

MATT RHODES
internet marketing

4 HOUR *outsourcing*

MODULE 2 TRANSCRIPTS

MODULE 2

Hey there, this is Matt W. Rhodes again and this is **Module 2 of 4-Hour Outsourcing**. In this module we're going to be talking about what you need to know before you start outsourcing.

Before we get started, I have to express that **every business model is different**. I know that there's a whole bunch of people on here who already have some business models in place that are making them money. What 4-Hour outsourcing is going to be able to do for you is that **you're going to be able to expand much faster**.

Now if you don't have something in place currently that's making you money, that's not a problem either, there are a whole bunch of different business models you can follow, some of those are my "Pathetic Money Makers" course.

I released this several months ago and it's one of my top products. It talks about some very unique Amazon review sites and the way that I do it that's able to produce sites very quickly - you can easily apply **4-Hour Outsourcing** to that.

You could have somebody do research for you with outsourcing, create a product for you and then sell the product, you can have all those steps taken care of for you with outsourcing.

You can be an **Affiliate Marketer**, you could just build a website, have outsourcers drive traffic to it for you and sell affiliate products.

You could set up **Digital Real Estate**, you could set up giant authority sites with tons of content and use AdSense ads or build a list.

You can actually apply these to **physical products** and you could start an online company that has drop shipping and sell real tangible products online.

It really doesn't matter what model you follow, **4-Hour Outsourcing will work for all of that**. It's just a matter of what you want to do with

your business, what kind of business that you want to grow.

This is kind of a “catch-all course” and it really will help you to expand faster than you could without it.

The important thing here are the **similarities** among most online business models - you **must have traffic** and you must be **developing new content and products**. Both of these things can be done by outsourcers or virtual assistants.

You don't have to do it yourself, in fact you shouldn't be doing it yourself because your time is better spent expanding your business, coming up with new business concepts and figuring out ways to expand your business. Other people can be doing this for you and I'm going to be showing you how to get that started.

Before, I mentioned that you should be developing new content and products yourself, that's true, but you can have other people create the building blocks for you.

You could have somebody else write up an outline for you and you write up a report for example or you could have somebody else write out a script for you and you do a video. It depends on what kind of business model that you're following. If you want to be a personality marketer and you want to sell your personality then obviously you're going to be developing new content yourself, but if you don't care about the whole vanity thing, then you can have other virtual assistants create the content for you.

Although these similarities are common and although every business has different aspects to it, outsourcing really can be applied to all of them.

So the question I like to ask so you can really think about using outsourcing in your business is: **if you had all the time in the world, how would you grow your business?** If you just copy yourself as many times as you wanted, and you could have clones of yourself running around, what would you have those clones do?

Specifically, of course, to grow your business and the best way to

think about that is you need to define exactly what needs to be done for your business.

Obviously, **every business has multiple steps**. The example I keep using is backlinking. You always need to have somebody backlinking for you, you always need to be building backlinks to your website.

Outsourcers can do that for you. How much is backlinking worth to your business? Well it's absolutely essential to your business because without it, you're not going to have search engine optimization, and you're not going to be able to listed well on the search engines.

Now if you're focused completely on paid traffic, then maybe you want to have an outsourcer manage your pay-per-click campaigns.

It's all very essential to growing your business and **you need to define exactly how often you want these tasks done**.

You want to be building links back to your website, constantly, it's not exactly worth while for you to be building links every single day, in most cases it's not worth it to hire somebody full time, 8 hours a day, every single day to be building links back to your website because you're going to get in trouble with Google and you're actually going to harm your rankings, rather than help them.

So, you need to define in the case of link building or whatever task that you're thinking about, **exactly how often it needs to be done**.

You don't necessarily need to have someone working at all times on one task. For example, if you wanted somebody to research a product idea for you or develop an outline for a product for you, it's not helpful for them to constantly be thinking up new outlines, as you're going to end up with a whole library of outlines and products that are ready to be developed but you're not going to have time to develop each product yourself.

So, you need to set very specific timelines for each task that you want to complete and what you do is you start building a task list. You start building up a full list of everything that needs to be done in your

business from top to bottom.

By the way, see module 3 for ideas, we're going to be talking about that exclusively in module 3 so don't worry about if you can't pin down every single thing that you need to do for your business, I'll help you do that and think about what outsourcers can do.

But you need to think about it, because there's a good chance that I'm going to miss tasks that's essential for your business, since every business is different, so it's very helpful for you to be able to define exactly what pieces of the puzzle come into play with your business so that you can develop your own business structure, your own virtual assistant structure.

What's really most important here is that you do the numbers.

This is absolutely essential because it's the core of the business, your metrics are the core of a business and is the key to owning a business too. I'm going to stress this again, the difference between working for yourself and owning a business is very vast - if you work for yourself, you're trading your own time for dollars, and if you stop working, then the money stops coming in.

But with a business, that you put in time once and the business keeps making money for you, that's really the key difference and being able to know your metrics allows you to be able to grow your business faster.

It allows you to be able to know exactly how much you can spend on a visitor for example, or how much you can afford to pay an outsourcer.

One of the key metrics to really know for your business is the **value of each customer** and to calculate that you take the total dollar amount in sales and you divide it by the number of customers you have. So, the example I have here is if you did \$2500 in sales and you have 50 customers, **then each customer is worth \$50.**

You have to know your conversion rates, so if you have, for squeeze pages and sales pages, the total number of sign-ups or sales divided by the number of visitors. So, for a sales page the example here, 50

sales divided by 1000 visitors means a **5% sales conversion rate**.

Example 2, which is for a squeeze page, 500 subscribers to your email list divided by 1000 visitors means that your squeeze page is **converting at 50%**.

I know this is kind of tedious to some of the more advanced marketers, I know that, but it's essential to cover because it's so critical for knowing your numbers for outsourcing.

Value of a visitor, is total \$ number of sales divided by number of visitors, so \$2500 in sales divided by 1000 visitors would mean that **each visitor to your website is worth \$2.50**.

The value of an email subscriber, total \$ number in sales divided by the number of email subscribers, means that **each subscriber is worth \$5**. So, \$2500 in sales divided by 500 subscribers equals \$5 per subscriber. These numbers all are pretty consistent in the examples so that you can have an idea of **how it flows from one metric to another**.

The key message here is that if you know your metrics, you know how much you can spend, so with outsourcers, you're spending money to make money.

If you know that if each visitor is worth \$2.50, you knowq that can spend up to \$2.49 on pay-per-click, on each click on your ad, so you know that if a person clicking on your PPC ad costs you \$2.49 you know that on average you're making one penny of profit per click.

Now these are completely example numbers and you're going to be able to have a lot better margin than that, but that's just a very clear cut example showing you why it's so important to know your metrics and kind of more essential to outsourcing is article marketing.

If you could have a virtual assistant write you an article and each article brings in 20 visitors, **you know that you can spend up to \$50 for one article to be written** and the reason that you know that is because you know that each visitor is worth \$2.50 right? If each visitor is worth \$2.50 to your site and each article brings in 20 visitors,

you know that you can spend up to \$50 for one article, now of course again, you don't have to spend nearly that much for an article, merely an example.

It's just a good number to know and **this is going to be different for every business**. It depends completely on your niche, it depends completely on the types of products that you are selling, but these are the key metrics that you need to know for your business in order to be able to succeed with it, and succeed with outsourcing.

I know, again if you're just getting started, you're going to have to do a little bit of testing in order to get started, so if you just throw up a squeeze page and throw up a sales page and just kind of get the numbers following by writing a few articles and send traffic in small amounts to your website. Sooner or later, you're going to make a sale and that sale might be worth \$20 and you find out that it took you 200 visitors to make that \$20, well you're going to be able to calculate the metrics based on that and you're going to be able to figure out how much you can spend to get those visitors.

It's just kind of a starting block and again there are a whole bunch of business models that you can follow using these same principles.

You can actually turn \$100 into \$2400 per year, again a perfect example of how outsourcing makes you money. It's all simple metrics, let's say you have 20 articles written and submitted for you for \$5 per article, which is definitely, definitely not unheard of, it's a very reasonable number.

I'm actually able to have my articles written for about \$4 per article, so this is not a pie out of the sky number, \$5 per article is reasonable and again you know that each article brings on average 20 visitors to your site, so those 20 articles would mean that 400 visitors come to your site on average and with a 50% squeeze page conversion - not unreasonable, I've had rates up to like 70-75%.

You know that those 400 visitors are going to turn into 200 email subscribers and if you've been around the internet marketing game for a while, you already know that the common number that's thrown around is that **an email subscriber is worth \$1 per subscriber per**

month, so if you had a list of \$200 email subscribers, you're able to get \$200 per month out of that subscriber list and over the course of 12 months that equals \$2,400 per year.

Honestly I've had much better results than \$1 per subscriber per month, I've had anywhere from 50 cents per subscriber per month, so not always quite as good, to **up to \$17.50 per subscriber per month**.

It really varies, it's really important that you build up an email list, depending on your business of course, but most businesses can really use an email list and use those metrics and figure out exactly how much you can spend to get one subscriber, one visitor, one sale and once you figure that out, once you figure all those numbers out, you're going to be able to use those metrics to turn \$100 into thousands of dollars.

In fact **you can easily beat these numbers**, I know that may sound unrealistic to some of the people watching this video but it's really not unrealistic.

With all that in mind, just figure out exactly what your business needs to be done for you and **figure out how much each of those tasks are worth** and you can do that by figuring out all these metrics.

Again if you haven't gotten started yet, if you don't have any numbers to work with, then you just need to **take action on some of the existing internet marketing education that you already have** - I'm guessing that this is not the first product that you've purchased in the internet marketing space and there's a business model out there that already fits your needs, so get started with that.

Figure out the numbers using these metrics and **then apply 4-Hour Outsourcing** to that business to make it grow. It's not difficult.

In the next video we're going to be talking about what tasks you should outsource. These are very, very common tasks that you need to be outsourcing and that will help you be able to spend more time on the things that are important to your business now and that help you grow so you don't have to spend time doing the tedious day to

day maintenance of your business, so I'll see you in the next video.