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NextGenlinks Free Marketing, Linking and SEO Reports Series

Hi! Welcome to NextGenlinks Free Reports Series!

Let's get straight to business :)

Free Report #14:

4 Quick Tips for Outsourcing on a Budget

Running an online business is extremely time-consuming. Whether the business is flourishing or just getting off the ground, there are countless tasks you must do to ensure its success. Many times one person cannot and should not attempt to do everything alone.

You can get help in your online business and increase your bottom line by outsourcing tasks that you don't want to do, don't know how to do, or don't have the time to do.

By taking the time to find good people to outsource tasks to, you can almost be certain that you'll save both time and money in the long run and increase your revenue greatly over the life of your business.





















Use these quick tips to help you get started, even if you're on a tight budget.

Quick Tip #1: Examine Your Budget and the Going Rate

When running an online business, it is always important to define a budget. A common error is to set aside more money than you can afford when you're first beginning to outsource projects. A smart idea is to allocate a percentage of the money you are bringing in only for outsourcing. This way you'll be able to steadily grow your profits by leveraging the work of others.

For instance, if you decide to reinvest 10% of your profits into outsourcing, then, as your income grows, the amount you spend on outsourcing will grow, as well.

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The size of your budget is not what is important; you need to figure out how to use this money to benefit your business in the best way possible. This will change depending on the tasks you are outsourcing.

Visit freelancing sites like Elance.com, Shelancers.com, Workaholics4Hire.com or RentACoder.com. Notice which types of projects people are bidding on and how much they are offering to complete them. See then how this fits with your allocated budget.

Quick Tip #2: Be Honest with Yourself

After making the decision to outsource, make sure you are honest with your decision.

Are the tasks that you have decided to outsource truly something that you cannot do yourself? If it is something that you may be able to accomplish, it would save you from wasting money from out of your budget. This would also allow you to allocate another task for outsourcing either now or in the future when the need arises.

Take the time to really think about what tasks need to be outsourced and what just might not be a favorite task to perform yourself. To differentiate between the two can save you money; time and can get your true priorities accomplished quicker.

However, as Nicole Dean of OutsourceWeekly.com teaches, you should always outsource your roadblocks first. If you're stuck – outsource that task first so that you can move towards profit. For instance, if you're working on an ebook, but don't know how to set up your shopping cart, then outsource the setup so that your ebook can begin selling. If you've got a product, but don't have the guts to go get JV partners or interviews, then outsource that. Whatever obstacle stands between you and profit – outsource that first.

Quick Tip #3: Search for the Best People

It is in your best interest to research before hiring a contractor.



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Remember that you are working within your budget, so outsourcing haphazardly can result in a loss of precious funds, especially if you need to have the work redone.

Take your time and do not make an uninformed decision. Use all available resources, ask for references, and speak to others, visit websites, look at samples, anything you can do to get a clearer perspective on someone you are considering. If you take this task seriously, you will certainly improve your odds for positive results.

Another tip that Nicole Dean from OutsourceWeekly.com recommends is to give a small task to three people to test them and find out which is the best fit for you before investing a large amount of money with any one person. For instance, if you need 15 articles, hire 3 separate ghostwriters to write 5 articles each. Find the articles you like best, and the person who was the easiest to work with, and, of course, weigh in price. Whoever "wins" the challenge – you will certainly want to continue to work with.

Quick Tip #4: Consider Trades and be Creative

If you need to outsource tasks but have used your allocated funds for the month, there are other options. Simply use your imagination to figure out alternative ways to outsource.

One way may be to trade services with other internet marketers. It is likely that a task that you can finish in ten minutes may take someone else ninety minutes and vice versa. Offer to trade tasks. That way you are not only saving time but money as well. This is a great idea to build relationships with other individuals for future joint ventures that may arise as your success on the internet increases.

Outsourcing on a budget isn't always easy, but it is possible. All you need to do is plan ahead, do your research and use your imagination to come up with win-win scenarios. This will help the process run smoothly and simply, ensuring that you will outsource again in the future.

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