



123Employee Service Guide

The following service list is provided as a general guide only. To achieve greater success we recommend you select a few key tasks to delegate to your 123Employee agent. Note sure how to get started, or what to outsource first? Please see our 123Employee Create Your Delegation Plan guide.

It's important to hire the right person for the right job. Often a client will hire a 123Employee Agent, yet what they really need is to hire a consultant, specialist, or business manager. Have realistic expectations when you outsource to a \$6/8 per hour employee.

Your 123Employee can help you with a range of day-to-day, week-to-week tasks that might be consuming a lot of your valuable time.

OUTSOURCE YOUR MARKETING

We assist many clients with their marketing tasks. Upon initial client consultation, one of the first questions we ask our new clients who want to outsource marketing tasks is, "Please email us your marketing strategy." Surprisingly 80%-90% of the time the client does NOT have a marketing plan! It's not realistic to expect a \$6 per hour virtual assistant to be your marketing consultant, yet this is what many people are expecting.

Your 123Employee Agent is NOT a marketing consultant; they cannot design your strategy.

Provide them with your strategy and they will do their best to implement it for you.

The best marketing strategies to outsource are the ones you have tested, implemented, seen that they work, and now you are in a position to outsource it.

AVOID OVERWHELMING YOUR AGENT

Overwhelmed entrepreneurs will often overwhelm their new agent. Often clients will hire a 10-hour per week part time agent and give them a list of 10-20 things they want them to do. It's best to delegate key tasks a few at a time. Allow your agent to become familiar with the tasks before delegating new tasks. In our case and the scenario of other successful outsourcers, the virtual employee will do 1-3 key tasks, day in & day out. In addition short-term projects will be added on top of their main tasks.

YOUR 30-60-90 DAY OUTSOURCING SUCCESS PLAN

It's important to have a 30-60-90 day game plan. Outsourcing works, people are running million dollar businesses because of their Remote Employee team. You need to dedicate some time to work with your new 123Employee Agent, short-term sacrifice for long-term gain.

Allow time in the first few weeks to train your new Agent in the key tasks you need accomplished.

The following table indicates what your 123Employee can help you with

CAN DO	NEED INFO / ADDITIONAL TRAINING	NOT GOOD AT / BEYOND OUR SCOPE / Options
Social Networking		
<ul style="list-style-type: none"> Updating profiles Facebook 'Like' page (suggest to connections, prospects, events, postings) Facebook personal page (add friends, messaging) LinkedIn (adding new connections, research, posting to groups) Twitter (follow, unfollow) Research and draft tweets Post & Schedule Tweets Retweet key prospects Monitor Direct Messages (DM) 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> Create your strategy Write as client Custom Facebook fan page <p>Note: We can create custom Facebook Fan Pages, like this one, for \$300</p>
Articles, Videos, Blogs		
<ul style="list-style-type: none"> Article marketing & posting Podcast uploading Video marketing & posting Traffic Geyser Maintain blogs & monitor comments Social bookmarking 	<ul style="list-style-type: none"> Creating Squidoo lenses Hubpages MySpace marketing campaigns. Keyword research for media Posting status updates Basic video editing 	<p>Note: We do not recommend 123Employee Agents to be used for content creation, copywriting, etc.</p> <ul style="list-style-type: none"> Article writing Writing blogs Creating videos <p>Note: we have US based writers who can write articles & blogs ranging from \$5.50-\$10 per article. Click here for more info</p>
Internet Marketing		
<ul style="list-style-type: none"> Data-mining Email blasting (Infusionsoft, Constant Contact and iContact) 	<ul style="list-style-type: none"> SEO & keyword research. Manage pay-per-click campaigns. 	<ul style="list-style-type: none"> Onpage (website) SEO tweaks
Personal Assistant Services		
<ul style="list-style-type: none"> Checking voice messages Calling clients back Sort incoming emails. Filtering emails Setting appointments Reply to emails using standard email responses Forward important emails. 	<ul style="list-style-type: none"> Transcription Mind maps 	<ul style="list-style-type: none"> Replying to questions without guidance on how to respond

<ul style="list-style-type: none"> • Update email while client is on vacation or business trips • Booking flights • Book webinars and teleseminars • Processing orders • Shipping orders 		
Video Creation, Design & Website Development		
<ul style="list-style-type: none"> • Transcribe video to create articles. 	Videos <ul style="list-style-type: none"> • Research content ideas • Using tools such as Animoto 	Please contact us for referrals for <ul style="list-style-type: none"> • Website design • Ebook writing • Graphic design • Video editing
Database		
<ul style="list-style-type: none"> • Update contact info • Call clients and check details 	<ul style="list-style-type: none"> • Set up email auto responders in IS, Constant Contact, Mail Chimp, and A-webber 	
Shopping Cart & Ecommerce Assistant		
See Infusionsoft Guide <ul style="list-style-type: none"> • Add new contacts • Edit contacts • Manage Affiliates • Set up emails 	<ul style="list-style-type: none"> • Help with shopping carts • Manage memberships and subscription requests 	
Voice Services		
<ul style="list-style-type: none"> • Telemarketing <ul style="list-style-type: none"> ○ Intro Calls ○ Apt Setting • Customer service & help desk (inbound calls) • Appointment setting • Follow-up calls (verifications & confirmations) • Call Opt-Ins • Surveys • Post event follow up calls 	<ul style="list-style-type: none"> • Checking account pulling • B2B (passing gate keepers) • Customer service (technical) 	<ul style="list-style-type: none"> • Hard selling • Credit card pulling
Telemarketing Industries We Service		
<ul style="list-style-type: none"> • Timeshare companies • Internet service providers • Appointment setting for Chiropractors, spas, doctors, coaches and consultants • Window cleaning services • Loan modification services • Debt settlement • Home Remodeling services • Insurance & political surveys 	<ul style="list-style-type: none"> • Merchant processing • Selling magazines • Selling credit cards 	<ul style="list-style-type: none"> • Cold selling on first call • Getting credit card info over the call (note: depends on circumstances, however most people are very resistant to sharing cc info on the phone in general.)

<ul style="list-style-type: none"> • Multi-Level-Marketers • Marketing consultations. 		
Research		
<ul style="list-style-type: none"> • Target market, e.g. obtaining a list of companies or individuals, preparing and sending preliminary materials 	<ul style="list-style-type: none"> • Organize surveys & collate results • New office equipment supply and purchase 	<ul style="list-style-type: none"> • Possible advertising alternatives • Software options: research compatibility and pricing
Admin / Secretarial Services		
<ul style="list-style-type: none"> • Create business card info list or database • Maintain daily calendar & arrange appointments. • Event booking & travel reservations • Check voice mail • Route client requests & get in touch with clients who have significant messages • Confirm sales for the week • Routine daily paperwork • Back-up computer files • Order office supplies 		
Transcription Services		
<ul style="list-style-type: none"> • Transcribe short recordings • Take transcripts over the phone, and transcribe 	<ul style="list-style-type: none"> • Transcribe tele-class recordings of up to 30 minutes 	<ul style="list-style-type: none"> • Converting to product
Human Resource and Services		
<ul style="list-style-type: none"> • Receiving and reviewing resumes • Confirm references on employment applications • Conduct initial interviews 	<ul style="list-style-type: none"> • Writing job descriptions and requirements • Managing announcements and placing ads • Update client on annual performance reviews 	
Bookkeeping & Billing		
<ul style="list-style-type: none"> • Update clients on bill due dates • Follow-up phone calls to collect on past due charges • Mail past due notices • Infusionsoft: Send Invoice Update CC information Charge CC Check Auto-charge failed and collect 	<ul style="list-style-type: none"> • Pay online bills and invoices • Settle bank accounts using accounting software • Prepare and send invoices • Create expenditure reports • Refunds 	

Word Processing, Presentations, Excel		
	<p>Word</p> <ul style="list-style-type: none"> • Formatting • Type, edit, print, and send messages on client letterhead • Write reports and basic documents • Produce and set up employee and project manuals <p>Excel</p> <ul style="list-style-type: none"> • Editing, updating Excel documents <p>PowerPoint</p> <ul style="list-style-type: none"> • Create a PowerPoint presentation, diagrams and charts based on directions • Encode handwritten meeting notes or minutes. 	<ul style="list-style-type: none"> • 123Employee agents are not best for creating original content. • Excel: Creating an Excel document from scratch.
Data Processing & Database Management		
<ul style="list-style-type: none"> • General data entry • Send proposal emails to potential clients • Send standard marketing resources • Confirm database via phone prior to sending direct mail 	<ul style="list-style-type: none"> • Update marketing program for results and alterations 	<ul style="list-style-type: none"> • Database development

HOW NOT TO USE YOUR 123EMPLOYEE AGENT

These are short-term project tasks best delegated to a specialist.

We DO NOT recommend you use them for:

- Developing your marketing plan
(use our 123Employee Done For You Marketing Plan Creation Service)
- Web site development
- Graphic design
- Copywriting & Sales page writing
- eBook & book ghost writing (recommend our writing team)
- Video creation & editing
- Software development
- Technical Support