



THE ULTIMATE GUIDE TO OUTSOURCING:

HOW TO OBTAIN THE BEST FREELANCERS
TO SAVE BOTH **TIME** AND **MONEY**

Tim Piccirillo and Renat Gabitov

THE ULTIMATE GUIDE TO OUTSOURCING

**How to Obtain The Best
Freelancers to Save Both Time
and Money**

By

Tim Piccirillo and Renat Gabitov

Copyright©2018 Tim Piccirillo and Renat Gabitov

All rights reserved.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or otherwise, without the prior written consent of

Tim Piccirillo and Renat Gabitov

TABLE OF CONTENTS

Chapter 1: Introduction	5
Chapter 2: Outsourcing: The Good, The Bad and The Ugly... ..	8
What can you outsource?	8
Elimination	9
Alternatives	9
Importance	10
Experience.....	10
Cost	10
Things we outsource:	10
What NOT to Outsource (From Renat).....	11
Quick Notes on Setting Priorities	12
Risks	13
Chapter 3: “Outsourcing 101”	15
The Structure of Successful Outsourcing	16
Understanding Freelancers	16
Useful Facts about Freelancers:.....	16
Chapter 4: Outsourcing Fundamentals	20
Specifications	20
Perks	21
Job Application Expectations	21
Project Description	22
What to include in a project description (PD):.....	23
Chapter 5: “How to Find Freelancers”	25
Platforms	25
Design	26
Software Development.....	27

Agencies	27
Other Platforms	27
Chapter 6: “How to Hire The Best Freelancers”	29
Questions to Ask	29
Hiring Practices	30
Job Re-Posting Method	30
Speed	31
Minimum Viable Test.....	31
Price Negotiation	32
Other Tips.....	35
Chapter 7: Overseeing and Managing Your Freelancers	36
Chapter 8: Your Turn!	38
About the Authors.....	40

CHAPTER 1

Introduction

As an entrepreneur or business owner you should be able to build scalable processes around your own life and business. Outsourcing has been perhaps the most valuable skill in our arsenal.

We have hired hundreds of freelancers and saved ourselves and our companies over \$100k, along with a lot of time in doing this.

Imagine getting in-demand top talent at a fraction of the cost. This means that you do not have to hire full-time personnel and pay outlandish salaries, besides dealing with insurance and other paperwork. And your risks and expenses of hiring the wrong full-time people are minimized.

Outsourcing has been done for years in corporate America

Eventually you'll want to develop your own army of trusted freelancers who can help you build almost anything when you need it. You can build an agency doing "service arbitrage," start a tech product or just free up your work load. Above all, mastering outsourcing means that you'll become the owner of a business/system, not it's workhorse. Building a successful team of freelancers will be one of the greatest assets in your business and beyond. But you must learn both how to hire— and manage— them effectively.

We had to learn outsourcing the hard way. We've lost money and time and have tried and failed tens of times outsourcing various tasks to glean the experience and knowledge in this guide. This guide will show you everything you need to know about the art of outsourcing, from understanding how freelancers are wired to writing project descriptions and managing your remote team effectively.

Learning outsourcing can take a lot of time to master, but this guide will speed up your learning curve and potentially save you months and thousands of dollars.

"Focus on being productive instead of busy"

- Tim Ferris

As a lifelong learner, you should eliminate repetitive tasks so you can focus on what your core skill areas are to step up your game in your business every day. Spreading yourself thin will never get you to become world-class at anything. We see many entrepreneurs often fall this trap.

Just because you *can* do something, does not mean that you *should* do it. It can be tough for a lot of entrepreneurs to put their egos aside and say, "I know I'll get better results by hiring someone to do this task for me. They do it daily, have a genuine talent for it and are passionate about it." That's where founders try to be designers, developers, fundraisers and everything in between all at once. Those guys rarely succeed. It's simply not scalable and the quality of work suffers. Outsourcing will give you FOCUS to practice and develop the skills you are exceptional at.

To escape the rat race, you have to be the owner of your business, not the irreplaceable piece. The tedious and mundane work you simply hate doing is in many cases someone else's livelihood and they are not only good at it, they relish performing the task.

Case in point: Henry Ford, the automobile titan, way back in the early part of the 20th century was said to have had a phone on his desk with only 10 numbers. He told people that within those ten phone numbers he could get the answer to virtually any question he had regarding his business. This is the guy who invented the manufacturing assembly line! Even HE knew he didn't have all the answers—or skills! His skill was in surrounding himself with people who DID have the answers—or who were the experts in their particular area of automobile manufacturing.

If you begrudgingly do the task yourself, the quality is probably not going to be as good and it will most likely take you twice the time an experienced and skilled freelancer would. So if the opportunity cost of your time is \$100/h, you should not try to save every penny for your business by doing everything yourself.

Our guide is going to help you avoid the above traps so that you can build a virtual "freelance army" and outsource the tasks that others can do for you. This will free you up to do what needs to be done to grow your business more quickly.

We'll not only show you what to do when hiring freelancers but, just as importantly, what NOT to do. We'll also give you links to top sites where you can submit proposals for the freelancers you need for ANY job you want to outsource.

CHAPTER 2

Outsourcing: The Good, The Bad and The Ugly...

Before we dive into outsourcing itself, you might ask yourself why so few people actually actively practice it? This is because most of us keep making the following mistakes.

Mistake #1: The outsourcing objectives are not clear

Mistake #2: Expectations are not set correctly

Mistake #3: There is a lack of communication

Mistake #4: Hiring the wrong people

Following this guide will show you how to avoid these mistakes.

What can you outsource?

The first things you should outsource:

- Something you really hate doing
- Something you simply aren't very competent at doing.
- Tasks that are absolutely needed to be done, but the cost of your time spent elsewhere is too high. (High opportunity cost)

Ask yourself:

What have I been putting off for a while?

What 20% of things cost me 80% of my time?

What 20% of things create 80% of anger / unhappiness / stress?

What tasks do I enjoy but a freelancer would do better— and save me valuable time?

This is a good starting point to figure out what you should consider outsourcing.

After answering the above questions, ask yourself these additional questions:

Elimination

If I eliminate that task, can the project still exist? What if I simply eliminate this task?

If yes: eliminate.

If the answer is no...

Alternatives

What are the alternative jobs I can be working on instead that will yield better outcomes? Is the alternative job more valuable and important?

If yes: outsource.

If no...

Importance

How important is this task? Does it need to be done in this specific time frame? Will it affect the outcome of the entire project? Will the time it takes me to do it negatively affect the timeline of project completion?

Experience

How much experience do I have in this area? How well can I perform this task compared to the good enough for this project.

Cost

How many hours times estimated and at what hourly rate would it take to do the job compared to delegating it to a freelancer? Will outsourcing save or lose me money?

Things we outsource:

- Admin Support and Clerical Work
- Project management
- Account management
- Web research
- Data enrichment
- Cleaning data
- Transcription
- Personalized mass email reach out [can be used for PR and lead gen]
- Business Development and Marketing
- Email marketing
- Social media marketing (SMM)

- Sales and marketing strategy (funnels and lead generation building)
- Creative work
- Web Design
- Logo Design
- Mobile Applications Design
- Banners and Ads Design
- Video Editing
- Photo Editing
- Writing
- Editorial work & proofreading
- Research
- Compiling data to back research
- Ghostwriting [could be based on your notes and research]
- Mobile Apps
- Chrome Extensions
- Automation tools [especially the marketing ones]
- Desktop ads

There are many other things you could outsource, but the above categories are the most popular ones.

What NOT to Outsource (From Renat)

When I read Tim Ferriss' *"The Four Hour Workweek"*, I immediately thought how great it would be to have a number of superhuman virtual assistants that can work around the clock. Initially, I outsourced almost everything I could possibly think about: scheduling meetings, researching fun stuff to do, following ups after events. I delegated practically everything in my life including things I didn't need to do at all or should have been doing myself. By now, I've hired over 100+

freelancers, and not a single person on my outsourced team is currently a personal assistant.

The reality is, that I was delegating unimportant to-dos instead of eliminating them because they didn't support my overall objective. From my project management experience, I learned that my most important "productivity" skill is the ability to set priorities correctly. So now, if I don't find time to handle a particular personal life task, I simply eliminate it. Why outsource something that will yield a negligible benefit?

When in doubt about what you should or should not outsource, simply go back to the outsourcing decision tree above.

Quick Notes on Setting Priorities

Below is the Eisenhower Decision Matrix. Use this matrix as a guide for each task you want to outsource. It will help you immensely in categorizing the "priority" tasks from the "trivial". Also recall the the 80/20 rule, a.k.a. "The Pareto Principle"! You've got to identify the 20% of work that will glean 80% of the results. This way you will be able to accomplish 4 times as much.

Eisenhower Decision Matrix

As an example, let's use building a website for a project. If you were a new business and didn't have a website for it yet, that would be the project's main objective. Project tasks could be broken down into bite-size pieces--from most important to least important-- using the Eisenhower Decision Matrix. I'll put the appropriate freelancer in parenthesis beside each task)

1. Hire a (web developer)
2. Decide on a template (web developer)
3. Decide what copy needs to be written (copywriter)
4. Photos and images (photographer)
5. Videos (videographer and editor)

As you can see in the above example, getting a web developer is the most important freelancer to hire first and foremost because without a web template and design you don't have a website. You next have to have well-written copy to communicate your sales message and then, at the very least, photos and images on the site as well.

A videographer is last in priority because, although in today's marketplace video marketing is becoming more and more important to a company's marketing and sales message, when starting out, it's not critical. Especially if you're on a shoestring budget and just want to have a website up for initial credibility in the marketplace.

This is a very simplistic example, but it stresses the importance of prioritizing tasks on a given project as well as how freelancers are a valuable asset in implementation.

Risks

Mitigating risks is one of the most crucial components when outsourcing. Always keep in mind that "Murphy's Law" will apply here: "Anything that can go wrong, will go wrong."

Do not fully rely on given timelines and don't expect stellar quality work every time you outsource something. This especially applies when you do not have much project management experience or experience working with the freelancer you hired.

Remember that you're always dealing with humans as freelancers. No one is infallible. Not everyone is going to be 100% "on their game" with every freelance job.

Copywriters aren't always going to write that exact copy that can send a potential customer over the edge to buy on the spot, and graphic designers are going to have days when they put together 12 different designs for an ad and all of them look like they were done by a freshman college student in "Art 101".

You should never outsource things that are crucial components of your business or dependent on the overall outcome of the project. If you're planning to build and scale a software product for example, outsourcing is rarely going to cut it. You'll probably need to build an in-house tech team.

CHAPTER 3

“O utsourcing 101”

The easiest way to outsource an entire project is to find a project manager who has done it successfully many times before. This is “outsourcing your outsourcing”. Clever, right?

If you want to save yourself as much time as possible, your best bet would be to hire a project manager. Good project managers can interpret what you want to get done and assemble a team around your task/process.

Your project manager is likely to have a network of freelancers him/herself. This means that the difficult freelancer-recruiting process can be avoided. If you are super lucky, your project manager may have people across different industries and specialities.

One thing to keep in mind: if you are a bad manager, don’t expect amazing results and getting exactly what you want on the first try. You will be managing a manager. If you are bad at it, you may be the weakest link in the system.

Hack: Consider hiring a great project manager as a coach or mentor who will teach you the outsourcing game. These guys do outsourcing professionally and can lay out all their processes to you and explain in detail why, what and how they do what they do.

If you find really good ones, grab them and pay them whatever they want! (if you can afford it.) Learning this skill alone can pay huge dividends down the road in saving you time and money in building businesses and accomplishing projects.

The Structure of Successful Outsourcing

By now I'm sure, if you've never used outsourcing as a viable business model for more productivity and better quality of work on a project, you're probably starting to see the huge benefits outsourcing can bring. So if you see outsourcing as something you may want to do on a daily / weekly basis in order to fast-track your project or business, then you should certainly learn how to do it like a pro yourself.

Here are the fundamentals of outsourcing we'll discuss in the next chapter:

1. Writing job descriptions [JD] and project descriptions [PD]
2. Hiring
3. Overseeing and Managing
4. Communications

Understanding Freelancers

Before we dive into writing project descriptions and hiring, you need to know the freelancers mindset. How do they "operate"? Why do these guys freelance in the first place? What do they care about? What motivates them?

Useful Facts about Freelancers:

- The 60/40 Rule: Most freelancers spend 40% of their time on landing gigs and only 60% actually doing what they are good at.

- Most of them win under 10% of jobs that they apply to.
- Freelancers prefer building a long term relationship and getting repeat projects as opposed to one-off projects.
- Freelancers often wait a long time (a few days to a few weeks) until they actually win a project.
- Most freelancers are continually chasing gigs, so timing is a big issue in getting top talent. You'll want to catch them during a slow time in their workflow.
- Your rating, review and project in their portfolio will help freelancers land future gigs more easily. This is your value proposition to them outside of cash. You'll want to communicate what you can bring to the table for them up front.
- People can often treat freelancers in a demeaning way. Freelancers rarely get the sense of belonging and social connection. Treating them respectfully and fairly goes a long way in motivating good freelancers to want to work with you.

Leverage the above to get their interest and stellar results:

60/40 & Long Term

If you give a freelancer a project and are happy with them, communicate an interest in developing a long term relationship with them. Giving freelancers an opportunity to do work that they are passionate about, as opposed to looking for gigs, will make them happy. The more you work together, the better quality work they will deliver.

If possible, mention that the project is available "NOW" to spark their interest. This "scarcity" tactic can work to motivate a freelancer

who may be on the fence about sending a proposal or working with you on a project.

Promise freelancers a "5-Star rating" on the hiring site and a great recommendation upon successful completion of your project. New freelancers respond to this, as they are looking to build a track record and will want work with you more.

Be fun and allow your freelancers to be free creatively. Treat them like experts. We often say: "I am here to make this project as exciting and enjoyable for you as I can. You are the professional, whereas I am here to offer guidance to add the extra 10% so that we can produce stellar results together."

When freelancers feel they have creative freedom, they don't feel like you're looking over their shoulder continually and are free to create their best work. Ask them for feedback. You will get great insights on what will make their job easier and you will discover the major roadblocks in their way. Freelancers feel more connected with you as a result.

Double their brain power by doubling their responsibility.

Most freelancers prefer to work with a client they like and who are happy with their work. This is very motivating to them, especially when some of their clients can be difficult or hard to please.

For the most part, people want to produce work that they can be proud of. Treat people as equals, even if you end up paying them \$3/h. In return, you will get the best work out of your freelancers. Being nice and likable will save you time and money--- I guarantee it!

Never think of freelancers as those who could do everything superbly. Developers usually make really bad designers. Good designers are often terrible copywriters. Copywriters can be poor marketers.

Often times it makes sense to separate a project into different sections based on the unique skill sets required. Or you can just work with agencies that have already figured out the mix.

CHAPTER 4

Outsourcing Fundamentals

Job Description vs. Project Description

A job description is similar to an executive summary of your whole project. The project description on the other hand, is a much lengthier version of the job description that goes into detail about specifications, frameworks, communication preferences, overall scope of the project, and much more.

I usually separate every job description into the following parts:

WHAT do you need to get done?

WHY do you want the job done?

This will help the freelancer to better understand the objective of the project and get him/her excited.

Specifications

Your HOW can go here.

Any technical specifications and examples go here.

Perks

What's in it for the freelancer? What will they get out of it besides money? Prestige of working on a really cool project? Being aligned with a "rising star" in an industry?

Job Application Expectations

You should always say exactly what you want to see in the job application. Make sure to determine what you are looking for in a "perfect" candidate - metrics. These are proof of how well their work contributed to the outcome of a project from other clients. Having this data will help you qualify / disqualify candidates much quicker. This will also help you determine how much time your applicants actually invested thinking about your project.

Good length for the Job Description → 1/2 - 1 page

Avoid lengthy job descriptions. Job descriptions that are longer than one page can be very overwhelming to freelancers. You should be able to outline the overall project and outcomes clearly and succinctly in the above stated length.

Freelancer Job Titles

Titles are extremely important. They will determine the click-through rate.

Here are some tips to get a better response:

- Be specific about the type and expertise level of a freelancer.
"Senior Quality Assurance Engineer pro at Python 3.6..."
- Use comparisons to similar projects "... an app like Uber"

- Name your industry. "... for Real Estate brokers. Many freelancers will send a proposal based on past work in a particular industry.
- You can list the project as "FAST" or "SIMPLE" for smaller projects.
- Be positive about the project to get freelancers excited about it.
- Mention "Long Term" or "Repeat Work" so they will give you better pricing as well as realize that you could possibly become a steady client, thus cutting down on their time sending proposals.
- "NOW" and "URGENT" works incredibly well in getting the most amount of proposals from most freelancers at all skill levels due to the urgency of the request.
- "5-Star Feedback" - this can be a big incentive for newbie freelancers who are trying to get their feet wet.

Project Description

Creating a good project description is probably one of the most important things you need to learn to master the art of outsourcing.

Length: 1,000-10,000 words [2-50 pages]

A good project description will explain to your freelancers exactly what needs to be done. And it all comes down to communication. Unfortunately people cannot read your mind, so you need to hash out your project and all the specs upfront, clearly and succinctly.

In our early days of outsourcing, we crafted very poor project descriptions. Not surprisingly, many of our projects got delayed and flopped and, consequently, we lost a bunch of money.

Pro Tip #: Also avoid describing all your project specs over the phone. They need to be on paper, so that you can reference them in the future.

What to include in a project description (PD):

Project Overview

KPIs, milestones, deadlines, timelines.

What will be considered success for a particular task? Milestone?

Specifications

Design expectations, programming language / stacks, APIs, etc.

Examples of similar companies / products.

Communication expectations

Set very clear rules on communication. Try to have fixed call dates on the calendar for at least a few weeks ahead for bigger projects. Ask freelancers to give you progress reports on set dates.

What mode of communication is preferred? Skype? Phone? Email?

NDA's and portfolio allowance

You can use And.co for contracts.

Here's an example as posted on Upwork that will give you an idea of how the above information is tied together in an ad:

Headline: *"URGENT: FB Ad Copywriter for a Crowdfunding Campaign [long-term available]"*

“Looking for a an expert level sales copywriter well-versed in FB Ads. We have a crowdfunding project for a client in the scrap metal industry. Project to begin immediately. We need 4 ads written that we can test for conversion. These ads will drive potential investors to our crowdfunding page. Familiarity with the scrap metal industry is a plus, and long-term work is available for the right copywriter. ”

Now, let us show you *where* to find the best freelancers....

CHAPTER 5

“How to Find Freelancers”

Now you have a killer job and project descriptions and it's time to get it in the hands of freelancers. There are many ways you can find freelancers. The most typical one is “asking around.” However, this method will limit you in many ways. You want the ultimate flexibility, scalability and risk mitigation.

Almost all freelancers we've ever hired came from online freelancing platforms. It's nice to have your friends refer freelancers. But the odds are that your friends are not experts in outsourcing and haven't had a large enough pool of candidates to choose from. In addition, most of the referrals from my friends are usually very overpriced. I usually get freelancers online for 40% of the cost for the same quality work.

Online you will get the buffet of options at a good price.

Platforms

Make sure to try out different freelancing platforms, before you stick to one. You are most probably going have a difficult time finding candidates in the beginning. Every platform attracts a unique audience and style of doing business.

Upwork.com

Upwork is, by far, our favorite platform. It's good for anything and everything. Here you can find people charging as little as \$3/h and all the way up to a few hundred dollars an hour for experts with decades of experience.

The main reasons we prefer Upwork to its competition:

- Quality of candidates
- Quality of proposals
- Large pool of freelancers
- Your money is protected in escrow (Freelancers are the ones who are risking the most)

Design

99Designs.com

Simple way to get anything designed. Crowdsourced content.

Behance.com

Behance can help you find some of the top designers and creatives who might not be on the market. Emailing these guys can help you hire the top 1%!

Dribbble.com

Dribbble is an alternative to Behance.

ProBlogger.com

Great site for finding writers.

Software Development

Crossover.com

TopTal.com

gigster.com

Agencies

FirmList - Use FirmList to find local outsourcing platforms and agencies.

Other Platforms

fiverr.com

Fiverr is a great platform for hiring freelancers for small projects and on a low budget.

Two reasons to use Fiverr:

Cost. Most freelance "gigs" (that's what they're called on Fiverr) start out at \$5 (although they don't have to). For smaller or short-term projects this a fine platform to find talent. People on Upwork usually won't even talk to you at that price point.

Certain Types of Creative Work. We have used Fiverr for voice work from time to time and also use it for some graphic design, social media content and ebook formatting.(we used it for this ebook.)

Freelancer.com

Freelancer.com is also a very popular platform for outsourcing. Our experience there has not been very pleasant however. Most freelancers blindly copy and paste their job cover letters, leaving you

go through piles of bad applications. The quality of proposals is consistently low. And the user interface is clunky. It's not even close to the ease and professionalism of finding talent on Upwork.com.

CHAPTER 6

“How to Hire The Best Freelancers”

Once you send your request out to one or several of the various platforms, you'll normally get inundated with proposals. Here are some things to look for after the proposals start coming in:

- Speed of response
- How specific his/her messages are related to the job you're posting.
- Does his/her profile description match the job you are hiring for?
- Reviews and overall success rate of work.
- Similar types of project under their profile.
- Look at examples of past work. (If people do not attach examples, that's a red flag.)

*You can archive candidates that are not a good fit.

Questions to Ask

- Ask if the person will do the project him/herself and ask for specifics. You'd be surprised how many people claim ownership to projects they did not actually do.
- Ask for a process break down. What goes into doing this project successfully? Ask "why" and see how they respond.
- Ask candidates how they would tackle the problem / process.
- Hourly breakdown per section of the project.

Hiring Practices

Don't hire right away. The more time that elapses, the higher chance that the person will be good. We prefer to wait for at least 24h for bigger projects. Ask freelancers to repeat back what they need to do to be sure they are clear on the specifics of the project.

If a person sounds knowledgeable and gave you a personalized cover letter, it may make sense to message them asking for examples of their work. We have hired some great freelancers for cheap, because they did not know how to sell themselves, but could do the work really well. That strategy is more time-consuming and risky, but can save you a little bit of money.

Remember that if people don't know how to sell, the odds are that they may not have as many projects done under their belt and are, therefore, less experienced. How specific is the person's cover letter to your job? Did they answer questions? Did they address the points?

Job Re-Posting Method

If you do not find anyone within 12 hours, always feel free to simply repost the job again. It's free.

80% of all of your applicants will come within the first 12 hours most of the time. You'll want to cover a variety of time zones to get some diversity in your applications/freelancers. This happens due to the fact that most freelancers do not like applying for gigs that already have a lot of applications. Their applications can be at the bottom of the pile, so they don't even bother.

We repost at least twice, before we make a hire.

Speed

The speed of hiring is extremely important as it will determine the duration of the project. Some folks take weeks to hire freelancers for their projects, which is simply not practical. In fact, good freelancers will not want to chat for extended periods of time about your project. They want to get down to business. After all, if they are that good, they can find gigs pretty easily.

Once communication is initiated with them, try to have an active conversation and request all the information that you need from them.

Minimum Viable Test

Before putting all your precious time and resources into one candidate, we almost always “date before I get married.” See what you are signing up for. This is especially important if you have long and expensive projects.

For example, instead of hiring a person to do a design of 5 web pages for \$1,000, you can ask them to create a banner ad for your company or design a one pager. When you are ready to hire a particular person, ask them if they would be open to do a paid test project.

This “paid test project” will do several things:

- Tests communication between you and the freelancer as well as their understanding of the project.
- Showcases their work.
- Shows how long it takes to get things delivered.

You can even give the same test project to multiple freelancers and see who produces better work and is more pleasant to work with. Such experiments may cost you anywhere from \$20-\$100, but it is

absolutely worth it! This cheap experiment will eventually save a thousands of dollars and a lot of time and headaches

Price Negotiation

When you've found a person you want to hire, you need to maximize your quality/price ratio. Freelancers typically want to make as much money as possible, whereas you want to *save* as much money as possible while keeping the quality high.

Remember that you should have ideally gotten your quotes in cover letters. This number will give you a good bench mark. If quotes from your top candidates are too high for your budget, you might want to bring up the pricing conversation sooner rather than later. You will save a lot of time as a result.

ProTip #1: Engage your freelancer before discussing price.

You want to put you and your prospective freelancer in an environment where you and they feel the most comfortable.

Engage them in positive conversation about the project specs, timelines, etc. Near the end of the conversation you should address the compensation. I love discussing price over the phone. By the time you pop the pricing question, most freelancers will not have thought about it much. Their thinking process will be: "I do not want to lose this client by naming a price that's too high." So they will usually start with a lower price than they would have otherwise given you if the conversation was over email, for example.

It's also much tougher to be bold when naming a high price over the phone.

Pro Tip #2: Don't name the price first.

This is probably the most overused technique in negotiation. Some freelancers may ask you "what do you have in mind." It's important that you don't drop the ball and steer the conversation. You could ask, what was the freelancer's most comparable project? First ask about the specs [similarities and differences] and then ask how much they charged for that project.

If the price is lower than they quoted you, perfect. You have a new benchmark to work with.

If the price is higher, you can outright say that it's pricey for you. Use silence to your advantage.

Pro Tip #3: Do your research

Before chatting about the price, you need to know the market estimate for your project. You could simply Google it or check on the freelance site where you found the freelancer and check similar or past projects.

If you asked for the hourly project breakdown, do the math and see how it compares to the quote they've given you. Question how much time a subtask will take. Feel free to ask freelancers to give you more info on each subtask. Sometimes you will see inconsistencies. But that's not necessarily because people want to get one over on you. It's usually because they are probably bad at estimating price on a project.

Pro Tip #4: Be likable and state all the benefits of working with you.

Here is where you can save a lot of money. If people love working with you, they will be willing to take lower fees. This is not to say that the quality of their work will go up, it just means that they enjoy working with you.

Always remember what most freelancers want primarily: well-written specs (this will save them a lot of time), good communication, repeat work and a 5-star rating with a great testimonial.

If you restate the above when talking about the price, you can many times get a better deal. Don't forget that you will actually need to pull through on your promises.

Pro Tip #5: Make them compete.

Ideally you should have at least 2-3 candidates to choose from. When negotiating about fees, you can say: "To be honest, I am talking to a few other candidates at the moment, and they'd take this project for \$X... [Silence]"

Remember an old sales adage: "the person who speaks first buys the product". This means that you should not say ANYTHING after you make the above statement. Wait for the freelancer to respond first. Then reassure them and mention all the reasons you'd like to work with them instead.

You can be creative with the amount, but be ready to have them call your bluff.

Overall, this strategy works like magic.

Other Tips

- Speak less, listen more and use silence to your advantage.
- Don't low ball. Freelancers interest level in working with you will plummet, and it will be hard to recover.

CHAPTER 7

Overseeing and Managing Your Freelancers

Revisions

Never be afraid to give people feedback and ask for revisions. Don't be afraid to offend your freelancers by asking for improvements. It's your money and project on the line and they are working for you. You hired them for a specific task with a specific outcome and you should expect nothing less. At the end of the day, you want superb quality work, and many freelancers need your guidance.

Often times freelancers are very capable of doing what you want (if you hired the right ones). They just need some detailed constructive feedback to give you exactly what you want.

Since most freelancers have more than one job at any given time, it's important to stay in contact with them and remind them of timelines and project due dates. It can be very easy for some freelancers to stray from your project if you don't stay in communication with them.

Continue to motivate them by doing what Ken Blanchard recommends in his seminal book, "The One Minute Manager". He says, "Catch people doing something right". Remember that freelancers are like anyone else. They like to know that their work is appreciated and

valued on a project. Their fee is important for sure. However, it's a basic human need to feel wanted and needed--even on a work project--so if you can tap into this and satisfy it, your freelancer is more inclined to be more focused on your project and do their best work.

It may seem counterintuitive to have to "romance" a freelancer who is tops in a particular skill area--when they are supposed to be subordinate and work for you. But, believe me, it's completely worth it. If they are in the top 10% in their skill area, it will only help your project.

Many freelancers are into the recognition as well as being associated with interesting or cutting-edge projects in a particular industry. If you can pick up on and appeal to these desires in them in the initial interview phase, you may have a better chance of getting them onboard.

CHAPTER 8

Your Turn!

We hope you've gleaned a new perspective on hiring and working with freelancers from this guide. And if you've never hired a freelancer before, we hope it gave you some guidance on what to look for in selecting, hiring and managing top freelancers in the most cost-efficient manner for your project.

So, now it's your turn. If you've never hired a freelancer before, I encourage you to:

1. Pick a task or area that you would like to outsource. Remember the decision tree when deciding what to outsource.
2. Start with the end in mind: describe what success would look like to you. Include time lines, quality metrics, costs and other KPIs. Think about the benefits of hiring a freelancer. Use the questions from this guide to stimulate your thinking.
3. Go on one of the freelance platforms, write a job description and post it. We recommend trying at least three to see which platforms you prefer and the best quality of freelancers.
4. Use the techniques in this ebook to hire the best freelancer within your budget for the task and see if you can negotiate a lower price. Remember: "no risk, no reward!"

5. Once you hire the freelancer, use some of the “management” techniques above to keep him/her on task, motivated and to get the highest quality work out of them.

And please let us know of your successes!

ABOUT THE AUTHORS

Renat Gabitov was born in the former Soviet Union and, in 9th grade, attended the Moscow State University program for young prodigies who were passionate about entrepreneurship. There he won a book on time management and goal setting that changed his life. He then dropped out of high school in a quest to learn from the best entrepreneurs in the world. By the age of 20 he had already started his first company— CrowdTap—an equity crowdfunding business. Within a year of starting that company he found himself kitesurfing with Richard Branson, meeting presidents and other heads of state, running with the bulls in Pamplona, partying on a mega-yacht, motorcycling across the jungle and more. He also lived in no less than 7 countries continually studying entrepreneurship. Currently, he is the CMO of Prometheus, a next generation growth marketing agency. His company drives ROI leveraging by pioneering growth hacking methods for 1 million+ reach brands. To read Renat's full story, click here: https://docs.google.com/document/d/1aRknoNWG6iRXYFkom_TxfG6XH0c9DjMMMn2LPnWVNAw/edit. To check out Prometheus website go to: <https://www.cmo.one/>. You can email Renat directly at: renat@cmo.one.

Tim Piccirillo was born with Tourette's Syndrome, a debilitating neurological disorder which causes sudden, jerky movements of his limbs, facial tics and other co-occurring problems. Despite this, Tim became the director of a disability organization by the age of 29 and shortly after, left the field for a career in show business. He became a successful entertainer as a comedy magician, performing at comedy clubs, corporate events, cruise ships, fairs and festivals, as well as private parties and as the opening act for many stars and celebrities. At the same time, he built from scratch, a thriving entertainment talent agency and became one of the premiere bookers of comedians during the comedy boom of the early 90's. As a student of personal development, Tim put some core success principles into his life and found they worked so well that he entered the speaking industry as a motivational speaker to show others the way to peak performance. Currently Tim still speaks and performs and also consults with small and medium-size businesses on growing their business through the power of online marketing. Tim's website is www.TimPiccirillo.com and his email is tim@timpic.com.

