Questions You Should Ask Yourself Before You Outsource Online to Freelancers and Service Providers

For any company, small business or solo online entrepreneur who are just starting out now is the time to start utilizing the benefits of outsourcing. The main benefit of hiring a freelancer to do your written, graphics or computing jobs for you is that you can leverage their specialized efforts instead of your own and in turn gives you more time and space to concentrate on the important things in your businesses. Outsourced tasks are important tasks and with anything that you consider to be important there must be a framework of questioning that will steer in you in the best possible direction.

1. Why. The 'why' question is possibly the most important question you should ask yourself before you outsource. Of course the most obvious answer to this question of why should you outsource is that you possibly don't have the skills and someone else does and that is fair enough. But that's a superficial question, it's more beneficial to ask yourself 'why do I think I need to do this thing at all?'. If you are getting a logo designed or a program created what is the purpose of doing so? You just might realize that the thing you thought as important isn't necessarily so, or it confirms for you your initial intentions.

2. What. Before you outsource a project you need to get clear on what you need to outsource. If you aren't clear on what you need to outsource then it isn't likely that your freelancer can adequately give you what you want - since you don't know what you want! Be specific about what you intend to outsource.

3. Who. who are you outsourcing for? While it might be obvious that you're outsourcing for yourself, most jobs are actually designed to attract customers. From a web page design, to logos, to customer service to ebooks, these tasks usually have one function and that is to attract a particular customer. When you are clear on 'who' these customers are you should create product that is tailored towards their wants and desires.

4. When. When do you need this job outsourced by? It's important that you draft up a timeline in order o visualize how long this project could take. Be realistic in order to give your outsourcer enough time to do a quality job. Nobody likes a rush job.

While these questions are not exhaustive they do provide a basic frame around your outsourcing projects and enable you to direct yourself or your business in the best possible direction. Remember the quality of your answers depends on the quality of your answers.

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