How to
OUTSOURCE
Product Creation
Without Getting Ripped Off

How To Outsource
Product Creation
Without Getting Ripped Off!

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Outsourcing: A Dream Come True… or a Nightmare?

Quick: What do you think of when you hear the word "outsourcing?"

If you're like many serious business people, you imagine **turning your work over to a capable freelancer, which frees you up to focus on what's most important in your business** – *making money* - while your freelancer takes care of those mundane details like product creation.

When you outsource your projects the RIGHT way, completing any project is a breeze.

You find a freelancer, hand over your project, and the freelancer creates the exact product you have in mind. Whether you're creating software, ebooks, audio books (or any other sort of product,) competent, *reliable outsourcing is every entrepreneur's dream.*

But it doesn't always work out that way.

Outsourcing your product creation can just as easily turn into a nightmare.

Stories abound of freelancers ripping people off: From copying other people's work to submitting poor-quality work to simply running off with the money and never completing the work at all.

You can easily get burned outsourcing your product creation. You can have your credibility ruined. Lawsuits can be brought against you. Shady freelancers can bankrupt you.

Worse yet, this sort of stuff happens even when you hire the best freelancers…

But it won't happen to you.

As long as you read this ebook and use this information to your advantage, you can drastically slash your chances of ever getting ripped off by unscrupulous or lazy freelancers.

> **INSIDER TIP:** For some marketers, outsourcing is always a dream since they can turn the work over to someone else. Yet other marketers prefer a more "hands-on" approach to product creation.
>
> That means they create the product themselves and outsource things like editing, copywriting, web design, and customer service.
>
> If you prefer the hands-on approach, this ebook is for you too. Everything you're about to discover about outsourcing applies whether you're hiring a freelancer for product creation, customer service, or almost anything else.
>
> If you prefer to do your product creation yourself, here are two great resources:

1. Here's a tell-all guide that reveals everything you need to know about writing your own ebook. Yes, you CAN write your own ebook! Check this link.

2. If you don't want to create your own ebook from scratch, you can save a lot of time and money by using public domain content. Of course, if you don't know how to use public domain content correctly, you could find yourself with many legal problems.

But don't let that scare you. Use the link below to get your hands on "The Essential Guide to Public Domain Profits," and you can say "good-bye" to stress and "hello" to massive profits! Go here.

Is Outsourcing Right for You? As touched on a moment ago, outsourcing can be a dream come true for entrepreneurs like you… but it's not for everyone. Sometimes, it's a personal decision to hire freelancers, and sometimes, it's a financial decision… but rarely is it a decision to be taken lightly.

Fortunately, you don't have to make this important decision yourself. Turn to a well-known expert for help: John Delavera. Whether you need help deciding on whether to hire freelancers, you'd like an expert's advice on what niche to target, or you need expert marketing guidance to help you market the product you create… John's standing by to help you. See what he can do for your bottom line by visiting this link:

Turbo Class 01

Now let's get started talking about how to find a good freelancer…

Where to Find Good Freelancers

You're about to discover several places where you can find almost any kind of freelancer you need. But a word of warning - this is just the first step.

All of these places are home to both good and bad freelancers. **Just a bit later, you'll learn how to figure out which ones care about your success...** and which ones are out to rip you off.

Use Search Engines

Your search can begin in Google, Yahoo, MSN, or your favorite search engine. Simply search for the type of freelancer you're looking to hire, such as "*ghostwriter*" or "*programmer*." If your search results are unsatisfactory, try searching for something like "*freelance writer*" or "*freelance programmer*."

Searching on a variety of terms will likely turn up plenty of sites for you to review.

Not only will you find plenty of sites to choose from in the organic (regular) search engine results, you'll also find your freelancers listed in the sponsored ads. These are the paid listings that appear alongside the regular search engine results, as well as at the top and bottom of the page.

When you're researching something online, you can usually find what you need in a page or two of search engine results. You may get lucky and find the exact freelancer you want in these top listings.

However, keep this in mind: Those freelancers at the top of the search engine results aren't necessarily better at their jobs. Your perfect freelancer might be hiding on page ten or twenty.

You see, making it to the top of the search engine results is a function of how well the person knows how to optimize his/her site for the search engines… but it's no indication of how well the person can write, program, do a voice over, or any other sort of product creation.

As such, feel free to research freelancers beyond the first few pages of the search engine results.

NOTE: In addition to looking for the exact type of freelancer you want, you may also search for more general terms like "freelancers" or "freelance directories" (and similar.) This will bring up a wide variety of freelancing sites, classified sites with freelancing sections, and the like.

Talk to Your Colleagues

One of the best places to find freelancers is through your colleagues.

Since finding a good freelancer is a daunting task, you can make it considerably easier by starting with recommendations from others who are using freelancers.

Sometimes, your colleagues may not know someone specifically, but they might "know someone who knows someone" who can help you.

If you're a member of a business-related group or club (like the Chamber of Commerce of a mastermind group,) start there. You may get lucky and even find a local freelancer who meets your needs (sometimes it's easier to discuss a project face-to-face as opposed to talking to someone half-way around the world.)

Another place you should look for freelancers offline is at your local university. There are plenty of very talented college students who are looking to bring in extra money. You may consider posting an ad on the student union bulletin board or placing a classified ad in the student newspaper.

For direct referrals, talk to professors in related fields to see if they can specifically recommend any of their students for the job.

For example, talk to the English department when you're seeking out ghostwriters or talk to the computer science department professors if you need someone to create a script.

INSIDER TIP #1: One of the main advantages of hiring college students is that you can usually get the work done well and inexpensively. However, keep in mind too that students lead very busy lives – as such, you may not get your project completed as quickly as if you had hired a full-time freelancer.

INSIDER TIP #2: Sometimes, if you develop relationships with computer science professors, you can get your programming projects done at a nominal cost. That's because the professor may be open to completing your programming job as a "class assignment."

However, this usually means that the project will take at least a semester to complete, if not more. If you aren't in any hurry – and if you know some professors on campus – this may be a way for you to cut costs on your big projects. You may even get it done for free!

INSIDER TIP #3: Yes, you may even find a high school student willing to work on your project if it's not too complex or time-consuming. Visit your local high school office to discuss how you can advertise your job at the school. Chances are, one of the teachers will be able to make a reference.

Finally, if you can't find anyone suitable while looking offline, then look online. Talk to your joint-venture partners. Ask around on business forums. If you have a business-related mailing list, email your list to ask them if they can recommend anyone.

Post Your Job Requests

If you can't get a direct referral from someone you trust, then you may have to post your job on one or more of the bigger freelance sites.

The most well-known site is Elance.com. Other sites you may want to consider include places like RentACoder.com (best for your programming needs; but not limited with it,) ScriptLance.com, Guru.com, GetAFreelancer.com, and GetACoder.com

The advantage of using these types of sites is that many of them hold your payment in escrow. That protects both you and the freelancer.

The freelancer doesn't begin the job until you've made the payment into the escrow account and he or she doesn't get the money until the job is complete.

However, even when the money exchange is smooth, you can still be ripped off. *For example,* you may have a writer plagiarize someone else's work – if you make the work public, you could easily run into a copyright lawsuit and be sued for damages.

Another example: **Even if a programmer, writer, or other freelancer gives you original work, he may turn around a few weeks from now and sell that same work to someone else.** That means you won't be selling an exclusive product.

Here, too, freelance sites like Elance.com have a built-in advantage: You can read a freelancer's feedback rating before hiring them.

Someone with a long-standing history on the site and a good number of successful projects is unlikely to destroy their reputation over one project.

Still, it can and does happen -- and the true scam artists simply come back under a new name. (*Later in this ebook, you'll discover how to further decrease your chances of getting ripped off by a freelancer who initially looks good.*)

> **TIP:** Most of these freelance sites require you to post a job, at which time, the freelancers then bid on your project. To make sure you get the most qualified people bidding, be sure to give as much detail about your project as possible.
>
> For example, if you want a book written, list the word range that you're looking for. Don't list pages, as some freelancers consider 250 words to be "one page," whereas other freelancers consider 500 words to be one page… big difference! But when you list word count, there isn't any confusion.

Another place to post your job requests is in your local newspaper. As mentioned before, your local university student paper is another good source for freelancers, along with bulletin boards at the college and other places students might hang out (e.g., at a Laundromat near the university.)

If you have a larger project, you may consider talking to the temporary worker agencies in your area (these are agencies that place skilled workers in part-time jobs.) If you live in a larger metropolitan area, there may be freelance agencies (especially for writers) who take on large projects.

Finally, you may also consider some of the more popular online classified sites like CraigsList.org. CraigsList is organized according to category (e.g., such as web design) and by geographic location. Once again, that gives you the opportunity to work with someone who's local or at least living in the same region as you.

> **TIP:** While CraigsList prefers that you post local ads, you can also post ads in other cities since you're likely looking for a remote freelancer. Read their terms of service before posting ads – posting is free, but the community does keep their eyes out for suspected spam and other questionable posts.

Post on Business Forums

If you don't have a trusted colleague that can offer a personal recommendation to you for a freelancer, another idea is to visit the more popular business forums.

Many of the people on this forum regularly use freelancers so they will likely be able to happily recommend someone to you.

In addition, many freelancers also visit business and marketing forums, so if you post a thread seeking a freelancer, you'll likely even have the freelancers themselves stepping forward to contact you.

One word of caution, however. Just as with anywhere else, even good business forums count scammers and unscrupulous freelancers among their members.

While it's less likely that someone is going to knowingly recommend a poor freelancer to you, you may find a few of the shadier freelancers contacting you privately. Indeed, many of these shadier freelancers troll message boards regularly looking for opportunities to scam others.

So how can you protect yourself?

First off, if a forum member is making a recommendation to you, check that member's history on the forum. Someone who's been on the forum a long time and built up a good reputation isn't likely to throw it all away by referring you to a scammer.

If the person giving you the recommendation seems to be fairly new on the forum with very few posts, proceed cautiously. Sometimes, scammers "shill" for themselves. That means they set up multiple forum accounts and recommend themselves in different threads.

Another thing to be wary of is if one person raves about a certain freelancer and none of the other forum regulars step forward to also endorse the person. This isn't usually a problem, as of course, not every forum member has experience with every freelancer. And for that matter, not every forum regular reads every thread. But if you see this clue alongside other red flags, then proceed cautiously.

When you get a recommendation from a forum regular, it usually tends to be a recommendation for another forum member. This is good – and in fact, you may mention in your forum post that you prefer people referring other forum members to you.

The reason this is beneficial to you is two-fold.

First, other forum members have a history on the forum. You can quickly and easily search their profile to discover when they joined the forum, how often they post, as well as the quality of their postings.

Second, members with a long history on a particular forum aren't likely to ruin their good reputations. As such, if you choose a freelancer with an established forum history, you're likely to have a good outsourcing experience.

So where can you find good business forums?

Naturally, you can search online for business and marketing forums if you'd like to visit several.

However, three of the best forums include the WarriorForum.com (members tend to be serious online marketers,) WAHM.com (this is a work-at-home mom site.) and of course TurboCommunity.com. In all cases, you'll likely find freelancers on the forums willing to help you.

How to Spot a Good Freelancer

Finding a freelancer to take on your project is easy. **Finding a GOOD freelancer is another matter.**

Indeed, this section of the ebook is perhaps the most important part of the whole book as you'll discover the right way to do your due diligence and research.

Now you may look at the following steps and think that it all sounds like a lot of work. This is especially true if you already have a product mapped out and you'd just like to get started.

But slow down and take your time.

The time you spend upfront doing the research will pay you back many times over in the future (e.g., you'll save thousands of dollars when you give your money to good freelancers as opposed to con artists.)

Here's how to do your due diligence on a potential freelancer…

Check Samples

Before you do anything else, check the freelancer's portfolio for samples. If he doesn't have a portfolio online, then ask for him to send you a few samples.

The reason this should be your first step is because you don't want to do all the work of researching a freelancer… only to find out you don't

like the quality or style of his work. It's best to find out first if you like his work and then find out if he has a good and professional reputation.

Check Testimonials and Endorsements

Most freelancers also post testimonials from satisfied customers on their websites, or they make them available upon request. You should follow up with at least a few of these people to confirm that they would still do business with the freelancer.

If all of the testimonials only include a name and city with no way to contact the person giving the testimonial, consider that a red flag and proceed cautiously. Likewise, if all the contact information for these clients are Yahoo, Hotmail, Gmail, or other free (throwaway) emails, be cautious. The freelancer or his shills may be the person behind these emails.

While the vast majority of freelancers don't have many high-profile clients, consider it a good sign if they do. Someone who's well-known in a particular niche isn't likely to risk their own reputation providing a testimonial for someone they don't completely trust. However, as usual, you may want to consider following up with the endorser to see if his or her feelings have changed.

Check Feedback Where Applicable

This tip was mentioned in the previous section, but it's worth repeating: **Check the service provider's feedback rating** if he is a member of freelance sites like Elance.com, RentACoder.com and similar.

In addition, if he is a member of a forum, check his forum and posting history to get a feel for his reputation.

> **TIP:** If you happen to know the service provider's username on other sites like eBay or Amazon, check his feedback on those sites as well. Even if his Elance record looks good, consider it a red flag and a mark on his character if he has a bad record elsewhere.

Research the Freelancer's Website

Not every freelancer has a website, especially if he/she operates mainly out of places like Elance.com. However, those who do have websites give you an opportunity to do a little extra research into their backgrounds.

Your first stop is to check out BetterWhoIs.com and enter their domain name.

Even if their contact information is hidden by an anonymous proxy, you can still see when they registered the domain name.

If the person purports to have been online for years as a freelancer, but the site was recently registered, it *could* be a red flag. In and of itself, however, it's not a red flag. And that's because the freelancer may have indeed been online for many years, but perhaps used different domain names.

As such, don't consider it a red flag unless you see a pattern of red flags and suspicious activity that don't quite add up.

If his/her contact information isn't hidden or anonymous (by proxy,) see if it's similar to the contact information they list on his/her site. *For example*, the freelancer might say his name is "Dave" and that he lives in the United States, but the contact information might be a foreign name.

This sort of contradictory information should raise a red flag, but once again, it should not be given too much weight since there are good explanations for this. *For example*, the person may have registered the domain with a web host that registers the name using their contact information. Or the freelancer's business partner who lives in another country may have registered the domain.

In short: Don't consider it a red flag unless it turns up alongside other potential red flags.

The next thing you can do to research the freelancer's past is to visit Archive.org and enter his/her domain name. Archive.org (AKA the

"*Way Back Machine*") allows you to research the revisions a website has gone through over the years.

> **NOTE:** Not all websites are listed in the "Way Back Machine," and you shouldn't infer anything about the freelancer or the site if it's not included. Usually it means that he/she has included tags on his/her website instructing the search engine robots to not crawl or index the site.

If the site is listed, then you can see how it's evolved since its inception. Most likely, you'll just find a site that's changed for the better over time (e.g. better graphics, better web copy, better samples listed in the portfolio, etc.)

However, from time to time, you may find items that should send up red flags. For example, you may discover that the freelancer has "tweaked" a person's testimonial. Or you may find bold claims on the site that no longer exist (e.g., perhaps a year ago they claimed to have over 2500 satisfied customers… and yet presently, they claim to have only 300 satisfied customers.)

Again, these sorts of things should be considered in the overall picture – **if you see other red flags alongside this sort of contradictory information, proceed cautiously.**

Google the Freelancer's Online History

Your next step is to go to Google (or your favorite search engine) and search for the freelancer's history.

The most obvious first step is to search the freelancer's name and any variations of his or her name.

For example, if his name is "Michael Smith," then you'd search for that (in quotes,) along with "Mike Smith." Your search will likely turn up his history on forums, on blogs, and on other websites. Check his overall history to see if you see anything suspicious.

> **TIP:** Keep in mind that there may be more than one person with the same name online. Be sure you're researching the correct person.

Next up, **you can search online for any of the freelancer's usernames.**

For example, if he uses a certain username on a forum you frequent, there's a good chance he uses that same username on other forums and sites as well.

Once again, *be aware that many people can have the same username*, so be sure you're only taking into account the history of your freelancer and not someone else.

Next, you should research the freelancer's email address (or multiple email addresses if you know them.) This too will give you an idea of what sort of history the person has online.

For example, imagine finding a potential ghostwriter asking for writing help on a forum just two short months back – that would definitely be a red flag.

Not only are you likely to find forum posts using the freelancer's email address, you're also likely to find other things, such as any posts he's made on classified sites (like CraigsList.)

Finally, **you should enter the freelancer's website into your favorite search engine and see what comes up**. Also, if the freelancer has any products out, search for the names of the products to see what others are saying.

For example, if you see customers complaining about poor customer service with regards to a product, consider it a red flag.

Get Second Opinions on Forums

By this time, you've likely narrowed down your potential freelancers list to a few good freelancers.

If you don't feel entirely comfortable with your choices – or if you just want help further narrowing down the list – then your next step is to get second opinions on forums.

Naturally, you can skip this step if you originally found your freelancer via recommendations on forums.

Basically all you have to do is post on a well-known business or freelance forum, asking members if they've worked with the person you're interested in.

> **A WORD OF CAUTION:** Don't make it sound like you don't trust this person. There's a good chance your potential freelancer reads at this particular forum, so if you come off as a "jerk" on the forum, the freelancer probably won't be interested in working with you, either now or in the future.
>
> For example, saying something like, "Do you think John Doe can be trusted?" is insulting to Mr. Doe. An insulted freelancer may turn you down.
>
> **Instead, be complimentary.** *For example*, say, "I've heard great things about John Doe, and I love his work. Does anyone have any experience working with him?"

As mentioned earlier, don't consider it a bad sign if you don't find anyone who's worked with your potential freelancer.

He or she perhaps doesn't run in the same circles as the forum members, or perhaps he/she hasn't built up a big client list yet.
The only thing you should really be concerned about is if you have multiple people speaking poorly of this freelancer.

If one person has a complaint while others give glowing praise, take it with a grain of salt (as once in a while, a freelancer will be unable to make someone happy – that's just business.)

Check the forum history of those providing feedback and decide for yourself who you can trust.

Test the Freelancer's Customer Service

If everything else turns up good in your research, then one of your last steps is to get in contact with the freelancer for the purposes of **testing his customer service response times and his professionalism**.

Opening a dialogue will also give you a glimpse into the freelancer's personality, which helps you decide if you want to work with him or her.

Freelancers will usually only have a point or two of contact, such as email or a help desk. From time to time, you may have other ways to contact the person, such as by instant messaging or by telephone.

If they have multiple points of contact, choose the one that you feel most comfortable using (and the one you'll most likely use to contact the person once you start working together.)

Chances are, you'll be contacting the person via email. Don't jump to conclusions if the person doesn't contact you in a timely manner, as emails can and do get lost.

If they haven't replied after several days, follow up with a polite email that includes your original email. Or better yet, if they posted a telephone number, then just call them instead.

If the person is using a help desk instead of email, then you do have cause to worry if they don't get back to you in a timely manner. Look on their site as well as in any automated email they send to determine how quickly they seek to answer support emails, along with any indication that they might be on vacation or similar.

If you don't see any reason why they shouldn't be answering their support emails, take it as a potential red flag.

NOTE: Before you hire a freelancer whose only point of contact is email, ask him if there are any other options. This might include a private message on a forum, instant messaging, fax, or phone.

The reason is because email is unpredictable, and it can get lost on both sides (e.g., caught in spam traps and similar.) As such, it's always a good idea to have a backup system of communication that's more reliable… such as those mentioned above.

CAUTION: If the person refuses to use any other mode of communication than email, be cautious. Some people may not like instant messaging or talking on the phone, and that's

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fine. However, you should be able to have another mode of communication like private messaging on a forum.

The reason you should be cautious if the freelancer refuses is because some unscrupulous freelancers use "email problems" as an excuse for not getting their work done.

They'll tell you that they didn't get your email. They'll tell you that, apparently, you didn't get their email. And all of this sounds plausible, because you can't prove nor disprove that an email was sent or received.

As such, having a backup system like private messaging assures both parties that the other can't use "email problems" as an excuse. (And if one of you really does encounter email problems, then you can use the private messaging as a means of communication.)

Final Thoughts: Don't Shop Around Based on Price Alone

While you're compiling your list of potential freelancers, you may be tempted to only include the names of those who are priced very low.

But there's a problem with that: A low price can blind you to little red flags.

Let's face it, the prospect of saving a lot of money is sometimes weighed as a risk of getting ripped off – and since we like to see the good in people, we don't take into consideration that we might be cheated if we deal with someone who is offering a low price.

Scammers know this. They know that if they price their services really low, there's a good chance they can rip a lot of people off very quickly before their unscrupulous activity is detected.

What's more, some scammers offer extremely low prices because they know that the people they rip off will be less likely to report them over a low amount.

Consider this: If a scammer rips someone off for a relatively small amount (like $100,) the person they ripped off likely won't spend months pursuing their money. They'll write it off as a business expense and move on.

That of course is exactly what the scammer is hoping the victim will do. And of course, the scammer's low prices make his/her service quite attractive to begin with, so he/she can rip off plenty of people rather quickly.

So does this mean that you should completely ignore all service providers who are priced significantly below the competition? OF COURSE NOT.

For example, a new freelancer looking to build a portfolio and testimonials may offer a ridiculously low price (if only to avoid offering the services for free in order to build the portfolio.) Of course, this presents its own problem, as the freelancer doesn't have much history for you to research.

The solution? If you're going to take a chance on a freelancer who's new to offering services, choose one who has a history in other places online.

For example, a well-known ghostwriter may start offering voice-over services. If the person has a good ghostwriting reputation, then it's a good bet that he'll offer you a good experience with voice-overs.

Another example: The person may not have previously offered any type of services before, but he has an established history online. Perhaps he's been a long-standing member of a forum (and he has a good reputation,) or he runs a newsletter or blog that's been in existence for a while. Or perhaps this person isn't that well-known, but he has several well-known people that are willing to vouch for him.
In those cases, you may consider taking a chance on a new freelancer offering low prices. But before you do that, read the next section to learn how to fully protect yourself.

How to Test Your Freelancer

Once you've found a good freelancer, you'll likely be anxious to start sending your projects to him or her… so that you can focus on making money. **However, you need to slow down – your due diligence isn't over quite yet.**

You see, before you can fully trust a freelancer and start sending them large projects, you need to ensure that you two will work well together.

For example, you may find that a particular freelancer does good work – but does it his way, as opposed to the way you'd like it done. In other words, he doesn't respect your vision of the product.

Or you may find other problems, such as your communication styles being too different to work well together.

Perhaps you prefer daily progress updates, while the freelancer contacts you upfront to get the project details… and you don't hear from him/her again until you get the finished project in your hands.

If that sort of issue comes up, you'll need to make a decision: Can you live with this different style or not?

If the freelancer produces excellent work that matches your vision, communicates well (just not frequently,) and is always ahead of the deadline… then you need to see if frequent communication is a priority

for you. If not, continue on with this freelancer. If so, find someone whose attitudes about communication match your own.

While the above example refers to communication, it is just an example.

There are any number of issues that may come up that could give you second thoughts about a freelancer. These issues may not necessarily make the person a "bad" freelancer… but rather his work style may not be compatible with yours.

As such, it's a good idea to discover these issues upfront by starting small with the freelancer. Don't start out with a big project or you could lose time and money and end up extremely frustrated.

Here are a few tips to help you test your freelancer with smaller projects before moving on to larger projects:

Hiring Multiple Freelancers for the Same Job

One way to determine which freelancer will do the best job for you is to **hire multiple freelancers for the same job.**

That way, you can directly compare the quality of their work, their professionalism, their communication style, and their ability to deliver on a deadline.

For example, let's suppose you want to outsource the task of creating a 20,000-word ebook on a particular topic. You can hire two or three writers to prepare an outline along with a short chapter or so.

In doing so, **you can see which writer produces the best overall outline for the project and which writer produces the best overall content**. That includes a good understanding of the niche, a good understanding of the topic, good use of the niche's jargon, and so on.

After you've reviewed their work, it should become clear who the best writer for the job is. Hire this person to do the content – and ask them to write using the best outline.

> **NOTE:** Be sure that you pay your writers for all their work. Some writers won't ask for an additional fee for the outline because they assume you're asking for the outline because they've already secured the project (and the outline is part of their research.) That's not fair to the writer if he/she is operating under that assumption (and if he/she later on does not get the project.)
>
> As such, make it clear that that's not the case. Indeed, tell your freelancers that you are simultaneously paying for work from multiple freelancers and that you will choose the best one. Knowing they're in competition with others will likely help bring out their best work.

This strategy does cost you a little more upfront since you are paying for two or perhaps three different outlines and chapters. However, this strategy is well worth the cost because you are assured of getting a finished project that matches your vision.

In that sense, **you are likely saving time and money in the long run** (which might be spent having a different freelancer redo a project that another freelancer created.)

TIP: If you start visiting a lot of freelancer forums, you may see people recommending that you ask for "free samples" from freelancers. For example, you tell a group of freelancers that you want a sample chapter – free of charge -- from each of them on a particular topic, with the best writer then getting to work on the complete project.

But that's not all. What the person does next is ask for each of those freelancers to write a different chapter – meaning he gets his book for free under the guise that one of those writers will get the ghostwriting job.

Plain and simple, that's fraud – and you can likely be brought up on charges if someone uncovers your deception. Not only is this deception fraud, it's also illegal for you to use these writers' works without their permission.

Finally, this method likely won't create a very good end product. That's because professional freelancers who turn out good work won't write out free samples when they have a portfolio full of samples.

As such, you'll likely end up with plagiarized work (opening you up to copyright lawsuits) or very low-quality work.

Based on that, and the fact that it's fraud, please do not ever consider using this method to get work done… no matter how much people on a forum try to convince you that it's perfectly acceptable (it's not – it's illegal AND unethical.)

Make it Easy on Yourself

Hiring multiple freelancers for the same job can get a little overwhelming as you try to keep track of everyone's work. But that's nothing compared to when you start hiring multiple freelancers to work as a team on a large project.

In that case, you might be bringing in multiple writers, graphic artists, web designers, programmers, copywriters, and more.

How do you keep track of everyone without getting frustrated (or going crazy)? Simple: **By using the Turbo Task Manager** at www.turbotaskmanager.com

Now you can manage your entire team quickly and easily… no matter where in the world they're all located!

Building Trust by Starting Small

Even if you use the strategy described above where you hire two or three writers and compare their outlines and their work, you'll still want to move ahead slowly with the freelancer that you do eventually choose.

> **TIP:** *Ideally, you should find two or three good freelancers that you feel comfortable working with. That way, if your favorite freelancer is unable to take on a project, you have an alternate freelancer or two to take her place.*
>
> *In addition, if you have two or three freelancers working for you simultaneously, you can get your projects done a lot more quickly then if you depended on a single freelancer for all your needs.*

So what do I mean by "starting small?"

As mentioned previously, this means you shouldn't give your biggest or most important jobs to a freelancer that you haven't worked with much yet.

Instead, turn over your small jobs – such as short reports, small scripts, and other jobs that likely will take the freelancer anywhere

from a few days to a few weeks to complete. From a financial viewpoint, these should be jobs that are worth anywhere from a few hundred dollars to a few thousand dollars.

You also want to be sure not to give an extremely important job to a freelancer, such as one that must be completed by a certain deadline, or else your business will suffer.

This is especially true of freelancers you're just beginning to work with, but this also applies to freelancers you've worked with for years.

A Side Note: Should You Depend on Your Freelancer?

Let me give you an example. Imagine this scenario for a moment…

Let's suppose that you want a book created, and you've already picked out a date that you intend to launch the product. As a first step, you talk to your freelancer to find out she's free to do your project. You're delighted to discover she can do it -- and she can even get it completed ahead of your deadline.

She gets to work on the product creation, while you get to work on the pre-launch marketing. You build anticipation with your list. Your affiliates send out "teaser promos" to build anticipation with their lists. You create promo videos, viral ebooks, place a countdown script on

your sales page… and in general, get everything ready for the big launch day.

From time to time, you check in with your freelancer, and all is going well. Then, just a few days before the launch, communication has fallen silent on her end. You resend your emails. You try to locate a phone number. When you're just three days out from the launch day, you panic.

So what happens?

Suppose something happened to your freelancer. Maybe her child died. Maybe she got in an accident and is staying in the hospital. Whatever the reason, she's unable to complete your project. So with her apologies, she gives you what she does have, and you pay her for the work completed so far.

But the problem of course is that your launch is coming up, and you don't have enough time to complete the product yourself, nor will you likely be able to find a freelancer who can complete so much work on such short notice.

Meanwhile, you have hundreds of affiliates whipping thousands of prospects into a frenzy of eager anticipation, and they're all expecting you to roll out a product in a couple of days. No matter what you do, you're going to end up disappointing them… and this will likely damage your reputation and your credibility.

In short: This freelancer didn't rip you off, as she simply couldn't complete the work through no fault of her own (and she was honest with you.)

However, your prospects won't care for those excuses. All they know is that you promised something and you didn't deliver.

To avoid a potentially career-damaging move like this, never start your pre-launch campaign until AFTER your team of freelancers has put the completed project in your hands. This will save your reputation should a freelancer honestly – or even dishonestly – fail to complete the project.

Starting Small Builds Relationships

Giving a freelancer a small and relatively unimportant job at first isn't just good for you, it's beneficial to your freelancer as well.

You see, just as there are freelancers roaming around the Internet intent on ripping you off, there are also clients intent on ripping freelancers off. *For example*, they'll pay a deposit upfront, but then won't pay the remainder of the fee after the completed project is delivered.

As such, you're likely to find freelancers who've been ripped off – and they're a little wary of you.

The solution? The small-projects-first strategy ensures that the two of you build a trusting relationship. If you show yourself to be someone who pays promptly and without reminders, your freelancer will likely make room in his schedule for you.

> **TIP:** Clients that are easy to please and pay on time tend to get top priority from freelancers. Become that sort of client, and you can be assured of your freelancer going above and beyond the call of duty for you.

Once you start working on small jobs with your freelancer, you'll want to look for several clues that he or she is competent. That includes meeting expectations, adhering to deadlines, keeping the line of communication open as needed, delivering on time, and similar issues.

If you are hiring a ghostwriter, you'll also want to be sure to run his or her work through Copyscape.com periodically. This program shows you if your freelancer has lifted (plagiarized) other people's work online.

For example, you may discover that your freelancer is just slightly altering other people's work and turning it in to you as original work. This opens you to copyright violations, which means you could be sued.

TIP: It's a good idea to even run your trusted writer's work through Copyscape.com from time to time. Sometimes, busy writers give some of their assignments to other writers – and if they haven't properly vetted the writer, the person could be plagiarizing.

Also, some writers "recycle" their own work. They aren't plagiarizing anyone else's work, but they are selling supposedly original work to you… which they've already sold to someone else. Copyscape can help you root out these sorts of problems.

Insider Tips to Assure Your Success

Once you find a couple good freelancers and start building trusting relationships with them, you'll usually find your outsourcing experiences will run smoothly.

However, **the following tips will ensure your outsourcing experiences are even better and more successful...**

Create Agreements As Necessary

Contracts are a part of doing business.

Some people feel that having each party sign a contract is a sign that the two parties don't trust one another. While that may be true in some cases, in other cases, it just makes good business sense.

You see, a contract – or an "agreement" if you'd like to use a softer term – protects both parties. Not only that, it also hammers out the details so that there can be no confusion about expectations.

If you create a detailed agreement that lays out what is expected of both parties, your freelancer will be more than happy to sign it.

TIP: Some freelancers routinely send their own agreements to their clients, which spells out payment terms, ownership details, and the like. If you're not agreeable to the freelancer's terms, you may have to negotiate. Or more than likely, you can ask the freelancer to amend the document to include some of your own stipulations.

There are two ways you can go about drawing up an agreement.

You can have your attorney draw up a "boilerplate" type agreement that can be used most of the time when you hire a freelancer. Or if you're on a budget, you can draw up the agreement and have an attorney look it over and give his or her opinion, suggestions for modifications, and similar.

TIP: Sometimes you'll be dealing with freelancers from a different part of the world than you. In this case, be sure to tell your attorney this so that he or she approaches the agreement from a more global perspective.

Here are a few things you may want to consider adding to your agreements/contracts.

Again, I cannot stress how important it is that you discuss these items with your attorney, as the items below are not in any way to be construed as legal advice.

Non-Disclosure Agreement (NDA)

If you're working on a sensitive project or if your freelancers may be privy to sensitive information about your business, you may want to have them sign non-disclosure agreements.

Just like the name implies, these agreements forbid your freelancers from discussing any of your project details in public or privately to third parties.

Non-Compete Agreements (NCA)

Here again, the name is consistent with the purpose of the agreement. Specifically, the agreement forbids the freelancer from competing with you for a certain length of time.

However, this agreement isn't typically used when you hire a freelancer for a project or two. Rather, you might use this agreement if you bring on a freelancer as full-time staff into your business, thus making him privy to how your business operates.

Deadlines

Your agreement should clearly spell out the deadlines for the project. If it's a larger project, then you may also want to spell out intermediate deadlines, such as when the first one-quarter of the project should be done, the second quarter, and so on.

However, if your project is a bit complex and requires the freelancer to contact you frequently to get your approval, then you'll need to take this time into consideration as well. *For example*, you can't expect your freelancer to complete something in two weeks if you took three or four days just getting back to him regarding his questions.

In other words: **If you set up deadlines, part of the condition of the deadlines should be that you promptly respond to all questions – usually the same day**. The quicker, the better. If you don't reply for a day, you can expect that the work is now one day behind.

Payment

Another thing you should lay out clearly in your agreement is the payment structure. This includes when you'll pay, how much you'll pay, and how you'll pay the freelancer.

For smaller projects that only take a week or so, typically, you can pay half the project fee upfront and the second half of the fee upon completion of the project. With larger projects, you may pay in thirds or quarters. With very large projects, you may agree to pay the

freelancer every week or every two weeks (perhaps based on the condition that the work is progressing.)

> **NOTE:** Most experienced freelancers have payment policies already in place, in which case you don't need to draw up the structure as they've already done it. Typically, you'll need to pay a deposit upfront. The rest of the payment terms usually depend on the length of the project.

You'll also want to be clear about how you'll pay the fee. If you both have [PayPal](#) accounts, that's usually the easiest way to send and receive money – and as a bonus, it's an instant way for the freelancers to receive payment. Wire deposits and similar may also be considered.

Other payment methods like personal checks aren't as good. This is especially true if you're living in a different country from the freelancer. He may have to pay a large fee in order to accept your foreign check… which, of course, cuts into his profits. The wait time for postal mail may also be unacceptable.

Your agreement on payment should also include items like the fees for revisions. Some freelancers include a revision or two in their initial quote, while others charge separately for each revision.

If you want to encourage timely work, you may also consider adding into the agreement a cash bonus for work that's completed ahead of time.

If you specifically want work completed quickly, you'll need to pay more.

Many freelancers charge a premium in order to complete work quickly. That's because they typically have multiple clients whose projects they're completing on a first-come-first-served basis. Paying a premium (usually anywhere from 25% to even 100% of the project fee) entitles your project to jump to the top of the cue.

Finally, your agreement should include stipulations about any required (regular) meetings. Because time is money to a freelancer, typically, you should pay for his time to attend your teleconferences or face-to-face meetings. *For example*, the hour he spends with you on the phone is one less hour he can make money as a service provider – so he should be compensated for his time.

Product Ownership

While it should be clear that you own the product once the freelancer has completed it, you should lay this out in the agreement so that there is no question. You should not only stipulate that you gain all ownership and rights to the product, but also that any work he or she turns in should be completely original and exclusive to you.

Note, however, that the agreement shouldn't give you full ownership of the product until AFTER the freelancer is paid in full. Once the last payment is completed, then all rights and ownership would transfer to you.

This protects both you and the freelancer. If, for some reason, you don't pay for the project (let's suppose you get into an accident,) the freelancer can recoup his losses by selling the content to someone else. And yet, it protects you because, once you complete your end of the bargain by paying in full, full and complete rights transfer to you.

Expectations

Your agreement may include any other expectations that you'd like to see met over the course of the project.

For example, you may require that your freelancer contacts you once every three days with a short progress report or even with the work he's done so far. If face-to-face meetings are required, you might include that in the agreement (along with stipulations about who pays for travel expenses.)

Other Details

Finally, your attorney will draft up an agreement that includes standard legal passages, such as what should happen in the event one

of you breaches the contract or what happens if one of you sues the other.

Avoid Ambiguity: Be Clear About Your Vision

Even if you're lucky enough to find the best freelancer you've ever seen, he or she is still not a mind reader. **That means if you want your project done right, you need to lay out your vision in detail.**

For example, if you want an ebook completed, then you should draw up a rough outline. You should point to similar products and let your freelancer know what it is that you specifically like about these products.

Don't leave your freelancer to assume what it is you like. Be specific. For example:

- Do you like the way it's organized?
- Do you like the style?
- Do you like the level of detail?
- Do you like the way it avoids jargon… or perhaps includes jargon?
- Do you like the humorous approach or the serious approach?

- Do you like "tight" books or those padded with "fluff?"
- Do you prefer "facts only" books or those with personal anecdotes?

The above is of course not even a comprehensive list, but it should get you started in laying out a clear vision of your project for your ghostwriter.

Of course, this applies to ANY freelancer.

If you've hired a programmer to create a script, then you need to show him specific examples of the types of features, user interface, and functionality you'd like. You may even want to hire a script architect to help you hammer out the details before you hire your programmer to bring your blueprint to reality. And you may hire yet another person to create documentation for your script.

In short: **The more detail you provide, the better the completed project will be.**

> **TIP:** Ask to see the work-in-progress to ensure that you and the freelancer are on the same page and working towards the same end result. You may ask to see the project as the freelancer is getting started (e.g., the first chapter in a book,) as well as regular progress after that.

Be Clear About Your Expectations

Some of your expectations – such as deadlines and delivery dates – should be spelled out in your freelancer agreement. However, not every expectation will be in the agreement, but you should still discuss these issues with your freelancer so he knows what you expect of him.

Likewise, your freelancer may have a particular work style, and may have certain expectations of how the two of you will work together. As such, it's best if you get together before you start a project and discuss both your expectations, negotiate as needed, and in general, become clear about the other's priorities, expectations, and issues.

These issues and priorities include things like:

- **What's your priority**: Fast delivery or quality content?

- **What's your preferred means of communication?** What's your favorite back-up means of communication?

- **What is the time difference between you?** If you work in different time zones, it's helpful to know that so that you're not expecting email replies when the other person is offline.

- **What are your office hours?** In addition to knowing what time zones you each work in, it's also useful to know when it's

easiest to reach one another. You or your freelancer may not work the typical "nine to five" workday. Instead, your freelancer may be a morning person, while you burn the midnight oil. As such, you may not be available to one another during certain times.

- **What days do you take off?** Discuss with your freelancer if he or she takes weekends off in full or in part, or if he takes different days off (e.g., some freelancers like to call the middle of the week their "weekend.") Also, find out what holidays your freelancer will be unavailable. Likewise, return the favor and let your freelancer know when you're unavailable.

- **Do you have any ongoing projects you'd like to give to your freelancer?** If so, let her know – and ask her if she's available to do regular work. Some freelancers enjoy the security of having regular monthly work to look forward to, while others prefer not to take on that sort of commitment. Check with your freelancer to discover her attitudes.

- **Do you offer your freelancer some flexibility... or do you prefer to pre-approve every part of the project?** Let your freelancers know your style upfront so they know what to expect from you (and so they know what's expected of them.)

- **Do you expect your freelancer to work independently or as a team?** Some freelancers prefer teamwork, whereas others get into freelancing because it affords them the opportunity to work alone. Find out your freelancer's views before making any assumptions.

- **Do you expect your freelancer to talk to you on the phone or can your communications be completed entirely through written means?** Some freelancers aren't comfortable talking to clients on the phone. Others prefer NOT to talk on the phone, simply because they'd rather get everything in writing (less ambiguity that way.)

- **Do you have any pet peeves when it comes to working with someone else?** This isn't a "deal breaker" issue, but rather, something that irritates you. Be careful when discussing these, however, as you don't want to come off as critical, as hard to work with, or as a "jerk."

The above is not an exhaustive list of issues… and nor do you have to cover every single one of the above issues with your freelancer.

Instead, **you need to figure out which of these issues are most important to you** and then let your freelancer know your priorities. Once again, it all boils down to expectations.

Putting a Back-Up Plan in Place

We touched on this important topic a bit earlier in this ebook, but it's important enough to cover in a bit more detail.

Specifically: **What will you do if your freelancer is unable or unwilling to complete a project?** And on the flip side, **how will you pay your freelancer if something happens to you?**

In other words, life is unpredictable. Things can and do happen that make us unable to fulfill our obligations. As someone hiring a service provider, you're probably primarily concerned about what to do if your freelancer doesn't complete a project. But keep in mind your freelancer is also concerned about what to do if something happens to you and you're unable to pay the remainder of your balance due.

That means you both need to put back-up plans in place. This is especially true if you're working on large projects that may stretch out for many weeks or months.

Your freelancer should give you her name and contact information to a trusted friend who will immediately contact you if she becomes unable to do so herself. Likewise, you should give your freelancer's contact information to a trusted friend, who can contact the freelancer in the event you're unable to do so yourself.

In addition to putting plans in place to contact each other, you also both need to put plans in place to fulfill your obligations. *For example*, if you become unable to pay the freelancer, the person you put in charge of your affairs should have the authority to pay her for work completed.

If the freelancer becomes unable to complete her obligations, she should give you the work completed so far and return any deposits covering the work she has not completed. Of course, if you owe her money, you should promptly pay what's owed, even if the work is incomplete.

Finally, as mentioned previously, **you should also have a back-up plan in place to make sure your project is completed**.

Ideally, you should have one or two other freelancers you can contact to complete the project. If necessary, you can pay a premium to rush the job (although as mentioned previously, you should never start marketing a product before it's completed.)

Of course, as mentioned previously, sometimes it's hard to get a good freelancer on short notice. In these cases, you'll want to have the ultimate back-up plan in place -- **The Turbo Membership**.

Actually, to call it a mere back-up plan is an understatement. The Turbo Membership provides you with absolutely everything you need

to launch and grow an online business – fast – including products and hosting!

Save yourself time, money, and freelancing fees by seeing what the Turbo Membership can do for you.

Get This - Recommended

Conclusion: Keeping Your Freelancers Happy

Congratulations! Now you know everything you need to know about finding a freelancer that won't rip you off, along with increasing your chances of having many happy and smooth freelancing experiences.

You can rest assured that when you turn your important projects over to a freelancer, you'll get a high-quality product that will make you a lot of money in return.

Perhaps it does take a little time upfront, and maybe even a little more money to find the "perfect" freelancer. However, it's well worth it for peace of mind, great customer service, professionalism, and high-quality work.

Just visit some of the largest online marketing forums and read the many threads on freelancing. Once you see how many people have been burned, ripped off, and outright scammed, you'll feel very lucky indeed to have found the perfect freelancer.

So now your work is complete, right?

Not quite.

As you've already discovered, a good freelancer is hard to find.

Other people just like you know this as well. And chances are, word will eventually leak out that your freelancer is one of the best in the business. What does that mean to you? It means that your freelancer may soon have more projects lined up than she has time for.

Indeed, soon you might see her prices rise. At some point, she may get so swamped that even the most simple project you need completed could take months to get completed, as her waiting list is long. In short, she's in demand.

This is especially true if your freelancer is an ambitious marketer. She may create such a demand for herself that she can't possibly meet the needs of everyone who asks. As such, she'll start picking and choosing what projects she wants to work on and who she wants to work for.

If she perceives you as hard to work for in any way, you'll likely rarely find her available to do your projects. Now the tables have turned. Instead of your freelancer competing with others to get your business, you're competing with other clients to get her to take on your projects!

The reason I'm telling you all of this is simple: **If you want to have a long-term relationship with your freelancers, you better meet and exceed their expectations right from the first project you ever do together.**

Of course, that includes the obvious personality things, such as always being polite and professional in your correspondence. Don't make demands. Don't act as if you have a sense of entitlement. Don't act as if she "owes" you something (as it's likely she can quickly find a client to replace you if you leave.) Don't hold her to an unusually high (inhuman) standard.

In short, don't be the kind of person everyone hates.

Instead, show some flexibility.

Show your appreciation by complimenting your freelancers on the work they've done well. **Make them feel special and valued. Treat them with respect.**

Indeed, some freelancers who raise their rates won't do so for clients that they consider a joy to work with. They'll bend over backwards to please the "easy" and respectful clients who make them feel valued.

Of course, treating your freelancers as described above will go a long way in keeping them happy and making sure they take on your projects in the future when they have a full client load.

However, don't forget to include financial incentives as well, such as bonuses for a job well-done or a job done ahead of schedule. End-of-

year cash bonuses are always appreciated, as are things like gift certificates and other ways of showing your appreciation.

By being kind and showing your appreciation with cash, you can bet your freelancer will almost always find room in a busy schedule to fit you in.

John Delavera and {--your-full-name--}