Do you work like mad like 80+ hours a week ? Have you tried to hire staff but it proved to be not only frustrating but also an expensive failure and a painful experience on account of the personnel you employed ? Is this what you imagined it would be like when you started your business ?

I felt the same way when I started my first business some years ago.In fact,worse still,I swore I would never start up any on-line business ever again let alone consider seeking outside assistance.I am sure as you read this,outsourcing some, if not all of your company's core tasks is the last thing on your mind that's assuming it is at least on your mind !

Hi there! My name is maderA and not so long ago I was the proprietor of a medical import-export agency (AT.Medical Comerce) that promoted medical/hospital merchandise,predominantly in the Middle East healthcare market.The business was my own idea and consequently I sought to make sure I was in control of everything associated with its functioning.Such functions included :

- *Preparing & Writing sales letters and product literature*
- *Communications between myself,the manufacturer and buyers,either by e-mail,'phone,fax and ordinary mail*
- *Copyrighting*
- *Research,especially with respect to the medical/scientific basis of the products promoted*
- *Tender documentation : proof-reading & submission*

It was not long before I was overwhelmed with what I was doing.Exhaustion,stress were the principal consequences but eventually my social life suffered to such an extent that it became virtually non-existent.

To cut a very long story short,the business collapsed as deadline dates were not respected and promotional activities were inappropriate and incomplete.Hiring persons not screened properly beforehand only hastned the demise of my company.

As one of my contacts in the UAE quite rightly had predictedwhat would happen : I had become a "jack of all trades but master of none". (Fadi Said,former Sales Manager Al-Mazroui Chemical & Medical Supplies,Dubai).

It is perhaps ironic that it was only in the latter stages of the decline of my company that the reasons for its demise became apparent to me.Furthermore,at this time I was enjoying the work that I was now doing (in particular,being hired for translation work & sales letter writing).Getting bogged down,disillusioned and de-motivated by tasks that I did not enjoy, no longer existed.

Had I concentrated on what I enjoyed doing and outsourced (also refered to as the delegation) tasks that I least liked,who knows,the outcome of my first on-line business might very well have been totally different to what actually happened.

So through a rigid process of trial and error (and there were plenty of errors !),I learnt numerous important principles for outsourcing successfully your business.This was aided in no small part by the fact that after the demise of my company,I made myself available for hiring.This taught me to adjust my mindset in such a manner so as to put myself in an entrepreneur's shoes as someone overwhelmed in his business and looking for help.In other words,what qualities would I be looking for if I wanted to hire somebody as my personal Virtual Assitant ?

Over time,involving attending seminars,webinars and reading relevant publications,it soon became apparent that outsourcing is a lot more involved than meets the eye.You have to follow

some key rules if you want to outsource in a manner that will create greater efficiency for your business.Before, running my business had been similar to solving a jig-saw puzzle with all the pieces but no picture as a reference point.

Now it was easy to understand AND believe famous entrpreneurs when they claimed that they only worked anything from 4 to 15 hours per week,for example David Frey : *" the less I do,the more I make".*

What people like David Frey,John Jonas and James Wedmore have achieved is being able to delegate all or nearly all the tasks of their company/business to competent virtual assistants.This enables them to complete jobs more efficiently and focus on business strategic planning thereby gain a significant advantage when facing competitors.People such as this are working 'ON' their company and not 'IN' their company.They are able to :

- **Free up time to actively persue the high-value work and leverage their efforts up to the next level of results and rewards.**

- **Take a step away from their business and 'see the big picture' and the direction in which they want it to move.**

- **At any instant,perform one of two things :** *(i) focused effort that produces the highest possible value OR (ii) leisure activities that produce the maximum possible rejuvenation.*

With this 'ideal model' in mind together with information I had gleaned from previously mentioned sources,I decided to write a publication to enable you to avoid the shortcomings and naievety that plagued my first on-line business (mis)adventure.

By presenting to you <mark>"Teach Yourself To Become A Master of Online Outsourcing"</mark>**, you are assured an** <u>original product</u> **which will help you to understand and grasp the principles required to succeed.**

The result will be incredibly rewarding and profitable.

Now :

- ❖ You will learn <u>when</u> you should begin to start outsourcing job roles

- ❖ You will learn <u>how</u> to determine exactly what job roles to outsource

- ❖ You will learn <u>why</u> your business will fail if you do not set yourself goals based on your outsourcing objectives AND what these goals are

- ❖ You will learn how it is possible for you to drastically reduce your workload and hours

- ❖ You will learn how to set up the correct job post

- ❖ You will learn how to interview candidates,asking the right questions & interpret their responses

- ❖ You will understand the relationship between McDonaldization,a 'Big Mac' burger and training your future employees,properly.

It is impossible to overestimate the positive effect the sample list described previously will have on your business.Considering the first benefit ie knowing when to start outsourcing : *if you outsource tasks* <u>*before*</u> *you actually need them, you are embarking on an unnecessary risk.This could not only jeopardize your business but also your eventual livelihood.*

Furthermore,by   understanding and using specific tips and tricks,such as   :

- **Calculating your** Highest Value Activity (easy to do !) **and using this to decide what job tasks NOT to outsource. [see Ch.III].**
- **Why using an ' elephant ' attracts the very best applicants to your post. [see Ch.IV].**
- **How to find 'job specific' interview questions for certain applicants. [see Ch.IV].**
- **How to be 100% certain your staff know what to do. [see Ch.V].**

you **will soon be in a situation where :**

a. **You will be doing the tasks YOU ENJOY DOING !**

b. **You will be saving a lot of time since it will be possible to filter up to 80% of potential applicants**

c. **You can hire people in various specialities for which your previous knowledge is limited or negligible**

d. **You will be able to solve 95% of all communication problems / issues because of the immediate feedback you receive as to whether or not your employee has understood what he/she has to do.The amount time this alone will save you will be IMMENSE.**

It is of course not surprising that as the pressure on businesses increases for increased productivity and profit margins,the clamour for efficiency and reduction of time spent on work is relentless.This is one of the appeals of outsourcing and,at the same time,can bring a company to its knees if it is not done properly.

Outsourcing is not,contrary to popular belief,as easy as it sounds.Myths such as :

- **You can outsource almost anything to other people**
- **tasks can be done for you cheaply**
- **projects can be posted on freelance bid boards.**

are,strictly speaking,true.However putting them into practice is another matter.This is where "Teach Yourself To Become A Master of Online Outsourcing", **differentiates itself from the multitude of other publications,not least,over-priced and undervalued PLR products.**

What I am presenting to you here is an original product which seeks to instruct you not only as to 'What' you have to do to successfully delegate tasks related to your business BUT ALSO 'Why' you have to do it in a certain manner and 'How' you go about doing it in this particular manner.

This guarantees that you fully comprehend all the principles involved.The learning curve is thereby reduced.What you have then learnt is then taught to your employess,efficiently.

Nowhere is this more clearly exemplified by the attention that is afforded to developing a successful team.This is an important secret of good outsourcing.Including illustrative tables when applicable,the publication seeks to instruct the reader so as to make the whole experience a pleasure rather than a strain on the eyes and mind.The novelty of the ideas and principles contained therein maintains his/her attention.

In the past outsourcing of job roles gained a poor reputation not least because of the widely publicised damaging experiences of some companies with newly-recruited virtual assistants.Common complaints were virtual assistants vanishing without completing scheduled tasks and/or not refunding after submitting no work.It is virtually impossible for scenarios like these to occur following the explicit guidelines of <mark>" Teach Yourself To Become A Master of Online Outsourcing".</mark> Furthermore,by adopting the simple processes described in the book/manual,managing an entire team every working day will be a straight forward procedure with no stress attached.

The time scale required to see the results of your successful outsourcing naturally will vary from business to business.That being said,from a personal point of view,the reader will notice in a relatively short period of time that you have more time for important roles and duties and,of course,leisure activities !

There is NO Upsell associated with this e-book publication.That being said,the last chapter of the book includes 2 coaching programmes which enables you to attain your outsourcing in the shortest possible time.It is NOT necessary to purchase either or both programmes to gain maximum benefits from the e-book.

However,

- ❖ <u>Either</u> programme will provide a marvellous supplement and reinforcement tool to what you have already learnt from the e-book.

- ❖ The coaching programmes include video and audio materials

- ❖ Primary objective of the coaching programmes is to train you and / or your virtual assistants in the selected job roles these employees will be expected to carry out,eventually by themselves with minimal input from yourself.

BONUSES

There are 2 bonuses associated with purchasing this e-book.They are both free and available immediately after purchase.As always,I like to be associated with providing quality and relevance with the products I promote.These bonuses are no exception.

<mark>Bonus No.1</mark> *is an article which concerns my personal preference as regards outsourcing your job roles to a particular international territory :*

- ▪ Each merit for my choice is backed up with an explanation <u>and </u>its significance.

- ▪ Comparisons with potential competitors are included so as to consolidate my preference

- ▪ An illustrative,colour diagram is included not only to emphasize what has been stated by myself <u>but also</u> include additional information.

The reader is now provided with a solid knowledge base from which he can start to build his outsourcing team. (This firm foundation is further reinforced by the Coaching Programmes also available which provide precise information through business directories).

Bonus No.2 :   *The best manner in which to describe this bonus is as follows,then you will appreciate its quality and the fact that it's not just some sort of cheap giveaway gimmick :*

✓   **GTA-Yahoo edition customized list-building software was WSO product of the day on April 7th of last year**

✓   **It is priced up to $27 on the warrior forum (if still available).**

✓   **Produced by Cliff Carrigan,one of the leading on/off line video marketing specialists in the USA.Internationally recognized and well-respected.**

✓   **It shows you how to auto-generate real visits to your offer, by real people who are already attracted in what you are offering, using automation. Now you can promote all sorts of various things and get your ads in front of the target audience of your own choosing rather than allowing someone else force you to post only where they desire you to post. But there's even more to it.**

With the aid of this software product   :

• **You will be in a much better position to forge ahead of your fierce competitors in terms of positioning & targeted traffic volume.**

• **You will have links pointing directly to your offer/s**

• **You can position yourself in front of people who have the *highest interest* for your product/s.**

When you compare this price to that of a recorded video course or attending a seminar or receiving personal coaching,it is a truly marvelous offer brimming over with value.

It is a no-brainer if you want to compare it with other publications which for the most part only tell you what you have to do to outsource job tasks.My e-book goes much further than this – it tells you also WHY and how to outsource.

By following this procedure long-term success is in the palm of   your hand because your destiny is determined by your desire to learn what I am presenting to you.

Is there a **GUARANTEE** ?

Off Course! - 30 days to read what it's about. Immediate Refund Policy,the risk to you is minimal.I stand 100% by my product and what it can do for you and your business.

Bear in mind,most of your competitors will also be reading this sales page.If you do'nt take action,they could, which will give them an advantage over you,especially when their working less than you,making more sales than you and,generally,enjoying life far more so than yourself.

Is that worth contemplating when you think what's on offer and 'the safety net' of a 30 day Guarantee ?

Remember,if you wait until you really hate a particular job task,you are far less likely to consider delegating.Therefore,the chances are you will be burdened with it (and others) as long as you run your business or until it collapses.

My e-book presents to you a unique,tried and trusted series of strategies,steps and systems designed to help business people like yourself confront with confidence the problems associated with outsourcing job roles,especially   for the first time.

You have demonstrated the courage and perseverance needed to start and run a business, more or less by single handed.

Do'nt let your **pride** and **" fear of letting go "** prevent you from taking the final step to elevating your business to new and more prosperous levels by not deciding to learn **WHY**,**WHEN** and **HOW** to Outsource Job Roles.

Otherwise,they will be a drain on your energy and motivation for success now and,most certainly, in the future.

Take Action Now & Press The 'BUY' button,it will prove to be your most valued purchase of the Year.