



Outsourcing Guide

“What and When to Outsource to VA’s and Your Local Operations Manager”

Your goal when outsourcing is to always be identifying the next tedious process of your business that you can step back from and begin to outsource. Your ONLY job is to continue to identify the essentials and focus on just those tasks, never spending one single minute on the redundant tasks that others can and should be doing.

With today’s option Online, outsourcing has never been easier. You can opt to outsource one project or task at a time with a minimal fee, around \$5-\$10 per task, at websites such as Fiverr.com. Or, you can go to a site like elance.com and build a long term relationship with either one individual that you choose, or a small team, to be responsible for a number of tasks that they must perform daily and weekly for a weekly or monthly pay compensation. For the amount of work/time you will need from a VA in the beginning, this price typically will not exceed \$200-\$350 per month.

What is so important here is realizing the importance of your time. Outsourcing and delegating is one of the single most crucial keys to success all successful CEO’s do. The thought of the initial cost of Outsourcing stops so many from doing it. Well...it’s an illusion. By NOT outsourcing, you are not growing, and if something is not growing... It’s dying. That’s just a principle law in the world we live in. Like it or not. Make a decision now, and commit. We must delegate our important, but tedious tasks and focus on the larger picture that propels us toward our goals. Keep your eye on the end game, and the rest will fall into place.

Suggested Tasks To Be Outsourced:

When reading the tasks below, ask yourself if it is worth having someone else do this for \$2 per Hour.

- 1) Craigslist Ad’s. A VA should be doing both your “Phantom Property Ad” and Your “Appliances For Sale” ad every other day in each market you are targeting, **so a fresh source of Buyer leads are coming in at all times.**



- 2) Your VA should be researching and locating fellow wholesalers in your target markets for you. Give them simple instructions on how to find these co-wholesalers in each target market. Google search for “Cheap houses in X” or “Wholesale Properties in X”.
- 3) They should also be managing your list building on Excel for each market you are in. One list titled “Buyers in X” and keeping all of the contact info and email for every Buyer you guys get.

Receive and edit the many emails you will be receiving from multiple wholesalers .As you grow into multiple markets, You will be on many buyers list, and so there will be more and more property listings that will need to be edited, hyperlinks removed and replaced with YOUR contact info, the when your buyers see the email, they only have you to contact if they want more information. (you of course will then ask the selling wholesaler to get answers)

- 4) Your VA should me be making these edits and then sending the email out to your Buyers list for that respective county. If you use and email service provider, such as Getresponse.com, then make sure they have access to that account.
- 5) VA’s can also receive inbound calls from your buyer mail campaigns. Just have your google Voice number forwarded to their number. Some VA services such as **Patlive.com which I highly recommend for phone services**, will actually provide you a number that you can put on your Buyer letter campaign. They should be verified phone ninja, as one of the most crucial tasks in your business is your relationship with your BUYERS.
- 6) Screen Craigslist, Backpage, and Kajiji for Landlord Buyers and add those buyer leads to the appropriate county Buyers Excel sheet. They locate these landlord by identify the owners of rental properties.
- 7) Do your cash buyer direct mail campaigns. Stuff, address and stamp each letter.



Remember, you can outsource this individually, and act as a “contractor” sub-contracting all of these tasks to VA’s on site like Fiverr, or hire a team you continue to work with on sites like elance.com and 123 employee.com.

OR...

you can recruit your Local Operation Manger, who works for profit share/ commission based compensation who can perform many of these tasks, AND, you can instruct them what they need to outsource to VA’s. This is how I do and prefer it.

Remember to trust your gut when interviewing and hiring. If you feel like there is “something” not right... or that you don’t believe or trust about them, 9 times out of 10 you are right. Trust me. Been there done that many times over. Just make sure you get started, even if it just as simple as going to Fiverr and having someone find some co-wholesalers for you, just to get your feet wet in the whole outsourcing process.

Start outsourcing today and start growing!

To your Success... make it happen!!



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