

## 3 Reasons Why Your Business or Startup Cant Afford not to Leverage the Power of Outsourcing to Freelancers Online

When I was younger my grandfather always told me that I needed to learn how to work smarter and not just harder. It was easier in his day for him to just work harder because that was what everyone else did, but that mentality is no longer viable in today's modern world because a person can work as hard as they want and still be no where near to person who just figured out how to work smarter. Working smarter, not harder, is the reason many people enter into business ownership.

Many people dream of something outside of their nine to five job that promises the potential to grow their capital faster than any pay increase could. In fact 80 per cent of millionaires became so as business owners. To further this goal, more and more business owners are turning to outsourcing. There are three reasons why businesses cannot afford not to outsource.

1. The benefits of outsourcing are not just limited to getting a specific job completed that could have otherwise been taken cared of. Effective outsourcing can award an entire company with an overall advantage in the marketplace. This could mean a graphic design company might outsource its graphic design team, or a proof reading company might get outsourced proofreaders. So instead of having one job done, a company may utilize teams of outsourcers than can truly provide a leading edge for them
2. Outsourcing should not be limited to IT based services. Many other aspects of business in a company can benefit from outsourcing. A company that is not at least considering outsourcing their training, customer relations, manufacturing or accounting may be doing themselves a disservice.
3. Researchers have found that there were marked improvements in the running of their companies, and this feeling was felt after they started outsourcing certain aspects of their business. If a company wants to continue to improve the efficiency and effectiveness of what their core business may be it may seem at least wise to consider outsourcing some aspects of their business.

Informed and capable business owners and their companies cannot afford not to consider outsourcing in this day and age. The benefits are numerous and the drawbacks can be minimized with the right information and mentoring. Whether a company out sources just its IT team or includes its training and admin, outsourcing is an important thing to consider in today's business climate.

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