

MATT RHODES
internet marketing

4 HOUR *outsourcing*

MODULE 3 TRANSCRIPTS

MODULE 3

Hey there, this is Matt W. Rhodes and this is Module 3 of 4-Hour outsourcing and in this module, we're going to be talking about **what tasks you should be outsourcing.**

Of all these tasks, **the most common to start outsourcing is your customer service.** I spend a lot of time with customer service and despite the fact I have some people helping me out, it still takes me a lot of time because I have to answer very specific questions that my virtual assistants can't answer for me, but I could tell you that I've saved myself hours, upon hours, upon hours of time because I had a virtual assistant in place to help me answer these questions.

What I usually do is I have a set of a FAQ, Questions and Answers that constantly come into me, there's always a very common set of questions that come into me after I sell a product, whenever I get new customers so I have an **FAQ script** in place to help me answer those questions and to help my virtual assistants answer those questions for me.

If they can't answer the question then I have them escalate the important questions to me. I also have them handle my refund requests. **You actually go into Paypal and you can set it up so people can log into your account and have restricted access,** they can only perform certain actions. I enable certain virtual assistants to go into my Paypal account and press the refund button for me when they see the refund requests come in, so that way I don't have to worry about the refunds, I don't have to see them, it takes a huge stress off my shoulders.

No one likes seeing refunds, it's just a simple fact of life but they're always going to be there, especially in the internet marketing space. I have my virtual assistants take care of that for me so I don't really have to worry about it for the most part.

Another common task to outsource, and this can work for pretty much any business, is **article marketing.**

What you can do, is **you can supply general keywords or general topics** to your outsourcers and have them develop articles that, either write specifically for a keyword, to target that keyword, trying to rank well in the search engines, or you can have them come up with their own twist on your topics and develop 5-10 article ideas on their own, based on research they do with a general keyword topic that you give them.

For example, if you tell them that you want to write about buying ads on Facebook, you can say, write 5 articles about buying ads on Facebook and they can go out and do some research and figure out different angles themselves, that they can be writing about.

They could be writing about, for example, the best pictures to include in your ads, the best kind of headlines to use in your ads, the most effective techniques for sending traffic to a fanpage via facebook ads, a whole slew of different topics and you just give them the general idea, the general direction that they need to go in and actually have them submit those articles after they're written to the major article directories for you.

The article directories that I usually use, I pretty much exclusively use EzineArticles, but I have had some students have great success using GoArticles, Associated Content and Searchwarp, especially **Associated Content and Searchwarp**, these two on the end, they're generally not used as heavily and you can get ranked pretty well using them.

You can actually have your outsourcers go in and submit the article they wrote directly to EzineArticles for you under your account name and you could have them submit to these other three directories as well. Definitely test out these last two article directories at the end here to see how well they do for you.

You could also have your outsourcers do **video marketing for you** and they can create simple videos for YouTube. The cool part about this is you can actually have them take the articles that they wrote and use that article text as a script.

So, they could just literally go onto YouTube, press record and start reading off a script. You want to have something slightly visual on the screen, it could be as simple as a power point, 2-3 slides, especially for a 300 to 450 word article and those 2-3 slides create some dynamic motion on the screen so they're not just staring at a blank screen. Those are perfectly fine videos you can use to promote your business.

You could also have them **submit those videos to video submission websites**, such as TubeMogul and Traffic Geyser. Now personally, I just have my assistants submit those videos to YouTube, but I know there's a lot of people out there who prefer to use these two submission services and it could go either way, both will definitely benefit your business.

The example I keep using is **link building** and you could have the virtual assistants build links for you, you have them go and do blog comments for you, go and create press releases for you, submit to the web directories and submit your RSS feeds for your blog to RSS directories.

I want to say that **I've gotten extremely good results from Press Releases** and between you and me, it's one of the primary ways that I've promoted my "Pathetic Money Makers" site I've talked about in the previous modules, module 2, it's been very effective for me and the website that I use is **Webwire**.

It's going to cost you about \$19 to submit it and you could have your virtual assistants take care of all of that for you, but it's been very effective to get that initial push for your websites, if you have your virtual assistants write up those press releases for you and submit to Webwire.

Now, if you don't necessarily want to pay that \$19, then you can have them submit to a whole bunch of free press release services as well there's a number of them that are very effective and pretty established, so that's something else you can have them do for you.

Social media management, these three websites are incredibly integrated into the internet marketing space now, Twitter and

Facebook especially, LinkedIn is if you're going for more of a professional feel, LinkedIn is pretty essential. Honestly, I have not used it myself but it's a "do as I say, not as I do" sort of deal.

Twitter and Facebook are very, very popular and you need to use them, if you don't have to manage that yourself every single day then you can have an assistant go in and whenever you post a new blog post have them automatically syndicate it so you have it post to Twitter as well.

Have them post updates about what's going on in your business to both Twitter and Facebook. It's extremely important to grow your business, especially if you want to be a big player in the industry.

To be perfectly honest, I don't spend a lot of time on Twitter and Facebook, but it's only because I'm building businesses behind the scenes. I don't like really putting my face out there, except when I'm working on my internet marketing products specifically, so that's why I don't personally spend a lot of time on it, but if you're looking to make a name for yourself, definitely, definitely hire someone to manage your social media for you.

Now, **expansion prospecting**, this is a very interesting way to grow your business. You can actually have your assistants find opportunities for you, so if there's a major magazine in your niche, then you can have your assistants send emails for you to these major websites, these major magazines, these major players in the industry, spouting your credentials and having them try to find these opportunities for you and have these opportunities come to you.

If you can **get yourself featured on a major website or a major magazine**, not only does that drastically improve your credibility, it's going to drive a lot of traffic for you, so you can have your assistants find those opportunities for you.

One of the things I've been doing heavily lately is I'm having my assistants keep a close eye on websites to buy and sell on the marketplaces that buy and sell websites, such as Flippa and DigitalPoint.

When they have an opportunity on there that is within my price range and would fit well within my web portfolio I think would benefit my business, my assistants send me an email and let me know, hey this opportunity is right here, this auction is closing in 12 hours, you should probably take a look at it and see if it would make a good addition to the business.

Sometimes I bid, sometimes I don't bid, but it's very useful to know that those kinds of opportunities are out there without having to go and check myself every single day to see if there's a website out there that I want to buy.

So, you can have a whole different array of things your virtual assistant can do for you to help you expand your business. It depends on what you do, these are just two general ideas to help you get thinking over what they can do for you.

Affiliate and JV Recruitment, so if you're selling products, what you can have our assistants do is search Google's top 10 for your primary keywords.

Again, **you can kind of streamline everything here**. You can provide keywords to your assistants up here with the article marketing and they can take the article that they wrote and create a video out of it and they can take the keywords that you provided for them and search Google's top 10 to find these people that might be willing to promote your product.

If they're already in Google's top 10, then you know they're probably getting a lot of traffic right? You know the website is probably pretty popular and depending on what niche you're in, depending on how big it is, **you might be able to contact the owners of those websites** and have them start promoting your products or at least be able to make a connection with them.

This is really cool, too - you could have your Virtual Assistants go to Betterwhois.org and find the phone number of the website owner and **have the assistants give them a call** and explain your business and explain the opportunity to them because emails get lost but you can have your assistants call people on your behalf. A lot of people forget

about that, but it's a key essential point to helping build your business.

You could also have your assistants **develop Private Label Rights content** for you, so they can find PLR reports or articles that are related to your niche, they can edit and break up the PLR for you and they can even take that content they just found and broke up and post it to your website or even create a sellable package out of it.

It depends on the quality and what they think and I would say that's more of a manager's job rather than a typical virtual assistant. We're going to be talking about the difference between assistants and managers and how to hire both in the next module, but just think about how you could have virtual assistants develop a post and make money through PLR for you.

Now, of course, **you could also have them set up and maintain your Wordpress Blog** for you.

One of the things here is backing up your Wordpress database, if you're using shared hosting, which I'm guessing a lot of you are, it's the cheaper hosting, it's general under \$10 per month, you're probably sooner or later going to have a problem with your server.

I can tell you that we had a server crash, my brother and I, two years ago and it took out everything and we only had a certain portion of stuff backed up. If we had virtual assistants going in and backing up our database constantly, we wouldn't have lost as much as we did, but since we didn't have that, we lost a substantial portion of content and knocked out the infrastructure for our business so we had to rebuild a lot of it from scratch.

But if you have a virtual assistant in place taking care of that for you so you don't have to think about it, you can just take action of your business. You're going to save yourself a lot of time and aggravation and money in the long run because you can bet that I lost money because our website went down and we lost all those files.

You can also have your assistants **create new blogs and edit and post content for you**, once again, there's pretty much no limit to

what they can do, you just have to be creative and figure out a way that they can do it for you and you can have everything done for you from beginning to end if you're smart about it and you structure things in the right way.

It just depends on what is best for your business and what makes sense to help you grow. Basically, follow the steps, follow the principles that we talked about in Module 2 about replicating yourself and figuring out ways that they can make you more money.

In the next module we're going to talk about **how to hire your first assistant** and talk about hiring your first manager as well and the managers are the ones who are going to be able to help you do everything, so if you truly want a hands off business, then you're going to want to keep a close track attention on the next module, thank you very much.