Outsourcing

- Hiring sites
  - OnlineJobs.ph
    - Full Time or Part Time
    - Free Time Tracker
    - $49/month to use
    - $350/month for untrained VA's
  - oDesk / Elance
    - Project based hires
    - 10% fee on hires
    - $5-$7 per 500 words
    - Switch a contractor to full or part time if they are good
- Hiring Process
  - 1. Test they read the job
  - 2. Measure speed and writing ability from Skype interview
  - 3. Trial them with a writing task
    - Measure the time it takes
    - Check how well it's written
    - Have at least 3 people do this
    - Do this unpaid
    - Google Drive
      - Monitor their thoughts and writing live
  - 4. Paid 2 week trial
    - They haven't got the job yet
    - Still being tested
- Managing VA
  - Daily Updates
    - Morning message to let you know they are working)
    - End of day message to let you know what they've achieved that day
  - Skype/Trello Communication
    - Email is 1-way communication
    - At the beginning, you need easy contact for them to be fully trained
  - Dropbox is better than email
    - Finding attachments is a nightmare
    - Dropbox is organised, easy to use, and can have folder organisation systems built
  - Bonuses & Holiday Pay
    - Give bonuses for great work
    - Research Filipino holidays, and make sure to give them all
    - 13th month pay if you really want to win them over
  - Thank them & encourage them regularly
  - Task based tracking, not time
    - If they complete their task quota early, that's fine
  - Flexi-hours
    - They choose their working hours
    - Allow trading of days
  - At the start, it's as bad as doing it yourself - ACCEPT THIS
    - Review everything they do, give feedback
  - Make them trust and like you
    - Give them trust
    - Speak to them like you care - because you should if they are responsible for part of your biz
    - Ask them - NEVER tell
      - NOT - Create 5 articles on X topic
      - "Could you create 5 articles on X topic?"
- Signs of a great hire
  - Interested in learning
  - Responsive in chat
  - Can think of solutions themselves
  - "Time trade" without you asking
- Creating tasks
  - Create tasks weekly
  - Use worksheets
    - Let them add notes
    - Tick off completion
    - Store in Dropbox so you can access and monitor them
      - Have a deliberate organisation structure in place i.e. drag to "completed" folder
  - Trello
    - Add notes and screenshots
      - Tag you
    - Mark as complete
- Training
  - Step-by-Step
  - Guidelines
  - Create Systems
    - Simplify
      - Tools i.e. MainWP
    - Remove thought
      - Do the thinking for them
  - ITH guides
    - If This Happens… Do This