

Outsourcing For Small Businesses

A Step-By-Step Guide



Course Book

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Introduction - The What and Why of Outsourcing

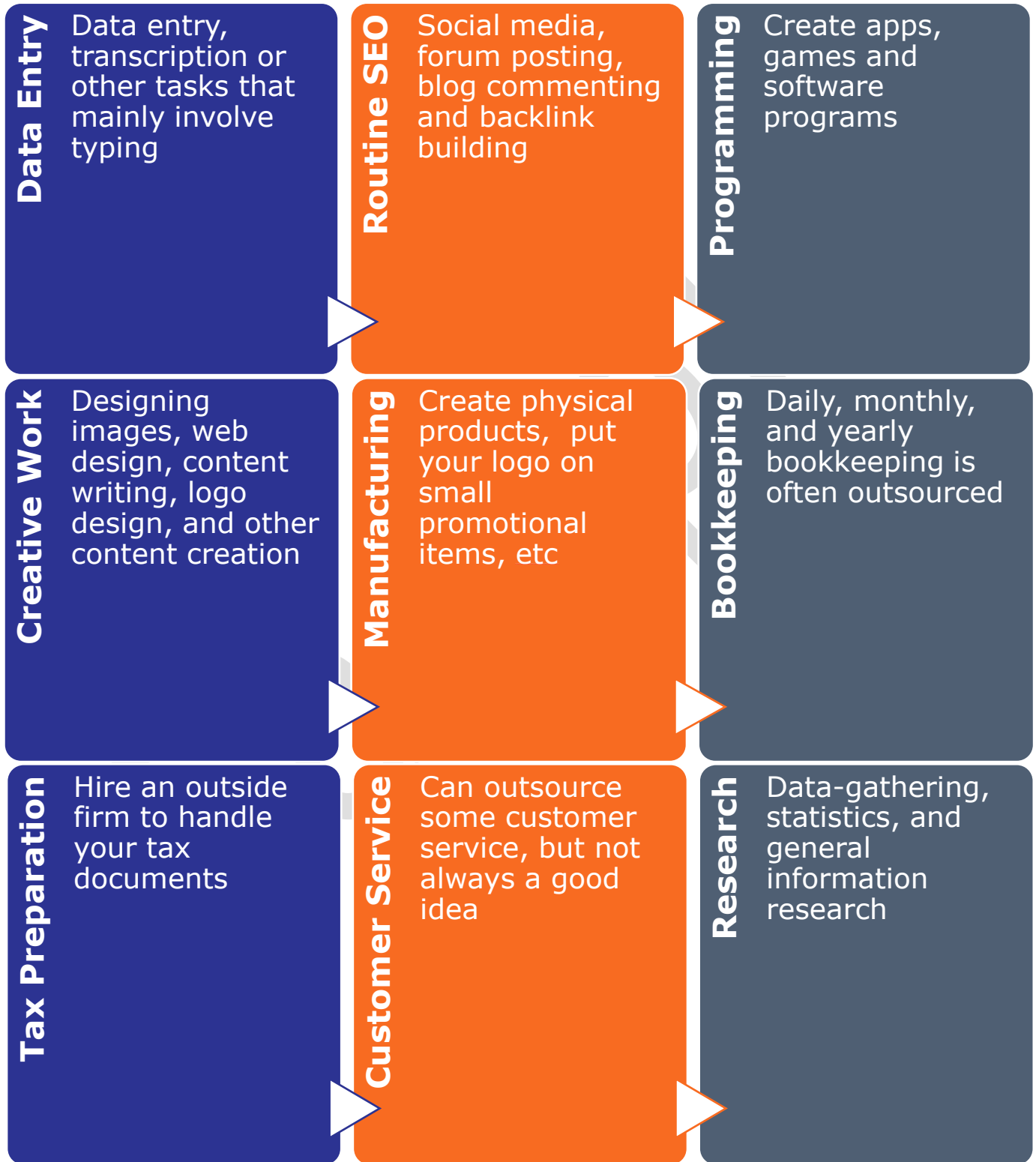
What Is Outsourcing?

Outsourcing means transferring some portion of your business's work to an outside service provider instead of doing it internally. When done right, outsourcing is a valuable cost-saving measure that makes your company more efficient.

Outsourcing includes things like:

- A company outsourcing its bookkeeping to an accounting firm because they lack this expertise
- A solo entrepreneur hiring a web designer through the Internet to set up their website.
- A small business hiring a virtual assistant from another part of the world to manage selected online tasks such as social media and blogging.

Many aspects of a business can be outsourced, from very small daily routine tasks to massive undertakings. Some things that are commonly outsourced include:



Data Entry

Companies often hire outside help to do data entry, transcription or other tasks that mainly involve typing. These are tasks that are particularly easy to outsource.

Routine SEO Work

Small SEO tasks can be outsourced like social media, forum posting, blog commenting and backlink building.

Programming

Programming is often outsourced because it's a skill most people don't have. They rely on the skills of others to create their apps, games and software programs.

Creative Work

Creative work and content creation, which includes designing images, web design, content writing, logo design, and so on, are often outsourced to specialists with the right skills.

Manufacturing

When a company wants to create physical products, it will hire a manufacturing firm since it doesn't have the facilities. This includes hiring a company to put your logo on small promotional items.

Bookkeeping

Daily, monthly, and yearly bookkeeping is often outsourced to accounting firms or an individual freelance bookkeeper.

Tax Preparation

When tax season rolls around, many companies hire an outside firm to handle their tax documents.

Customer Service

Some companies outsource customer service tasks, although later in the course we'll discuss potential problems with this.

Research and Development

When there is a subject outside of a business's expertise that it needs to know about, it will hire an outside research and development firm to conduct this research or provide this information.

In recent years, with the rise of small home-based businesses with limited employees that conduct much of their business online, there has been a rise in outsourcing as well. It's common for these small businesses to hire outside help for the many online tasks they have to do.

Ongoing vs. Per-Project

A business can outsource on a per-project or ongoing basis. For example, if the solo entrepreneur we mentioned before is hiring a web designer for a one-time project, he may not need her help again. Once the site is finished, there might be some maintenance involved, but the design part is done.

When you hire someone on an ongoing basis, it's like having staff that's not physically present. They might be "virtual assistants," or contractors who you do business with over the internet. Many companies prefer to hire assistants for ongoing work rather than per-project because it takes time to select, hire and train people. Plus, there are inherent risks whenever you work with a new contractor. Keeping a resource list of outsourcers you already know means you don't have to take these risks.

Hiring a content writer provides examples of both. You might hire a content writer to create a seminar you need to give or to draft the copy of your sales page for you. Once the writing is done, you have no more need for them. Or you may hire a writer on an ongoing basis to write two blog posts per week for your website.

The Benefits of Outsourcing for Small Businesses

Outsourcing is especially beneficial for small businesses and entrepreneurs for a number of reasons:

ATTENTION:

This is only an excerpt from our full course Outsourcing for Small Businesses. The full, customizable course contains 5 modules and an introduction module.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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