

DIGITAL MILLIONAIRE
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BONUS MODULE #2
The Lazy Millionaire

The 'Dream' Internet Lifestyle

- When most people start online, they have this vision of 'the Internet lifestyle', which can be a whole variety of things:
 - Lounging on a beach, sipping cocktails and hitting refresh on PayPal;
 - Spending every day on long days out with your family;
 - Taking five or six vacations every year around the world;
- What is YOUR dream Internet lifestyle?
- For most people, that's never how it works out. The majority of people end up working harder and longer on their business than they would a day job;
- They fall in love with the idea of 'autopilot' income where you do a LITTLE bit of set-up work and then the business runs itself and money just pours straight through.

Killing The 'Dream'

- There is no such thing as real 'autopilot' income;
- If you build a business and then leave it alone, it will die;
- There is always work that needs to be done. The choice is;
 - Whether you do it;
 - Whether someone else does it;
- The key is to do the work that you HAVE to do yourself, and then outsource the rest;
- There are only 24 hours in a day and you shouldn't be working all of them.

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There's A LOT To Do



My IDEAL Situation

- In my business, I only want to do THREE things:
 - Idea generation;
 - Content creation (incl. working with my coaching students);
 - E-mail marketing.
- Everything else can be outsourced to someone else;
- This means that I can easily strip back my workload to just a couple of hours per day;
- You just need to identify the tasks that are important but don't necessarily need to be done by you and find someone to do those tasks;
- Of course you probably won't want to pay out to employ someone immediately but my recommendation would be to take on an outsourced worker as soon as you're making \$2000 - \$5000 per month.

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Me

Key Roles:
Idea Generation;
Content Creation;
E-mail Marketing



Operations Manager

Key Roles:
Implentation;
Website Admin;
Technical Work



Personal Assistant

Key Roles:
Customer Support;
Handling My Diary;
General Admin



Affiliate Manager

Key Roles:
Affiliate Recruitment;
Affiliate Communication;
Launch Preparations

What Is Outsourcing?

- Outsourcing is when you pay other people to do work for you;
- When you outsource correctly and efficiently, it will lighten your workload and achieve a massive boost in productivity and profitability;
- There are certain tasks within your business that you just shouldn't be doing because they are time-consuming but not important;
- In our business, it's easy to get caught up doing the little things which aren't important but do hold us back;
- EG. Who has spent hours fiddling with a little problem in WordPress, trying to make something look just right... which has stopped them from doing productive work?;
- Remember - building things doesn't make you money. Only marketing them makes you money.

Two Main Types Of Outsourcing

- One-Off/Temporary - This is when you find a worker to do a single 'job' for you at a pre-agreed price. When the job is complete and the worker has been paid, the deal ends until another job is agreed in the future;
 - For example, hiring a designer to create an eCover graphic or minisite design for you;
- On-going/Permanent - This is when you find someone to work for you continually on a 'full-time' or 'part-time' basis to fulfill a certain role or set of tasks within your business. While this person is not a formal 'employee' of your business, you would pay them a monthly wage to work a pre-agreed number of hours;
 - For example, hiring a designer to work 40-hours per week and constantly be working towards your next projects.

Outsourcing Is GREAT

- Allows YOU to focus on just the most important tasks in your business;
- Gives you more free time to do the things that you really want to do;
- You can employ experts to do work better than you could do it, quicker, cheaper and easier than trying to do it yourself;
- Provides you with a platform for rapid growth of your company;
- Means that you can spend more time on planning and the higher-level, overview strategies for your business;
- It's the lazy-but-powerful way to expand your business and income;
- Work smart, not hard;
- You are the IDEAS person - so let those ideas grow.

The Problems With Outsourcing

- Knowing where/how to find and then hire the outsourced worker;
- Keeping them busy with productive tasks to make the investment worthwhile;
- Ensuring you don't hire the WRONG outsourced worker;
- Knowing that you NEED an outsourced worker;
- Determining exactly what is POSSIBLE with outsourced workers;
- Training the outsourced workers to run your business tasks;
- Communicating with outsourced workers correctly;
- You need to KILL your 'inner control-freak' and forget 'perfect'.

When To Start Outsourcing

- The short answer: As soon as you can afford to;
- You don't have to start employing multiple people straight away;
- Begin with just one person - an 'operations manager/PA' to oversee everything that goes on in your business;
- This first person will be trained the highest level to 'replace you' on all tasks;
- This means that you can focus on the ideas, the marketing and the content creation while they focus on the 'backstage' stuff;
- Over time you can begin to bring on more people and divide those tasks between them, like the diagram that I showed you earlier;
- Remember you can employ full-time workers for as little as \$250/month.

What Tasks To USE Outsourcing For

- Important;
- Mundane;
- Boring;
- Repetitive;
- Time-consuming;
- Technical;
- Skilled.

What Tasks NOT To Use Outsourcing For

- Content creation;
- E-mail marketing;
- Idea generation;
- Blog writing;
- Creative work.

Your Outsourcers Are NOT Marketers

- A lot of marketers go wrong by hiring an outsourced worker to 'run, grow and build' their businesses for them;
- It's important to realize that your outsourced workers are not entrepreneurial thinkers who will push your business forward, they are simply working for you;
- YOU are still the most important part of your business and they will always be waiting for you to tell them what to do next;
- You're still driving the vehicle, they are just operating the important parts of that vehicle;
- Don't expect too much from your workers. You need to do the creative work, idea generation and designing and train them in how to implement and run your campaigns, websites and ideas.

Look After Your Outsourcers

- You must remember that your outsourced workers are humans, not robots so treat them like real people with real families;
- If you take care of your workers and treat them respect and kindness, they will look after you and your business;
- Always pay them on time and don't shout at them for doing something wrong. Simply stop, explain where they have gone wrong and they will scramble to do it right again;
- In the Philippines, they will expect to be paid a 'thirteenth month' so make sure that you uphold this;
- Make sure to tell them that if they have a problem or are unsure/confused about something that they MUST come and ask you for help.

The Philippines

- Honest & Trustworthy;
- Loyal;
- Hard working and diligent;
- Speak and write GREAT English;
- It's hard to find a job in the Philippines;
- Not entrepreneurial;
- Intelligent;
- Love to please;
- Respect US, UK, CAN, AUS, NZ etc.

Where To Find Your Outsourced Workers

- [OnlineJobs.ph](#) (my favourite);
- [oDesk.com](#);
- [Elance.com](#);
- [Freelancer.com](#);
- [Guru.com](#).

The Most Important Criteria

- The most important thing that you need from your outsourced workers is perfect English;
- It doesn't matter what other skills or qualifications they claim to have, their ability to write and speak English is the priority - whatever role you want them to fulfil;
- YOU can teach them how to do a better job but you can't easily teach them better English;
- Pay close attention to the way they write in their profile, job application and other places and ensure that you try to speak with them on Skype before offering them a job;
- If they have a difficult time communicating or expressing themselves in English, you'll have a hard time working with them.

The Hiring Process (On-Going)

- 1) Determine the tasks and job role to be fulfilled;
- 2) Decide on full-time, on-going employment or one-off task;
- 3) Find the best website to find an outsourcer with those skills;
- 4) Search the resumes for workers with the skills you require;
- 5) Shortlist and contact the top 5-10 of them and request a Skype interview;
- 6) Conduct the interview and select your top five (make sure to see up-to-date samples of their work);
- 7) Set those five a quick but difficult task and pay them all for it;
- 8) Select the best worker and agree terms for on-going work and pay;
- 9) Over-train your workers in every way.

Managing Your Workers

- Use a cloud-based 'To-Do' list application such as Trello;
- Send an e-mail every morning and every evening to ensure they know exactly what they need to be doing and what they need to have done;
- Ask them to send you a daily e-mail confirming what they have done that day with evidence of having done that;
- Set-up a DropBox so that you can share files and folders between you and them;
- Give them access to any training products that you buy and ensure that they study from them;
- Have a weekly Skype conversation to make sure that everyone is happy and pushing forward with their tasks. This means you can iron out any confusion or crossed wires.

Document Every Process

- Every time you now run a task in your business which could, in future, be done by an outsourced worker, you should document it;
- It just takes a few short moments to record a video demonstrating how you did it, or write a step-by-step checklist documenting the process;
- This can become a valuable training manual for people you employ to run those jobs in the future;
- Everyone you work with in future should be given this detailed process map of exactly what they need to be doing;
- This means that you don't have to spend your valuable time training each future outsourced worker individually, you can simply give them the training manual that you made the first time.

Paying Your Workers

- Never pay for work upfront unless you have a long-term, trusting relationship with your workers;
- Pay them weekly for the first 4-8 weeks and then transition to monthly payments;
- Use either Xoom.com or Payments.ph to pay your outsourced workers;
- Not all workers can use PayPal, bank transfer or Western Union;
- Don't forget to pay the 13th month if you're going to use Philippines workers;
- Start off with a lower wage but raise it quickly if they do good work;
- Give your workers bonuses for hitting targets and working efficiently or well;
- Get them to INVOICE you on the same day every month.

Recommendation: “Replace Myself”

- I want to recommend some ‘extended training’ to you by John Jonas;
- John is the founder of OnlineJobs.ph and also owns ReplaceMyself, which is an incredible membership site teaching you how to outsource;
- It comes in two parts:
 - 1) Training on HOW to outsource and manage your employees correctly. It covers everything I’ve talked about today and far more;
 - 2) Training videos to GIVE to your outsource workers to teach them all aspects of marketing and technical stuff (this is ever expanding);
- Membership to ReplaceMyself also includes free membership to OnlineJobs.ph which saves you about \$40/month instantly;
- As soon as possible, hire someone to run your operations and check this out.

Q&A