OUTSOURCING
CHEAT SHEET

10 Tasks You Can Outsource Today And Where To Outsource

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The Basics of Outsourcing

Entrepreneurs and business owners often lack specific skills when it comes to performing certain tasks which are crucial for their business. This becomes a dilemma which must be addressed accordingly. To resolve this issue, these professionals often turn to outsourcing.

Outsourcing is the process wherein a certain company uses the services of another professional or service provider to carry out certain tasks. Although these tasks can be performed by hiring an in house employee, there are several advantages that are associated with outsourcing particularly within the financial aspect. Outsourcing solves the company's internal and external needs when it comes to carrying out certain tasks.

Outsourcing was basically started out by large manufacturers. During those times, they contracted other companies to provide them with their needed materials to create the products which they are offering.

Great examples are car manufacturers. They hire an outside company to supply them with the parts needed for the air conditioning unit, sunroofs as well as sound systems for the automobiles which they are manufacturing. In some instances, they even contract an offshore company to help them with this type of concern.

During the past years, there has been a big shift when it comes to outsourcing. Several companies started to hire outside vendors who are offering their expertise and professional services.

Furthermore, there are several reasons why you should outsource.

1. It helps save money. This is one of the main reasons why several companies these days are engaging in outsourcing. Professionals and agencies offering outsourcing services offer their expertise for a much less. Furthermore, in case your in house employees do not possess the skills required for your needed task, outsourcing will no longer require you to hire new employees. Thus, you will be able to tremendously reduce recruitment and operational costs.

2. Another reason why you should outsource these tasks is that highly trained professionals will be handling your required tasks. They possess the needed expertise, equipment and applications needed to carry out your needed task. Therefore, the turnaround time for the delivery of the work results are much faster.

3. In addition to the above mentioned reasons, you will also be able to concentrate on the core processes and other company needs which require your full attention. Every entrepreneur or business owner has limited time. Through outsourcing, you will be able to commit your time to other more important things rather than being distracted or having your time consumed doing tasks which can be done by other professionals at a much lesser cost.

The following are the most common tasks which can be outsourced as well as the specific sites where you can obtain these services. All these information will provide you with a better view about outsourcing. If you are

an online entrepreneur or online business owner, you will be able to fully grasp the various tasks which you can outsource. You can choose from the listed websites which are offering these specialized work and expertise.

Graphics Design

Designing computer generated imagery is a combination of both skills in manipulating graphics editing software and a good taste for style. It's not a simple task to carry out which is why the population of graphics designers is fewer compared to others specializing in different tasks.

In the United States, and elsewhere in the world, graphics design is much needed to enhance media quality and attract consumers. On the other hand, the strict population of these people who are skilled in manipulating computer graphics and the rates of hiring them has made way to the outsource of this particular field.

Job outsourcing has been a major economic booster within the past couple of years. Companies have been able to find the output that they need from the right type of people. However, there are people who are wondering why the slots for these tasks need to be filled by some person in another continent. There are two main reasons as to why the task of designing computer generated graphics is outsourced worldwide.

First off, the company that would hire people from different parts of the world would mean they would cut the costs down by up to 75%. For instance, a flourishing business in the U.S. hires people all over India and the Philippines. Now, these two countries are major players when it comes to outsourced jobs.

The first benefit a company that outsources graphics design tasks would be the lesser cost for production. Say for example, a company in the use pays $500 dollars to produce a set of images that they would later on use for their campaigns, ads, and web content. Now, that $500 dollar content would earn or can be resold to almost 5 times the original cost for production. It's a huge leap for the business as well as they provided jobs from people all over the world.

Another benefit would be the massive number of applicants. Task outsourcing has been gladly embraced by different companies all over the world and its spread across the whole internet.

Almost anyone who has access to the internet knows about it which mean the probabilities of getting hundreds of applicants for one simple task aren't impossible. Here are some examples of outsourcing websites that offer graphic designs:

- **crowdspring.com** – the website offers risk-free ways of providing top notch graphics design services from their thousands of designers.

- **designcrowd.com** – with over 40 categories to choose from, this website offers nothing but the best when it comes to designing graphics.

- **microsourcing.com** – this Philippine based outsourcing company creates a brand new experience for their clients and easily captures their trust by ensuring top quality output.

- **99designs.com** – with tons of design categories this site offer brilliant designs for their skilled designers worldwide.

These websites are among the few of the thousands that you could find on the internet. All of the above mentioned websites offer membership to anyone for them to get started and get jobs particularly in the field of graphical design. The beauty in this scheme is that the company looking to hire people can browse through a pool of applicants which they can sort out the best from the best.

Conveniently, these outsourcing websites also provide higher chances for employees of getting hired due to their renowned status of delivering workers to different employers all over the globe. Outsourcing graphics design isn't a thing that a needing company would want to miss out. It simply provides the output that a company needs as well as getting them for a far lesser price.

Content and Article Writing

Content is an aspect of any website that should be given importance and attention. It is pretty obvious that consumers prefer websites which offer high quality content. However, it is also a fact that you have so many things to do every day and you will most likely not have enough time to write your own content much less produce it on a regular basis.

Content creation requires time for research and for the actual writing too. The best solution would be to outsource your content creation and article writing needs. There are several reasons why you should outsource this type of task. Some of those reasons are provided below:

- There are several outsourcing companies who are offering top notch content creation and article writing services. These companies have countless writers who in turn have their own field of expertise. You will not have a hard time finding someone who is an expert on the content which you want to be created. By outsourcing your writing tasks, you can take advantage of other professionals' writing expertise which your in house employees may not have.

- By outsourcing your writing tasks, you will be able to save a lot of time. Instead of spending your hours researching and writing content, you will be able to focus on other important company processes. You will be able to complete other important tasks while having somebody

else do the content creation for you. Also, the professionals who are offering this type of service can finish an article or web content in a relatively short period of time.

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With these reasons in mind, you may wonder where you can outsource this type of work. There are several websites offering content writing services. Provided below are the best rated websites which offer this type of service.

- **Iwriter** - This website offers great article writing service. Several entrepreneurs are using this particular service because of its cost as well as the quality of the written content which their writers provide. You can also provide the writer with a rating ranging from 1 to 5 stars, with 5 as the best or highest. You are given two options when having an article written, you can either request a specific writer to do it for you or have the writing task open to all writers who have different levels of rating. Once the content has been submitted to you, you can approve or reject it. One good thing about this service is that you will not be obliged to pay for the article which has a subpar quality. You can simply reject the submitted content and another writer can do it for you.

- **Textbroker** – If you are in need of content, then text broker is one of those article writing service providers which you have to consider. You can have unique content written only for you and in accordance to your specification. All content created by their writers are guaranteed to be 100% original and extensively screened through

copy scape. This website has several professional writers who can help you with your needed writing task. You can obtain their writing services at reasonable prices.

- **Elance** – If you are in need of a one time writing service, then elance.com is the best place to go. You can pay a one-time fee for just one or occasional writing task. You can choose from their huge selection of writing services such as article writing, web content creation, writing for blogs, e-book writing, copy writing, technical writing, ghost writing and a whole lot more.

- **Need An Article** – You will no longer have to consume all of your time trying to find excellent writers because needanarticle.com is the best website where you can obtain writers who specializes in various fields of content writing. Some of the services include press releases, e-book writing, creative writing, business writing, blog writing and a lot more. For an affordable fee each month, you can get access to their professional writing services. If you wish to try their services first, you can do so by ordering articles as a non-member. Your needed content will be returned to you within 2-4 days. However, if you wish to save money, then you may want to sign up as a member.

- **Odesk** – If you wish to work with an outsourcing company which has an established reputation, odesk.com is definitely one of the best when it comes to outsourcing your content writing needs. They have a huge list of ready workers with various skills and different

specializations. You simply have to sign up for a free account and start posting your article writing job. You can post a writing task which you can pay for on a per hour basis. This is quite ideal since the writer would have to log in to a tracking system to make sure that the writer is actually working. This guarantees that you get what you are paying for. Another option would be to post jobs on a fixed price. Once you have posted your job, various writers or bidders will be applying to your posted job and you can assess them through their ratings and feedbacks from their previous clients.

Company Logo Creation

One of the most important aspects of establishing a successful and flourishing company is the company logo. This aspect defines the first impression which your target customers will have with regards to your company.

Through your company logo, you will be able to convey your desired information about your business through the use of minimal symbols, text and design. What used to be explained extensively can now be expressed and showcased to your customers in a much simpler yet very effective manner. You will be able to communicate to your clients regarding what your company is all about through the use of visual and sometimes auditory representation.

Your company logo will mold how your clients will think and feel about your business. Through company logo creation, you will be able to establish a better brand for your company. This is one aspect that should always be given priority by every business owner. T

Here are several outsourcing sites which can help you out with this aspect. Some of the best ones are provided below:

- **99Designs** – If you are looking for a website which is comprised of a community of highly trained and experienced designers, 99designs.com should be your first choice. This website houses more

than 230,000 designers all over the globe. You can choose from 3 different packages and all these packages come with a 100% money back guarantee. This guarantees you that if in case you are not satisfied with any of the submitted logos, then you can have your money back. You will be creating a design contest and include the cost which you are willing to pay for the logo that you need. The expert designers on this site will then compete to finish your required task the best that they can.

- **Logo Design Studio** - This site offers top notch logo design along with ecommerce and website designing expert services. Within 48 hours, their best logo designers will be able to create at least 2 logo concepts which they will be presenting to you. They offer their logo design services at a very affordable price plus the fact that you can ask them to revise the submitted logos up until you are completely satisfied with the outcome and this means that they are featuring unlimited revisions as well as a 100% money back guarantee.

- **Logo Design Best** - You can choose from 4 different logo design packages. Their basic package offers 2 logo design plus 2 revisions. Also, if you are still on the point of starting up your online company and you would like to have your website created by professionals, you can choose their logo and web bundle package. This company also offers 100% money back guarantee but make sure that you fully understand their terms and conditions.

- **Elance** – If you are searching for excellent and highly rated logo design professionals, then you have to start thinking about elance.com. Their contractors and freelancers come from all over the world. All you have to do is post on the site that you need to have your company logo created. After doing so, you can either wait for contractor proposals bidding for your project or you can also invite highly rated logo designers on the site to review your job posting.

Web Design and Development

Web design and development includes several competencies in terms of the production and maintenance of a website. This can be a grueling type of work especially with the high level of competition on the online market nowadays. This type of work requires training and expertise to make sure that the website created stands out from the rest. The maintenance needed must also be done by a professional to make sure that it lives up to the standards of your customers both potential and existing ones.

This process also requires you to shell out some of your finances. If you outsource this work, you and your company will be able to save up to 50% of your finances which should have been intended for this type of task done in-house. Also, you no longer to stress yourself in learning the various skills required to create and manage your website because professionals in this field will be taking care of this for you.

Here are a few of the most sought after outsourcing sites simply because they are affordable and they provide premiere quality services.

- **Guru.com** - Finding excellent and talented web designer and developer is made easy with Guru.com. They have been noted and rated by several clients as a website which provides great website design. This website has more than 400,000 freelancers and several of which specializes in web design. You are given full control over your project as if you were managing your very own in-house

employees. You can identify your milestones as well as your needed tasks and be able to communicate with your hired professional web designer and developer.

- **Odesk.com** – Odesk.com, as usual, enters the screen when it comes to web design and development. This outsourcing website has countless ready to work professionals who can take on your desired web design and development project. You can post your job by signing up for a free account. Define your price which can either be a fixed price or on hourly pay. You simply have to pay a minimal fee for this sign on top of the payment which will be given to your hired professional.

- **Freelancer.com** - Freelancer.com is known to be one of the World's largest outsourcing marketplaces. You can find several professionals who are experienced in various fields. This site is also highly rated when it comes to providing professional web designs and developers aside from that you can have your project completed for just a minimal amount.

- **Fiverr.com** - In this online marketplace wherein professional services are being offered, you can have your website designed and developed for as low as $5. All you need to do is find the type of service or referred by this site as "gigs" and pay for the delivered work. Aside from web design and development services, you are also offered various other professional services such as online marketing, writing and translation, advertising and many more.

Search Engine Optimization

Search Engine Optimization is one critical aspect to consider if you want to have a thriving online business. This aspect too is not an exception when it comes to outsourcing. You are provided with several choices when it comes to outsourcing this type of task.

SEO or Search engine optimization entails several micro processes which are all vital in order for your website to receive an excellent volume of internet traffic. These processes include in depth analysis of competition within your chosen industry, keyword research, and optimization of titles, tags and descriptions as well as writing content which are all SEO Friendly.

Here are a few of the best sites where you can outsource your SEO projects.

- **Iprospect** – It is an agency known for its online marketing and SEO services. This agency will help you increase your ROI or Return of Investments by driving traffic to your website. They make this happen by providing you implementing only the best and the most effective SEO techniques to make sure that your website ranks first on search engine results.

- **Webimax** – This Company has been continuously included on the list of the top SEO companies. They have more than 100 professionals who are trained, seasoned and seasoned when it comes to the best

SEO strategies. Several businesses have provided high ratings for this company. They are known to provide great results by increasing their client's online visibility and success of the company as a whole through their SEO techniques.

- **Odesk.com** – If you wish to hire only one individual to carry out a specific SEO task for your company, you should try out odesk.com. You can hire an SEO expert on a per project basis. You can post your project and wait for bidders. You can pay the hired freelancer per hour or a one-time fee. Another great thing about this is that, Odesk provides their own tracking tool to make sure that your hired freelancer is doing their work as agreed.

VA and Administrative Tasks

There are a lot of things that needs to be done when it comes to managing a company. You are given so little time every day and it would seem like a 24 hour period is never enough to get all your needed tasks done in an instant.

With the help of a virtual assistant, you will be able to make use of your time on more important things which need your full attention. These professionals are experienced when it comes to various administrative tasks. They will act as your remote business partner who can handle various tasks like marketing, sales, management, receiving phone calls and many more. Aside from that, you will get to save a hefty amount of money as opposed to hiring an in house personal secretary.

Provided below is a list of places or sites where you can find your ideal Virtual Assistant.

- **Onlinejobs.ph** – If you are searching to hire a long term virtual assistant, then you should definitely check out this website. All you have to do is place your job advert and you will receive applications from thousands of prospective Virtual Assistants. You can also filter the job seekers based on your own specifications. You will get to check their skills and competencies and assess if they are a perfect fit for the job.

- **Craigslist** – This is one popular site where you can post a free ad under "gigs" when trying to find a virtual assistant. All you have to do is create a brief yet concise description of what you are looking for and the various tasks which need to be done. Be wary of the responses which you are going to receive. Also, make sure that you screen all the applicants thoroughly.

- **Virtual Assistants** – Virtualassistants.com offers you to choose if you would like to have a freelancer, off-site worker, contractor and virtual work. They have Virtual assistants which specialize in Transcription, technical work like programming and web designs, customer service representatives and many more.

- **Elance** – Elance.com gives you the opportunity to find your ideal Virtual assistant. All you have to do is create an account through registration and post your project. This site also offers time tracking tool to monitor if your hired Virtual assistant is working as agreed. Also, you will be able to save a lot of cash if you outsource this type of task.

Customer Support Services

During these times of economic difficulties, managing your own customer service team can be very expensive. However, if you decide to outsource this specific task, you will be able to hold down your expenses to a minimum because the labor costs are way cheaper.

If you have already established your company, there will always be a need to deal with your customers' concern, queries and complaints. This can either be done via email, chat or phone calls. The point is, you need to have someone to handle these types of tasks for you. When compared to having your own in-house customer services team, outsourcing this job will be less stressful.

Why? The reasons include the following: You will no longer have to train new employees because there are professionals who are well adept and skilled when it comes to customer service. Most of them have an extensive background either in taking calls, handling customers and the like. Some of them may have worked previously as a call center agent. This saves you the hassle of spending several weeks for training as well as providing various training materials. With professionals, you can simply teach them about your company processes, rules, terms and conditions as well as policies when it comes to your offered products and services.

Here are some sites where you can outsource customer services tasks.

- **Remotestaff.com** – This site has more than 80,000 job seekers who are thoroughly screened and interviewed. You will be provided with a list of available candidates and you are guaranteed that this particular list is up to date. To help you decide in choosing the right candidate, you can refer to the evaluation notes which are given by their recruitment group. You will only find full time and part time job seekers on this site and absolutely no freelancers. This means that once you hire a candidate, you will no longer have problems because they will be working for you as long as you are satisfied with their services.

- **Flexjobs.com** – At flexjobs you are guaranteed to be working with online professionals who have been vouched and pre-screened. Finding the right professional who can provide you with outstanding customer support services has never been this easy.

- **Onlinejobs.ph** – This site also has jobseekers that are on the lookout for customer support jobs. Most of them have prior experiences when it comes to this field. You simply have to post your job advert online and wait for applicants to send you their application letter or you can also invite certain job seekers who you think are fitted for the task.

Telemarketing

Basically, telemarketing is marketing your products or services over the phone instead of a face to face interaction. The calls made are referred to as "cold calls" which simply implies that the receiver of the call does not know they will be contacted. When it comes to managing a company, it is expected that you will be bombarded with various tasks and company concerns on a daily basis. With this taken into account, it is not only unusual for you to no longer have enough time to handle making cold calls.

By outsourcing this type of task, you will be able to save a lot of your resources, time and energy. Remember, you do not have to deal with everything by yourself. Several companies are now hiring third party teams or professionals either on a contractual or long term basis to carry out this specific line of work. By outsourcing, you no longer have to hire new in house employees. Needless to say, you will also be spared from monitoring each of your employees and training them since your outsourced professional will have the needed skills for this type of job.

Here are a few of the sites where you can hire professional telemarketers:

- **Talk2Rep.com** – This is referred to by many as the leading call center and provider of contact services. Their services also include telemarketing. Several large companies and organizations have been using their services for a very long time.

- **Monster.com** – This site is among the most popular online job sites. You can create your job posting related to your need to hire a professional telemarketer. With over 90 million resumes submitted from professionals all over the world, you will definitely find your ideal telemarketer.

- **Odesk.com** – This outsourcing job site has countless ready to work professionals, telemarketers included. You can simply post your project and provide a brief description

- **Guru.com** – This site has more than 4,000 experienced and ready to work telemarketers. You will be able to find affordable freelancers easily and effortlessly. Additionally, you can post your projects for free.

Software Development

Software development refers to the creation of new software programs. A team, individual or company would be responsible for this kind of task. There are a lot of processes involved in this type of task. These processes include the needs to create the software, plan development for its creation, knowledge in creating codes and the ability and the resources to test for bugs before you can actually launch the software.

This particular task would require skills, technical know-how and resources. Instead of taking various training sessions which will cost you time and money, why not outsource this task and check out online job sites.

Here are some of those websites:

- **Freelancer.com** – If you need help when it comes to software development, you can search freelancer.com for the right online jobseeker that will provide you with outstanding services.

- **Mircrosourcing.com** – This site currently has a large group of .net, java and c++ programmers who are highly experienced, seasoned and experienced when it comes to software development. Professionals specializing on this field can be provided for you at a fixed rate per hour.

- **Accelerance** – Accelerance.com is known to provide certified offshore software developers to any client who needs this type of service. This site will help you to quickly find a professional who will be dealing with your software development needs in a shorter amount of time rather trying to find it all by yourself which can take months when it comes to finding the ideal one.

E-mail Marketing

One form of online marketing that never seems to go out of date is commerce through e-mails or as we know it, e-mail marketing. The process starts as drafts as the company tries to formulate means of e-mail content that people would actually read. One problem that companies normally face is keeping up with the competition. E-mail marketing is constantly evolving which means the faster you adapt the more money you would make.

The task of creating e-mail content and replying to customers is a hefty task that requires a lot of patience and skills on handling customers. Companies usually outsource the task of e-mail marketing due to the huge number of clients, the required man hours to complete the tasks, and the quality of output. Surely, some sort of automatic e-mail sending and response software is available over the internet but the thing is that it does not match the quality and realistic factor that only human workers can produce.

Why outsource your e-mail marketing and why not just do it in-house? As a company progresses, the number of prospect clients also grow. As we know, the internet is literally an access to the whole world which easily gives you hint of how much work needs to be done.

There are a lot of reasons why companies preferably outsource e-mail marketing. One of these reasons and the primary one is the budget. To make money, you need to spend money. Now, the least money a company shells out the lesser the gain. This is one common problem among doing the tasks of e-mail marketing in house. More manpower means more money to spend. Unlike in-house production, outsourcing e-mail marketing is simply paying just a parcel but gaining a substantial amount. Outsourcing also reduces the amount of man hours which greatly impacts the company. Here are some of the example e-mail marketing outsourcing websites that you could find over the internet:

- informz.com – this website specializes in e-mail content creation which they proudly state that they are experts in. This website displays the full functionality of e-mail marketing for a reasonable price.

- alchemyworx.com – while other websites focus on sending quality e-mail to the masses, this one in particular has their eyes on the actual customers making it a more potent means of outsourced e-mail marketing.

- mailup.com – like other outsourced e-mail marketing websites, this one offer a wide list of live customer e-mails which greatly improves the host company's profile and reach.

E-mail marketing has already proven itself throughout the years with the help of outsourcing. Gradually, outsourcing has become a huge part and an essential one in the line of marketing e-mails and providing returns on company investments. Effective, efficient, and reliable, that's the edge of outsourced e-mail marketing compared to other traditional means. It has simply taken the market by storm and it's quite evident that outsourcing will be in the trend for a very long time to come.

Take Away

There are several online jobs and outsourcing sites where you can find professionals who can provide you with the specific services that you need. However, finding the right and legitimate outsourcing site can be quite daunting if you do not have a pretty good background as to what sites to go to. It is very important that you find a legitimate outsourcing site.

Be vigilant not only with this but also when it comes to hiring freelancers, full time or part time online workers. Take time to review the feedbacks provided by their previous clients because they will help you gauge the quality of the services which they provide as well as their efficiency in doing the tasks which were assigned to them.

Through outsourcing, you will be able to use your time on more important tasks by outsourcing some processes which are much needed by your company.

Try outsourcing now and enjoy the various benefits which it provides.