

Concise Communication With Your Freelancers is Most Important for Avoiding Mistakes when Outsourcing Online

Posting a new job to your outsourcer can be an exciting experience. You know if this job is done right it will lead you closer to the fulfillment of our business goals. However you also know that in order to get what you want you will have to be clear in communicating those wishes with your outsourcer. There are many tips to communication. The three main ones are clarity, frequency, and constructiveness.

The most helpful tip to communicating with your outsourcer is to be clear about what you intend for them to do. Providing explicit details and perhaps examples or samples of previous work will allow the freelancer the room to be flexible yet know exactly what they need to do in order to get the job done. A good outsourcer will ask you clarifying questions and reiterate statements you've made, just to make sure you're sure. As Steven Covey once said about super effective people, 'first seek to understand before you seek to be understood.'

The second tip is having a healthy level of communication frequency and to expect it to go both ways. There is no use communicating with an outsourcer once, expecting them to be all ready to go and then going off on a holiday. It will not lead to good things. Conversely don't keep bugging them and jumping on their back about updates. Give them enough time to do a good job without the constant interruption of you needing feedback. It's probably helpful to have a few emails of correspondence at the start, and when it appears that everything is ok, just touch base once every couple of days.

Constructiveness is the final tip. When things do go wrong, as invariably they will, there is no reason to be abusive and make a big song and dance about it. If your outsourcer is having difficulties with completing your project try to coach them and find them out what is impeding them to do so. If they are not up to standard show examples of what that standard might look like and give them some pointers. Of course, there might be that rare occasion where nothing much can be done to help the situation but at least you did your best in a positive and constructive manner.

Clarity, Frequency of communication and being constructive will enable you to make the most of your outsourcer. With these positive interactions you will have pleasant interactions and they will be more than happy to give you great work.

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