How To Help Your Online Freelancer by Being Clear About Your Needs and Planning Your Outsourded Projects

It is a small irony that the best way for your outsourcer to help you is for to help them first. Outsourcers by their nature and profession are there to help you and your business, to relieve you of the many arduous, repetitive tasks or to expertly fill in the areas where you are not skilled. There are so many things you can get your freelancing staff to do for you including graphic design, web page creation, programming, and administration and content creation. However none of this will happen if you do not first help them. Let me explain further.

Helping an outsourcer is similar to a customer helping a waiter to get them their meal they want. They help the waiter firstly by clearly stating what they want, how they want it and when. Like the customer, how can you expect to get your freelance staff to do anything for you unless you first clearly state what the job is, when to do it and all the specifics of the project? Laden with all the appropriate information they can then get on with the task that they do best and that is to serve you and your business's needs.

One method to fully help your outsourcer is to show them what you need to get done by example. You could literally do this by using Camtasia or some other screen capture software the exact steps you take to do a particular task. Have the task written down, seeing it in motion on screen and hearing your instructions will leave an indelible mark on them and almost totally ensure that no misunderstandings can arise.

You could also simply help your outsourcer by finding and referencing other works that have a similar look, sound, style or application of your project. If you're hiring a ghostwriter and you want a book written, reference other books, authors or styles that use the same type of voice or style you want. If you want a website designed then reference other websites with the same graphics and layout you admire.

Showing examples of things you don't like can also be very useful. You may point your designer toward a particular website because you like how user-friendly it is, but you don't like the actual design of the site (colors, graphics, etc.). Examples of what you want along with examples of what you don't want will give your freelancer an excellent starting point.

The point is to give your freelancer a clear idea of your expectations.

Show by example is another method. Find and reference other works that have the look, voice, feel, etc., which you want your project to have. If you're writing a book, reference other books that use the type of style and/or voice that you want. If you're designing a website, reference other websites with graphics and layouts that you like.

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