

# SECRETS OF OUTSOURCING EXPERTS REVEALED!

TOP 10  
RESOURCES  
INCLUDED  
FREE

Featuring interviews with outsourcing experts:  
**JEFF MILLS , TIM FERRISS AND JOHN JONAS**



## Tyrone Shum

and foreword by Yaro Starak

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# Raving Reviews from Readers

“Outsourcing has always been somewhat of a puzzle to me. I mean, where the heck do you start? And how do you make sure you won't make silly mistakes that could end up costing you a fortune in both time and money?”

Luckily, Tyrone introduced me to his 'Secrets of Outsourcing Experts Revealed' where it explains everything you need to get started with outsourcing. What really caught my attention was the caliber of people Tyrone managed to get together for this project.

That's what taken this book to a whole new level! Read it and see for yourself what these world experts reveal about the ultimate form of leverage!”

***Gideon Shalwick - GideonShalwick.com***  
*Brisbane, Australia*

“Thanks for such an awesome resource! It was a great report to read about John Jonas, Jeff Mills and Tim Ferriss. The top 10 resources were the best part of the report. Very worthwhile report and one of the best reports I've read in a long time.”

***Joel Williams - BlogTechGuy.com***  
*San Diego, USA*

“This is an Amazing FREE Report by Tyrone. This report totally changed my perception and answered my question. It's so exciting to realise that I can **concentrate and enjoy what I am good in**; making more profits by letting others do the rest.”

***Mary Moh - KeepLearningKeepSmiling.com***  
*Scotland, UK*

“The *Secrets of Outsourcing Experts Revealed* is a great primer for the time-strapped entrepreneur to actually go out and find help. More importantly, though, this report explains the mindset that you need to have when you outsource and tells you specifically why you should.”

***Blaine Moore – RunToWin.com***  
*Portland, USA*

# Raving Reviews from Readers

“This book, along with videos at [massoutsourcing.com](http://massoutsourcing.com), is a \$500 product if ever I have seen one and Tyrone has made it available for free, I suggest you grab it before he changes his mind!”

**David Brown - [OneLifeNoFear.com](http://OneLifeNoFear.com)**  
*Geneva, Switzerland*

“Secrets of Outsourcing Experts Revealed gave me new perspectives on how to get more done through the power of outsourcing. The information is compelling and helpful resources are provided at the back of the book. When running your own business, you often wish you could clone yourself. If you follow the lead of these outsourcing experts, then cloning can be left to Dolly the sheep!”

**Sami May - [Lifelaughsandlemmings.com](http://Lifelaughsandlemmings.com)**  
*Sunshine Coast, Australia*

"I've done a lot of research on the topic of Outsourcing. Never before have I read such a short report on the topic that captured the essence of what many people try to say in books with hundreds more pages.

Tyrone was really able to get to the point, showing not only WHY you should outsource, but also HOW to go about it by providing you with the tools that are necessary to outsource your business effectively”

**Leslie - [TheFreebieGuy.net](http://TheFreebieGuy.net)**  
*Michigan, USA*

“You really have captured the thoughts of three of the top guys to have mastered outsourcing in the Internet marketing world today. Even if people only read what Jeff Mills has to say on page 35, AND follow it, they may just save themselves a lifetime of pain and failure. That's just one of the priceless nuggets in this little book. Required reading for anyone who really wants to make it online”.

**Rob Kiernan - [MarketYourService.com](http://MarketYourService.com)**  
*Brisbane, Australia*

# PREFACE

I've always thought the first section of a book was something just to fill the pages with self-promotion from the authors, and testimonials to say how good the book was. Though, if you are reading this for the first time, could I ask you to hold off and not skip ahead, because I would like to briefly share with you why this book has been written and how it will add value to your life.

Since finishing university I thought it would be the end of my education. I thought, "Wow no more boring lectures, no more books, and no more assignments. I was a free man and I could do anything I wanted!" How wrong I was, because a few years later I discovered Internet marketing and this was a whole new ball game compared to what I studied back at university. The problem was that no one taught me how to make money and create my freedom lifestyle at university.

Let me share with you some of the topics I learned at university:

- How to apply logical reasoning in Discrete Maths
- Why Physics can be applied to traveling velocity
- What program to use to create Java for Computing 1B

Have I lost anyone yet? I'm pretty sure you won't know what any of those things are unless you studied Computing Science. I can tell you I don't remember how to apply any of these topics in my business or even need to for that matter. The point is, whatever I learnt at university was not relevant to what I currently do today. Don't get me wrong, getting an education is important, though the biggest distinction is what type of education and for what purpose?

Since 2005, I have been modeling my business success from people in the Internet Marketing industry. After attending many seminars, listening to thousands of hours of CDs and reading lots of books, I discovered these people have the same hours in the day as you and I do and the same possible opportunities. The biggest differences are their mindsets and the ability to take action to achieve their desired goals and dreams.

Just like a lot of people who start, I searched for people who I connected with and modeled from their systems and strategies. As there were many ideas, I easily got confused and sidetracked. In my case though, I am very fortunate to have interviewed a lot of successful people (available as podcasts on my blog) and what I've learnt is they have a common characteristic. They are able to master one skill and become an expert in their field and let others do the rest.

Now imagine if you could have these people share their success strategies and mindset with you in their field of expertise?

Well, this is what this book is all about. The only difference is, instead of you asking the questions to the experts I have done this for you and brought them to you.

You may know someone who has already achieved what you are shooting for and living the life you desire. They may have invested the years and probably thousands of dollars into their education, learning from their mistakes and eventually succeeding. So why not just learn from their mistakes and successes where you can fast-track your journey to achieve the desired outcome you want? Well, personally I wish I had this when I was growing up!

We are in the time where there is no shortage of information on how to achieve great success. It can be easily found online or in any bookstore. There are literally millions of “how-to” guides available and all it takes is just one for you to model off to be successful. So why isn’t it that easy? It’s because we are human, and we want new ideas and something different. I have discovered a lot of these books can be very mundane lacking any exciting stories. What I see missing are examples of role models and mentors who can share their stories and give us someone to look up to. If I were given either a textbook or a storybook to read on a topic, I know I would choose the storybook any day. It’s just that more exciting to read! Don’t get me wrong, textbooks are still important to study from as we have been trained at school. At the end of the day, it’s the stories that inspire us to take the actions that will lead us to get results.

So how did the idea for this book come about?

At the beginning of 2009 I was at Borders and stumbled across Tim Ferriss’s book the “4 Hour Work Week”. I was checking out the motivational / inspirational section and that book just caught my eye. I had previously heard of it from an interview Yaro Starak did a while back. I didn’t take much note of it because it wasn’t relevant to me at that point in time. Anyway I picked up the book and decided to start reading and being at Borders, there were plenty of chairs and room for me to sit and read. (Isn’t that a great marketing ploy to get you to read then buy?) Well, that is exactly what happened, after reading the first chapter I was hooked and I didn’t want to stop, so I bought the book and took it home to read. After finishing the book I was inspired to change my life and thanks to Tim, I took action immediately and began redesigning my life.

This is how one story impacted my life. As I’m human I made a lot of mistakes as well. It was not smooth sailing because I had questions that kept holding me back:

- What happens if I spend hundreds if not thousands of dollars getting virtual staff to work for me and I get the wrong thing done?
- Where do I find good virtual staff to do what I want for the business?
- How do I train virtual staff?
- Where do I find the system to manage them?

It took me almost 7 months to find the right people and several thousand dollars later in software and training with trial and error. What a learning curve and turning point it was!

Finally in mid 2009 I had set up the business where I could literally walk away and not worry about it and let my virtual staff handle the work. I thought that was pretty cool and I could do anything I want. At that time I only worked at most 5 hours a week on the business. During this time I occupied myself interviewing successful people and posting it on my blog, and creating a report on how I setup my business. Then the “Mass Outsource” idea boiled over and I thought why not show people how I outsourced my business using video tutorials? That’s how the video tutorials were created and I took it one step further and decided to interview successful people who were experts in the field of outsourcing.

As you read this book, you will see that it is an accompaniment to the videos I produced on [www.MassOutsource.com](http://www.MassOutsource.com). It provides insights from experts who have been successful at outsourcing their business and living a lifestyle they desire, escaping from the 9 to 5 work. Additionally, the videos give you a step by step guide on how to design the lifestyle you want and where to find virtual staff to help you achieve this.

Putting together this book and the videos has been both time-consuming and demanding, though to see others achieve great success is a real privilege. I wanted to share this with you so you have the same opportunity that I had, to achieve your dreams.

So that’s it for me. Now it’s time for you to begin your journey and discover for yourself the detailed strategies and stories these experts share within these pages. I thank you and hope you will enjoy the read as much as I’ve enjoyed putting these interviews together.

I’ll see you soon and who knows maybe one day I’ll be reading your story?

Mass outsource for a great life!

*Tyrone Shum*

Tyrone Shum  
Mass Outsource

Sydney, Australia



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By Tyrone Shum  
The Cool Australian Entrepreneur

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# FOREWORD

By Yaro Starak

In August 2008 I was in Toronto, Canada, a city very far away from my home in Brisbane Australia. Toronto was one stop on a 25-city, 8-month voyage across the planet, which I decided to undertake because...well, because I could.

During my stay in Toronto I was invited to attend a casual meet-up of people interested in Internet marketing and blogging, at a local Irish pub.

I've been a very active blogger since 2005, never missing a week without publishing something new on my blog, and I've made a living online for years before that, so it's safe to say this gathering was my cup of tea.

I love talking to people who are interested in my field, but there was something particularly interesting about this event because of a common question people kept asking me.

Yaro, I'm really curious - how you can travel for so long and work so little and still survive financially? What's the key to living this sort of lifestyle?

Those are not the exact words, but my paraphrasing of a question about a subject people are really interested in. I'd hear a variation of this question many times during my trip around the world.

Tim Ferriss certainly has to take some of the blame because of his 4-Hour Work Week phenomenon he unleashed on the world thanks to his best selling book of the same name (you will also hear from him in this report you are reading now).

Of course reading a book is one thing, but having a chance to talk with someone who is actually DOING IT, was clearly why so many people were eager to talk to me when I landed in their city.

Long before Tim wrote his book I was living what most people would call a great working life. Ever since university I'd managed to avoid the plague of a full time job, happily plugging away at various Internet enterprises for a few hours a day.

Although difficult at first to make enough to live off, eventually I equalled (financially) my peers who had joined the workforce, and then surpassed them (another joy of being an entrepreneur is no cap on your earning potential!).

As I've met more and more people around the world, there's always a select few who enjoy true lifestyle freedom, who understand something everyone else does not.

The secret from a broad perspective, is leverage, but as an idea that's not really helpful.

What's important is that you drill down and understand the idea, AND then implement what you learn. You have to KNOW and DO if you want the result.

A key challenge every human faces in the quest for lifestyle freedom is the finite resource we all have to work with - ourselves. There's only so many hours we have in our day and only so much capacity to work.

There's nothing worse than relying entirely on your own personal labor in a linear capacity if you want to be free. You can't enjoy true freedom if you're paid by the hour. It's a harsh truth, but until you take that on board and act accordingly, you're doomed to experience the same working lifestyle as you have before.

This report you hold in your hands now is a doorway to freedom. The information it reveals explains how you can break out of the paid-by-the-hour-trap, and how you can gain true leverage by utilizing resources outside of your own time.

Outsourcing is such a crucial part of gaining leverage because it means you don't have to do all the work. In fact, if you get really good at this, like the experts in this report, then you can pick and choose the exact roles you enjoy and leave the rest to other, more qualified people. Or, don't do any work at all - it's up to you.

I couldn't have travelled the world in the manner I did for as long as I did, and return with more money in my bank account than I left with, if it wasn't for outsourcing.

If you're ready to begin the process to transform your working life to be more about freedom and less about just getting by, then sit down and devour this report from start to finish.

And don't forget to thank Tyrone for putting this report together. Without him, the ideas wouldn't be collected in this one simple to consume document, so he deserves your appreciation.

Good luck with your future, and above all else, always enjoy the journey.

*Yaro Starak*

**Yaro Starak**

Entrepreneurs-Journey.com

# INTRODUCTION

Outsourcing....

What comes to mind when you hear this word? Is it the sound of a person with an Indian or Filipino accent on the other line when you call your telephone company, or a way for you to get all your work completed while you take a holiday?

For the experts in this book, it's a method they use to leverage their businesses and design a lifestyle of their choosing. As one of our experts says, "There will always be work to be done, it's who you choose to complete it, you or someone else".

Many have said, outsourcing's only for the large companies that can afford to do this or people who have deep pockets. But then there are others who have started with little and have leveraged this with low cost methods. For these people they have made it their reality.

You might be wondering, 'how is this possible?' Or you might be saying, 'I don't agree with you'. Well, hopefully by the time you have finished reading this book, you will discover that many businesses, startups to large corporations already outsource their work every day. Plus you will learn how these experts found virtual staff at very low costs, and which you can find for yourself.

So besides getting work outsourced, why else do I rave about it?

*You don't need a college education to do this* – you could start outsourcing your work today whether you are a school dropout or a 70-year-old pensioner.

*You do not need any additional resources* – you pay a team or someone who has expertise without having to supply them with resources such as computers, office equipment and so forth.

*Freedom to work anywhere* – you choose the location for you to work and your virtual staff works with you from anywhere in the world. With the stroke of a key and Internet access you can communicate with your staff anytime of the day, anywhere in the world.

*You don't have to worry about handling taxes, workers compensation, and other employee issues* – one monthly fee and they work for you. There is no more handling of paperwork and dealing with employment unions to just get the work done.

Are you excited yet? I know I am! Imagine if you could be relaxing playing golf everyday and all your work was completed for you and money still rolled into your bank account? You might be wondering, "Are you for real? Is this possible?" or "Have I missed the boat since so

many businesses are outsourcing it already?” Of course you haven’t! But don’t take my word for it, ask John Jonas and he’ll tell you on page 38.

Honestly, there are more possibilities now than ever. Thanks to the Internet, you are now able to access any company, or individual, to complete your work at the click of a button. Furthermore there are more benefits when you outsource your work, such as time and location freedom. Which is why this book was created for these experts to share their experience and knowledge.

In “Secrets of Outsourcing Experts Revealed” I’ve assembled an amazing panel of experts, who are eager to share their experiences and strategies. Each provides inspiring stories on how they outsourced their businesses and detailed “how-to” advice.

*What you will learn in this book:*

- How to live a four hour work week as Tim Ferriss does
- What you should eliminate first (then automate) in your business
- Why you need to hire project managers just like Jeff Mills does for his business
- How to hire people from the Philippines starting from \$250 US per month
- How John Jonas trains his virtual staff.
- And much, much more!

The material in this book will greatly assist both the beginner looking to start outsourcing their work, and the experienced business owner who wants to work less and generate more income.

Additionally to assist you in your future endeavors I have included the Top 10 Resources that are invaluable to any person who is ready to start outsourcing. They are tools that I currently use in my own business that has made outsourcing work a breeze. Furthermore, I have included the contact websites of every expert in this book. You will discover that they have their books or educational materials that you can subscribe to. I highly endorse these and encourage you to explore them further.

Lastly, take the information you learn from these experts and go out there and apply it. When you reach a goal – no matter how big or small – let me know so I can share your success story.

Here’s to your outsourcing success...

*Tyrone Shum*

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LIVING A 4 HOUR WORK WEEK

# TIM FERRISS



“  
*The 4-Hour Work Week offers a different menu of options -  
mini-retirements, outsourcing life, etc. –*  
”  
*many of which people haven't really seen before.*

## Profile

# TIM FERRISS

Serial entrepreneur and ultra vagabond Timothy Ferriss has been featured by dozens of media, including *The New York Times*, National Geographic Traveller, NBC, and MAXIM. He speaks six languages, runs a multinational firm from wireless locations worldwide, and has been a popular guest lecturer at Princeton University since 2003, where he presents entrepreneurship as a tool for ideal lifestyle design and world change.

Tim has been profiled in *The Success Principles*, the New York Times bestseller written by Jack Canfield, and is a main character in the upcoming feature-length documentary "As Seen on TV," produced by Emmy Award winner Dan Partland.

As a professional polymath, he has amassed a diverse roster of credentials and experience:

- Princeton University guest lecturer in High-Tech Entrepreneurship and Electrical Engineering
- Cage fighter in Japan, vanquisher of four world champions
- First American in history to hold a Guinness World Record in tango
- Advisor to more than 30 world record holders in professional and Olympic sports
- National Chinese kickboxing champion
- MTV breakdancer in Taiwan
- Hurling competitor in Ireland
- Actor on hit TV series in mainland China and Hong Kong

Since his debut presentation on *The 4-Hour Workweek* at the world-famous SXSW Interactive conference on March 12, 2007, Tim has been invited to speak at some of the most innovative companies and universities in the world, ranging from Google and PayPal to Princeton University, the Wharton School, and the Stanford Graduate School of Business. He has also been invited to speak and keynote at world-renowned technology summits including Supernova, FOO Camp, Community Next, and the Web 2.0 Exposition, where he shared the stage with figures like Eric Schmidt, Chairman of the Board of Google, and Jeff Bezos, founder and CEO of Amazon.

*The 4-Hour Workweek* is his first book and magnum opus.

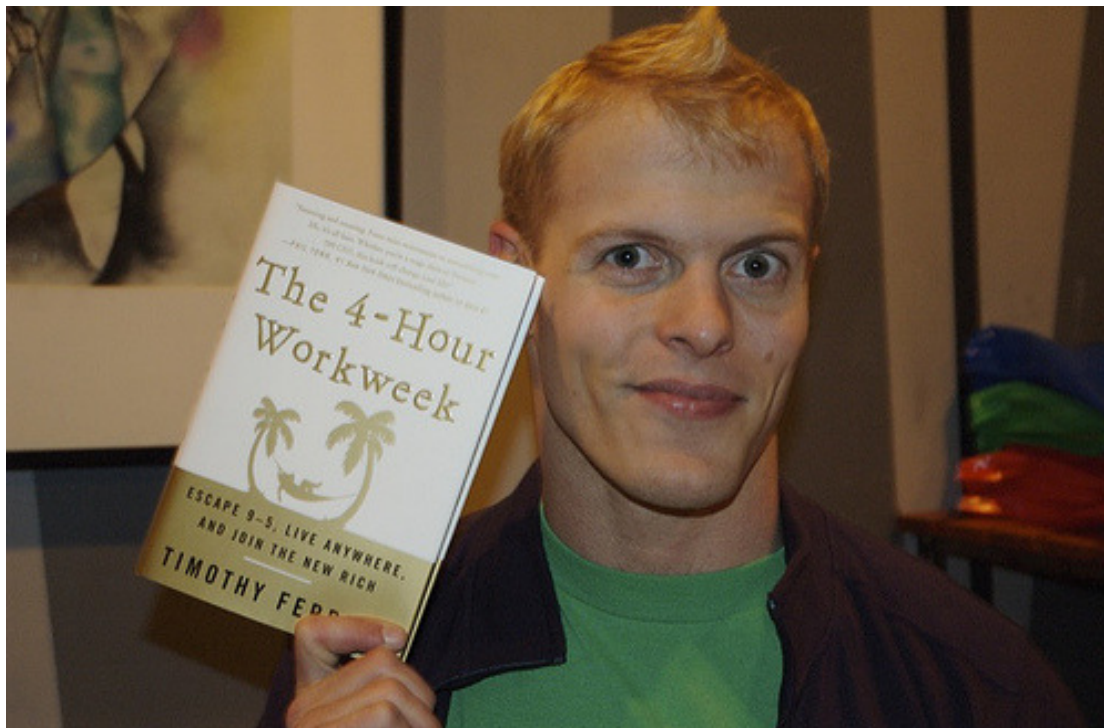
## **LIVING A 4 HOUR WORK WEEK**

*This courtesy interview was provided from Leon Ho at [www.lifehack.org](http://www.lifehack.org).*

**Your launch of your book, *The 4-Hour Work Week*, is extremely successful. Why do you think it is so popular and the idea is widely accepted?**

There are a few reasons. First, the topic hit at the right time. Forbes recently reported the new average work week as 70 hours, and this will only increase. It's unsustainable, just as I realized in 2004, and people want alternatives to postponing life for 20-30 years for a nebulous "retirement". The 4-Hour Workweek offers a different menu of options — mini-retirements, outsourcing life, etc. — many of which people haven't really seen before.

Second, I didn't follow a top-down, Oprah-as-messiah PR and marketing plan. I'd love to be on Oprah, but seeking that stamp of approval is a gamble for a first-time author. For those familiar with Glenn Reynolds book "An Army of Davids", I embraced a few groups of Davids and took a bottom-up approach, embracing thought leaders where possible, to harness the most efficient word-of-mouth network in the history of the world: social media. I give away plenty of ideas and stir up discussions — and arguments. I just want people to talk, and when you create enough noise, the books move. It hit the NY Times and Wall Street Journal lists based on the first 4 days of sales with no offline PR or advertising, and it's been in the Amazon top 15 or so for five weeks now. I hoped for this, but I never could have expected it all to come together so well. Plenty of luck involved, I'm sure!



**You have done a lot in your life – you are a kickboxing champion, a world record holder in tango, as well as running a multinational firm. What other things have you done in the last few years? Which are the things that you are most proud of?**

There are a few fun ones that stand out, like finally training in kendo in Japan, where I killed myself last September and fulfilled a life-long dream, but I'm definitely most "proud" of conquering two fears.

Learning to surf in Florianopolis, Brazil, was a huge win for me because I can only use one lung fully (due to being born prematurely), and I've always been deathly afraid of drowning. One good friend and I actually reserved a VIP table at the world-famous night club Confraria there — \$60-100 USD per night — so I could finish editing my book over red wine and dancing locals at night. It was incredible, and I owe a lot to my friend, Chris, for keeping me from panicking in the water.

Second, writing this book required me to conquer serious inner demons. I was mildly dyslexic at a young age and still have a lot of trouble with dysgraphia: miswriting and mixing up letters. Finishing my senior thesis in college almost killed me, and this book was more than twice the length. I'll just remember the advice my former professor and Pulitzer prize winner John McPhee gave me when I first sold the book: "When it seems like writing is really, really hard, just remember: writing is really, really hard. I sit in front my typewriter from 9 to 6 each day, and most of the time, I get nothing done."

**“ I’m definitely  
most proud of  
conquering two  
fears ”**

**You know that your 4 hour work week theory may not work in every industry and it is just not going to work for everyone?**

It is a very common response. I think that once we start examining the underlying premises that people base that belief on, it's almost always very flawed and generally a habit of imitating common practises as opposed to looking for the most results driven approach. But of course I put in my eighty to one hundred hour work weeks sometimes and more in Silicone Valley in 2000 to 2004, so I am not a stranger to that. But you know, everyone from Richard Branson, who says that he can get all of his most important business done in the first fifteen minutes of each day if he prioritises properly to Lei Coka, who told a friend of mine, that he gets about thirty minutes of productive work done per week, because of so many interruptions that he has to field - you look at the top performers in the world, whether it is Steve Jobs or simply high performing employees or self employed entrepreneurs - you find that they all have the same twenty four hours as everyone else.

So it is not a matter of working harder, it is generally a matter of choosing the best inputs for maximum output. And that is the real focus of The 4 Hour Work Week.

**You have outlined in your book, a four step process for following, to try and embrace this 4 Hour Work week. Would you be able to explain this four step process?**

It is really not something that I set out in mind. It is something that came out of the case studies and interviews that I did in more than twenty countries where I identified four really common characteristics and processes that people go through, in order to cut down on workload, while maintaining or increasing output. And so the four steps are: definition, elimination, automation and then liberation. And the four very conveniently spelt deal, DEAL.

The original order was DELA, which is more appropriate for employees as opposed to entrepreneurs, you know. I will take a step back and just mention as a side note, that my father has been a real estate agent for more than thirty years, so I have seen this business and I am familiar with it. So definition in the context of any self employed business person, is there are a few steps. The first is, really defining our ideal lifestyle, in terms of having, being and doing and quantifying that. And that becomes our TMI or target monthly income and then that can be divided by thirty to get your target daily income. So if you want to have an Aston Martin DV9 and go to Fiji once a year and have a ski cabin in Aspen or whatever the things might be, you actually determine the real cost of those things and amortise it over twelve months and you get your target monthly income for your ideal lifestyle that most people postpone for retirement, but it is not necessary. And I got into a lot of detail about redistributing retirement throughout life and many retirements and everything else. But that would be the first step and it is generally much less than people anticipate. I mean, I can show people where they race Lamborghini's and F1 MacLaren's for \$300 a day, the experiences are just not that expensive.



Secondly is, elimination involves minimising or completely removing the time and energy consuming, attention consuming tasks that do not contribute directly to income. And that could include everything from going on a low information diet, where you are checking email only twice per day, which you can do very simply with auto responders and people can find examples of these auto responders on my blog at [fourhourworkweek.com](http://fourhourworkweek.com). I won't go into it

too much here. But one very important concept that I think is necessary for people to embrace, is the idea that the customer is not always right and there are many unreasonable prospects and customers and it is not only permissible, but recommended to fire certain clients and fire certain prospects. And really go about filtering clients, because you will find when you do analysis generally, that the highest profit customers require the least management and the lowest profit customers require the most management, before, during and after the sale.

Next is automation and it refers to a number of things. It refers to systematising your business processes and also outsourcing your life or delegating everything that is time consuming so that someone else can perform. So I have a small army of twenty to twenty five, I would say, virtual assistants, including VPA's in places like India, Philippines, Canada and in the US, most of whom do work for me for four to five dollars an hour and the quality is extraordinary when you filter them properly. So if you do the eighty twenty analysis, you will have this group of tasks that can consume a lot of time. The first thing you want to determine is whether they are worth doing at all. If they can be eliminated, eliminate. And that is the automation portion.

And then the liberation. I will just touch on it briefly, but liberation really discusses first of all, exploiting mobilities. So how can you, let's say, just this one example, go to Argentina and live like a king, even with your family, while still running your business flawlessly or checking your email once every week or once every ten days. And I run through that and people don't necessarily have to travel, but that is one option that I think that is attractive for many people. And then also, when you remove the office, when you remove a, when you remove work essentially, how do you fill that void. Because removing work doesn't automatically create life and that is why so many retirees, even high net work retirees, end up in depression, it is very common and that is based on case studies and interviews that I have done. It is because they assume, well I will work my ass off, save my money, put a few million in the bank and then I will quit, I will live the good life. But they really define what that good life is and then they end up without any alternative activities to checking email and making phone calls and really struggle with trying to fill that void and as a result, most of them will go straight back to working in some fashion, simply to keep themselves in constant motion.

So how do you design a life and a lifestyle, is the topic of liberation.

“ the customer is not always right and there are many unreasonable prospects ”

**You have taken productivity to the next level – the 4 hour work week. It is like the holy grail of work-life. What are your tips to achieve this kind of productivity in your life?**

Think instead of react. Take frequent breaks and strive to constantly eliminate instead of organize. Create not-to-do lists and cancel, fire, subtract, and eliminate, eliminate, eliminate. If you remove all the static and distraction, priorities become clear, execution becomes a one-item to-do list, and time management isn't even necessary. Honestly, this is the holy grail. It took me a long time to figure out that, in a digital world of infinite distraction and minutiae, he who has the least number of programs running in mental RAM wins. Everytime.

I've interviewed everyone from gold medallists to CEOs who make \$100 million a year, and their one common characteristic is the ability to "single-task" without interruption. It's deceptively hard if you don't have a solid method.

**You are a fan of the 20/80 rule. How do you effectively identify the 20% of work which produces the 80% of the output?**

Before we analyze, we have to answer the question: what are the metrics that matter? The metrics that matter are those that measure your progress towards a well-defined goal. Is it \$X in profit? Is it a certain income-to-hours ratio? If you can't measure it, you don't understand it. To quote Peter Drucker: "what gets measured gets managed." Let's say it's income-per-hour. I would first apply the 80/20 principle to a few areas: what are the 20% of customers / products / distributors that are producing 80% of the profit?

Then we do the less common; we apply 80/20 to the negative: what are the 20% of activities and people that consume 80% of your time? Fire high-maintenance, low-profit customers; create communication barriers for time-consuming colleagues; train your boss to value performance over presence with clever documentation, create a not-to-do list of your "crutch tasks", and outsource the rest.

There is another approach for determining the critical few. Limit time. Here's where we apply the lesser-known Parkinson's Law, which dictates that a task will swell in perceived difficulty and complexity in direct proportion to the time we allot it. For example, if you suddenly find out that you have an emergency and need to leave the office at 2pm, what happens? You miraculously get the most important work done three hours early. In other words, we can use the 80/20 principle and Parkinson's Law hand-in-hand. We use the 80/20 principle to limit tasks to the important to reduce time. We also use Parkinson's to reduce time (short deadlines) to limit tasks to the important. Pretty cool and jaw droppingly effective — when used together!

**You mentioned elimination is the key element in your productivity system. How is it different than optimizing process or systems to save time? What type of people should take one or the other approach, or both together?**

I think they're the same thing — in my world. "Optimize" should mean removing the nonessential and minimally important until you're left with the bare essentials necessary for

producing the target result. This is what Arthur Jones, founder of Nautilus, would call the “minimum effective load”. Think 37 Signals and Occam’s Razor.

Unfortunately, this word “optimize” is so overused as to be meaningless, so people usually use it to justify endless addition — of features, customers, options, rules, etc. — that complicates instead of simplifies. I wanted to be a comic book artist, a penciler, for almost a decade, and I still stick to the philosophy one New Yorker cartoonist taught me ages ago: when in doubt, black it out. Fewer is better and less is more. Perhaps you have an issue, a product, a situation, or a person that is extremely difficult to fix? Consider just eliminating them.

“ this word  
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**You mentioned it is all about living the lifestyle with limited income. Do you mean it is all about controlling your input to get the output you really need, and use the spare cycles to do what you really want to do?**

It’s actually not so much about living with limited income; it’s about determining exactly how much income you need to have your ideal lifestyle, then leveraging time and mobility (geoarbitrage and such) to get there in as short a period as possible, usually a few months. What would you have and do each day if you had \$100 million in the bank and had already retired? This is not BS — this is THE question you have to answer. If you want to drive a yellow Lamborghini Gallardo, visit Fiji once a year, and ski in the Andes each winter for a month, add it all up and determine the average monthly cost. Add your current essential fixed expenses to this (there are free calculators for doing all of this), and you have what I call your TMI — Target Monthly Income — and TDI — Target Daily Income. The first step to achieving your ideal lifestyle is defining it and calculating the actual cost. It’s always less than you think.

Here are just two personal examples of what’s possible once we reset the rules: for \$250 USD, I spent five days on a private Smithsonian tropical research island with three local fishermen, who caught and cooked all of my food and took me on tours of the best hidden dive spots in Panamá; for \$150 USD, I chartered a plane in Mendoza wine country in Argentina and flew over the most beautiful vineyards and snow-capped Andes with a private pilot and personal guide.

I’ve done even more outrageous things in places like Tokyo and Oslo. It’s really possible to do these things now, and it has nothing to do with going to third-world countries. There is no reason to wait 30 years.

**What advice do you give if one's idealization is all about luxury which requires a lot of income to support that, and won't settle for anything less?**

Once people create time abundance, showing off shiny objects becomes far and away a second priority to answering the question “what the hell do I do with my time?” The big existential questions most people face at college graduation, mid-life crisis, and retirement don't go away with faster cars, bigger homes, and better martinis. I say go ahead and go nuts for a while with material excess, but if people streamline to the point where income generation only takes 4-10 hours per week, the “what to do” is the real challenge... and reward. I've never found an exception.



**Do you think this is not suitable for people who are really passionate about their work? I do not mean a workaholic, but someone who is enjoying their work as much as travelling around the world.**

Not at all. The title “The 4-Hour Workweek” is easily misinterpreted, but this book isn't about idleness at all. It's actually exactly the opposite. I'm always working on something, but that “something” is damn exciting to me and keeps me up like a kid on Christmas Eve. The 4HWW is about creating an abundance of time and spending it on whatever excites or fulfills you the most. Take this book launch, for example. I've spent a ton of time on it because I'm having an absolute blast. I did none of the really boring stuff, and my learning curve is insanely steep right now. As soon as that plateaus, I'll disappear to Croatia for a few months or do something else.

But here's the other issue: there is such a thing as too much of a good thing. Ask any pastor suffering from “compassion fatigue” or book editor with too many books on her plate. Even if you love your work, controlling the volume and keeping work and life separate is critical. I think “dream jobs” are a very misleading and dangerous myth.

**I have experienced a couple of outsourcing services and found out I spent a lot of time writing specific instructions for them to complete the work. Do you have examples of tasks which you have given them to work on? What are your tips to optimize the workflow/process between you and them?**

Hire teams that specialize in one or two functions, and use them for repetitive time-consuming tasks. If you follow just these two guidelines, you avoid training people more than once, you avoid overtaxing them with non-core expertise, and it becomes more of a “set it and forget it” model. Don’t look for a personal Jack-of-all-trades. Think in terms of departments and teams. If you want a great mix of smooth communication and unreal pricing, find Americans in developing countries. I have virtual American MBAs in places like Croatia and Jamaica who charge \$5/hour.

I use one group for web design, another for online research and Excel spreadsheets, and another for researching purchase options and making suggestions (for a Baltic States trip or buying a high-altitude simulation chamber, for example, two recent projects of mine). Prevent expensive miscommunication by asking for a written progress report after three hours on any 10-hour+ task.

The range of tasks is truly mind-boggling. Anything you can do in front of a computer or phone can be outsourced, from white papers for a Fortune 10 conglomerate to your personal life. I outsourced all of my online dating for 4 weeks recently as a joke to win a bet. There were teams around the world competing to set me dates on an online calendar. The result? More than 20 dates in three weeks. It’s amazing what you can do. The options are limitless.

**Is outsourcing the only way to scale? You mentioned productizing expertise. What exactly do you mean? Do you have any other ideas to scale your efforts?**

Outsourcing is just one option, one small piece. It’s actually entirely optional but too fun for me not to recommend ;)

Let me rephrase the question a bit: how do you scale results without scaling effort? You need external products and processes. Get the expertise out of your head. For the business owner

“ Anything you can do in front of a computer or phone can be outsourced ”

or manager, that might mean a comprehensive FAQ and step-by-step operational manual for each role in the company, or simply a small set of principles and rules you use for fast decision-making that others can duplicate. The switch is from adrenalin- or leader-driven to process-driven. For the employee or freelancer, “productization” simply means capturing your expertise in a physical form, whether a piece of software, a DVD, or a book. Only then are you able to totally separate income from time,

remove ass-in-seat time as your limiter, and make \$10,000 per day as easily as you make \$100. Creating a scalable life isn't as hard or time-consuming as it seems.

### **How do you detach yourself away from the process to be free from work?**

You need to develop to improve your performance and you need to improve your thinking on a very fundamental level. And that requires that you become aware of thinking, so you have a certain mega cogitative awareness and it really comes down to recognising why you are doing certain things. So if you check email first thing in the morning and three hours go by and let's say it is a Saturday and you have just wasted the entire day, of two days that you should have free. You know, why are you doing that? Is it for guilt, why do you feel compelled to work? Is it because you are confusing being busy with being productive? Probably. You know, what is it that you are working for? You need to step back and realise that you are working to generate income so that you can use that income to have certain experiences, with more free time. Then you recognise that spending your weekends checking email, is the most counter productive thing that you could possibly be doing. Just developing a certain awareness of both emotional and cognitive, so that you realise *why* you are doing and also *what* you are doing. How much time are you spending on certain activities?



## STRATEGIC OUTSOURCING

# JEFF MILLS



“ *At a very young age, I kind of figured out the concept of leverage.*

*When you start to take other people's efforts, other people's money and combine it, you can get a lot more stuff done. So the entrepreneurial bug kind of bit me at a very young age. I didn't know what leverage was at the time. I had no idea what the concept was but at least I understood*

*the benefits of what that kind of thing could do for us.* ”

*Profile*

# JEFF MILLS

Jeff Mills is a former youth pastor of 9 years, who is now a full time Internet information entrepreneur, book author, speaker, sales coach, and also an avid traveller.

Having sold over 2 million dollars of products, services and home based business products since 2003, Jeff is uniquely qualified to help grow businesses to make more money while working from home.

Jeff has created his own products as well as become a successful affiliate marketer, marketing products of others, often making \$10,000 to \$15,000 in commissions selling other people's products.

His flagship product is his 'Outsource Secrets Revealed' coaching program, which he currently runs very successfully teaching others how to outsource their business.

He has also passionately pursued seeking the best discount travel clubs and has discovered a great travel club product: Coastal Travel Club. Jeff will tell you that you can earn \$1000 or more in commissions immediately for a fantastic work from home career as well.

Jeff is one who is always in demand, and has hosted over 487 business conference calls over the last 4 years, and attended dozens of the world's best marketing conferences, while being mentored by many 7 and 8 figure wealth entrepreneurs.

Lastly, Jeff puts on one of the biggest Internet marketing seminars called the Midwest Super Conference each fall in Minneapolis. There are many top marketers at his conference every year and Jeff hosts this event.

## STRATEGIC OUTSOURCING

### When did you first discover your entrepreneurial talent?

I was an entrepreneurial kid growing up. I grew up in Huntington Beach, California and when I was seven-years old, I used to have all my friends in the neighborhood get together and we'd meet up on my tree house in front of my house. We would go climb up the tree that would have seats that we made up and every week, we'd charge a dollar to be a part of the club. Then we'd take all the money we made and combine it, get on our BMX bikes and ride down to the local toy store that also sold candy. At the store we bought candy for ourselves.

So at a very young age, I kind of figured out the concept of leverage. When you start to take other people's efforts, other people's money and combine it, you can get a lot more stuff done. So the entrepreneurial bug kind of bit me at a very young age. I didn't know what leverage was at the time. I had no idea what the concept was but at least I understood the benefits of what that kind of thing could do for us.

As I grew up in junior high school I was selling cinnamon toothpicks to people in school. Back in the 80's when I was in middle school and stuff, the cinnamon toothpick thing was pretty popular here in the United States so I'd just buy this box full of wooden toothpicks and then a bottle of cinnamon oil and basically just made my own cinnamon toothpicks, and then I'd sell the toothpicks for like ten toothpicks in a bag for a buck, yeah ten

cents a toothpick and believe it or not, I was selling bagfuls of these things all day long. It was a pretty good business for us until the school shutdown the cinnamon toothpick business because what happened was all these kids would take the cinnamon toothpicks and they were chewing on them all day and then they'd just spit them on the floor and the janitors started to notice these stockpiles of cinnamon toothpick residue all over the carpets in all the classrooms and so they had an announcement, found out who was selling cinnamon toothpicks. It wasn't just me, there were a bunch of guys doing it. We all got called into the office and the principal and said, "Ok, you're done. You shut down." So that was another funny experience to see that I was making money but also a bad experience knowing what it's like to be shut down for doing something that you didn't know you shouldn't be doing but were told you couldn't do anymore.

So then I had aspirations that I was going to start surf shops. I grew up surfing since I was in Huntington Beach, California, and I had goals of owning a surf shop and so forth. Many surf shops, actually. I wanted to have all these surf shops called Surf Mills and they were going to

“ I wanted to have  
all these surf shops  
called Surf Mills ”

be all over the United States and so forth and create a chain. But what happened is I started volunteering at my church. The youth pastor at my church asked me if I'd help out and work with some of the high school kids that were there, because I was in college at that point, and I said, "Sure, okay. I'll work with the high school kids." I had an act for it and God was really able to use me to change a lot of kids' lives and get them pointed in the right direction. So my pastor said, "You should go to Bible College and see if this is like your calling in life."

I was supposed to go to business school and make a bunch of money and then he said, "Well, maybe God has another plan for you." So I said, "Whatever, I'll check it out." So, I packed up my stuff and I got in my truck and I drove from Southern California all the way up to Edmonton, Alberta, Canada which is way up north in North America. Way, way up there. My friends in Huntington Beach didn't even know what Canada was. They were like, "Hey dude, what's Canada?" I'm like, "Another country above the United States." And they were like, "Oh, that's pretty cool." They had no idea. They were all shocked that I was leaving the great lifestyle I had in Southern California to live to go live in an igloo. They thought I was going to live with people who have igloos and ride around on a sled . . .the Huskies take the people on little dog sleds and stuff like that but it's a pretty urban culture up there in Canada. They're pretty modern, actually, believe it or not.



I spent two years going to Bible College there. I graduated and then I furthered my bible education. I went to seminary and got my Master of Divinity degree in Sioux Falls, South Dakota. I met my wife going to school there in South Dakota, again which was in the middle of United States, like smack up in the middle of the United States. That's swhere you see Mount Rushmore and stuff like that, in the United States. It's the state where Mount Rushmore is. But other than that, the mountains over

there...you've got to picture this: South Dakota is like a flat prairie. It literally is just completely flat and everything there is just corn fields, wheat fields, barley fields, bean fields, it's like a very, very agricultural state. On the opposite side of the state where I was in Sioux Falls, on the opposite side of Sioux Falls is what they call the Black Hills which is where Mount Rushmore is and stuff. It's quite a contrast, but anyway, we're in the plains, the prairielands of the Midwest and that's where I went to school, I met my wife and then from there, we got hired to go to become youth pastors. So I was doing everything that I thought I was supposed to do with my life but as I was doing my job, loving what I was doing working with high school kids as a youth pastor, one problem striking us again and again and again is that we weren't making a lot of money because pastors don't make a lot of money. All that back story to tell you how I got into internet marketing. I started looking for ways to make

money on the internet. I kind of re-tapped myself back into the entrepreneur mindset that I had when I was a kid and I started looking for ways to make money in 1999 on the internet.

### **When did you start making money from the Internet?**

In 1999, I started looking for ways to make money online and I got to tell you it didn't happen quickly for me. I actually failed for four years, it wasn't until 2003-2004 when I found a mentor that was teaching me how to do marketing that things really changed for me and I actually started making money instead of losing money and I saw this as being a nice point for me to step out of fulltime paid youth ministry and actually come home and be a stay-home dad. We were having a baby at the time and I was going to support my wife and what she was doing in her ministry because she was a pastor as well at a different church. It actually was kind of nice where I could come home and I helped raise our daughter. Then we just went to my wife's church and it was nice because we weren't going to two different churches on Sundays anymore.

I think God gave us a way that we could step out of that ministry to do something different and that was in 2003-2004 and I've been doing it now ever since, completely independent. It used to be a one-person business. Just me, myself and I. Now our company is growing to become a 9-person business where I'm using a lot of people, a lot of outsourcers to do a lot of the tasks that I used to do by myself and I'm getting a lot more things done now. I have a ton of time that I can spend doing whatever I want to do now, and I've got a lot of money that I can use to go to go wherever I want to go now because I've figured it out and tapped into the whole key of using virtual assistants and also tapping into outsourcing methodologies and outsourcing systems that now allow me to live the lifestyle that I'm living.

**You are well known to have sold over 2 million dollars worth of products and services online from your businesses and also have a successful coaching program called “Outsource Secrets Revealed”. What do you think has contributed to your success online?**

What I did is I figured out how to leverage my sales force as a part of my kind of philosophy. A few years back, probably like 2004, me and my friend were talking about it would be cool to have a call center that could call leads for us and make follow-up calls and just basically chase all of our leads down so we wouldn't have to do it and they would close the deals and send us the checks. That'd be cool if something like that existed.

“ I actually failed for four years, it wasn't until 2003-2004 ”

Well, a year later in 2005, it was in January 2005, I got a phone call from this guy named Paul and he said, “Hey Jeff, I’ve been checking you out on the internet, I see what you’re doing.” At the time I was promoting some travel businesses I was a part of, and he said, “Hey, I’d love to get started in your travel business and sell your travel memberships and I’ve got a call center that I’ve been using for some other businesses and I want to kind of try this new thing with this call center.” I’m like, “Oh cool, okay, Go for it.” So what he did, is he put a bunch of guys on the phone in an office in Tempe, Arizona. He put some classified ads out on a bunch of newspapers across the country and those ads basically said; Retail based business, we take all the calls, we present your business, we close your sales, you get paid all the money and you’ll get paid for doing nothing basically. Just call this phone number if you’re interested. Well the phones lit up. All these people started calling up this classified ads to the call center.

Their first month in business, I think they did 22 sales of which they made a thousand dollars per sales so they made \$22,000 their first month. And I wasn’t a part of this at all. The guy came to me, he joined the business, he said he’s going to go sell us, I said, “Great, go for it. God Bless. I hope it goes well for you. See you later.” Thinking it wasn’t going to work because most people always have high aspirations that they never can produce. They are not implementers. They can’t get stuff done. But he came to me a month later and told me his story and I’m like, “Oh my gosh! 22,000! That’s awesome!” But I thought it was a fluke. “Do it again and then maybe we’ll talk another month.” So he did it again. March 2005, he’s kept the advertising and he got 30 sales in March. So he went \$22,000 to \$30,000 so he had made over \$52,000 in 60 days. He got my attention. I said, “Ok, Paul. Let’s see if we can systematize this and leverage this and allow all the people I’ve been doing business with up to that point, entry into this call center and then we’ll start closing sales for everybody instead of just you and we’ll charge a fee, so there’s ways that he will get paid, his team will get paid and every time I close a sale, they’ll make money and we’ll make money. So it’s a win-win situation.



That business just literally took off in the Summer of 2005 where we were doing anywhere from 30, 40, 50, 60 and it got to a point in August 2006 where I did \$106,000 in just one month. That’s pretty amazing for a former youth pastor who really didn’t go to school or college to be educated in the business world but it was because of that call center that leveraged my time. I just did the advertising. That’s all I was supposed to do. Just do the advertising and then direct everybody to call the phone number at the call center with my ID code and then the call center handled all the sales, They closed literally over 650 sales for me over the next three years which is what produced that 2.3 million dollars that we made. Our

profit was 1.3 million dollars off of that. Then I was selling other products and services and doing other kinds of affiliate marketing stuff and all that combined over the last several years has been able to...at this point now I produce well over two million dollars in sales for our company and that's because I have figured out how to take myself out of the equation and leverage, using the gifts and skills and talents and abilities of other people - which is really what I define as outsourcing.

Outsourcing is delegating the gifts, the skills, the talents and the abilities of exceptional people. When we talk about that, we don't want to just go out there and find people who are okay. We want to go out there and find the exceptionally gifted people who have the mindset, who have the heart, who have the ability to follow directions and stick with it. When we find those people, they're made of gold, because they will make us so much money with their efforts and their skills and we just love all of them, we treat them right, we keep them happy and then they keep us happy and again that's a win-win situation. So that's kind of how I got into it and how I got into outsourcing. The call center was the first thing.

“ Outsourcing is delegating the gifts, the skills, the talents and the abilities of exceptional people ”

### **Who gave you the idea to outsource your business?**

The first time I even heard about outsourcing was at an internet marketing conference that I went to that Armand Morin put on. This was my very first internet marketing seminar and he was like, “Hey, we're doing our VIP dinner on Friday night and why don't you all come and meet with all the internet marketing elite. I'm like, “Maybe that would be a good idea.” Maybe going and sitting down at a table and sitting in front of all these other rich Internet millionaires might rub off on me, I might learn something. So, I paid the extra money to do it, it was like an extra hundred bucks. I was totally mad about doing it because I had to pay a hundred bucks to go to this meal. I'm like, “My gosh, I've never paid a hundred dollars just to go sit at a meal before.” But, you've got to pay for access. That's the way it is. You can either earn your way in which takes forever or you can buy your way in which means you get immediate results.

I bought my way in and sitting at the VIP table was Armand Morin who happened to sit at my table. So I'm like, “Ok I got Armand Morin here sitting at my table, I might as well ask him some questions because anything I ask him, he said he'd give us only straight-talking answers. So I said, “Armand, you're a one-person business, but how have you been able to...” (at that time I think he had sold like fifteen or twenty million dollars with the products and services online). I said, “How, as one person, have you sold millions of dollars of stuff



online?” He said, “Jeff, it’s easy. It’s simple. All I did is I figured out how to outsource. I went to a website called Elance.com.” Elance.com is website where you put a job on their job board and when people find it, they will bid on it. Then I take the best person that I think that can do the job and hire them.

Basically, he created generator software. All this generator software that he created was all for different products online. He had not written any of that code. He never wrote that code. He had outsourcers to do that and he found them at elance and he literally paid them a couple of hundred bucks to write these software programs for him and he just had it made one-time and sold it a gazillion times on the internet and made a bunch of money and that made a big impression on me. I put that seed in the back of my mind and said, “That’s cool. Someday, when I get around to it, I’ll probably go hire an outsourcer to do stuff like that for me.”

It took me another two or three years before I really got it. Remember that conversation we had and I thought, “You know what? I need to go to Elance.” What happened was I had a shopping cart that was not working and I was really frustrated. I spent 15 hours trying to fix this shopping cart and I was just wracking my brain. I had no one to help me. I had nowhere to go and Armand Morin’s voice was in the back of my head, “Jeff, it’s easy. It’s simple. Just go to Elance.com.” Oh gosh! Let’s try it. So I went to elance, I put up my first post, I need someone to fix the shopping cart for me. A bunch of people bid on the project, and then I think some guy that got the bid, I actually paid him \$150 and like literally with him like 24 minutes of him to bid, making the bid, and then me paying him and then giving him the access to my system. Everything fixed in 24 minutes.

I was like, “Geez, that was easy!” Here’s the funny thing. It came to me afterwards they were actually out of India, and they said, “Mr. Mills, is there anything else we can do for you?” And I said, well, I was just kind of joking with him and I said, “Yeah. Make my website number one in the search engines.” I was just kidding. And they were like, “Oh we can do that.” I’m like, “Oh yeah, right you can. Prove it.” And they said, “Sure. Type these phrases in the search engine.” So I typed them in there and sure enough, all of the websites that they showed me were all like page 1, top five websites on the internet. So I paid them \$600 to start a search engine optimization campaign for one of my websites that related to one of my businesses at the time and that \$600 turned in to over \$800,000 worth of income by getting my websites to the very top of the search engines, building a following of people that joined me in one of my businesses and that was a really good experience in using outsourcers.

I’ll never go back. I’ll never go back to being a solo-preneur because I’ll never get as much done as I’m getting done now.

## How do you structure your business to outsource all your work?

Let me explain my business model of how I outsource because this is very important for people who are just starting up. Most people, they act as their own project manager. Meaning, if they're going to start outsourcing, they kind of start facilitating. They hire one to three people to do the jobs for them and then they manage those people. But by doing that, it still keeps you in your business doing a lot of work instead of being on your business watching and managing it. So I like to use the illustration of baseball. In professional baseball, there are really three types of people that play the game. There are the owners who own the baseball team. These are the rich millionaires, gazillionaire guys who sit up in the owner's box. Then they've got the coaches and the managers who work with the players, and you got the players. I look at that baseball diagram in the baseball model and I say it's just like business. In business, you've got the owner. In business, you need to have a project manager or a coach who's going to oversee the player. And the players are basically the technicians. They are the product producers. They're the submitters. They're the guys who do all the busy work of your business and I've never seen an owner in baseball go down to the field, put on a baseball jersey, put on a baseball glove, go grab a baseball bat and start hitting baseballs in the outfield. You don't see it. You never will see it.

When it comes to being an entrepreneur, what are the entrepreneurs doing? They're wearing the jerseys and they're hitting baseballs because that's what they think they're supposed to be doing. First of all, start thinking like an entrepreneur, instead of thinking like an employee. When you start thinking like an entrepreneur instead of an employee, you start understanding you need to have people in place underneath you to get stuff done.

So the way I structure my business is I'm the entrepreneur; my job is to dream and create vision and create ways to make money and I'm just going to think up these things and dream them up and when I get it figured out, then I go to my project manager. I've got a couple of project managers and I ask those project managers to oversee hiring of the right people who will then become the task people, the doers, the players, who will then put the jerseys on, they're going to chase balls, they're going to hit balls, they're going to make the game work and my project manager trains all those people, assigns tasks to them, and they get the things started and working so that I can go do other things. By having that structure in place - the owner, the project manager, and the players, now I can live the lives that I want to live. So that's real important. You've got to have that sort of structure in your business. Don't be your own project manager because it keeps you in the business instead of on it.

“ my job is to dream  
and create vision and  
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money ”

## **What type of work do you currently outsource and where does it get outsourced to?**

Here's what we have done. We've got guys and girls who write articles for us. They produce all the articles, the press releases. Then we take those articles and press releases and we take it from a written format and then convert it to digital and we turn it into an audio. And then we have that audio turned into a video, and then what we do is to take that audio and we tag it, these guys tag it correctly, so keyword optimized and they submit it to podcasting websites. It's all typed correctly so that it gets found in the search engines. And then they send a video to all these video hosting websites. Those videos get found in the search results pages when people are looking for a certain keyword about any kind of traffic. And then what we do is we submit those videos and audios to our Squidoo pages.

These guys build my Squidoo pages, they build my hub pages for me and then they put my content to all these hub pages and then we submit those hub pages and Squidoo pages to the social media sites like Digg, Stumble-Upon, Propeller and all the Web2.0 websites. Then we post to our Twitter, then we post to our Facebook, and we let all the Facebook people and the Twitter people know about this new content we posted all over the internet. Pretty soon we've created this massive network of content which all started basically from an article and we've produced hundreds and hundreds of back links all over the internet that come back to our money site or our list building site. We can monetize that list by selling our own products or services or other people's products and services to those people. It's this giant machine of people doing stuff and then creating this massive content network all over the internet so that everywhere people turn they keep bumping into my stuff and they keep buying my stuff instead of me being the sole content producer which is what I used to be. Everybody is basically doing all the internet marketing for me.

I designed and dreamed up the system and I helped my project manager hire the right people, and then my project manager hired a project manager to manage the whole system for us. So we've got a second project manager, her name's Melody and this is very important to people listening. We pay her like \$11 an hour and we found her through a website called hiremymom.com. That's a really cool website for people in the United States or even abroad, internationally. They can actually hire these moms who used to be like fulltime CEOs and really skilled executives in corporations in corporate America but they got pregnant, they wanted to be home with their babies so they left corporate America to be home. Well then, they found out pretty soon that staying at home with their babies can get kind of boring and tiresome so they put their name in a hat, just to do some part-time, virtual assistant work and there's some really cool, really skilled people in that system that do a lot of stuff for us and that's where we found Melody. She works part-time. We ended up paying her about \$1000 a month for about 25 hours a week.

Our business makes us like \$15,000 - \$20,000 a month of which I pay her \$1000 to manage. So again, it's all that leverage. Using tools, resources and people and providing a need, a service that a lot of people need and want, then that's a great thing. That's all the stuff we're

doing. We're doing a lot. We're doing this for a lot of clients and I have a lot of businesses that I run and every business I run has a project manager and a team of people underneath the project manager to do all the tasks that need to be done so I'm not sitting there doing it all.

### **What you focus on is hiring a really good project manager and then you leave it up to the project manager to hire the rest? Is that how it works for you?**

Yes and I meet with my project manager constantly. I'm on the phone three, four, five times a week and then once a week we get together and actually, he lives here in Minnesota. We actually get together and we have lunch together and go through a lot of plans together. It's usually when I bring him his check too.

The project managers do it all but I've got to give decisions to them so they understand what we need so they can go hire according to the need and once he gets it, I trust him to go do what he needs to do.

### **On the flipside, what have you not been able to do with outsourcing?**

You can't outsource your portion. Seriously! There's certain things that you're good at that you should stay being good at. That gives you joy and makes you happy. If you start outsourcing that, it would change your psyche, it would change your make-up, it would change the way you behave in society and people probably won't like you much anymore. Keep doing the things you love to do and the things that you're good at and then outsource the rest. Outsource the stuff you don't have time to do, outsource the stuff you don't want to do or don't know how to do but keep doing what you're good at.

### **What are you good at and what do you love to do in your business?**

I love to interact with people so I answer my own emails. I don't outsource my email to somebody else. I answer my own phone. I don't have a secretary that answers my phone and directs calls and stuff like that. I take those calls personally and I do what I can to assist people because they want to talk to me. Why create all these barriers where people can't talk to me and make it real hard for them? That's how we make money. We make money by letting people get a hold of us and buy our services. That's what I am really passionate about. Just talking to people and coaching people.

Just understand this: you don't have to be an expert in everything before you bring an expert in to do it. A lot of people think you've got to understand everything there is to know about internet marketing before you go out and hire an internet marketing outsourcer or VA. What you don't realize is that you need to stop learning and start doing. You start hiring and hire people with the skills, exceptional people who have the gifts, talents and abilities that you don't have. They've got it covered, they've got it wired. They've come pre-trained, ready to go, they understand SEO, they understand article marketing submissions, and they know how

Web 2.0 works. Just give them some tasks and assignments and they're going to do it all for you.

So many people make that mistake that they can't sit back and not do anything. They're so used to doing everything so it's weird. It's weird to all of a sudden not be doing anything so you start feeling like, "I should be doing something." But no, I just need to be dreaming up more ways to make more money and creating more systems that would make me money. That's what I'm supposed to do.

### **What action steps can you recommend to help people get started?**

Get a journal and keep a diary for two weeks. For two weeks straight. Fourteen days. Journal everything you do in your business for fourteen days. When you go to bathroom, when you check your email, when you answer the phone calls and when you do your marketing. After 14 days, you're going to get a really good bird's eye view of all the tasks that are involved for you to do your business and then you can start assigning the tasks that you don't want to other people. Now that you've got all these empty holes you can start filling them with other things that hopefully don't make you busier but produce more money for you. The job of the entrepreneur is to spend time on the money-making aspects of your business, not the task-oriented jobs of your business. Because it's the money-making activities of your business that allow you to hire more virtual assistants and outsourcers to get more money being made so you keep your business going.

### **You did an interview call with John Jonas who's famous for his system Replace Myself as well. What do you think makes your systems different to John's system or Rich Schefren's system from Strategic Profits?**

That's a great question. I never knew who John Jonas was. It was really back in the beginning of this year, like January. Someone posted to the blog with an audio he did and I loved what he was doing. I was already very much waist, chest high-deep in outsourcing at the time and I learned a lot from John Jonas about outsourcing to the Philippines, which is what his heart teaches about and I loved what he was doing so much that I started taking his advice and applying it to my business, so I've kind of integrated a lot of stuff I do as well as stuff he does. I learned a lot from him, he learned a lot from me but what he doesn't teach that I teach is the whole system of setting up your business as the owner, the project manager, and the task-oriented people - and how to structure that.

When it comes to Rich Schefren, Rich is great. He's a systems, business overall guy that basically sets people up for the whole pitch or mind maps—the guy is just a freak. He's a total freak in a good way. One time he did a 24-hour webinar where he's in front of the computer for 24 hours minus some potty breaks and some food breaks but basically sat there and answered questions with like four to six hundred people on there the whole 24 hours. He's trained some of the best people in the world. I can't even compare what he does to what I do. He is the master. I don't think he ever uses the term outsourcing or virtual assistance

much in his systems but he talks about managing your business, and he talks a lot about the systematizing of your business and how to get out of your business. All I know is he's a superstar and he's a great guy.

**If someone is new to Internet marketing and starting with a budget and cannot afford to outsource everything, what would you recommend to outsource first?**

There's two ways you can go get people to work for you on a budget. You can go to what I call the lancing websites like elance.com, getafreelancer.com, rentacoder.com, guru.com, sitepoint.com, odesk.com, these are what I call the lancing websites and these are more like project-focused websites where you just got to go out there and put a bid for someone to do a task for you for like one time. They're going to bid for that project, you're going to find the winner of the bid, you're going to pay him, they're going to do the project, then the relationship's done. With getafreelancer.com, it's one of my favorite sites to use, getafreelancer.com and I like it because I can get a project started for as low as \$30 and I usually get multiple projects put into that \$30 project, so that's the big mistake most people make is that they pay \$30 to get one thing done. What I do is I say, "You're going to get paid at \$30 and you're going to be doing like five things." So I leveraged that and I get more work done before I left \$30. You can do project-based assignments where you're just going to need some of them for a short period of time and then you're done.

“ you can get it done for \$30 per project. Everybody can afford \$30 ”

The other side of that is where you actually hire your own staff and they work for you like an employee basically but we call them independent contractors here in the United States. You don't have to pay their taxes; you don't have to pay their medical or anything like that because they're independent contractors. They usually work at a set period of hours for you every single month. Basically there are two ways they do it. They do it part-time or fulltime and the part-time people work 20-30 hours a month and the fulltime people work anywhere from 40-60 or 50 hours a month. We create enough busy work for these guys so that we can afford to pay them because their efforts create a return on the investment of them being hired. What people don't know is that to hire, I just told you on the freelancing websites, you can get it done for \$30 per project. Everybody can afford \$30.

If you're going to hire someone to be fulltime, or part-time, we always get our people out of the Philippines and what we do is we pay them anywhere from \$125 a month to be part-time up to \$250 - \$400 a month to be fulltime. Imagine that. Here, these guys are going to the

project websites and the lancing websites and they're paying \$30 for one project and then it's done and they lose the skill of that outsourcer, or we're paying \$125 a month for a part-time guy or girl and we get them for four weeks a year, 20 hours a week. What would make more sense? It's probably going to make more sense to hire that guy to be your fulltime or part-time outsourcer for the \$125.

### **How is it possible to hire people full time for \$250 US a month?**

People might be shocked when I say that's how much we pay them. But it is right alongside with their cost of living and the average annual income they make in the Philippines. They think it is slavery paying these guys two, three, four hundred bucks a month? You are keeping them poor. No, I am not.

For \$400 a month he's making an average salary for the entire year that other people in the Philippines don't even get to make. So actually, they're stoked. They're very happy to make \$300, \$400, \$500 a month with fulltime effort working 40, 50, 60 hours a month for you. So that's the trick. Don't let that bug your mind that you're not paying the thousands of bucks that you'd expect to make as an employee for a company. We're paying them what they think they're worth and what they are comfortable being paid.

### **What would happen if you paid them more than the average wage?**

It's like, "Hey Jeff, if you're going to pay an outsourcer more than \$600, \$700, \$800 a month, that outsourcer must be like the king of the village. He must be so exceptional and so rock-star talented that you don't want to lose him and so you're paying a high fee but there's no reason to pay more than \$600 a month fulltime for anybody to work for you in countries all over the world. That really helped me understand where to go when I started negotiating salaries for people. We start low. We start our outsourcers at \$225 a month fulltime and then it grows the longer they stay with us; we start giving them bonuses but not huge amounts. Like we hired a guy four months ago, at \$225 a month, and now he's making \$250. I gave him a \$25 raise. It's not huge but to him it's like, "Cool, this guy appreciates me, he gave me some more money."

### **Do you have any mentors who you look up to and also model yourself on and who are they?**

When it comes to mentoring with the outsourcing stuff, Tim Ferris is kind of like the guru of the outsourcing world. He's a great mentor. I didn't go to school to learn how to sell. I didn't go to school to learn what marketing was but I had a mentor named Val Smith who taught me in 2003 the definition of marketing which was, it's not about what my needs are, it's about what the customer's needs are, and then providing solutions for those needs. And so I've realized, "Ok, when I take the focus off what I need and what I want and then put in there what the customer needs and wants and I provide it for him, I get paid a fee. I make money. It's okay to make a lot of money asking for a lot of money for your time because your time is

valuable. Entrepreneurs like us can ask for it and we get \$100, \$200, \$300, \$400, \$500 an hour for our time. When people want to hire us for personal one-on-one coaching, my mentor, Val Smith was the guy who really taught me how to initiate relationships online with people and find out what they're looking for and deliver what they're looking for, exactly what they want. So it's like the best of both worlds where they are getting what they want and I get what I want. They get products and services and I get money and that's what makes the world go round.

### **Before we finish, any final words you would like to part with?**

I just hired a new staffer a month ago. I didn't really hire him because I'm not paying him anything actually. Here's a tip: if you guys want to find really cool project managers or people locally, go to meetup.com and go look in your local cities that you live in and look for people who are in the internet marketing niche. They get together once a month or every couple of weeks and go drink beers together, they just go talk about marketing together and it's a networking environment but it's also educational. My friend Rick and I started a meetup group almost two years ago. We've got almost like 400 people who are part of that meetup group now who live locally right in our backyard. We meet once a month, we hang out, we network, we share ideas and every month, we do something called the "hot seat". In the hot seat we put everybody's website up on a big screen and we critique their websites and tear them apart and tell them how bad they are but then we build them up and tell them how to fix it. We sell services to those people because we can fix it for them. It works really well.

Then, I was talking with a guy there. I'm like, "I'm looking for...you know the best thing for me right now is I want to find an intern who wants to work with me July, August, September, all the way to the end of the year for free and in exchange for that he'll get access to me and get connected to all the biggest internet marketers in the world. I'll take him to conferences, I'll introduce him to people and then that person's job is to go and educate all my affiliates and then give my affiliates tools that'll help them promote my products and services and then also handle all my JV requests because I'm getting like a ton of requests right now from people who want to do what we're doing right now, interview me or have me be a part of their programs, or promote their products. I can't handle all that. I can't manage it.

I was talking to this guy James. I said, "So if you know anybody who fits the thing, let me know." I wasn't even thinking he'd be interested. I get home; two days later he emails me, "Hey Jeff, if you haven't found an intern yet, I'm going to go ahead and throw my name in a hat." I'm like, "Holy crap!" James is amazing. So I immediately said, "Ok James, I'll throw your name in a hat." Two weeks later, he's hired and now he's working for us. He's doing an awesome job. He is just very viable. I would not have found guys like him unless I went to meetup.com or other internet marketing seminars and just networked with people and shared what I needed and what I was looking for and he was able to provide that for me. That's a great win-win.

OUTSOURCING TO PEOPLE IN THE PHILIPPINES

# JOHN JONAS



“  
*I'm a terrible employee and I do not like working for someone else*  
and so that was my goal”

*Profile*

# JOHN JONAS

John Jonas believes strongly in outsourcing and working on your business so that you can work a 17-hour work week like he does. He teaches others to outsource on his blog and his website [Replacemyself.com](http://Replacemyself.com). He is an Internet marketer who has a love of working online and helping others to do what he does and to free themselves financially.

He is also an author and speaker.

John Jonas is an Internet marketer known for promoting a 4-hour work week and also "living on the 17-hour work week". Basically he teaches how to hire others to do the work for you so that you can work fewer hours and still make really good money online. On his blog, John Jonas states that he "loves working online and loves helping others to figure out ways of freeing themselves financially so they're not dependent on someone else for a paycheck".

Additionally John is the author of articles published on Ezine Articles. He writes about automobile insurance, life insurance and other insurance products, and also about home based businesses.

He speaks about outsourcing at seminars and private events. John has a very down to earth, approachable style of speaking that audiences love.

Finally, John has many informational posts on his blog that explain marketing, outsourcing, Internet technology, AdSense, and the tools he uses in his business.

Reading his blog is an education in itself about making a living online. His blog is not just a business blog but also one that he chronicles family and church related happenings as well.

## ***OUTSOURCING TO PEOPLE IN THE PHILIPPINES***

### **How did you discover Internet marketing?**

I graduated from Brigham Young University in Utah in 2003 and had a job for eight months after graduating. My only goal during that time while I had that job was to quit. I'm a terrible employee and I do not like working for someone else and so that was my goal during that time. It took me eight months to figure out how to make money online and I quit my job and I've been doing it fulltime ever since. It's been just over five years that I've been doing this. It isn't super long in internet time but this is all I've done during this time. Now I'm to the point where I don't do very much...

### **A lot of people have commented that you have a great family and you look very young. How do you achieve success and have such a youthful look?**

I'm 31 and I have three kids and I actually get that all the time. My wife hates it that I get it. People find out that I have three kids and they say, "He's not young enough, or old enough, to have three kids." And my wife's ticked that people don't say that, "She's not old enough to have three kids." Yeah. Three kids and 31 and been married for eight years and life is wonderful.



**I hear that one of your passions is golf as well and you play that a lot?**

I play every week day and it's something I love and I now have the ability to do it. In fact, every time I talk to people about what I do and how I do it, that's kind of my goal; to teach whoever is listening to this. What I do is not that hard once you realize what exists out there for outsourcing because what most people know about outsourcing is completely wrong. When they realize what I have to tell them, it's basically like everything you've dreamt about for outsourcing comes true. It exists once you understand where and how some pretty important details come about. I live the four-hour work week, except I don't call it the four-hour work week because four hours isn't enough for me. It's not enough to not be bored. It's only so much golf you can play in a day and time spent with your kids and your family and there's time left over. You've got to do something so I'd like to call it the 17-hour work week. Right now I'm a little bit under that in terms of how much I work per week, but at times I'll be a little bit over.

**If you are not working the four-hour work week and you're doing 17 hours, what do you fill those 17 hours with?**

I fill some of it with communicating with my guys in the Philippines, with my outsource workers. I spend quite a bit of it creating relationships with the people. I spend some of it in education, learning new things so that I can come up with my next business model-plan. I spend very little time actually implementing things. Actually right now, I don't spend any time at all, like building websites or doing research or writing or linking or doing any of that stuff. I don't do any of it. That's what I have outsource workers for.

**You do mostly the thinking and are the brains behind your whole business. Who does the work?**

I think that's one of the biggest things that people miss when they try and run their own business whether it's online or not. People are technicians, they want to be technical and even in the internet, a lot of you don't want to be technical in that sense but they still want to be involved in operations or getting things done and I think that's just the wrong way to go about it and it's the way I did it for a long time until I realized that there is a way, way, way better way to do it. I mean, if you're spending your time implementing, putting up blogs or building a website or doing programming or writing articles or creating videos to submit to video sites or whatever it is, you're spending time implementing things, you're just kind of wasting your time because other people are outsourcing that stuff and if you're doing the technical work in your business, you do not have the time to also be the CEO of your business. The CEO is the knowledge worker. I didn't come up with that term but as a knowledge worker, you are to understand your business. You are to understand the direction it's going. The goals, the things that need to happen to get it there but as a CEO or knowledge worker, you're not implementing things. Other people should be implementing things for you and if you're the one implementing, that's probably preventing most people from making money online because they are the ones doing the implementation and they're not really

completing that implementation either. There's a lot of problems with doing the work yourself especially in online business. I've seen enough of it to know that it's hard to succeed when you're the one doing the work.

### **Where do you have your work outsourced to?**

Let me start answering this question by telling people that I have fulltime employees in the Philippines. I pay them anywhere between \$200 and \$600 a month. So when I talk about outsourcing, this is totally within your reach. This is not out of anyone's reach; I'm not talking about hiring a full call center to outsource your call center stuff. I'm not talking about hiring a team of ten programmers that's going to cost you six grand a month. I'm talking about hiring an individual person, fulltime. They work for you and when I say fulltime, you should not have any problem at all finding someone to work fulltime for you for \$300 a month and after tax savings, that \$300 turns into like \$250 or depending how much you make. It's totally, totally doable.

There's a couple of set up circumstances to make this work. Those circumstances all hinge around it being in the Philippines. Everything I outsource is to the Philippines and this is super important because every time I do this, I get asked the question, "Oh I know somebody in Thailand, let's work there too." Or, "I've been to South America, I think I'll go to South America and do it, it's the same thing." No, it's not the same thing. When I talk about the Philippines, I mean specifically JUST the Philippines. Not India, not South America, not Africa, not Eastern Europe. I'm specifically talking Philippines.

I'll go over a little bit, the circumstances of why it works so well in the Philippines and why it doesn't work in other places. Also, I want to say it's important that I'm talking about hiring a fulltime person; I'm not talking about doing contract work. I'm not talking about hiring someone from Elance or Odesk or getafreelancer or rentacoder or scriptlance. There are probably fifteen of those sites where you can hire a contract worker to do one thing for you and there's a problem with that. When people get to internet business, that's one of the first things they learn about - outsourcing. That is the only thing they learn about outsourcing, go to Elance and hire someone to do it. The problem with that is:

1. You're just changing your role, you're not cutting down on your time because now instead of doing the work yourself, you're just managing someone else doing the work, and you have to manage it perfectly or you get bad work done and you overpay for it.
2. The other problem with Elance is that once you have the work done, you don't ever benefit from the effort you put into that person ever again. You never benefit from that person's knowledge. Any knowledge they gained from it, any access you gave them, anything. You never benefit from them again. So the next time you need to get that thing done, you're going to have to go out and go through the same emotionally draining process again. It is draining whether you realize it or not.

Personally I think that Elance prevents people from making a six-figure income online because it doesn't free up your time, really. It just shifts your time around. And I know because I've done a lot. Elance definitely has its place and all those sites have their place but what we're talking about here is totally different.

Before we're done with this, it's super important for people to understand, this is not about India and you should never outsource anything to India. They're good people, they mean well, it doesn't work for westerns. When I say westerns I only mean people in the US, Canada, England, Australia, the western kind of world. It doesn't work to outsource to India and there are a couple of reasons why. I won't get into it right now but if you've done it in India before, you are going to have a totally different experience when you go to the Philippines to do this. It's going to be so, so different. I often tell people, "I will help you outsource stuff." And they'll say, "Oh I've tried that. It doesn't work." "Well, where did you outsource to?" "India." "That's your problem. That's why it didn't work."

Firstly stay away from India and secondly this is not about Elance. This is about hiring a fulltime person to replace you, to be another one of you.

### **What type of work do you outsource?**

I'll tell you a couple of different businesses that I have and go through a couple of examples of things that I outsource so that people get an idea of what's possible. I have eight fulltime people but I started off with one. It was amazing how my life changed when I got that one and I realized I really needed two. I really needed two people doing this because there's more than enough work for two people. And now I realized I really needed another person to do this. And then I realized I have endless opportunities here to hire another person to do anything I want. From there, it's up to eight now. Here's what I do. I have numerous businesses that my guys in the Philippines run for me. When I say they run them, I mean, for example, one of my businesses is an affiliate business. We write reviews on our own websites about different products and I'll tell you the process of how this business got going.

I designed this business and I came up with a niche, I came up with a domain and then I sent him an audio saying, "Here's the new concept of what we're going to start working on. Here's what I want you to do. And here's what he did. He put up the website, he joined the affiliate programs which...it's probably been eighteen months now and I don't know, we're probably affiliates with like 200 different products. I have no idea because I don't do it. He joined all the affiliate programs. He wrote all the content on the site, he wrote all the reviews, he did the layout of the Word Press blog, and then he went out and did all of the marketing for it. He did all the SEO and article marketing and video marketing and he managed the AdWords campaign and he does directory submissions and social bookmarking and social networking. All the things that people should be doing in their businesses but aren't because there's not enough time in the day to do them. He's doing all of those things for me.

Not only that. That business with that set of websites, makes me between \$10,000 - \$15,000 a month. It's crazy! I don't do anything for it. I do have a lot of knowledge and I can kind of guide him through things but he did everything for it.

Here's another example. There are a couple of different systems out there for making small amounts of money with lots of websites where your goal is to make fifty cents a day on this website or \$1 or \$3 a day on this website. I have a girl and this is what she does. She puts up websites based on a couple different systems and she tells me what domain names to use and I don't have her buy the domains, I have another one of my guys buy the domains, he manages all of my domains so he has access to my GoDaddy account, he manages them. She finds the domains, he buys them, she sets them up on her hosting account and she does a little bit of promotion for them and sends me a report every month saying, "Here's how much traffic we got on each website and here's how much money we've made." There's another thing that I outsource. Small tasks, little websites that...some of them might not make me any money at all, but some of them might make me good money and I may realize this is a market where it's really good to go do something else.

“ that set of websites,  
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month. It's crazy! I don't  
do anything for it.”

Here's another one. A couple of months ago, I started another business of selling e-books. I've been doing this for a couple of years so I've had quite a few books that I've done other ways and I had never pursued it further until I realized just how much they could do for me because it's too much work on my own. So this time, I gave them some training for two people specifically and I have a third person helping them. Here's what they did, they went out and found the market for me. They've had enough training from me now that I actually trust them to go pick a market. And they sent me all the research, and yes, it was exactly what I would have done. They picked the right market. Inside that market, they picked specific niches on which topic we should write e-books and yes, they picked the right ones. Then they write the books, and I will tell you that I have had books written by people in the United States, Canada, Australia, the UK, and now the Philippines and the books written by my Filipino are way better than any book I had written by any of the other four. Way, way better and way cheaper. I tell you that I had them write the book for me. People don't complain about the books that my Filipinos write. I've got testimonials for them. So they pick the market, they write the book, they buy the domain, they set up the website, they write the squeeze page copy and the sales page copy, they set up the whole website with the product with the thank you page and the copy, they set up a mailing list on AWeber, they hook it up correctly to the squeeze page, they write the auto-responder series so that when people opt in, they get the auto-responder series, they get my sales messages, well they get their sales messages because they write the sales messages, they join ClickBank for me, they get the

product and the website approved in ClickBank, then they go out and market the books for me. Set up the AdWords campaign, make sure that the AdWords campaign isn't losing money—that its either profitable or breaking even, they do all the SEO for it, they do the article marketing and the video marketing, and directory submissions and everything.

### **How long does it usually take to train these guys before they ever get up to this kind of speed?**

The two people that I have working on this, one of them has been with me, he was the first person that I hired. He had been with me for about three and a half years. So he's super knowledgeable now. The other girl has been with me, I think, for about eighteen months. I have a hard time saying how long it takes to train someone because I have all the training that I have ever given to anyone, and when I hire someone new I give them my training. I have people starting off doing different tasks but I will say that any given task, you can have someone start doing that immediately.

If I'm doing market research, it's immediate. You get that data back immediately. Having them pick the market, that's a different story. That's something that's going to take them understanding your business for quite a while before you let them pick the market, I think. Setting up an auto-responder series on AWeber, it's not that difficult and doing all the marketing for it.

I have training for all of those things so my guys go to the training and know immediately what to do. I would say in general, you're going to be up against probably a 1-2 months kind of learning curve of them learning what's going on and you're going to get productive work out of them for those two months. But it's going to be a couple of months before you really get into a groove with someone, I think, when they know what's going on, you know how to deal with it, but after that, oh man, it is so good!

### **How much did you say you are paying these guys at the moment?**

Those two make between \$400 and \$500 a month each. I think they each started off with me at \$250 when I hired them. I just gave them raises over time, so they're doing pretty well. Other people that I have make between \$200 and \$600 so I have someone I pay \$200 a month, I have four fulltime programmers, and they're all \$600 a month or less. One of those programmers is a very good graphic designer also. That's a super, super rare person that is a good programmer and a good designer. That's one of those people.

### **Some people might be sceptical as well and they may ask, "what have you not been able to outsource?"**

There are things that you can't outsource. I haven't had anybody to outsource writing sales copy but I did that a couple of months ago and it's been really good. It's not the best sales copy ever but it works, it converts. That was something that took me a while. I haven't

outsourced my personal email. My guys filter my email so when I get up in the morning, they've already gone through my email, and they have gotten rid of things that I know that I don't want to see in my inbox so I don't have to see them. I respond personally to email. That's not a whole lot that I haven't outsourced. I kind of design my whole business around it because I know that this was the way to live the lifestyle I want to live. This is the way to live a four-hour work week. So everything I do can be outsourced. Otherwise, you are just building yourself a job and that's the opposite of what everyone wants. Everyone's already out on their job where they have to be the one doing the work. That's what it turned into for a lot of people.

### **Why did you choose to only hire people in the Philippines?**

I had been outsourcing to the Philippines for a couple of years. It'd been probably two years, two and a half years and I had people asking me, "How do you do this? How do you do this?" And I found that if I had just told them I had guys in the Philippines do my work for me, they don't really understand. The Philippines is no different than India in most people's minds until I tell them why the Philippines works.

I'm going to go through a list of things here; this is why this works in the Philippines. These interesting circumstances work together to really make this amazing. So, the culture in the Philippines is different from the culture anywhere else in the world. I'm going to list several things and then talk about them. Eight things:

1. they're honest
2. loyal
3. hardworking
4. intelligent
5. they like America or the Western world
6. they speak English
7. they're not entrepreneurial
8. and they're ridiculously cheap

Let me talk about how cheap they are. You can hire a fulltime person from \$200 up to a fulltime programmer for \$300. I have a PHP programmer, I pay him \$300 a month. That's cheap. Honest. The culture in the Philippines is amazing with how honest the people are and to the point where a few of my guys have my credit cards, they have my email account username and password, they have all of my hosting information usernames and passwords, they've access to my GoDaddy account, they have access to my PayPal account and have access to my bank accounts. The only thing they don't do is pay themselves which, if they cared to, my guess is, they can probably figure out how to do that too. And the only reason they don't pay themselves is because I don't want them knowing how much each other makes.

When I say they're honest, like the WHOLE country. It is their culture. They're honest. And then when you combine their honesty with their non-entrepreneurialism, and when I say

they're not entrepreneurial, you'd think well, probably most of them are not entrepreneurial, no, all of them are NOT entrepreneurial. The entrepreneurship that goes on in the industry of the Philippines comes from the Chinese. They're either Chinese, Chinese citizens that live in the Philippines, or they're Chinese-Filipinos, those are the entrepreneurs in the Philippines. The Filipino people amazingly, are not entrepreneurial. So when you combine their honesty with their lack of entrepreneurship, it makes it that you don't have to worry about someone ripping you off. Ever.

“ I have never once heard of someone getting ripped off when they went to the Philippines ”

I have literally thousands of people do this, I have never once heard of someone getting ripped off when they went to the Philippines. That's the problem when you go to India, or that's one of the problems when you go to India. When you hire someone, that person is then with you permanently, basically. I'll talk about why in a second because they do not want to do this on their own. You can teach them everything about your business and they don't want to go do it on their own, they want a paycheck. So this is where loyalty comes in. The culture of loyalty in the Philippines is almost a fault of the people. It's almost bad for them where if they have a good job, or if they have a job and they get offered a better job, they won't take it. Unless it's crazy different. My experience is, when you're looking for someone to hire, people will often put their information out there. They'll look for a job, once they get a job, if you email them offering them another job, they won't even respond to you because they have a job and they are loyal to that job. Over the years, I had ten people work for me. A total of ten. I still have eight of those, two of them left.

Here's what happened. Those two that left were really good PHP programmers and they got jobs; they got the dream job in the Philippines. The job is to move to Singapore and they got a job making five times what I was paying them. I was paying them both \$500 a month and this was on different occasions when they did this. They each got a job in Singapore making about \$2500 a month. It was five times, right? So the email I get from them says, "Sir, I am so sorry to send this email but I got a job in Singapore making this much money so I'm giving you my one-month notice. I won't be working for you in a month, but I'm still willing to work for you part-time at the current rate you're paying me." I was like, "How is that possible? You have a job making five times what I'm paying you and you're still willing to work part-time at the current rate I am paying you?" This is ridiculous.

The loyalty and the non-entrepreneurship and the honesty - when you combine that with that they like America, this is how amazing this is. The Philippines was a US colony for some period of time after World War II. They are so Americanized that they do business in English

there. Not only do they speak English, they speak American English; they don't speak Indian English. They think like Westerners think, which is so different from South America, Africa, Eastern Europe or most of Asia, especially India. They think how we think, so when you give them a task to do, they do it correctly. And then, the fact that they like America, this is why the Philippines is the only country where I've ever seen this working; because of the set of circumstances. The fact that they like America and they're not entrepreneurial means they want a job, that means that when you give them something to do, they will do everything they can to do that thing correctly, because they want to keep their job with you, because having a job with an American boss where you interact daily with an American, is a bragging point for that guy in the Philippines. It's a bragging point for him with his friends. So they will do anything to keep the job with you. If they do something wrong and you tell them they did it wrong, it is amazing how apologetic they are and how quickly they will fix it and they will do anything.

I've had my guys working 60 hours a week before because I asked them to because I needed some stuff done quickly and they were happy to do it. Unbelievable. This set of circumstances where they want to keep the job and they're super cheap and they'll do it how you want them to do it the first time because they think like you do and they're not entrepreneurial and they're loyal means that when you hire someone, this is a permanent hire. Unless you stop doing business or unless you fire them, they'll never leave you, which means any training you give that person, you're going to benefit from again. This is why I said that this is not about Elance, why that's so different from this is because now you hire someone and you teach them something and permanently they know how to do that. Next time you need it done, you don't have to teach them again. You just say, "Go do this." And this is what lets me run these businesses where they do everything for me because they've been with me for long enough now. I don't have to train new people ever unless I hire someone new and even then, at this point when I hire someone new, I give them my training lessons and if you have problems or questions, go talk to him because he knows everything. He has all the answers. I didn't have to deal with it. It's amazing.

So last thing in there, they are very intelligent. First of all, everyone in the Philippines has a college education. They have a Bachelor's degree or a master's degree, which is crazy. And they're just smart. They're smart, they figure things out. They do it right. This set of circumstances is what makes the Philippines so amazing.

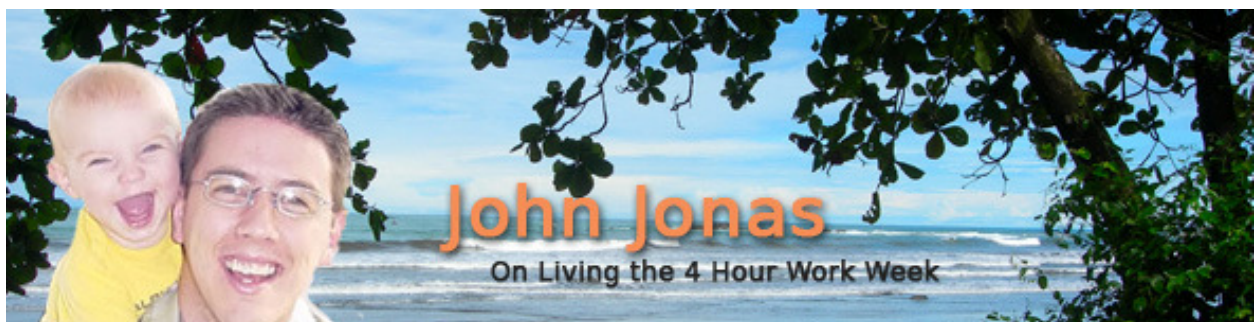
### **What inspired you to create your training modules on replacemyself.com?**

I have had so much success doing this. I had lots of people asking me, "How do you do this, how do you do this?" Teach me, help me, whatever. I got tired of helping individuals so I started teaching people on kind of a larger scale and then I realized the thing that people needed from me is... well, they needed three things from me in order to succeed with this. #1, they need to understand why they're doing it. They need to understand like this isn't just about go hire a VA and hope that it maybe works or you're going to pay someone \$12 an hour in India or wherever. If you're lucky, maybe you'll get it at \$8. This isn't about that.

The first thing people need to understand is that their outsourcing dreams exist. It's really true if you do it in the Philippines. Second thing they need to know is how and where to hire people and I can teach that pretty quickly. The third thing that people need, this is kind of what led me to putting together [replacemyself.com](http://replacemyself.com) was once someone hires someone, they realize pretty quickly, they have to give that person something to do. This was kind of the a-ha moment for me. I had a phone call from one of my friends who I just helped hire someone in the Philippines and he calls me somewhat frantically and says, John, my guy just instant messaged me and said, "I finished the task you gave me, what do you want me to do for the other 7 ½ hours today? This friend of mine gave this dude something to do and it took him half an hour to do it. And now he's back saying, "What else do you want me to do?" And my friend says, "I have stuff for him to do but it's going to take me three hours to teach him how to do this and I don't have three hours. What am I going to do?" I don't remember what it was that he wanted to have the guy do but I have the training and so I gave him the training.

I've given it to my guys before. I gave him the training and took care of the problem. That was kind of the a-ha moment for me where what people really need to make this succeed is training for their guys in the Philippines so they don't have to train them because otherwise, if you have to train them, either you have to be the expert in that topic or you have to go out and figure out how to do it and go buy a product or two products or a bunch of products that would teach you how to do it and you have to sift through all that information and boil it down into something that your guys in the Philippines can use. I realized that over the years, I have bought so many things and that's kind of how I was able to train my guys.

It's about training the guys you have for you so you don't have to train them. Most things that people buy, it's one more thing that you have to do on an already full plate. Well, this is the opposite. It's done. Those were the kinds of the things that led me to creating these modules.



**What makes your outsourcing systems different to say, for example, Jeff Mills, who I know is a close friend of yours and also for example Rich Schefren.**

The biggest difference is in the concept. I teach you how to outsource to the Philippines. It's not in hearing how to outsource. People get that. When they hear why you're outsourcing to the Philippines, then the light bulb goes off. When I tell them you have to find the people and

how to deal with those people, how to manage them or what tools to use. There's one tool that I use that will save you hours every single day. It's unbelievable. That's kind of what the first difference is. The second difference is, most of what other people teach is, "Go use Elance." The reality is that's what most people teach. That's not bad because it's important for people to know that Elance exists.

If you're doing it, you're not replacing yourself you're just changing your role.

**If someone is really new to this Internet marketing and just starting out with a budget and this sounds like a great opportunity for them to take on people in the Philippines, what would you recommend to outsource first?**

First of all, if you're really on a tight budget and you question whether or not you can do this, go find a buddy and the two of you hire someone and split them. Or, hire someone part-time. I do not recommend hiring people part-time but just go hire someone because he'll make a huge difference to your business. It is amazing what implementation will do for your business. Even if your guys aren't implementing it perfectly or the best way or if you could do it better, what's really important is that it just gets done. You'll be surprised at how often a mediocre implementation online will be effective. The first thing you need to do when you're outsourcing and this goes back to what we talked about earlier, is:

#1 you have to understand your business. You have to understand what you're doing. And if that means you buying the course on how to make money, great. There's a couple of them that I recommend very highly on my blog. If you're interested in that, you can go read them on [jonasblog.com](http://jonasblog.com). The reason I recommended those tools was because, #1 I do them myself. #2 because I get this question all the time - what do I do? #1 you have to understand your business. If you don't understand your business, don't think you're going to go out and hire someone else who does understand it. It's not going to happen.

“ They can figure out how to convert that traffic and the money.”

Once you do understand your business, I recommend the first thing you outsource is traffic generation. Tasks such as Article marketing, SEO, video marketing, directory submissions, Squidoo and MySpace, Facebook, Digg, Stumble Upon and all those things. That's what I recommend outsourcing first. Traffic generation is something that is not hard to mess up. It's something that is usually really effective for people once they have traffic. They can figure out how to convert that traffic and the

money. Once you've done those things, usually I have a much better idea of how to deal with people to get the other things done. Once you've dealt with someone doing those things for

you, you get a relationship with them and you begin to trust them to a point where you give them your credit card or your PayPal account or you let them build/write e-books for you, the stuff where I am.

### **Do they need any specific experience such as programming skills, could they be virtual assistants doing this for you, what kind of people do you look out for to do this kind of work?**

The thing that I usually tell people is the number one thing you need to look for when you're hiring someone is their English skills. Unless you're hiring a programmer, but most people don't need a programmer. You need someone who speaks good English because someone who speaks English, you can teach them anything else. You can teach them how to put up a Word Press site. You can teach them how to do article marketing. You could teach them...that's what replacemyself.com is, training for how to do all of these things. You can teach them those things. You can't teach them to speak better English. You can, but it's not worth it. The biggest thing that people need to look for is, someone who speaks good English. Everything else is changeable. It's learnable. In fact, regardless of what they know already, most of the stuff that you're going to teach them and most of the stuff that I will teach them is going to be different from what they already know, because either they know how to do it incorrectly, you got to re-train them, or they don't really know how to do it. You're going to train them anyway, so find someone who speaks good English.

### **What kind of system are you currently using to manage your people?**

To manage the people, I use a couple of different things. I do a lot of email and I found that email works for me for most things. I also use Google docs for it and one of the big things I use is JingProject.com. The free screen recording capture software. I use that to do feedback or give training or whatever it is. I use that all the time. And then I use a system called ActiveCollab, it's a project management system. I went through quite a few project management systems including Base Camp and dot project and there are quite a few of them out there. I finally settled on the ActiveCollab because of some of its features and how some stuff worked. So that's one of the ways I do it.

I already find people that do it and people that use it ... it's amazing ... the success stories that I get back from people on how it works. I got a new email one day from a dude saying, "John I want to thank you so much. Since I've listened to your stuff, I've hired three guys in the Philippines. I've cut my work week from 40 to 10 hours. I should be down to four within a couple of months and next summer, I'm taking my family on a two-month vacation to Panama just because we can." Stuff like that - it's so cool to see people succeeding.

## Do you have any mentors that you look up to and also model yourself on?

I don't have any individual mentors in terms of Internet businesses. There have been a couple of people that have been really influential to me, Kirk Christiansen is one. I'm very good friends with him. In fact I spent a month in Costa Rica with his family and my family and David Price's family last summer. The three of us went on vacation there because we could. Took all three of our families. Kirk Christiansen is really good. A couple of the people that



kind of really influenced my Internet career was Scott and Keith Baxter; they were super helpful to me. But other than that, I do a lot of reading, I read a lot. I've read a lot of success literature. I know Bob Proctor pretty well and he's been really helpful and David Allen's book, "Getting Things Done". I do a lot of reading and I don't really have a single mentor, I just kind of figure stuff out on my own a lot and watch other people who have succeeded, watching what they do, and kind of trying to mimic it.

It took me a long time and I think a lot of people have missed this; when you're modeling after what someone else is doing, you don't have to do everything they're doing. You just have to do one thing that they're doing and make that one thing work. If you try to do everything that they're doing, you're never going to get there. That took me a long time to realize, and a lot of failures but once I realized, I really just have to get one thing done and make that work and then I can move on to the next thing. And then I can usually outsource that first thing. At some point I could usually outsource anything they're doing.

## TOP 10 RESOURCES FOR OUTSOURCING

### 1. ActiveCollab

This is a great project management software that I use on a daily basis. It helps me keep all the project information in one place. Furthermore it has the ability to manage teams very easily and allows you to set permissions that allow and deny access to certain aspects of projects.

What I like about this particular software is it's built in options:

- Project management timeline tracking
- Section for discussions
- Ability to open tickets
- Store critical information such as login and passwords safely
- Assign people to certain projects

<b>Price:</b>	Small Business \$249.00 *
	Corporate \$499.00 *
	(*prices may vary at time of publishing this report)
<b>Download Link:</b>	<a href="http://www.activecollab.com/#try">ActiveCollab</a> - <a href="http://www.activecollab.com/#try">http://www.activecollab.com/#try</a>

### 2. Aweber

Email auto responder that everyone needs to have if you intend to build a database of emails online. The beauty of using an auto responder and email software is the ability for it to schedule automatic email follow-ups helping you plan ahead for your business. The website is very simple to use and they provide excellent customer support.

Additionally Aweber is the most respected email provider in the world and continues to fight SPAM, which is why their service continues to grow in numbers.

<b>Price:</b>	Starts from \$19 * per month
	(*prices may vary at time of publishing this report)
<b>Download Link:</b>	<a href="http://www.massoutsource.com/aweber">http://www.massoutsource.com/aweber</a>

### 3. Bestjobs.ph

To date, this is where I have found my best workers who work for me full time. This website provides all the information to find and hire top Philippine workers for a fraction of the cost. You can get people to start working for you starting from \$250 a month.

<b>Price:</b>	\$350* per year  (*prices may vary at time of publishing this report)
<b>Download Link:</b>	<a href="http://www.bestjobs.ph/">http://www.bestjobs.ph/</a>

**Note:** You can also get free access to the Bestjobs.ph database via my account. Remember to check your email for further details.

### 4. Freemind

A software to help create a mindmap of your whole business.

It will help you decide and see clearly on the screen what task and areas of the business you need to outsource and how to get people to manage this for you. If you fail to plan, you plan to fail!

<b>Price:</b>	FREE
<b>Download Link:</b>	<a href="http://freemind.sourceforge.net/">http://freemind.sourceforge.net/</a>

### 5. Google Apps

This is a highly recommended application that I use across all of my websites. Instead of using your own servers to host your email, documents and space you should use Google's free services. Currently when you open an account with Google Apps you will receive a starting space of 7GB for your email, which is going to last you for many years to come.

This service gives you the ability to store any documents and spreadsheets as well and allows you to share them with your staff. The best thing is that it can be used on your customized domains.

For example if you own [www.massoutsourcing.com](http://www.massoutsourcing.com), you can create your own email address with [support@massoutsourcing.com](mailto:support@massoutsourcing.com) and no one will even know it's being hosted on the Google servers.

<b>Price:</b>	FREE
<b>Download Link:</b>	<a href="http://www.google.com/a/cpanel/domain/new">http://www.google.com/a/cpanel/domain/new</a>

## 6. Google Toolbar

A must have for any business who uses Google. Everyday I manage all my documents and spreadsheets and run my searches via Google. Why not have a tool bar on your browser to make it easier for you to access everything all in one place?

<b>Price:</b>	FREE
<b>Download Link:</b>	<a href="http://toolbar.google.com/">http://toolbar.google.com/</a>

## 7. Jing Project

This neat little tool is provided free from the makers of Camtasia Studio, which is also a cool tool for video editing and video production. I can't emphasize how much this tool has saved me from trying to explain something in an email compared to showing it visually via a screen capture.

This is a much simpler version and allows you to capture a short 5 minute video clip and upload it to anywhere you want. This tool makes it very easy to communicate with your staff and saves you time to type up all your directions.

<b>Price:</b>	FREE
<b>Download Link:</b>	<a href="http://www.jingproject.com/">http://www.jingproject.com/</a>

## 8. Projectory Project Management

This is another project management software that can be used to manage your projects. It is open source and relatively easy to use. Though it does lack the functionality of ActiveCollab and it is a basic software that you can use if you are just doing simple projects.

The one thing I like about it, is it can be installed on any webserver giving you access from anywhere around the world.

<b>Price:</b>	FREE
<b>Download Link:</b>	<a href="http://projectory.sourceforge.net/">http://projectory.sourceforge.net/</a>

## 9. Tube Mogul

This is a free service that provides a single point for deploying uploads to the top video sharing sites, and powerful analytics on who, what, and how videos are being viewed. TubeMogul tracks rich, standardized analytics far beyond "views," including per-second audience dropoff, audience geography and much more.

Use this service to leverage your time with video distribution and get lots of free traffic to your website. It allows you to distribute to many of the popular video websites such as YouTube, Blip.Tv, Vimeo and much much more.

It has saved me time and also allows you to track all your videos.

<b>Price:</b>	FREE
<b>Download Link:</b>	<a href="http://www.tubemogul.com/">http://www.tubemogul.com/</a>

## 10. Wordpress

A widely used blog software that is provided for free, it can be an excellent tool to manage and produce content very easily on the Internet. You can use this to categorise all your documents into a website. It's very easy to install and simple to use.

<b>Price:</b>	FREE
<b>Download Link:</b>	<a href="http://www.wordpress.org/download">http://www.wordpress.org/download</a>

# FINAL THOUGHTS

After reading through and learning about the strategies that these experts use to outsource their business and create their desired lifestyle you may be thinking what is next?

Well, to help you along your journey, I have provided ten free videos at [www.MassOutsource.com](http://www.MassOutsource.com) that will guide you step by step on how to outsource your business. It will show you where to find people to outsource your work to, how to hire them and how to manage them. So that way you will have a complete guide and will be able to take the next steps in designing your outsourced life.

## Would You Like Me To Guide You Step By Step And Help You Outsource Your Entire Business?

I've provided you with a lot of great resources which will help you begin your journey to outsource your internet business.

If you are committed to creating a lifestyle business, like how these successful experts have done, and want more training and resources to help you achieve your goals, then I invite you to join my six month coaching program.



**MASS OUTSOURCE**  
MASTERMIND

The course is called Mass Outsource Mastermind and includes the following –

**Eight Core** modules showing you the step by step of my Mass Outsource system:

- How to **structure your business** and lay the foundations to outsource
- What **software to use** to create a mind map of your outsource system
- How to **implement the system** you create and take action immediately
- Videos to **train your virtual staff** saving you time and allowing you to do the important tasks in your business
- How to **make money** using a turnkey system developed for Mass Outsource members
- What mechanisms you can use to protect your private business information
- When to hire and terminate virtual staff

## Modeling From Successful Businesses That Outsource Work

If you have enjoyed reading these stories about outsourcing from Tim Ferriss, Jeff Mills and John Jonas, I invite you to take a look at the Mass Outsource course.

This course has been created to help people follow a step by step guide on how to successfully outsource their business. The greatest benefit that you will gain is that I take you through my business and show you how I outsource my business.

I show you how to structure your business to outsource, what systems you need to have so virtual staff completes the work on time, I give a complete video series to train your virtual staff and show you how to make money from outsourcing your work.

If you want to gain the advantage and get a detailed look inside of this business, with each part of the processes broken down in simple and clear instructions, then this course is for you.

Plus if you like the video presentations on MassOutsource.com and you find that my teachings have helped you, then you will love my Mass Outsource Mastermind course. To get more information and to sign up:

[www.massoutsource.com/signup/](http://www.massoutsource.com/signup/)

### What Do You Get When You Join Mass Outsource Mastermind?

The eight core modules are released over a period of six months. The total course includes:

- Weekly video presentations that are sent straight to your inbox (they are in the same format as the ones you see at MassOutsource.com). Each presentation is concise and straight to the point, allowing you to take action immediately and apply it to your business.
- The videos are available for you anytime 24/7 to stream online directly onto your computer. It will work on any PC or Mac. I also have included a download link to the presentation, which lets you watch the video at a later date, or to download into a portable device (iPhone or iPod) to watch while on the go.
- All of the content is 100% original and created by me where you will hear my voice and see me present all the information. You will get live demonstrations and videos of how I outsource my business.

- You will receive all transcripts of every video presentation, plus an audio only MP3 that you can download or podcast to your favourite player and listen to while you are on the run.
- Action steps sheet is given to you for each module to help you achieve real outcomes. It is in PDF printable format and includes specific tasks you need to complete after it is presented in the videos.
- Training videos that you can give to your virtual staff, where I will show them step by step what to do. These alone will have covered the course cost multiple times and saved you resources and money in training them yourself.
- Monthly interview with an expert in the field of Internet Marketing and how they outsource their Internet business.
- If you like to have a coach or mentor to speak to, then you will love the live fortnightly conferences I personally conduct. One for each fortnightly presentation allowing you to ask me any questions and speak to me directly about outsourcing your business.
- Access to my private community where you can network with other coaching students and mentors. Included in this community are forums, notice boards, and other resources relating to outsourcing your business. There is a team of mentors, including myself, who respond to questions and helping others.

[www.massoutsource.com/signup/](http://www.massoutsource.com/signup/)

## How Much Time and Work is Required?

The course has been designed to work with your business so that whatever commitments you have, it will not take over your life. Ideally if you take this course and apply the strategies I teach you, it will definitely give you more time. Furthermore once we reach the training your virtual staff module, you will not be spending any time with me, rather having time to do whatever you want.

I recommend setting aside a few hours a week to implement the structure and systems to mass outsource, then let me train your virtual staff. I can promise you will have the system to work as much or as little as you want by the end of this six month program.

## What Tools Or Resources Do You Need To Outsource?

The most important resource you need is to have a computer or laptop that has a reliable Internet connection. I would presume you have one already if you are reading this report. As long as you can read email, watch videos, and have the willingness to learn, you can do my course.

I don't expect you to know how to setup your websites, do S.E.O (what's that?) or even design software. This is why we find people who have expert skills in this area and we mass outsource our work to them. Though you should be prepared to let go most of the work you are currently doing so that you will focus on one task a day (and I'm not kidding). Most of the resources and tools I recommend are free or included in this course, so you will not have to worry about finding it yourself.

## What Additional Costs Are Involved?

Aside from hiring virtual staff (starting from \$125 per month part-time or \$250 per month full time), you will not be required to purchase any additional software prior to starting the course. I may recommend some services that will be cheaper to use rather than hiring virtual staff and costs will be easily recouped when you apply the Mass Outsource Money Attractor System (MOMAS).

## When Can I Join And Start The Course?

Mass Outsource Mastermind is a six month course. You can check this page for the date when the next program begins:

[www.massoutsource.com/signup/](http://www.massoutsource.com/signup/)

Make sure you put these dates in your calendar as the window of opportunity for this course is only open for a week and then I close the doors to begin teaching.

Well, I wish you all the best with outsourcing your business and I hope you have been inspired after reading from these stories.

From here onwards it's up to you and if you decide to join my Mass Outsource Mastermind course, I look forward to working with you soon. Otherwise keep living your dreams and strive towards the lifestyle you desire!

Mass outsource for a great life!

*Tyrone Shum*

Tyrone Shum  
MassOutsource.com

# About The Author

**Tyrone Shum**



Tyrone Shum is the cool young entrepreneur from Sydney Australia. Growing up he participated in a number of team sports and at the age of 25 he was selected to represent the elite NSW Dragonboat Squad. Amongst winning Gold and being able to represent Australia at the Dragonboat World Championships, Tyrone realized that hard work and long hours of training does reward patience and dedication. He learnt the value of discipline, team work and having a coach encouraged him to achieve his goals.

After 3 years of competing at National events and intensive training, Tyrone switched his focus to growing his Internet business online, which became the No. 1 provider of Dragonboat equipment across Australia. Since then he has moved onto other online ventures such as his blog called **Internet Business Path** that features interviews with successful internet marketers. Tyrone has interviewed people from across the world such as Chris Garrett, Steve McKnight, Yaro Starak, Michael Dunlop, Gideon Shalwick, and many others.

Most recently, Tyrone has been hard at work developing the 'Mass Outsource' Mastermind program, using video to teach people how to outsource their Internet business. With ten free videos detailing the process of outsourcing an Internet business, anyone can start immediately using this method. You too can create the lifestyle you desire!

Tyrone lives in Sydney with his beautiful and supportive partner, May. Together they enjoy eating out at Sydney restaurants and travelling internationally exploring different cultures and food tasting. Tyrone has successfully outsourced his Internet business whilst enjoying a laid back lifestyle.

If you would like to contact or interview Tyrone, please submit a ticket of your enquiry at: <http://www.asknreply.com/> and one of his team members will respond back to you.

**Tyrone Shum**

Creator of Mass Outsource

# Panel of Experts Contact Details

## Tim Ferriss

Book: Four Hour Work Week  
Blog: [www.fourhourworkweek.com/blog](http://www.fourhourworkweek.com/blog)  
Website: [www.fourhourworkweek.com](http://www.fourhourworkweek.com)  
Twitter: [www.twitter.com/TFerriss](http://www.twitter.com/TFerriss)

## Jeff Mills

Book: Outsource Compendium  
Blog: [www.jeffmills.com](http://www.jeffmills.com)  
Website: [www.massoutsource.com/jeffmills](http://www.massoutsource.com/jeffmills)  
Twitter: [www.twitter.com/goldmills](http://www.twitter.com/goldmills)  
Email: [www.jeffmills.com/contact-jeff](http://www.jeffmills.com/contact-jeff)  
Phone: 651-769-2189

## John Jonas

Blog: [www.jonasblog.com](http://www.jonasblog.com)  
Website: [www.massoutsource.com/replacemyself](http://www.massoutsource.com/replacemyself)  
Twitter: [www.twitter.com/johnjonas](http://www.twitter.com/johnjonas)  
Email: [www.jonasblog.com/contact-me](http://www.jonasblog.com/contact-me)