



Special Report

How to Run Your Business in 60 Minutes per Day

Benchmark Publishing, LLC

NOTICE: You DO Have the Right to Reprint or Resell this Course!

You Also MAY Give Away,
Sell or Share the Content Herein

As long as you do not alter or misrepresent the report.

© 2011 Copyright Benchmark Publishing, LLC

ALL RIGHTS RESERVED. No part of this report may be reproduced or transmitted in any form whatsoever, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without express written, dated and signed permission from the author.

DISCLAIMER AND/OR LEGAL NOTICES:

The information presented herein represents the view of the author as of the date of publication. Because of the rate with which conditions change, the author reserves the right to alter and update his opinion based on the new conditions. The report is for informational purposes only. While every attempt has been made to verify the information provided in this report, neither the author nor his affiliates/partners assume any responsibility for errors, inaccuracies or omissions. Any slights of people or organizations are unintentional. If advice concerning legal or related matters is needed, the services of a fully qualified professional should be sought. This report is not intended for use as a source of legal or accounting advice. You should be aware of any laws which govern business transactions or other business practices in your country and state. Any reference to any person or business whether living or dead is purely coincidental.

Table of Contents

Introduction	4
Monday: Plan the Week’s Outsourcing	5
Brainstorm and Evaluate Your Needs	7
Decide What to Outsource.....	8
Tuesday: Post Projects	9
a. Local Freelancers	9
b. Remote Freelancers.....	11
Posting Projects and Ads.....	11
Wednesday: Evaluate Candidates.....	13
Evaluating Freelancers.....	15
Thursday: Hire the Best Freelancers	16
Friday: Delegate and Manage.....	19
Don’t Treat the Freelancer Like an Employee	20
Do Continue Using Briefs	20
Do Manage Ongoing Projects	21
Don’t Neglect Training	21
Do Offer Praise Generously	22
Conclusion	23

Introduction

Welcome to "***How to Run Your Business in 60 Minutes per Day!***"

If you've ever wanted to grow your business working just a few hours per week, then you're reading the right report. That's because you're about to discover how to:

- ✓ Determine your outsourcing needs.
- ✓ Find freelancers who can handle all your tasks.
- ✓ Evaluate and then hire the best candidates.
- ✓ Manage your freelancers to get the best results.

Best of all –

You'll find out how you can do all of this and more in just 60 minutes per day, Monday through Friday, using my *proven* daily outsourcing plan!

Think of it:

- ✗ No more slaving away at your computer for 10, 12 or even 18 hours a day.
- ✗ No more blurry-eyed nights trying to get everything done yourself.
- ✗ No more turning down fun with friends and family because you have to work.

Instead, you leave all the heavy lifting to a team of competent freelancers.

That frees you to do all the things you really enjoy.

More time with friends. More time with family. More time enjoying your hobbies.

And while you're off on the golf course, traveling or just hanging out with friends, your business is growing.

Sound good?

Then read on to discover a daily plan you can use to make it happen...

Monday: Plan the Week's Outsourcing

Before you can run out and start posting jobs, you need to evaluate your needs. This means figuring out what jobs you need done both in the short term and long term in a variety of areas.

Now before we get into the details of evaluating your specific needs, let's go over the three main categories of outsourcing.

Each of the jobs you need done will fall into one of these categories:

1. One-Off Tasks

This is where you hire someone to complete a fairly quick "one off" task. That means that once they've completed the task, they're done with it. While you may hire them again in the future to do something similar, there's no guarantee that you will need their services again.

Example: Let's suppose you just completed an ebook. You can hire a graphics designer to create the ecover graphic. You may get a turnaround on this task in as quickly as a few days. Then once the task is done, your relationship with the designer ends. Maybe in another few months you'll contact the designer again.

2. Ongoing Tasks (End Date in Mind)

This is where you hire someone to work on a very large project and/or for a fairly lengthy amount of time. However, generally there is an end date in mind. That is, your relationship with the freelancer may go on for months, but in most cases it will end on a specific date.

Example: You've hired a freelance programmer to create software for you. This is a big project which will likely take four to six months to complete the initial coding. After the initial coding is done, you'll retain the programmer for another six months in order to do tweaks, work out bugs, patch security flaws, etc.

In other words, you plan to work with the freelancer for at least a year, but unless another big project comes up, your business relationship will likely end in about 12 months.

3. Long-Term Projects (Indefinitely)

This last category is where you hire a freelancer to work with you on an ongoing basis for the foreseeable future.

In this case there is no definite end date in mind. There isn't some project that, when wrapped up, will signal the end of your relationship with the freelancer. Usually, the relationship ends for other reasons (e.g., the freelancer moves on, you fire the freelancer, you retire from the business, etc).

Example: One good example of this is a customer service representative. This person works for you for as long as you need a representative and/or as long as he needs a job. Depending on the size of your business, the representative may work as little as a few hours per week. But you expect to work together for the foreseeable future.

Those are the three main categories.

Naturally, any freelancer can float between these three categories as your business grows and your needs change.

Example: You might hire a programmer to customize a script (a one-off task). Then you may re-hire him to hand code a new piece of software (ongoing). Then you may decide to go into the business of developing software, in which case you retain him indefinitely to create new products and fix bugs on existing products.

Here's my point:

You can't evaluate your needs once and be done with it. You'll need to evaluate them constantly, especially as your business grows.

The second thing you need to keep in mind is what type of relationship you'll be developing with the various types of freelancers.

If you're hiring someone to do a one-off task, then generally you'll just hire them, they'll complete the task, you pay them and your relationship ends. As such, you don't need to spend a whole of time motivating them or, for that matter, managing them.

However, whenever you start working long-term with someone, you need to take into consideration such issues as management and motivation. Since you want to retain

your long-term freelancers, you need to keep them happy. And since you want to continue to get good results, you'll want to manage them effectively.

Later on you'll learn a bit more about motivation and management. For now, just keep it in mind. Read on...

Brainstorm and Evaluate Your Needs

Your next step is to take out a clean piece of paper or open a new word processing document on your computer. Then I want you to list ALL the tasks you do in your business.

This includes your daily tasks (like customer service) to the tasks you do regularly, but less often (like your quarterly taxes). Point is, list everything.

To help you get started, here's a list of some of the more common tasks (especially for those who create and sell information):

- **Copywriting.** This includes sales letters, ads, brochures and other marketing collateral.
- **Content writing.** This includes ebooks, reports, blog posts, articles, newsletter content, press releases, social media posts and more.
- **Graphics and design.** This includes web design, ecover graphics, creating or tweaking blog themes and templates and more.
- **Programming.** This includes everything from script installation to script customization to custom software creation to mobile apps.
- **Web technical.** This includes things like managing your servers and databases.
- **Marketing.** This is a big area, which includes activities like joint venture partner recruitment, affiliate recruitment, affiliate management, affiliate motivation, pay per click (PPC) management, search engine optimization (SEO), email marketing (newsletter management), publicity and press release distribution... and so on.

The above list is far from complete, as I didn't even touch on things like accounting, customer service, product creation and all the other things you need done on a daily, weekly or ongoing basis.

So be sure to take your time to really figure out what tasks you do to keep your business running.

Once you have your list, then you need to ask yourself WHAT to outsource. Read on...

Decide What to Outsource

You've got a big list of tasks in front of you.

But the question is, which of these tasks should you outsource?

If you already have a big business budget in place, then the answer is you can outsource almost everything.

This allows you to work just a few hours a week. You'll use that time to plan your business and hire/manage your freelancing team. Then you'll have the rest of your time free to do as you please.

If you're not yet prepared to start outsourcing your entire business, then you will need to pick and choose which tasks to outsource.

Generally, you should ask yourself a few questions with relation to how cost effective it is to outsource a particular task, whether it makes sense to hire a professional... and similar questions.

Tip: You'll discover the three key outsourcing questions to ask - plus a nifty outsourcing formula you can use to almost instantly make the outsourcing decision - when you claim your copy of the H.A.N.D.S. Free Formula guide. [Click here to check it out.](#)

Now that you've drawn up a list of tasks you'd like to outsource, your next step is to begin the process of finding suitable candidates.

Read on...

Tuesday: Post Projects

You have a big list of tasks and projects you'd like to outsource. Now it's time to start advertising your need for these various freelancers by posting projects and/or contacting suitable candidates.

Tip: Today you're merely casting your net to create a big list of prospective freelancers. But don't hire anyone just yet, because you first need to evaluate their suitability and do your due diligence (which you'll learn about in the next section).

There are two main types of freelancers that you'll uncover in your search:

- a. Local freelancers.** These are the ones who live right in your own city. Not only that, but some of these folks are willing and able to meet with you face to face.
- b. Remote freelancers.** These are people who live too far away in order to meet them in person. They may live a couple hundred miles away or they may live halfway around the world. It's generally impossible to meet these folks face to face.

Let's look at the pros and cons of each of these categories....

a. Local Freelancers

Let's look at some of the advantages and disadvantages of working with local freelancers:

- **Language.** Unless you're working with someone who just recently moved from a foreign country to your local area, the vast majority of the time there should be no language barriers between you and your local freelancer.
- **Ability to meet face to face or work closely together.** First off, let me start by saying that not all local freelancers are willing or able to meet face to face with you. Indeed, some of them prefer telecommuting precisely for the reason that they don't need to leave the comfort of their home.

Point is, don't assume that just because someone is local that they'll meet with you. When in doubt, ask.

However, *some* local freelancers will happily meet with you, which means you can interview them in person. Some of these freelancers will also meet with you occasionally for face-to-face meetings. And some of these local freelancers will even agree to work in your office for the duration of a project.

Tip: If you're hiring any type of freelancer for a long-term project or an ongoing project - and especially if this freelancer is actually working alongside you in your office - be sure to consult with your tax attorney or other professional. That's because you want to make absolutely sure that any freelancer you hire is indeed going to be classified as an independent contractor and NOT an employee.

You see, even if you consider the person an independent contractor, the government may not see it that way. This can lead to additional tax implications for you, including back taxes, fees and fines if this person has worked for you for some time and is later re-classified as a regular employee. So, consult with a tax professional first.

- **Comfort factor (due diligence).** If you're hiring someone locally, often the due diligence process is easier and you feel more comfortable with the person. This is particularly true if you're hiring someone who has an established business and good reputation, such as a web designer who's worked with many businesses in your area.
- **Pricing.** Whether this is a pro or con really depends on where you live. If you live in an area with a high cost of living (like New York City or London), then generally you can expect a local freelancer's services to be more expensive than if you lived in a rural area with a lower cost of living.

Tip: Remember, however, that the freelancer's pricing isn't solely determined just based on where he or she lives. Obviously, skill and reliability are two other big factors that come into play.

Example: A very good copywriter living in a rural area (low cost of living) may charge two or three times more than an average copywriter living in an area with a high cost of living.

b. Remote Freelancers

Now let's go over some of these same factors in relation to remote freelancers...

- **Language barriers.** If you're outsourcing to a foreign country, then you need to be absolutely certain that you and your prospective freelancer won't have any language barriers. Several emails between you will help you figure this out. A Skype call would be even better (where possible).
- **No personal meetings.** Obviously you can't work together in your office. However, some freelancers (not all) are agreeable to talking live on the phone or via Skype. If you go this route, just be sure to respect the freelancer's time, meaning don't tie him up for an hour.
- **Time zone differences.** Keep in mind that if you're working with someone who lives thousands of miles away from you (especially around the world), you may be dealing with time zone differences. Thus even if a person works regular "business hours," the bulk of this person's business day may be completed while you're still sleeping. As such, you can't expect rapid communication, even if a particular freelancer is known for answering inquiries promptly.
- **Pricing.** As mentioned just a bit ago, there are a lot of factors that come into play when it comes to pricing. However, one factor is the freelancer's location – and that means you may be able to get a similar quality of work at lower prices if you outsource to a region of the world with a lower cost of living (like the Philippines).

OK, now you know the pros and cons of hiring a local freelancer versus a remote freelancer (which includes foreign freelancers).

Read on to learn how to find these freelancers...

Posting Projects and Ads

Obviously, the way you approach finding a freelancer is going to depend, in part, on whether you're seeking a local freelancer, a remote freelancer (or perhaps either one).

So let's have a look at [five of the most popular ways](#) to find these freelancers...

→ **Post projects on freelancing sites.** One of the most well-known freelancing sites is Elance.com, but there are others. And some of them are better for certain types of tasks (like programming and other technical tasks).

Here's how it works: You post a project, your prospective freelancers bid on the project and then you select one vendor from among the applicants.

→ **Post advertisements.** You can post advertisements both online and offline, such as in your local newspaper and on Craigslist.org. You can also post flyers around your local area.

→ **Browse advertisements.** Yet another way to uncover prospective freelancers is to read their advertisements.

Example: If you're looking for a local freelancer then you might check out your local newspaper in the classified "Services" section.

→ **Search Google.** Whether you're looking for a remote or local freelancer, Google can help you uncover dozens of suitable candidates. Run your search and then check out both the regular search results as well as the sponsored (paid) results that appear at the top of the natural results as well as on the right side of your screen.

→ **Ask around.** Finally, if you have trusted business colleagues who're outsourcing, then you'll want to ask for their recommendations.

Example: You can ask a local business owner about his recommendations for web design. Or you can go online to a business forum to get recommendations for ghostwriters.

Note: These are just a few of the most popular methods. To get the full list of methods as well as in-depth instructions on how to fully utilize these methods, [click here to download your copy of the H.A.N.D.S. Free Formula](#).

The key to your success is to cast a wide net, thereby attracting as many suitable candidates as possible. The reason you want such a big list of prospective freelancers is because once you start doing your due diligence and research, this list is going to get whittled down fairly quickly.

You'll learn how to do that next, so read on...

Wednesday: Evaluate Candidates

You've got your list of freelancers. But don't hire anyone just yet. That's because the next thing you need to do is sort through these prospective candidates in order to uncover those who're most suitable for the job.

Before we get into the details of this process, let me make a couple points:

1. Spending time upfront saves you time and money down the road.

Yes, this process does take some time upfront as you do your due diligence and perhaps even go through an interview process. However, the time you spend now will save you time, money and frustration down the road.

You see, some business owners simply skip this process and instead assume that anyone advertising as a professional freelancer must be reputable professional who'll produce good work. However, that's not always true.

Some freelancers can't seem to keep projects on track, meaning they're always missing deadlines (and thus derailing major parts of your business).

Some freelancers simply aren't very good at what they do. And worse yet, some freelancers are actually scammers, meaning their goal is to take your money without any intention of doing the work.

As such, it's extremely important that you go through the due diligence process. Consider it a good investment of your time.

2. Make the process proportionate to the job and the relationship.

You'll want to do your research and due diligence every time you hire a freelancer. However, you don't necessarily need to do the same amount of research for every freelancer.

Instead, you'll need to keep the amount of research you do in proportion to the relationship you expect to have as well as the cost of the project.

Example: Let's say you're hiring someone to do a one-off task, such as fixing a graphic for \$10. Obviously, you're not going to spend hours researching this person's background. Instead, you'll spend maybe five minutes checking the person's portfolio and feedback ratings.

On the other hand, let's suppose you're hiring a customer service representative to work with you on an ongoing basis. In this case, you may go through a full due diligence process. You may even spend a few minutes on Skype interviewing the person. That's because you want to hire the best person for the job right away so that they can do a good job for you in the long term.

3. Good freelancers for others may not be good for you.

Another thing to keep in mind is that just because a freelancer has great feedback and comes highly recommended, that doesn't mean this person will work well with you. You'll learn more about this important factor just a bit later.

4. Don't shop around based on price alone.

Finally, don't base your research on price alone. High prices don't necessarily mean better quality work. Low prices don't necessarily mean inferior work. You'll need to do your full due diligence and research in order to determine how well suited a particular candidate is for your specific project.

Tip: It's true, sometimes you can find someone who produces extremely high-quality work at a low price. Possible reasons include:

- The person is just getting started and trying to build his portfolio. He may even specifically advertise that his prices are going up once he's built up his portfolio.
- The person lives in a place with a low cost of living and is trying to be competitive. This is especially true of someone who's mainly working with business owners in a local area. However, if this person expands and starts working globally, he may raise his prices to reflect his skill level.
- The person doesn't yet know his or her worth in relation to others in the marketplace. Some freelancers who're fairly new simply don't yet realize their worth and/or they think they'll lose business if they raise their prices. If they truly are good at what they do, then they'll have a LOT of business. If they over-schedule themselves, the quality of their work will go down. Alternatively, they may just eventually start raising their prices.

Point is, while there are legitimate reasons for spectacular freelancers to have dirt-cheap prices, there's a good chance that the prices won't stay low forever.

So, that means you either need to be prepared to pay higher prices or you need to spend an incredible amount of time constantly looking for new freelancers at discounted rates.

Truth is, you waste a lot of time and money if your freelancing team is constantly turning over.

It's better to either find a good freelancer upfront (even if she/he charges more) or pay a good freelancer's higher prices if she/he starts raising them. In other words, it's not always a good deal to constantly be seeking out low-price freelancers.

Evaluating Freelancers

Okay, so now you know why you should invest time upfront to do your research and find the best candidates. Now let's look at some of the steps involved in the actual due diligence process...

- **Check feedback ratings.** If you're hiring a freelancer from a freelancing site (like Elance.com), then you have the advantage of checking the person's feedback and ratings from other business owners.
- **Ask around.** Whether you're hiring offline or online, you can ask around to see if anyone has any good or bad experiences with this freelancer.

Example: Let's suppose that you notice a local business owner has a "designed by" tag at the bottom of his website. You can ask him if he was satisfied with the quality of the work.

- **Review the portfolio.** This is actually one of the first things you should do if you're hiring certain types of freelancers like writers, graphic designers and similar. Point is, you want to make sure that your freelancer is capable of handling the type of work you require.

Example: If you're hiring someone to create an ebook, you should look for a sample ebook in the person's portfolio. That's because a person may do a great job writing articles or blog posts, but perhaps he falls short when pulling together a well-researched ebook.

- **Look at testimonials.** Don't believe everything you read, though, as a testimonial is easy enough to fake.
- **Use Google.** Finally, one of the best ways to do your due diligence is to research the freelancer's business history and background in Google. [**You'll find complete instructions for doing this inside the H.A.N.D.S. Free Formula.**](#)

Do NOT just cherry pick one or two of the above methods while ignoring the others, especially if you're looking for a freelancer for a big, expensive and/or ongoing project.

Instead, go through all the steps above (where applicable) so that you get a clear picture of the freelancer's:

- Ability to produce great work.
- Ability to meet deadlines.
- Ability to be professional.

Once you've done your due diligence, you'll find that your big list of prospective freelancers very quickly gets whittled down to a select group.

Read on for your next step...

[**Thursday: Hire the Best Freelancers**](#)

If you have just two or three prospective freelancers left on your list after the due diligence process, then you can go ahead and hire them all.

There are two main reasons for hiring multiple people:

1. You can find out which freelancer does the best job for you.

Remember, even freelancers who do great jobs for others may not necessarily do a spectacular job for you. This usually happens because the two of you don't communicate very well.

In other cases, you may simply not get along with a particular freelancer very well (e.g., your personality styles may clash). So even if this person produces

good work, you may simply choose not to work with that person again. (Or, alternatively, that person may choose not to continue working with you.)

Point is, you want to test a variety of freelancers (the top two or three candidates on your list) to see who's best suited for doing a particular project.

2. You'll build a "second string" of freelancers. Think of sports teams.

They have their "first string" players, which are the guys who start the game and play for most of it. These are the best players.

But what happens if one of the first-string players is unavailable to play? Then a second-string player has to take his place. He may not be as good as the first-string player, but he gets the job done.

The same thing can happen in your business. You may have your "first-string freelancers" – these are your favorites, the ones who do the best job for you. But your favorites aren't always available.

So rather than wait months in order to get a job done, you may just hire another qualified freelancer (your "second string freelancer"). And that's why it's a good idea to hire a variety of people upfront, so that you can create a first and second line of freelancers.

Now, there are basically two ways to hire several people at once. Specifically:

1. Hire everyone to do the same job. This obviously works best if you have an inexpensive job you need done, like creating a graphic. In this case you can hire two or three people, give them all the same project brief, and see who creates a graphic that most closely resembles what you had in mind. The advantage of this is that you get to directly compare different freelancer's work and results.

But of course hiring different people to do the exact same job doesn't always make sense (especially financially). In that case, you might try the second option...

2. Hire freelancers to do similar, but different, jobs. Another option is to have your different freelancers complete different parts of the same job.

Example: Let's say you need to hire someone to create 25 articles for you. You can hire five different freelancers to create five articles each. If the 25 article topics are

related (e.g., let's say they're all about dog training), then you get an opportunity to compare the different freelancer's work pretty directly.

Now, maybe you're wondering what to do if your due diligence resulted in you getting left with more than two or three people on your list.

In that case, you need to rank your list in order of preference and then hire the top two or three. In order to do this, you may need to do one or more of the following:

- **Do additional research.** In other words, extend your research to see if there's one candidate that's more qualified than the others.
- **Interview the person.** (This step isn't required for small, one-off tasks.)
- **Check the freelancers' schedules.** You may be prepared to hire someone, but perhaps you find out that the freelancer isn't available for months. If you have a project that you need completed ASAP, then these long wait times may naturally disqualify a prospective freelancer.

Once you've ranked your freelancers in order of preference, then hire the top two or three to do the same or similar jobs (as described above). But keep these tips in mind...

- ➔ **Start small.** Remember, this is just a testing period. You're testing the freelancer to see if he produces good work. And for that matter, he's testing you to see if the two of you work well together, if you provide clear briefs and if you pay on time.

As such, you should start out by working on small projects together for a few weeks. Point is, don't give your long or expensive projects to a new freelancer until after you find out if the two of you are a good fit.

- ➔ **Provide a clear project brief.** Your freelancer isn't a mind reader. And that's why you need to offer a clear project brief and instructions.

Note: Many business owners who're outsourcing for the first time find this to be one of the most difficult tasks. This is particularly true if you're outsourcing a task with which you have very little familiarity.

Point is, if you don't really understand the task, then it's difficult for you to provide clear instructions for

someone else. End result? You'll end up with less-than-desirable results.

The solution?

[Download your copy of the H.A.N.D.S. Free Formula outsourcing guide today.](#) Inside this guide you'll find a full list of checklists and templates that you can use to create project briefs for some of the most common outsourcing tasks, including ghostwriting, copywriting, programming, design, marketing and much more. [Click here to get your copy now!](#)

- **Create legal agreements.** In most cases you'll need to talk to a competent attorney about this. However, you will want to consider creating and signing legal agreements which will protect both you and the freelancer.
- **Make your expectations known.** Your legal agreements will cover the main points, such as payment terms and delivery deadlines. However, you should make your other expectations known as well.

Example: If you prefer to be contacted with updates at regular intervals, then let your freelancer know, explicitly, your preferred means of contact and exactly how often you want an update.

Now that you've hired a freelancer and started working on small projects, it's time to move on to the next step...

Friday: Delegate and Manage

As you build your freelancing team, these tasks – delegating and managing – will be the bulk of what you do. That's because you'll already have hired and evaluated freelancers.

Yes, you'll need to hire and evaluate on an ongoing basis, but you'll have a team in place for long-term and ongoing projects. And this team will require you to delegate tasks and manage on an ongoing basis.

So let's go over five dos and don'ts for accomplishing this step...

Don't Treat the Freelancer Like an Employee

The first thing you need to remember is that you don't own your freelancer's time. That means that you shouldn't assume that he will take on your projects, especially within your required timeframe.

Because your freelancer is an independent contractor, he usually has several other clients. This means that he may be booked, so you can't expect nor demand him to take on your project. Indeed, even if his schedule is free, you still can't demand that he can take on your project.

The second thing you need to be aware of is adding extra work to the project after you've already talked about the scope of the project and set deadlines. If you need something extra, you'll need to ask the freelancer if he has extra time in his schedule to accommodate you. And if not, you'll need to get a second deadline for the extra part of the project.

Example: , let's suppose you've hired a ghostwriter to create a 25,000 word book. You give your writer an outline, the two of you set deadlines and the writer prepares to start working. Then you realize that you forgot to add an important topic to the outline, so you revise it to include an extra 5000 words.

You can't just send the ghostwriter the revised outline and ask him to add it to the project. Instead, you need to sit down together and revise the deadline. In this case, you may get the first 25,000 words as per the original deadline, with the extra 5000 words coming at a later date.

If, however, you've hired a freelancer to create something like software – and you've extended the features on the software – then the entire project delivery date will probably get moved when you extend the scope of the project.

Do Continue Using Briefs

When you first start working with a particular freelancer, you're sure to create detailed briefs, offer examples and in general give thorough instructions. As time goes on, you may be tempted to send less information since your freelancer always seems to know what you want.

Do NOT do this.

One of the reasons you and your good freelancers likely work well together (and why you get good results) is because you provide thorough briefs and project instructions.

If you stop doing it, you'll probably see your results drop off. At the very least, you'll probably create more work for your freelancer, since he needs to guess what you want and/or ask a lot of follow up questions.

So make it easy on both of you by continuing to provide detailed briefs.

Do Manage Ongoing Projects

If you have a large project – such as a long ebook or a big software project – be sure to ask for regular follow ups.

If you're just starting to work with a particular freelancer, you may ask for updates every day or every other day. As your relationship grows, you may be comfortable getting updates every three to four days or so.

However, even if you have a great relationship with a freelancer, be sure to get updates at least once a week for large projects. That's because you don't want several weeks to go by without hearing anything, only to find out later that the freelancer isn't on track (which of course derails your project).

Secondly, remember that your freelancer is an independent contractor and an expert, so don't micromanage the project.

That is, do NOT tell the freelancer how to complete the task. The exception, of course, is if you're training a freelancer – such as a virtual assistant – who may not know how to do certain tasks.

Which brings us to our next point...

Don't Neglect Training

If you expect to work with a freelancer on a long-term and/or ongoing basis, then you'll probably want to spend some time training him with regards to your preferences and/or your expectations.

Example: If you hire a writer from the U.K. but you want the content directed at people in the U.S., then you may need to train

your writer how to avoid British sayings, slang and spellings. (E.G., the spelling of the word colour versus color.)

If you're hiring a virtual assistant who'll do a variety of tasks for you, then you'll need to set time aside each week for training (at least in the beginning).

For best results, you should create training materials, such as training videos or instructional manuals.

Example: Let's suppose you're teaching a virtual assistant how to submit articles to article directories using submission software. You can provide a video that shows the step-by-step process of logging into the software, uploading the article and submitting it. In-depth training and instruction like this leaves little room for error.

Do Offer Praise Generously

You're likely to need to correct your freelancers from time to time or at least request that things be done differently.

Example: Perhaps you want your customer service representative to handle refund inquiries in a slightly different way. Or maybe you want your ghostwriter to deliver your document in a different format.

However, be sure that you don't get in the habit of only pointing out what was done incorrectly or what you'd like changed. That can dampen the morale of your freelancing team.

Instead, you should regularly point out what was done right by offering generous praise. Indeed, you can even praise your freelancers right alongside your corrections.

Example: "You did a GREAT job handling the pre-sale questions this week. Well done. However, I wanted to talk to you about using a slightly different approach when handling refund inquiries..."

That concludes your week – unless you want to work on weekends... but you don't have to!

So let's wrap things up...

Conclusion

Congratulations – you now know how to run your business in just 60 minutes per day!

Let's recap your daily tasks:

- **Monday, Plan the Week's Outsourcing.** Here you determine what jobs you need done so that you know what types of freelancers you need to hire.
- **Tuesday, Advertise Your Jobs.** This is where you post your projects on freelancing sites, advertise using other venues or search for qualified candidates.
- **Wednesday, Evaluate Candidates.** In this step you do your due diligence to make sure you're only dealing with professional, competent freelancers.
- **Thursday, Hire the Best Freelancers.** Once you find the most suitable freelancers for the job, you hire them, create project briefs and sign agreements.
- **Friday, Delegate and Manage.** Finally, this is the day where you spend an hour communicating with your freelancing team, touching base on projects, etc.

That's it – just five hours a week that you can turn into a full week's worth of results!

Your freelancers will take care of everything else. They'll do the heavy lifting. They'll do the tedious, time-consuming work. They'll grow your business for you!

Go ahead and think about what you're going to do with all your free time.

That's more time with your kids. More time with your friends. More time out on the golf course or relaxing at the lake. More time to travel, enjoy your hobbies, volunteer... or just lounge around the house.

Now that's what I call "freedom."

Listen, this freedom can be yours. You can let someone else grow your business so that you can enjoy your life. And the best and fastest way I know to achieve this is by claiming your copy of the [H.A.N.D.S. Free Formula™ outsourcing guide by clicking here](#).

Inside this exciting guide you'll discover the exact outsourcing formula I use to build and manage my freelancing team.

End result?

My business grows effortlessly and quickly. And now yours can too once you know these outsourcing secrets, [so click here to get started...](#)