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internet marketing

# 4 HOUR *outsourcing*

**MODULE 5 TRANSCRIPTS**

# MODULE 5

Hey there, this is Matt W. Rhodes of **4-Hour Outsourcing** and this is the 5th and final module.

We're going to be showing you some case studies here of real life businesses that use outsourcing very heavily and **are using virtual assistants really to grow faster and grow at an accelerated pace.**

Hopefully you've been able to get a whole lot of good tips out of this but the case studies here should really drive it home about how essential it is to kind of start using these assistants in your own business.

**The first one is my "Pathetic Money Makers" Business.** I've been talking a little bit about this, I'm going to dive into it a little bit more, so the principle here is very simple.

I created a dead simple Amazon review site last year, actually no it was about two years ago now, Christmas of 2009, so I created a very simple Amazon review site and on that review site I had only 4 posts and 1 backlink, so there were 4 reviews and I had one backlink pointing me back to the site. Despite how small and frankly, crappy, the website was, that's why I call it my "Pathetic Money Maker," it was absolute crap and it's ugly, it pulls in \$20 - \$100 every single month for me like clockwork and I do nothing to manage that website.

Recently I just had my virtual assistant actually post some new reviews to that website, so there's a little more on it now, because it was making me so much money I figured that I needed to expand, but it pulled in \$20-\$100 every month so I knew that I had to expand it.

I really knew that I was leaving money on the table by not taking advantage of the opportunity, so I had my assistants do 2 things for me, **I had them expand the existing review site** to include more reviews and I also had them create new review sites using the exact same model because it seemed dead obvious to me that if I could

have one site pulling me in \$20-\$100 every month, 100 websites would pull in \$2000 - \$10000 every month and since they were so dumb and simple to create, **I knew that it was pretty much a no brainer for me to do.**

I had to expand the existing review site to include more reviews and the numbers I worked out, that made it very clear to me that I needed to do it. I knew my assistant could write 3 articles in 2 hours, so she cost \$5 per hour, that cost me about \$10 for 3 reviews. Since each article is worth \$5-\$20 per month because I had 4 posts, that means that 4 times 5, I'm making \$20 to \$100 every month because each article is worth \$5 to \$20 per month, **I knew that spending \$3.33 per article for a return of \$5 to \$20 per month was an absolute no brainer.**

I will spend that money to make that much more back any day of the week, so I hired somebody very specifically to go in and do nothing but post more reviews to this website for me.

In addition, I am hiring people to go in and create new review sites for me, so my review site took about 3 hours to build. It did not take long, again it was very simple, very ugly, yet still pulling in quite a bit of cash for me, so I assume that a virtual assistant is going to take longer to start just because they're a little more inexperienced and I'm pretty good at what I do, so I'm assuming that a virtual assistant will take about 4 - 8 hours and since again it's worth \$20-\$100 per month, I know that they can build out a website for me for \$20-\$40 that makes me \$20-\$100 per month.

So, basically I'm investing, \$20-\$40, at \$5 per hour, \$20-\$40 to make me \$20-\$100 per month on average and really all I need to do in this scenario for having them create my review site is I supply them with a niche and I register the domain and they literally do everything else.

They do everything, from finding the products on Amazon to finding the reviews to writing the reviews to linking to Amazon with my affiliate link, to promoting the website with my one backlink, they literally do everything and I just need to install the domain, register the domain and supply the niche to them, so that was pretty much a no brainer for me to invest in that business model.

Another business model that drives this point home, is a **\$20 Million Dollar Dating Business**. This is really valuable because this whole case study here is my biggest take away from a \$2,000 product so you're getting huge value just right here.

I was listening to an audio and I heard somebody, a guru, mention another guru's business and he mentioned about how he had zero employees but over 80 virtual assistants.

**That just made something click for me:** “Oh, these virtual assistants are the ones who are making the money for him, they're really driving the website home and making him build his brand.”

It made perfect sense, so I started reverse engineer substantial portions of his business and I figured out the essential pieces to it. What he does, is he builds an email list and then after people are on these email lists he sends them emails every couple of days and **these emails always pitch one of his products**, they always pitch one of his products.

After somebody buys one of his low end products, he has numerous products and they range anywhere from \$20 to literally \$2,500, so when somebody purchases that low end product, **he has his virtual assistants call up the customer via phone**, real phone and try to up sell them to a higher package based on what they bought because there's very specific core interests among this industry, so they're able to sell them on related products very easily.

Another major piece of the business is **getting exposure via major media**. I've seen this business exposed on many, many different websites, many different websites in that niche and major magazines and so what these assistants do is they really try to pull in the exposure from these major websites and really help to drive new visitors to it via organic promotion.

They also have virtual assistants manage the ad campaigns for them, so they're also very heavily advertised on these major media websites, so virtual assistants manage those ad campaigns to make sure they're paying the proper amount for their ads.

The tasks that they very specifically do is, again they find the ad opportunities and the reason they can do this is because he knows the value of a visitor.

So, again, if each email subscriber is worth \$2 to his business, he knows that he can spend at least anywhere from 50 cents to \$1.99 to get each and every visitor.

If he **works out the metrics** in his head he knows that placing a banner ad on this website will on average get him 5000 visitors and that those 5000 visitors are worth \$2 each so he can spend \$9000 on the ad space. He knows his metrics so he is able to have his virtual assistants find these opportunities that are within his price range and really help him rapidly grow his business.

He also provides his virtual assistants with a script, so they simply call the customer after they purchased a product and basically read them this script that gets them to buy the related products that are in the domain that they purchased, in the realm of what they purchased.

Those virtual assistants also write articles and create videos for external websites, so those major media websites and magazines are often content that virtual assistants created and I've seen several examples of this on the website.

They've edited video from live events that this guy did to post on YouTube and the website itself, so basically you're going to see a whole bunch of 2 minute clips of him boasting on his website at a live event so it **increases his credibility** and really helps drive the point home that they're an **authority website**, that they're somebody to be respected and to be listened to and it really helps boost conversion rates for him as well.

Of course, they also handle the customer support. He also sells DVDs so they fulfill the DVDs for him and also communicate with the companies that fulfill the DVDs for him.

They organize his live events for him so he doesn't have to worry about finding a hotel or finding the location. They're able to go and

indirectly survey customers and see exactly where the best place to hold an event is and they just do everything for him.

They're able to find potential candidates for review, he has a monthly membership where he interviews somebody every month who is an expert in his niche, in the dating niche and they find these potential candidates.

In some cases I've heard that they **even interview the candidate for him**, interview the expert for him and they just sort of splice in his questions, so he really don't have to do anything except read a list of questions and his assistants handle everything else for him.

They also ship out these CDs every month with these interviews and also of course, the website editing and development, the website looks very nice and they handle everything for him on that front as well.

**All he really needs to do is create products for the business**, he's the face of the company but they handle everything else. He creates the products and he's really the vanity of the business he's the core attraction to the business but his assistants do everything else.

That's a **\$20 million dollar business**, I'm talking about some of the core principles of that business and hopefully that gets you thinking in a whole new level.

It really just starts with one virtual assistant guys, it's not difficult at all if you know what you're doing and that was my biggest take away from the \$2000 product, so hopefully you found that pretty valuable and got a couple of really large golden nuggets out of that and I think you'll be able to take those to the bank and make some serious money with them.

This has been Matt W. Rhodes of 4-Hour Outsourcing and MattWRhodes.com. I hope this has been very helpful to you and if you have any questions what so ever you can reach me at [matt@mattwrhodes.com](mailto:matt@mattwrhodes.com), that's my personal email address, so if you have any questions what so ever, go ahead and hit me up and I will be happy to answer you. Thank you very much guys.