



## 123Employee Outsourcing Suggestions

This guide is designed to help you create an *Outsourcing ROI*

What is Outsourcing ROI? To answer this question, we need to ask you a few questions first:

- What's the value of your time?
- What's the value of a customer?
- What's the value of a good email?
- What's the value of a few extra hours a week with your family?

**If all your VA did was give you back 5 hours a week,  
is the investment in your VA worth it?**

Maybe your business model, product values are different, and your VA needs to help you obtain more than 1 customer a month. The principle is the same... over the long run; your VA needs to help you get more clients and customers and/or free up your time so that you can focus on the income generating activities in your business.

Over several years we have serviced many outsourcing assignments and observed what and how clients outsource. Our clients range from solo-entrepreneurs, SMEs (Small to Medium Sized Enterprises), and even larger corporations.

In general the larger clients tend to outsource very specific tasks with a team of several agents and work a specific strategy for a long duration of time. Smaller businesses and solo-entrepreneurs tend to outsource a wide range of tasks, and many will even quit in the first 30 days because they don't see an immediate ROI.

***BUT we know that's NOT THE CASE! Outsourcing works... there are many clients who have found success thanks to being able to outsource a variety of business and marketing tasks.***

It was our awareness of this dilemma that led to the coining of the phrase "Outsourcing ROI".

**The AIM of this document is to give you several specific methodologies, strategies and ideas for generating your "Outsourcing ROI".**

## Your Investment is going to be TIME & MONEY...

Your investment is going to be time, money, a certain amount of creativity, patience and possibly learning new leadership and delegation skills:

### ***Your ROI will be:***

- more time
- more sales thus more money
- less stress
- better lifestyle

## How to Achieve a Positive *Outsourcing ROI*

There are many ways to achieving a positive Outsourcing ROI; however, there are 3 basic rules:

### **Rule #1: Outsource strategies you know generate results!**

This might seem obvious, but clients/people attempt to outsource strategies that they themselves have not tested. Knowing what strategies work for you, then outsourcing the parts you can, generally lead to better results.

### **Rule #2: Think long term - have a 3-6-12 month plan.**

Don't hire a VA with a 1-month trial mentality. You need to have a 3-6-12 month game plan. You may not see an ROI in 1 month. Think about creating an ROI over several months.

### **Rule #3: Be prepared to train your VA in your system**

Don't hire a VA and sit back and expect miracles; your investment in training your VA in your systems and strategies will result in better results.

Be realistic with your expectations. Give your selected marketing strategies time to work. Give your VA time to learn your strategies. Work with them, invest time in training with them. If at first they don't get it right, give them another chance. Remember, while we accept not every VA assignment will be successful; it is often the client and their strategies that's at the root of unsuccessful outsourcing.

## What You Should Outsource to Create a Positive *Outsourcing ROI*

So what should you outsource to enjoy a positive *Outsourcing ROI*? Well that's going to depend on your individual business, however, as a general rule of thumb:

- Outsource tasks so that you have more time to market your business
- Outsource tasks to better market your business and generate more leads
- Outsource tasks to better convert leads to customers, thus more money

- Outsource tasks so that you have more time for yourself and to spend with others

## Plan Your Work... Outsource Your Plan!

Start by detailing your step-by-step strategy, and then select the right person for the right job. PHASE 1: is setting up your sites. PHASE 2: Outsourcing your marketing (the week-to-week/monthly tasks). If your strategy is sound, ***there is no reason why you will not benefit from a positive Outsourcing ROI.***

**EXAMPLE PLAN:** the following is an **example** step-by-step plan:

**BLACK:** Recommend you hire a specialist

**BLUE:** 123Employee can do, however 123Employee agents are not experts on these tasks

**RED:** 123Employee can do

### PHASE 1

1. Overall Concept for your business website (client) / **Market research**
2. **Select Affiliate Product** / Create your info product (specialist)
3. **Keyword Research (SEO)** (Recommend hiring a specialist to evaluate organic traffic feasibility)
4. **URL selection (SEO)** (Godaddy, MyDomain, etc)
5. Pyramid / Link Wheel Link Building Strategy (for organic traffic)
6. **Set Up Hosting** (Hostgator, Hostmonster, etc)
7. **Setup WP Website/Blog Template** (advanced: membership sites, optimize press, etc)
8. On-Page Content: Graphics, Text, **Images** (VA can search for relevant images with direction)
9. **Creation of website** (123 VAs cab do basic WP, sites, recommend specialists)
10. Get EMS System: (Email Management System) for Auto responder (Awebber, iContact, Constant Contact) Advanced: Affiliate Systems, Shopping Carts, etc
11. Create giveaway for opt in's / search for PLR product (**need access to PLR resource**)
12. Write 30-90 days email marketing series (auto responders) (Specialist)
13. **Load emails (auto responders) into EMS**
14. **Set Up Social Media Framework: FB, Fan Page, Linkedin, Twitter, Squidoo, Hubpages, Tumblr, YouTube, Articles, etc**
15. Graphic customization of Social Media Accounts (graphics designer)

### Phase 2: Week-to-Week/Monthly Tasks

1. **Off-Page Content creation 1: Articles, Blogs, Videos** (recommend client shoots videos, hires some who specializes in making video, hires writers for Articles)

2. **Off Page Content creation 2: VA can write draft Tweets, Status Updates (client to edit)**
3. **Content publication & link building (posting)** (based on client/specialist strategy)
4. **Social Bookmarking** (Twitter, Digg, Stumbleupon, Reddit, etc)
5. **Prospecting: Datamining, Telemarketing** (client strategy)
6. **Inbound Customer Support**
7. **Review Google Analytics & Present Summary** (as per client's request)
8. **Monthly Keyword Optimization**
9. **Datamine Craig's List, LinkedIn, etc** (client strategy)
10. **Follow-up on networking new contacts**
11. **Help you get onto radio/TV as a guest** (client must have successfully been on 3 media appearance to show other media outlet and provide VA a strategy)

## **Examples of How Your VA Can Be Utilized to Generate an Outsourcing ROI**

**We have listed some of the ways our clients are using their 123Employee for creating a positive “Outsourcing ROI”. Note: All tasks are done by a 123Employee VA unless specified in brackets**

### **Set Up An Affiliate System**

- 123 Specialist can set up affiliate program for you in 1ShoppingCart or InfusionSoft (premium service)
- Your VA can help find potential affiliate partners
- Your VA Reach out to affiliate prospects and set appointments for you
- *You (client) follow up and make the deals!*

### **Helping You manage an Affiliate System**

- Help you manage an affiliate system, login ins, affiliate support
- Setting up a shopping cart with affiliate program (assign to specialist)
- Write auto-responders (assign to writer)
- Setting up email sequences
- Data-mining to find affiliates
- Your VA can assist your affiliates, help them login, generate links, track commissions, etc.

### **Pre & Post Webinar Support**

- Setting up webinar platform (specialist)
- Running the Webinar (client)
- Find JV partners for promoting webinar
- Post webinar follow up with phone call

## **Facebook Groups/Fan Pages**

- Search for active FB groups/Fan Pages that include possible clients
- Post useful information
- Invite people to join your FB Groups and Fan Pages
- Send a greeting to new Group Members
- Mass email group members

## **Social Networking**

- Assist with LinkedIn/Facebook/Twitter and other.
- Accept invites from new connections, responding to requests for more information.
- Research JV partners, potential clients etc.
- Ask new contacts to be friends and contacts for all platforms.
- Post status updates per your instructions.
- Help with event set up.

## **Mining LinkedIn**

- Add yourself to open networkers
- VA can market yourself to open networkers on inviting them
- VA can market yourself to open networkers on accepting them
- Post new discussions
- Respond to discussions
- Mine group members
- Conduct searches
- Send in-mails
- Manage LinkedIn email

## **Helping You Get Onto Radio as a Guest**

- VA can send out your digital media kit
- VA can follow up with Radio/TV station
- VA can schedule appointment (via Google Calendar)
- Manage your radio talk show calendar

## **Social Publishing (Social Proof) / Offpage SEO**

Reasons Why: Social Proof, Backlinks, Traffic

- Status Updates: VA Can Research, draft and post (after editing by you)
- Videos (You Tube Channel)
- Tweets: VA Can Research, draft and post (after editing by you)
- Articles (written by writers)
- Audio (podcast)
- Bookmarking
- Back Linking

**VA can utilize posting tools such as:** Ping.fm, SoKule, Hootsuite

## **Social Media Publishing: Videos**

- Search for competitor videos
- Convert articles into videos (using article to video software)
- Use Animoto to create videos
- Video Marketing using Traffic Geyser or similar
- Add titles, descriptions, tags,
- Strip audio from videos, convert to podcasts and articles.
- Post video to blogs
- Post link to FB, LI, TW
- Social bookmark your video

## **Social Media Publishing: Articles**

- Research competitor articles
- Research and draft article ideas
- Search for videos
- Transcribe videos into articles
- Spin articles (not as effective since Google Panda)
- Post Articles
- Social Bookmark Articles
- Post to blog
- Create Squidoo, Hubpages, Tumblr pages

## **Online Branding and Reputation Management**

How people see or perceive you can make the difference between them wanting to do business with you or not. Hiring a VA for 3-6 months, 2 hours per day to manage your personal online brand can make a big difference in your business.

- Facebook Personal Page (daily posting, fun stuff)
- Facebook Fan Page (get up to 1000 fans)
- Blog (Personal Blog, posting articles to your personal blog on your topic)
- Tweets (setting up Twitter, adding new friends, growing followers)
- LinkedIn (profile is updated)
- Posting Articles & Videos (expert building)

## **Outsourcing Craigslist Tasks**

- VA can use Search Tempest to search for service opportunities
- VA can send messages to those seeking a service you provide
- VA can post adds to Craigslist

## **Outsourcing Meetup Tasks**

Meetup is an incredible resource. There are Meetup's Groups on everyday of the week, with many many potential prospects waiting to meet you. Don't limit your Meetup experience to being a member, consider the advantages of being an organizer.

- VA can schedule Meetups
- VA can contact members

- VA can call members
- VA can join Meetup's as per your instructions
- VA can send intro email to organizers
- VA can post discussions to Meetup's
- VA can contact members and connect with them via email, FB, LI, TW
- VA can manage communications
- VA can schedule Skype calls with members on behalf of client

### **Connecting With New Contacts**

Entrepreneurs invest a lot of time networking; however, their follow-up systems are not as robust. A VA can help simplify and optimize your follow up system. ***Don't leave your follow-up to you.*** Train a VA to follow up for you.

- VA can enter business card data into database
- Ask to connect via FB, LI, TW, Skype, etc.
- Send a welcome email or video

### **Turning Business Cards into Prospects into Clients**

When you return from a networking event, are you following up? Use Your VA to turn a business card lead into a customer and/or referral source, using the following step-by-step guide:

1. During the event or upon return back to your office scan the business cards.
2. Send the data to your VA's who enters everyone into a database.
3. Your VA can send a welcome email that invites the lead to take a short online interview (filter).
4. Your VA calls prospect and conducts a short phone interview (filter).
5. Your VA schedules a 15-minute consultation with you or a member of your team.
6. Your VA can send them an ongoing email sequence series.
7. Your VA can invite them to a FREE teleseminar / webinar.

### **Helping With Customer/Client Database**

How much is an email worth to you? Every email is worth \$ to you. Keeping your data updated is important for Internet marketing. There are a variety of tasks your VA can do to help you keep you keep you data updated and accurate.

- Enter persons details into database
- VA can manage database accuracy
- Call people to obtain email and/or mailing address

### **Outsourcing Customer Support**

Who answers your emails, phone calls? YOU? How many hours could you save by training someone to answer a high % of tickets, emails and phone calls?

- VA can answer emails
- VA can answer tickets
- VA can answer phone calls
- VA can answer FAQs

## **Customer/Client Relationship Building**

Simple actions can lead to loyal and happy customers. That unexpected email, card, video greeting...

- VA can send Out eCards or Real Cards (such as send out cards to new contacts or prospects)
- VA can send flowers, gifts to key customers, loyal customers
- VA can send a greeting Video (Talk Fusion or similar)
- VA can call an opt-In and Upsell them

## **Outsourcing Your Telemarketing & Apt Setting**

- VA calls from list or uses data mining to generate a list. Introduces business owners to an offer, explains service and sets a time for you (client) to chat to prospects
- VA can make follows up calls.
- If prospect provides email it's added into database.

## **Hire A VA to Implement Your Info Products Purchase**

1. Send your VA review information products/material you may have invested in. (i.e. Social Media, Marketing, Keywords, Ad Words, Real Estate).
2. Have your VA watch the videos and review the training material.
3. Have your VA make brief notes, bullet point for your quick review. (Evaluate their comprehension)
4. Have them implement the strategies detailed by the information product.
5. You, the VA, or a more proficient writer can create written content for some of the Social Media strategies.

## **Live/Online Event Support**

What is an event attendee worth to you? \$100, \$1,000, \$10,000 ? Your VA can help you promote your live / virtual events, just 1 extra person attending your event can help you create an Outsourcing ROI.

- Contact local business owners by phone & email
- Post event to Craigslist and other online info boards
- Create Facebook events
- Call out to ensure people turn up to event

## **Hiring a VA to be your Personal Assistant**

The following are just some of the tasks an outsourced/virtual personal assistant (PA) can do for you/for your key employees, executive assistant to help them be more effective:

- Email Managing: Sort out emails. Delete spam and consolidate important emails into one single email and send at the end of each day. If there are emails that need urgent attention, PA can Skype or text to keep you updated.
- Appointment Setting: Call clients that need to chat or speak with you. If PA receives an email for you that need setting up for an appointment, PA can call them directly and place appointment in your calendar. Appointment setting is not only for your clients but for your personal needs as well. Just call or email and your VA will take care of scheduling.



- Managing your calendar: PA can have access to your Google Calendar. PA can make sure that you do not miss a single appointment. If PA receives a phone call for you, PA can inform the caller if you are available or not and schedule in a time to chat.
- Managing Voicemail: PA can listen and sort out your voicemail. If the person leaving the message needs assistance or needs an appointment with you, PA can call them up immediately.
- Transcription: PA can transcribe voice mails or audio note recordings you may have made.
- Billing: PA can manage billing / process refunds, etc.
- Speaking Engagement/Travel: If you need to schedule speaking engagements or travel, your VA can assist in making arrangements.
- Research: Your PA can assist in a variety of research tasks.
- Mind Mapping: A few clients have trained their VAs on how to create mind maps. VAs use mind maps to summarize teleseminars, meeting notes, info-products.

## ***Outsourcing ROI Suggestions for Key Industries***

### **Supporting Affiliate/Referral**

- Research market niche
- Find Click Bank product or other affiliate offers (not limited to info products). (note: Can be high end / high priced items, real estate).
- Keyword & URL Research
- Set up WP sales site (VA can do simple WP sites otherwise use specialist)
- Promote affiliate offer via Social Media
- Datamine for prospects
- Email info / call prospect

### **For MLM Professionals**

- Client to define target market
- VA can contact new prospects via Facebook and invite to become friends
- Post welcome greeting to wall
- Send sequence of messages (message sequence written by client, what, when and how defined by client)
- Get client of FB and onto Skype, email and phone

### **For Speakers**

- Your VA can contact promoters and send out your speakers bio
- Your VA can contact corporations and other opportunities to get you speaking gigs
- Your VA can search for speaking opportunities in your field

### **For Authors**

- Send media kit to Radio Marketing
- Follow up calls
- Schedule appointments

### **For Info-Marketers**

- Client creates criteria

- VA researches and creates list
- Emails prospects
- Phones prospects
- Delivers short script
- Schedules appointment
- Logs to google calendar
- With training:
- Negotiates joint venture contracts
- Sequences in CRM system like 1ShoppingCart or Infusionsoft
- Sequences webinars
- Delivers Metrics
- Handles Accounting
- Follow up on payments

### **Real Estate Professionals**

- Posting properties for sales
- Searching for properties
- Screen buyers and sellers

### **For Professional Services Providers: Prospecting**

- Datamining
- Telemarketing & Scheduling Google Calendar
- Call to Confirm Apt

**As you can see, there are many ways a 123Employee agent can help you.  
It's not a question of if we can help, only a matter of how!**

**We know it's costing you time and money by NOT outsourcing;  
you can change that today, by hiring a  
123Employee Outsourced Virtual Assistant.**

**Remember, Outsourcing is as EASY as 123Employee!**