you don't, then that's a whole other conversation that you need to have with a business coach, a marketing coach or something like that but you need to know how is a sale made. First I collect leads and then I follow up with those leads. Maybe I call them, maybe they email, maybe they're part of the auto-responder sequence, maybe I get them on a webinar, whatever. You know how to do that and you know how to convert a call to a warm to a hot to a sale. Right? When you know that process, you need to go, okay, where do the social media plugin to that. That's where you need to start this conversation with this person.

You go, what I'd like to do as the business owner, as the marketer go, I'd like to build my list, I'd like to collect more names and email addresses so how do we do that potential social media manager. That person is going to say something like, well if we set up a Facebook fanpage, we can build leads with that. Okay. Well tell me more. How are you going to do that? Well, I don't know. Then I can't have you be my social media manager if you don't know. Then the conversation is done. If that's where it

goes and you go, well listen, I'll buy a course for you or you go buy the course or whatever. We'll split it and I need you to go through this specific course -- and we recommend a few and I can answer those recommendations if you want have some - - and go through the course, follow what the course says. That's one of the great things. You will never have information overload if you outsource because your VAs, your social media manager can go through the course. They can stay up-to-date for you.

Let's say they go, well I have an idea. We can use Facebook fanpages. We can give them that free audio of yours or that free video. We can get likes and we can build your list. You're going to say okay. I like it. You're going to be putting in x more hours. I'm going to pay you more money so I have to justify that somehow. You set up benchmarks. You set up goals. You say, okay when can you get this done. Well, I can have the Facebook page by the end of the week and we could start generating leads and likes by the end of next week and we are going to do all that. You say, okay. Let's check in fifteen days out or two weeks out and I need to see how many leads we have in. In fact, if we don't have at least one new lead a day or whatever it is to balance it out to make it worth your while, you stop it. What I'm trying to say here is that if social media doesn't plug in to your existing strategy in a way that you can measure results, you can't be doing it. You can't be doing any of that stuff because you're just giving money to somebody to do stuff but it's not yielding any ROI that you can see. You need to be able to see more traffic came to my website or I have more leads or I actually made more sales every time I do this. If you can't track any of that, if you can't follow that process, if you can't put someone in place to do that for you, you're just spending money for them to just update your status with cool quotes. That's not managing your social media account.

This is a really great question. This is important because it's very easy to just give money to people to just say, oh yes I'll update your Facebook status every day. Well, what does that do? It needs to be part of the strategy. Well, every other day I'll post videos or one of your blogs or I'll send people to your website or your free report or whatever. Okay now we're talking, now you get some traffic. But on those off days, I'm going to be connecting, I'm going to be adding you to groups, I'm going to be doing this, I'm going to be doing that. Hopefully, that clarifies things a little bit. As long as you know what your end goal is and they know how to get you to that end goal, they're going to be a good social media manager. If you set benchmarks and goals, well I need to see that I'm getting opt-ins, I need to see that I'm getting sales from these. If they can't show those numbers in a few weeks, well then you need to try another strategy.

Dawn: Very good. Then Sancy had asked, when you are in that first week of trying them out and you need to give them passwords and access to certain things, where's the best way to start so they don't have the access to all your information?

James: Are you saying in the VA training center?

Dawn: No, when you hire somebody for that first test week, what guidelines could you give them as far as passwords that they should have access to in that first week?

James: All right. Right. It's really up to you. I would not give them your email or Gmail account. The thing with the Philippines too is there's always going to be a higher level of trust. Okay? What you can do is, here's a great tip, instead of giving them your access to your Wordpress site, you can make them an administrative user so they have their own username and password and that means you can delete them, or you can make them an editor if they're writing something or whatever. You can

give whatever level of access but then you can delete them if you need to. That makes it really easy. It's a great question. I wish I could get very, very specific. I think email and Paypal and money accounts are obviously things that you don't want to be giving out in the first week or the first month. Wordpress is okay, we've done that, no problem. We just monitor it. When they're done or before we let them go, we change that.

Dawn: And the other thing is, if you have somebody like a web developer, somebody that needs to get into your c-panel account, the way that I've always done that is I'll go in and I'll make a backup. Before I give them the access, I'll make a backup of everything in the c-panel. That way, if they go in there -- not so much if they are dishonest because I think most people are honest -- but if they do something that wasn't supposed to happen or they make a mistake or whatever, you have that backup. It's on your hard drive. So, if you have to call it up again, you can do that. That's a security. If you have somebody that has to go into your whole website. Also, if they're working on a site that's not your main site on our hosting account, because how you can go in when you initially set up your hosting account, you have your main URL that you're using and a lot of times you can add additional websites into that main hosting account. If the site that they're working on is not the main site then you can actually give them just access, I believe it's FTP access or give them an FTP account, just for that specific site that they're working on if it's one of the other ones. If it's the main site they're working on you can't do that at least through Bluehost. If they're working on the main site they'll have access to everything. Just you're your backups. It helps you sleep better at night. You don't have to worry about it.

Okay. Let's see. We have Rob had asked, how often should we talk about a pay raise for your VA during the first year. He was thinking in terms of performance review every three months during the first year. What are your thoughts on that?

James: Yes, I don't there's any right or wrong answers for that. I've had one guy who kept asking for a raise almost every month and it was so annoying to me that I let him go because of that reason and that reason alone. While I have other people who will never bring it up and I'll surprise them with a raise and they love me for it. It's up to you. There is no right or wrong like set pattern. It is nice to give a raise. It's nice to notice that when someone works for you for a while, that seniority builds up. It adds a lot more value to you. You're not spending your time going back out there looking for new people or getting stuck or getting lost. There's something magical just having a problem and just saying, go fix it. Because that's what we want. We want to be able to push a button and then be fixed. That's what these people can do for us and they've been able to do that for me time and time again. When they do stuff like that I know that it's a lot of value because I'm not wasting any of my valuable time doing that. I keep giving them raises. I gave them another big raise on their two-year anniversary. Yes, it can be set -- I wouldn't necessarily make it set so they expect it every couple of months on the month. Sometimes I do it right before we start another big project or after we finish a project so that they're motivated to keep going and working hard. So, whatever feels right to you.

Dawn: Yes and bonuses are nice too.

James: Yes.

Dawn: That's another strategy, if you have your budget set, if you're in that starting stages and you have your budget set at whatever it is, seventy-five dollars a week but you just finished something and you say, gosh I want to reward them but I'm not really, I'm not quite comfortable going up to eighty-five, ninety or one hundred dollars

a week or whatever, just bonus them. If you just got a big windfall for some work that they've helped you with, just share the love a little bit and then it keeps you on budget too.

Sancy had asked since you were talking about your Wordpress plugin, this kind of goes hand in hand with that. I have an idea for a software but I'm not sure where to start. She needs a programmer that can integrate software that will interact with Amazon but she doesn't even if this is possible, so where would be a good place to begin, if you have an idea of something and you don't even know [overlapping speakers 01:16:37]

James: Cool. The first thing is you have to do your research. Just start typing any way it's called. Type it into Google. See if it already exists. Look for plugins, look for software, whatever it is. Look for it. If it does exist or it exists kind of what you're looking for, that's the easiest way to get it made because you can say, oh I want mine to do this but do that as well or do this one thing differently or this is not a plugin and I want it to be a plugin for Wordpress or whatever. So look for what already exists and then you can go to rentacoder or freelancer or oDesk which we always recommend starting there and just say the basics of what you need. Say, I'm looking for a piece of software, maybe there's a plugin, let's say it's a plugin, I recommend when you're looking for software that it should be something that integrates with Wordpress. That's a big recommendation. Then more people can use it and there are going to be a lot of people that do Wordpress plugin. Then just explain what it is, it works with Amazon or it works with different eCommerce websites and works with their API in order to aggregate different products. Can you make this? Chances are, what you're thinking of has already been made at least on some level. There are just so many people creating so many amazing things today that what I wanted was very similar that I just needed to make a few changes and tweaks. It was very easy and I'm pretty sure you'll have the same experience. Start with looking for something that's already there and then just see if you can find someone to modify. You might even be able to contact the original programmer. That's another great way. I've done that before.

Dawn: Nice. Nice. One last one, you want to take a strategy question?

James: Yes.

Dawn: Anita had asked what is the best way to use my new full time VA to bring in traffic to sell her new metaphysical mastery home study online? So, brand new product.

James: Cool. There are a lot of ways. I'm going to just list out all of them that I can think of off the top of my head. Here's your job Anita. You need to look at the ones that seem most realistic to you and move forward with those but I never recommend having more than three main traffic strategies because anybody can play around with ten and do nothing with them that get results. A few people actually go really deep and do really well with just a few. For example, I can tell anyone and everyone under the sun to get a Facebook fanpage but if they're not going to use it and use it right and spend enough time to manage it properly, what's the point? You're just going to be like ninety five percent of fan pages out there that are un-managed and don't do anything. Okay? So keep that in mind.

Let's go through all of them. First of all, finding JVs and affiliates. Okay? I gave this strategy on last week's call. If you weren't there, look at the recording. Anyway you can have your VA start to accumulate a list of potential JVs -- joint venture partners --

or affiliates to promote for you is going to be fantastic. It also means you should have an affiliate center. This is one of the easiest ways that you can get more traffic, is leverage other people's traffic. There are so many routes we can go just with this. You can do webinars with these people, you can do guest blogs, guest articles. You can have them do email blast for you, whatever it is. Really the VA's job is to find these websites and these contact information and you start to -- maybe they sent out a template email or a blank email, a basic email template but start to build relationships with some of these people so you can work together. So, any strategies for finding JVs and affiliates is great.

When we have social media, let's talk about social media. You can outsource Facebook ads but I would recommend you starting it yourself. Getting a Facebook ad course. I'm going to write down one for you. Her name is Victoria Gibson. She's the FB ad queen. She has a great course. FB Facebook ads. Have them manage it would be fantastic. You can do the Facebook fan page but you have to have a strategy there and if you're looking for a strategy for that, Amy Porterfield's FB Influence is a great course for that. Obviously, creating YouTube videos is what I'm going to totally recommend and you can outsource a lot of that. Get your videos created and outsource the rest. Obviously, through Video Traffic Academy you're going to find the specifics for that. Also, in Facebook connecting with people in groups and even creating your own group. So, if you . . .

Dawn: James are you typing so we can see that?

James: No. Yes, I'm just typing it so I can see it.

Dawn: Okay.

James: I can read it again if you guys want. Connecting groups and creating your own groups is a great thing. this is if you like Facebook and you can engage with people in Facebook. Another thing, doing guest articles or guest videos for other bloggers in the space is going to be fantastic. So, getting your VA to find that type of stuff and help set that up for you is going to be great. Also, going back to the JVs and affiliates, tele-summits and what are the other ones? What would you call if it's not a tele-summit, like an info-summit where there's a bunch of experts together. That's going to be fantastic. The next thing we want to look at as far as traffic is SEO and keyword research. Now, I go over a lot of these stuff in Video Traffic Academy which is why it's so important to go through that because if you can uncover fifteen to twenty keywords that you know your ideal customer are searching for when they want to find you, you can make your videos and blog posts based on those keywords and your VA can help manage your Wordpress blog and get your stuff ranked so that when people type it into Google, they find you. Those are some good ones to get started. SEO, keyword research and blogging and then the last thing is -- definitely even if all they did was look for JVs you can work with and stuff that would be fantastic.

Dawn: There are a lot of that it's already been done [\[overlapping speakers 01:13:53\]](#).

James: Yes, absolutely. There are a lot of other things. I want to introduce a course that I recommend called Traffic Siphon. You guys are going to get a look at that a little bit next week. It has all these mini things like little PDFs that are a couple of pages long. You hand them to a virtual assistant and they can do all these cool things like comment on blogs and do article marketing for you. All that cool stuff. But these are bigger ones that can really be effective and powerful but you can't do them all. At least to begin with. You need to start with one or two and grow from there. Just

even doing your own webinars and sharing them on social media. Every time we do a free webinar we get a bunch of new leads and new sales. We get traffic to the webinars by getting people to share them on social networking sites.

That should be some stuff. I'm going through that one more time. Finding JVs and affiliates and connecting with them in some way. On social media, we have everything from managing Facebook ads, we have Victoria Gibson's Facebook Ad Queen course, fan pages, Amy Porterfield's FB Influence, connecting with groups, connecting with people in groups, creating your own group and YouTube obviously, doing guest articles and videos for JVs and affiliates that have higher ranked blogs and websites and then obviously, SEO, getting ranked inside of Google is going to be fantastic. So know your keywords, blogging, video blogging, stuff like that. Those are some great examples. Anything you can do with webinars will be is fun. Then you just write down traffic siphon and we'll get to that next week. Let's go ahead and take one or two more questions then we'll wrap it up because it's already 8:15 over on the East coast.

Dawn: Very good. I lost my question box. Yes, I had to log back in. I clicked something. So maybe look at the bottom.

James: Oh you did? Okay. Gotcha. Someone asked Victoria who? It's Victoria Gibson, FB Ad Queen. Let's see. None of this is on the screen. Everyone's saying that. I know it's not on the screen.

Dawn: Okay. I think we got everything else. That was about it. Anyone's coming in at the bottom that we haven't [overlapping speakers 01:16:26]

James: Rob Mullins says, was the JV partner research that James spoke about on the Monday or Wednesday session? I'm ninety-nine percent sure it was on the Monday session. That was a cool little trick that I used for that and I recommend you guys doing that. So, did you see anything else? Guys last minute for questions otherwise I'm going to end the webinar. Looks like that's it. So guys, thank you so much for joining us. Oh, I almost forgot to do our giveaway. That's why you guys are still here. Thank you for that.

Dawn: Oh, that's right.

All right. Dawn has a list of names. She's going to go ahead and send out a couple of copies for you guys. This is a book I'm reading now called Mastering the Rockefeller Habits. I believe his name is pronounced as Verne Harnish. Great book. Kind of just gives you a great way of looking at how to build your business, how to grow it at another level of just organization and leadership. Very cool. Recommend, if you guys don't win it, that you pick up a copy on Amazon. So Dawn, why don't you take that list of names, close your eyes and just point to one at random and we'll have our first winner for the evening.

Dawn: All right. I have Albert Jennings.

James: All right Al. Congratulations. Dawn make sure you have him down. Al you're going to email -- just email [support@jameswedmore.com](mailto:support@jameswedmore.com) with your address and Dawn and I will -- mailing address, physical address where you want this book sent, Mastering the Rockefellers Habits. Al congratulations. You've been kicking butt. So you really deserve it. Let's do one more.

Dawn: That would be Judy Mastrachio.

James: Judy Mastraccio. All right. Judy congratulations. Also Judy, please email [support@jameswedmore.com](mailto:support@jameswedmore.com) so we can expedite the shipping process. We'll know where to ship the book to you. Awesome guys. So, thank you again you guys for joining us on the call. Congratulations to our winners Al and Judy. Congratulations on everyone for taking action. We're halfway through this. A lot of you guys have already hired people. You're already outsourcing. It feels great. Keep it up. Keep it going. Next week, we're going to go deeper talking a lot about how to get efficient and systematized with communication process so this becomes a long-term habit for you and your business. Letting go of a lot of things. This is where it gets really cool and I'm excited to share some tools, resources, tip and tricks with you guys. So, see you in just a few days. On Wednesday we have a ton more to go over. In the meantime, hang out in the Google group or the Facebook group, excuse me, and support and share with other people, your progress and I'll see you on Wednesday. Thank you everyone. Have a good night.

[End of transcription 01:19:29]