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Thanks,

Mike Filsaime
Carlos Garcia

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Mike Filsaime: Hi and welcome to the call today. My name is Mike Filsaime; I'm here with Carlos Garcia of WealthySecrets.net and we're gonna be talking today about outsourcing. And we're going to be talking about some of the reasons why you want to outsource, some of the things you wanna outsource and some of the mistakes and problems that Carlos and I had early on in our marketing career because we weren't outsourcing. We'll give you some resources that we use and we're also going to talk to you about a very great resource center where you can get all of your outsourcing done.

So without further ado let me introduce Carlos Garcia. Hi Carlos, welcome to the call.

Carlos Garcia: Hey, Mike. Thanks for introducing me.

Mike Filsaime: Sure. Carlos, you and I met each other at Stephen Pierce's event in January; it was called "Unleash Your Marketing Genius" and we seemed to hit it off pretty well. And one of the things we started talking about and one of the reasons why we decided to do this great course was some of the problems that both of us had early on in our career with trying to wear all hats and trying to take care of everything and wanting control of everything; almost being a control freak because we didn't really feel that we could put our trust 100% into some other people. **So do you mind sharing some of the struggles that you had with that?**

Carlos Garcia: **Definitely.** As you know when I first started my website, I was broke at the time, struggling and trying to make money through different things and I was trying so many different things and as time went by I was doing my web design, I was doing my programming, all my script installations and before it was all said and done it took almost a year and half, close to two years to launch [Wealthy Secrets](http://WealthySecrets.net) because I didn't have the money back then to outsource anything nor did I know that I could just simply partner up with somebody and share the workload. But back then I had to do everything and it was big struggle because I had a massive to do list everyday and it just never ended.

Mike Filsaime: Well let me just ask you this really quick; you said it took you a year and a half to two years to launch that project because you did everything by yourself.

Carlos Garcia: Yes.

Mike Filsaime: *Just a quick side note*, if you were to start this project today with everything you know and with all your outsourcing knowledge, how long would it take you to take that concept that's in your mind, once you know exactly what you want, to be able to launch that product? How long do you think you could do?

Carlos Garcia: Probably like one to three months tops.

Mike Filsaime: Yep, I agree. Sixty days probably to the actual launch of the project.

Carlos Garcia: It's still a lot of work to do and manage but no where near as long as before. It was ridiculous what I was doing back then. I didn't know any better because all the books we read said oh now you're your own boss.

You have the freedom and stuff like that but nothing was further from the truth because I was tied down trying to launch this and a little later we will talk about all the struggles we faced after the launch, after it was successful. But even before the launch if I had just outsourced, for example, the copywriting, the web design, the programming, all those minor things that really add up on the long run, it would have saved well over a year in launch time.

Mike Filsaime: Yeah and I agree. And one of the things you said was that one of the reasons that you didn't outsource was because you didn't have the money. And it's kind of like a double edged sword; of course you have to have the money. And one thing we always talk about in internet marketing is your momentum; you have to see where you are in your momentum.

Certainly if you're first starting out and you're working your full time job and you only have five, four days a week to get on the computer and you're just starting out certainly you don't want to become the outsource king—just sit back because you're not—you know the reason you outsource is so you can manage your business. But until you have a business certainly you can't just start outsourcing everything but we definitely recommended when it's ready.

Carlos Garcia: Exactly.

Mike Filsaime: *Not* out of the gate. So you really have to judge your momentum and you really need to understand when you

want to start going and outsourcing. But on the other hand, if you're at that point where you don't have the money but your business is at that point where it could really grow if you could move things faster that's when you have to maybe start looking into leveraging and bartering. We're not going to really get too much into bartering and leveraging but what that really means is let's say you know somebody who can design a website really good, you contact them and you say hey listen, you know, I can give you this for free and I'll do this for you and I'll give you my product for free or if you can design my site for me for free or at 50%. So there's always ways to barter your outsourcing at the beginning too so you can still concentrate on the marketing end of it. But—

Carlos Garcia: Definitely. I was going to mention that as well because that's a really good point. Even without money you can still outsource and leverage; either create products with people or do a service for somebody. For example, like I've done numerous bartering deals, a couple graphic designers would design graphics for me and I would either do sales copy or do a mailing for them or there's numerous things we've created in the past because they also want to barter too. And if they're getting something in value in return from you then they'll gladly help you in return.

Mike Filsaime: Right.

Carlos Garcia: So there's always a way around it even if you have no money then just start talking to people and start making win-win deals.

Mike Filsaime: You have to be creative because in our business we have access to digital information and we have access to digital services. And what that means is we can do things for people that don't cost us anything, yet we can get so much back in return.

Carlos Garcia: Exactly.

Mike Filsaime: Just put money into their pockets. So let's say you had somebody that could design a site for you; you could say to them I'll tell you what, I'll send a promotion to my list about your services and you do my site for free. Now, you know if you have a list of maybe 5,000 people and you make him three sales and he makes \$300 off of it and he gets three new customers and certainly he'll build relationships with them perhaps he'll be willing to give you his \$100 service for free.

Or you could say to him I'll tell you what if you design my site for me I'm gonna get a lot of traffic, I'll allow you to keep your signature with a live link at the bottom of the footer that says "Site designed by so and so" and I'll put it there without an affiliate link to get you traffic based on all the traffic I'm gonna get to my site. So you can promise all different ways if you want to barter services with people like that by advertising their services on your site or in your members' area and things like that.

Carlos Garcia: And then it all goes down to, you gotta give a little to get a little as well.

Mike Filsaime: Right.

Carlos Garcia: You can always tell people they'll gladly help you in return. So then having no money is no longer an excuse; you just gotta get creative if you have no money.

Mike Filsaime: Great point.

So, callers, let's talk about some of the things that you weren't doing, that you weren't outsourcing that was really slowing down your business.

Carlos Garcia: After the launch of Wealthy Secrets and you probably remember how it was growing like crazy...

Mike Filsaime: Yeah I remember. All of a sudden you showed up on the internet and it took off.

Carlos Garcia: Yeah, we won't really talk about the viral stuff because we can save that for another call and I know we talked about that in other calls.

Today I just really want to focus on number one task I wasn't outsourcing, which was my email. And I was getting—I don't even know how many emails. At least 100 emails a day or more. Some of them spam some of them not.

And I found myself becoming a customer service rep cause before I came on the internet I had a job at TD Canada Trust and I was doing their customer service and I felt like I was at that job again cause all I was doing all day was answering emails and answering customer queries and answering customer prospects and stuff like that.

So I wasn't able to grow my business as much as I would have liked to. And I really got tied down; like all I did all day was answer emails and I got to a point where I wanted to expand and grow, but I cannot be answering my emails forever because whenever we went to seminars, or if you go on vacation or anything like that, it's nice to know that your email is taken care of, and that your customers are receiving a timely reply to their requests.

Or that you don't have to worry about that when you're away. So that was the first thing I did when I got back from the seminar was outsource my emails. And I found one of my members actually became my assistant and he answers all my emails and handles a lot of stuff for me. And ever since I did that it was just like it was a big relief.

“Good or Bad Customer Support, will either make or break your business.”

Mike Filsaime: Yeah, what I started doing when I first got on line was I put my email address on my sites and you know there's different scripts you can use to keep the spiders away from the emails by using a Java script and I didn't even know that. So first of all by putting my email address on my site I set myself up for tons of spam!

Carlos Garcia: Exactly. I know what you mean, I sometimes get 1,000's of very un-wanted emails. But that's a whole other story.

Mike Filsaime: But I put my email address on. You know when you're brand new into marketing and the fact that somebody sends you an email it gets you all excited; hey, I have a guy that might be interested in my product, may not buy but he's interested and he wrote to me.

I'm so excited I can't wait to reply back. If you're Bill Gates and you're in your bedroom in 1983 and you get somebody that's interested in something that you're doing for Microsoft that could be exciting but if you could imagine Bill Gates with his half a billion customers all having access to his email address you could imagine what would happen; he wouldn't ever be able to get any work done.

So I started getting more and more websites and I was putting my email addresses in the membership area and I'd go to bed, wake up, I'd have anywhere from 100 to 150

emails—some were spam but most of them were contact emails. What I started realizing, just sometimes an email conversation tends to go on too long sometimes because just when you reply to somebody they come back and they say hey thanks a lot. I just wanted to tell you I really appreciate you getting back to me so fast. So just that reply is one more email that you have to read again. And then you reply back to them and say no problem and they may even come back a third time and say hey, I have one more quick question. So I quickly started realizing that I need to remove all my email addresses from my site. Now understand something I'm not saying I'm gonna hide from my customers; I just have to change the way the access was coming to me.

So I removed all the email addresses from every one of my sites. There's not a single email address that you could find on any of my sites but what I do use is I use a helpdesk. And I have one of my people that I outsource it to, freelance, does my helpdesk for me and if anybody needs to contact me or any support for any of my sites it goes through my helpdesk. It's a lot more organized and if somebody sends me an email and if I send a reply back in an email sometimes the spam filters don't let the email go through.

I can call this—you might have even had a question like that, remember we still gotten forums—sometimes spam filters can stop your response from the people and then they just email you back and say hey, I ordered this product for \$97, this is my third email to you and you're not responding. You respond back and you say I apologize, this is my fourth reply, here's the download link and the next thing you know they respond back obviously you don't care about your customers, I'm requesting a refund.

Carlos Garcia: Yeah, I've had that scenario happen to me a couple times. And I would reply to them numerous times and their email was getting filtered on their end and I was getting blamed for it. I'm like I have all the proof here. But now with the helpdesk when you reply to them they can just log into their accounts and get a reply, without necessarily relying on email.

Mike Filsaime: Yes that's true.

Carlos Garcia: I don't have to worry about filters anymore.

Mike Filsaime: Yes. The helpdesk sends them a reply. Even if the filter stops the reply from your domain getting to them, if they say to themselves whatever happened with this ticket they can go to the helpdesk, they can log in and then they can see okay, it's been replied to. See spam filters can stop your helpdesk and it also stops that little chit chat back and forth like thanks, I appreciate it, no problem. They get their problem solved, there's a knowledge base in the helpdesk—and I'll two quick links where helpdesks are available. One is at Kayako.com, and the one I use is at Perldesk.com.

Carlos Garcia: That's the one that I'm using as well.

Mike Filsaime: Yeah. And that's nice. It has a knowledge base and rating and you can see how your staff is doing and stuff like that and people can search the knowledge base. And what I do is the nice lady that does my helpdesk if anybody—you know there's a drop down menu that says personal message from Mike, so like I said I'm not hiding from anybody, so any body that has a personal message for me she simply copies and pastes it and puts it into her email client and forwards it to me and then I look at it, I read it, and I reply back to her and she puts it back into the ticket. So that way all my customers always have access to me and I never have to worry about filters, getting through or my email address just getting out to you know thousands of people in the future.

So that was definitely a good thing to talk about was outsourcing your email and your helpdesk.

Carlos Garcia: Outsourcing your customer support should be the number one, and the first thing people outsource when they see their business growing and when they see that they're getting a lot of email and if you're spending most of your time answering email then with our experience—they can tie you down at times. I mean sometimes it feels like it just never ends; it just keeps coming and coming and coming and you're always replying. And then you have a to do list that either you're gonna test something or you're gonna do something else, or whatever it is on your to do list; it's just not getting done because you're tied down with email. With me I always wanted to answer email within 48 hours, that was one of my main priorities and whenever I went out of town or I wasn't around then once people didn't get a reply within the specified time then they tend to get upset.

As soon as you have that outsourced and once you have somebody that can do that for you then your mind actually becomes clearer and it's like a weight's been lifted off your shoulder. And it's not that you don't want to answer email anymore, or that you don't want to deal with your customers, that's not what we're saying at all.

It's just that your customers want a reply from you or your company within a specified period of time.

Mike Filsaime: Right.

Carlos Garcia: And the only way to do that is to have somebody dedicated to answering your email.

What is the Number 1 Resource For Getting the Best and Most Qualified Customer Service Agents For Your Websites?

Hint: It's NOT eLance.com.

[Click Here for The Answer](#)

Mike Filsaime: Yeah, if your account is with Bank of America or with Chase Bank and you need support you don't have an email that goes to Donna@chasebank; they use a helpdesk. And you don't get the president of Chase. All you're looking for is help so you know you find that the most sophisticated businesses have a helpdesk and all the person wants is a way to track it and get the help and get the right answer. They don't have to get access to you all the time.

And I have a friend, his name is Mike, he gave me some great advice about a year ago and he said Mike, in your business you're either swimming forward or treading water. Now, if you're in the middle of the ocean and you want to get back home you need to tread water to survive because if you don't tread water you're gonna drown.

But you also need to swim forward to get to where you need to go. So both of them are very important. But if you concentrate only on treading water you'll never get to where you need to go. So anything that I consider treading water is what I want to outsource; swimming forward is growing my business. Swimming forward is contacting my JV partners.

Swimming forward is looking at my to do list and getting the things done, moving forward, swimming forward with my business. Treading water is answering emails. So if I'm answering emails all day long then I'm just treading water and business is not growing.

I'm not swimming forward. so that's a good way that I always look at it and sometimes I'll ask myself when I'm doing a task, right now am I swimming forward or am I treading water. And if I look at a task and I say this is not helping me grow my business, this needs to be done, it's treading water, if I don't do this my business will drown, but this is not helping my business grow. I need to outsource this to somebody else so that I can swim forward and get my business more successful.

I hope that makes sense to everybody.

Carlos Garcia: That definitely makes sense. Basically to put it in another way, if you're doing something repeatedly that is doing on a daily basis or if you're doing something repeated that can be done by somebody else so you can just outsource it to then do it. like I mentioned to you Mike, sometime last year there was a system that I wanted to have built and it's still—it's 90% done right now and it's just the most complete system I've seen online. And I won't talk about it too much right now because that's not the purpose of this call.

But when I first started that system I was actually then a programmer myself so I went out and bought PHP Books, I got a book called "Teach Yourself THP in 24 Hours" and a few other PHP books and PHP isn't that hard once you get it.

And then when I started writing it I was just like what am I doing? I could just hire somebody to write this program for me because PHP is very intensive and I'd rather just have somebody who knows what they're doing, that's going to take the time to test it, to find the bugs, to build it, find all the code and etc. etc.

So it's taken over eight months for them to build it for me.

What if I was the one building that system and I was the one doing all the code? I wouldn't have been able to do anything else but that and my full time job would have become a programmer just for one system instead of being able to launch different things and work on other things while this

system is being built. And it wasn't that expensive to have outsourced but if you don't do it properly, it may and will cost you money.

Mike Filsaime: It allowed you to grow your business while that was doing that. You didn't get consumed handling one task.

Carlos Garcia: And instead of me stressing on just building one program day and night I just hired somebody to do it for me. And I was able to focus on other aspects of the business and every once in awhile, every couple of days, I talk to the programmers at MSN and since this system was so expensive we have a team of 17 programmers working on it, so I'm sure you can imagine how long it would have taken just for me to do it. It probably would have taken at least two years just to build that system alone.

Mike Filsaime: Yeah. And not even sure if it would have been as accurate.

Carlos Garcia: Exactly.

Mike Filsaime: Because they're the experts.

Carlos Garcia: And I wouldn't have been able to do anything else but that. That's when I got a light bulb moment; I'm like no, I'm not doing this. I'm just going to hire someone to do it and I'm just going to keep on working on what I have to do.

Mike Filsaime: Yeah. Now don't get us wrong. We're not telling you to simply go out and outsource everything because I think the important thing that Carlos did was get that book. And I purchased two books; I purchased a PHP books and I purchased "PHP for Dummies" and I spent three days going through the book.

You know we're gonna talk a little bit later about outsourcing sales copies but does that mean you should not understand sales copy? No. You want to study from Michael Fortin and Carl Galletti and Gary Halbert and anybody else you can get your hands on. You wanna understand good copy because if you don't and you outsource it you won't know if the guy is giving you crap.

Carlos Garcia: Exactly.

Mike Filsaime: And Carlos understood PHP and if the guy does work for him for three days at least he'll have the knowledge to go in and

look at the form and go whoa, this guy he's a train wreck and he could stop the problem before it starts. So there's nothing wrong with knowing your business.

If you look at Donald Trump, the man outsources everything. On the last "Apprentice" episode he's having a mansion built in South Beach Miami and he hired the apprentice, he gave him that job to manage that property. That's his business, managing property, but he can't be there but he can put somebody—he knows the business so he knows if the girl is not gonna do a good job he'll have to fire her.

You know, "You're fired". So you definitely want to be what I say is a Jack of all trades, the master of none. You definitely want to know your craft in every aspect but it's still okay to outsource it. But at least you can recognize a good job and a bad job.

What we're gonna do....

Carlos Garcia: And another example that's done on some that you mentioned, you know has Donald Trump ever laid a brick in his life?

Mike Filsaime: No, never.

Carlos Garcia: So what he does is he comes up with an amazing building idea and then he outsources that to the builder and then they make it happen for him. And that's a classic example. You know is Donald Trump answering his email? Is he building his own buildings? Yes, he's very, very rich; he's a billionaire.

Mike Filsaime: I have a coaching club with Rich Scheffren and he talks about the difference between owning your own business and being your own boss. And I hope that everybody is starting to understand here what we're telling you about outsourcing.

Outsourcing allows you to own your own business. There's a difference between owning your own business and being your own boss. When you're your own boss you still have a job, sometimes you work harder than you want to, sometimes you're working seven days a week, 12 hours a day and if you walk away from your job your business can't survive.

When you have a business your business can run by itself. Donald Trump can take off for three months and the Trump Organization will continue to work. But if you take a look at maybe a doctor or a lawyer, those people have a job because if the doctor just walks away from his practice for six months his business can't survive.

And obviously because he's a doctor he couldn't outsource certain things but you definitely really want to listen to what we're telling you here. This maybe one of the most important calls. And I'm not trying to exaggerate because I'm not selling you anything but it may be one of the most important calls that you hear because the point that we're telling you is stop thinking about having your own job at home and really start thinking about building a business.

And when Carlos and I started doing that we were able to take our businesses to the next level and the income that we can make is just staggering.

So what we're gonna talk about now is the reasons why you want to outsource, what it frees you up to do. And then when we're done with that **we're gonna talk about the things you can outsource.**

So Carlos, do you want to touch upon some of the things that people can do more productively that they should—the things that we call swimming forward, the things that they should do...

Carlos Garcia: Like the type of things to outsource? Or why you should outsource?

Mike Filsaime: No, let's assume you're outsourcing your helpdesk. What are the things that you want to do that you don't want to outsource? The marketing. Let's talk about some of the things you should focus on; do your outsourcing elsewhere and the things you should focus on in your business.

Carlos Garcia: I think that the one thing you shouldn't outsource is your testing and tracking. I mean later you can but you want to know the data of your promotions—

Mike Filsaime: Right.

Carlos Garcia: So you're networking. Obviously you can't outsource that. You want to do some networking and having partnerships

and building those relationships on line cause those are the biggest and most valuable things you should be doing.

Mike Filsaime: Yeah and we're gonna talk about that it is okay to have an affiliate manager. It's okay if you're having a massive promotional thing to have an affiliate manager to do your joint ventures you know.

Like Jason Cox of course had to be a joint venture broker and hire someone like that but you do have to establish the relationships in the networking first. So going to offline events and seminars allows you to meet people. So you can meet Sean Casey, you can meet Carlos Garcia in person but then when you're digging deep into the last few days of your marketing campaign you can have your affiliate manager actually contact Carlos and say hey Carlos you know I'm Mike's affiliate manager.

He told me to contact you; is there anything I can do to help? This is your login and this is your password. So you can outsource your joint ventures after you do the networking.

So there's two different things there. The networking is something that you want to manage. You don't want to outsource your networking. You do have to build relationships with people.

Carlos Garcia: Let's see. What else shouldn't you outsource? You mentioned that like your marketing calendar and all that stuff; can you touch more on that?

Mike Filsaime: Yeah. One of the things you don't want to outsource, one of the things you want to control is your marketing. You're the marketer so you want to have a pulse on when you're doing your promotions. A

nd I have two things that I work with that are my offline bibles, so to speak. I'm not big into using outlook and tasks and digital calendars and things like that. I came from the car business and the car business we had a control log in front that let us know when a customer came in, when they left and I'm very—you know my mind works very good with my tasks and my to do lists on a piece of paper in front of me.

I seem to work a little bit better. So some of the things that you want to do is number one I recommend at your workstation put a calendar, one of those big calendars that are about two feet by two and a half feet.

Carlos Garcia: You can get one at Staples. I know exactly what you are talking about. I have one.

Mike Filsaime: Yeah. Big month at a glance. And basically what I do is I'm talking to Carlos and Carlos says Mike we're gonna do the call Monday at 9:00 pm. So I'll go to Monday and I'll put 9:00 pm Carlos Garcia. And I work my plan and I plan my work. So every single day I have a to do list that's rolling down.

So before I go to bed every night I look at my to do list for today. I say okay, I was supposed to do this for Instant Buzz, I was supposed to do this email, I was supposed to get them ready for the four day push, I also wanted to ad the banners to the best deal ever that I just got redesigned and et cetera, et cetera, et cetera.

At the end of the day I get side tracked because I had a couple of—too many instant messages and made a phone call with somebody; it happens. And so I look and I had seven things on my to do list and I only accomplished five. So guess what happens? The other two that didn't get done go right to the top of the next day.

Do the banners for this and finishing writing the email copy and add the affiliate link to your page for your new product and then I say okay, swimming forward what else is it that I want to do. Okay, get in touch with this programmer. Get in touch with my merchant account. And check with whatever else is going on. Maybe get with Carlos and find out—confirm what's going with the call. And so the next day I wake up and I look and I have my to do list and I get started on it.

And the second thing that I use is I use a spiral bound notebook. I used to have a very bad habit and I think that there is a lot of people that are gonna laugh when they hear this—I used to have a very bad habit of when I had an idea and it was too big to put on a post it note I would open up my printer tray and I would pull out a piece of blank loose leaf paper and I would write these great notes on it. And then I would stick it somewhere on my desk. And every couple of

weeks I would have that panic attack where I'd be calling my wife, Lisa, what happened to that note. What are you talking about? I had these notes about what I was going to talk about at this seminar and it was front and back and I need this because I'm leaving tomorrow on my plane and I need these notes.

You know, everybody's been there. And then you know, I didn't throw it out and blah, blah, blah, blah, blah. So what I started doing—it's so simple it's ridiculous—but I went out to Staples and I bought a spiral bound notebook, extremely thick, not one of the thin ones and that is my brainstorming and mind map book. For instance when Carlos and I were talking about doing this call we wanted to prepare so rather than grabbing a loose leaf paper and running around like crazy looking for it the day of the call I just opened up to a blank new page and I started writing things down.

If there's ever a time I get a phone number from somebody I put it into a separate section in that book where I keep phone numbers until I can get them into my rolodex. So basically it becomes my traveling doodle book. You know everything is all in one place so I never have to worry about saying oh my God I've lost all that stuff. So that's a no brainer.

Carlos Garcia: I use something similar. I have a journal and everything I do during that day I write it in. If I get an idea I put it in that journal. Whenever I do something I put it in that journal because if I was to look back now at what happened four months ago and what I've accomplished it's like—I have a nice neat record of everything you've done.

Mike Filsaime: Yes.

Carlos Garcia: Plus it helps to be organized. I used to be just like that; I'd have papers all over my desk.

Mike Filsaime: It's terrible.

Carlos Garcia: I had no idea where everything was. And actually my office I have a whole drawers of loose papers that I had at one point.

Mike Filsaime: I still do. I have—you know where the keyboard goes in that rollout drawer?

Carlos Garcia: Yeah.

Mike Filsaime: That thing is stuffed from the last two and a half three years worth of printed out receipts and stuff like that till I finally decided to get myself organized. It's funny that you say that.

I would just stuff it in the drawer and then go through it making those paper noises looking for all my notes and things like that. But putting it in a journal, like you said, it's just so much more logical.

And your mind gets a memory; it's almost like if you have to call your wife, if you were out, say listen I need you to get Mike Filsaime's number it's on the third page in top right and it starts with 6-3-1, I don't know everything else. You start getting so used to your journal and the different pages in it and it's so much more organized.

So getting back to the things you do want to do, that's managing your business. These are the things you don't want to outsource. You want to manage your business so use a calendar, use a journal, if you're gonna do a promotion and you make a promise to somebody to do a promotion on Thursday you write it down and say Thursday I'm sending out a promotion for SEO Elite. Well whatever product that you've agreed to...

Carlos Garcia: And later, once you become even busier then you can just hire an assistant to do all that stuff for you, to keep you organized.

Mike Filsaime: Exactly.

Carlos Garcia: That's my next step. Right now I have virtual assistants but my next step is to hire somebody that can come in and actually work here with me.

Mike Filsaime: A personal assistant at home.

Carlos Garcia: And can do my journal—not my journal—do my calendar, keep my appointments and just to do all the things that are needed around here.

Mike Filsaime: That's when you are really growing a business when you can be working with somebody and say do me a favor and make a quick phone call to Carlos and tell him I'm gonna be an hour late on the call today. And then she would call and say it's Mike, it's Carlos' personal assistant or whatever and again it just frees up your time and we were talking earlier you need

to know where your momentum is in your business. You don't want to start that right at from the beginning but you do need to recognize when you're at those points when something is starting to become treading water and it's eliminating you from swimming forward.

So it would be more cost effective to pay somebody to do these things for you and manage your calendar and remind you of things that you need to do so that you can grow your business and make ten times more money than it costs you to pay her than if you would do those things yourself.

Carlos Garcia: Moving forward as we're talking about outsourcing we practice what we preached and since we're talking about outsourcing I just posted a project last night for a quick programming job that I needed done.

I posted it on rent a coder , that's **rentacoder.com**; you can get programmers and stuff like that for your projects. I already have a programmer who's going to do exactly what I need and he just came online to meet me, as we're talking right now.

I'm giving him the details and doing the call as we're going along and really clear on what I need and he's moving forward and doing that. In about five days I'm gonna have that program done and it's costing me less than \$200.

Mike Filsaime: I'll give you some crazy examples of some of the stuff that I outsource. I outsource—you can outsource things and Carlos is going to talk about this, what you can actually do with outsourcing but you can outsource having people do your spam arrests.

You know I have a pretty large list, not the biggest list in the world but a decent size list, and I want to get my emails through but I don't want to sit there getting 60 spam arrests every single day and clicking and typing in a turning key to get these people approved on to my lists.

I outsource that and I have somebody that does that for me and cleans out my inboxes for me. Recently I want to make sure all my emails go through so I went to elance.com, Carlos said rentacoder, you can go to rentacoder.com, you can go to elance.com, and you can go to scriptitplance.com. and I went to elance.com and I posted a project to find somebody that understands white listing and I was going to give them

my domain name and IP address so they can get my white listed instead of black listed with AOL, Yahoo, MSN, and g-mail and things like that. You can look and say this is hurting my business how can I help it; you can do it yourself or outsource it.

And I choose to outsource it and pay somebody 80 bucks or 100 bucks to do it one time for me and I know it can really payoff for me in the future. Those places—scriptlance.com is really good if you want to get a script designed for a website.

Rentacoder is good for software and scripts. And elance is anything and a little bit more professional. You'll probably get the most professional results and probably the most extensive results at elance. But they'll do anything from writing a book for you to programming to doing software; you name it they do it over there.

Also, check out www.JustOutsourceIt.com as it is a brand new site run by a very trustworthy marketer. ☺

Carlos I want to talk about one more thing. We were talking about productivity before and I just want to spend 30 seconds on productivity and some of the stuff that people get caught up in.

It's really not an outsourcing thing but I think it's important for this call and I just want to touch on it for 30 seconds. Your messenger and your forums. You got to be careful.

Going into forums, if you become a forum junkie you're not only treading water you're just wasting your time. Now, some of you will say Mike I see you in forums. Yeah I have a daily ritual. I go to the forums every night before I log off and see what's going on but I don't spend my life in the forums.

I'm not addicted to nine different forums and getting into arguments with every single person in there. So I would recommend you learn from the forums but no more than 10 minutes a day, don't get addicted to the forums, don't post to 19 different threads; it's a great way to get your signature file out in the beginning but when you're managing a business you don't want to be there.

And the second thing is you know instant messenger is the worst thing that can happen to your business. People forgot

how to use email. Sometimes they want to ask you a question and rather than asking you hey do you have information on the hotel that we're staying at instead of sending you an email they send it to you in instant messenger.

And you got to be careful because that message is going to turn into sometimes a four hour conversation and the conversation is every 30 seconds. So you send a reply, you just put a smiley face and you say okay and then you go back to work and you're just about to get your thoughts back in as you're writing your sales copy and then all of sudden they ask you another question and then you reply.

And then they don't reply for 30 seconds and then it just kills your time. So sometimes you have to shut your instant messenger off when you want to get into your business mode. You have to get off MSN, you have to get off Yahoo; you're not going to grow your business. So I just wanted to touch base on that. I don't know if you want to comment on that Carlos.

Carlos Garcia: I completely agree with that. I've noticed that whenever I have MSN messenger running as soon as it goes on I have about five different people that talk to me.

Mike Filsaime: Yeah. Hey, hey what's up? What's going on?

Carlos Garcia: Yeah. And then what I've done now is I opened up a different MSN account and that one is just for my assistant and I. I almost always have MSN closed so that I don't get sidetracked. And then if I need to talk to my assistant I just log onto that account but otherwise when I'm working it's almost always shut off because I don't like the interruptions and when you're working you just want to get done and work and do what you gotta do.

Mike Filsaime: You get so much more done if you can just—

Carlos Garcia: Yeah. Even you were mentioning that the last couple days. You had your MSN shut off for a while.

Mike Filsaime: Yeah. I just had to get work done.

Carlos Garcia: Or your programmer was away or something and you said you became even more productive than before.

Mike Filsaime: Yeah because we have different hours now. My programmer and I. And so I've just completely shut everything off and I'm just working like I've never worked before. And if you're gonna use a messenger then I'd probably recommend Yahoo because they have a self mode so it allows you to log in but people don't know you're on line so they can send you a message and it will tell them you're offline but you're actually see it and if it's an important emergency you can reply but if it's not, if it's just some of the guys going yo, yo, yo, yo you know you don't have to reply if you're in the middle of working.

Carlos Garcia: I know we talked about—we won't mention his name but remember the guy that....?

Mike Filsaime: Yeah. The stalker.

Carlos Garcia: There's this guy on line and he'll talk to you for as long as he can, ask every single question he possibly can and just suck any information out of you as possible or he'll even just talk to you on messenger and just keeping sending you messages—hey, how you doing, hi. As soon as you log on, within seconds, he's there.

Mike Filsaime: Yeah—hey, what's up? I think that's one of the reasons I stopped using MSN I think; the guy completely scared me off the thing.

All right. We'll move it on. Guys we're into the second to the last thing in the phase. We're just gonna rattle off some things that you should outsource. I'll mention about four or five and then Carlos will mention about four or five and then maybe we'll add another one or two after that. Okay?

We mentioned site design. So you can outsource your website design, your graphics and stuff like that. You can certainly outsource, we said earlier, your support and your email. You can outsource sales copy and sales copy is a lot of things. There's joint venture copy, sales copy, email copy, ezine copy and newsletter copy and things like that can all be outsourced; anything that requires writing or communication.

You can outsource things such as programmer a site or scripts or software, getting a membership site designed and things like that. As we mentioned you can go to scriptlance,

rentacoder or elance and Carlos is gonna share some other things that you could also outsource as well.

For best results, visit www.JustOutsourceIt.com

Carlos Garcia: You covered all of them kind of. Another thing you can outsource is if you have a program like either a system or whatever they need to see, you could outsource video support, you can hire somebody to create those Camtasia Videos for you.

Mike Filsaime: Right. Or sales training or a presentation owner's sales page, right?

Carlos Garcia: Have somebody to clean up your inbox. I don't know if you mentioned—well of course we mentioned the support but I think that's the number one thing that people need to outsource. If they're getting a lot of email then—if you feel like you're a customer service agent for your business then you definitely need somebody to outsource your email to.

Mike Filsaime: And you'll know when it comes.

You can also outsource—go ahead, I'm sorry.

Carlos Garcia: You mentioned web design, programming, sales copy –

Mike Filsaime: A couple of these things—

Carlos Garcia: **If you're doing a task repeatedly and if somebody else could be doing it for you, you should be outsourcing that.**

Mike Filsaime: Or, if you can do it but you're half-ass good at it, excuse my expression, you might want to outsource it and get a professional. You gotta realize if you can pay somebody 500 bucks to take your website conversions from 1% to 3% that means for every 100 visitors you're gonna sell three sales at \$47 instead of one sale at \$47.

So you know over a couple months time it will pay for itself. Over the years it will have a dramatic difference on your income. Sometimes you want to outsource things people just do better than you, web design.

Like Carlos you're very good at creating box images, you have the software, I have the software, you've created some

incredible box images and you've shown it to me. But I know you also outsource it.

Carlos Garcia: I don't do it myself just because I can do it myself.

Mike Filsaime: But it takes you the day.

Carlos Garcia: Yeah and I could start a service for that you know. But there's people who specialize in doing graphics.

Mike Filsaime: Yeah and they can get it back to you in 24 hours and they give you a header, a footer, a box image, a CD, a background image and an order now button and they do it good and they get it done cheap. And one of the guys I use is Anthony I think it's Feslabon, you can get him at Hypercover.com or email him at Anthony@hypercover.com, he does some good work. I know you use maxcovers, right?

Carlos Garcia: Maxcovers.com. And right now for the new system I mentioned earlier I'm using Dave Mizrahi at www.ultimatemarketingminisites.com. And he's doing some great work for me.

Mike Filsaime: Ultimate marketing.com, okay.

Carlos Garcia: It's Utimatemarketingminisites.com and he's got a cool package.

Mike Filsaime: Yeah he's a good guy too.

Carlos Garcia: He's definitely one of the better of the bunch.

Mike Filsaime: Yeah I like his work.

Carlos Garcia: So is Max. He can do that for you but—

Mike Filsaime: He did the site for SEOelite.com, he did a great job with that and I just, I don't know if you've noticed but that's now the number one product at ClickBank. It's moved out the —

Carlos Garcia: SEO _____ which?

Mike Filsaime: SEOelite.com.

Carlos Garcia: SEOelite.

Mike Filsaime: Yeah, it's above Rosalyn's affiliates, handbook and other eBay site now; he went to the number one position. That's pretty good because his product sells for \$167.

Carlos Garcia: Oh wow.

Mike Filsaime: Speaking of that product, that product does a lot of linking so there's another thing you can outsource. You can get somebody to do your content site and your search engine optimization. You can outsource somebody to get back_____ for you. This call that we're doing is going to be transcribed by Escriptionist.com and you can reach JR at Escriptionist.com and if you're reading this it was done by that company. So you can have your calls transcribed for different fees.

And the last thing I'll touch upon is certainly your accounting, managing your income as it comes in and –As Carlos was talking about a personal assistant and get those things ready for your accountant and you could outsource that as well because as you're doing those things it also tends to slow down your business.

I think that pretty much covers all the different things that you can outsource. We spoke about the problems we had when we didn't outsource. We spoke about when you do outsource how it frees you up to do the things that are important; swimming forward, growing your business and doing your marketing.

So now Carlos, when I told you that I wanted to do the outsource secret it was the perfect time. You said that's incredible Mike because I have a new website coming out that's going to be a freelance outsourcing company. So why don't you tell us the name of the company and then I'll ask you some questions about it.

Carlos Garcia: Okay. As people see from this call I got inspired to solve the number 1 problems that us business owners have in that having too much email and having our email answered. So I came up with a site called www.JustOutsourceIt.com

Mike Filsaime: Is there any dashes in there?

Carlos Garcia: No. JustOutsourceit.com.

Mike Filsaime: JustOutsourceit.com. Okay.

Carlos Garcia: J-U-S-T-O-U-T-S-O-U-R-C-E-I-T.com. So justoutsourcetit.com. So whenever you need something outsourced Just Outsource it. Com. 😊

Mike Filsaime: Love that name.

Carlos Garcia: And the primary service that we're gonna set up is having your email answered, like I mentioned, and you can get more information on that on the site. Then from there there's a form dedicated to fill in your website requirements, how much email you're getting and from there we'll just give you a quote based on your requirements. And what we're gonna do is we're gonna answer all your emails, all the tasks so that you can actually focus on growing your business.

Another great thing we're going to offer is having a dedicated Personal Assistant for you. Where you can train him / her to handle your customer support, but they can also design your websites, research keywords, find niches, etc. The possibilities are endless as to what they can do for you.

Mike Filsaime: So basically I would provide you information if I was a business owner with my five or six different websites and tell you this is the thank you page if they lose their password this is how you can recover it. You give them basic information one time so that they could handle your support for you.

Carlos Garcia: Exactly.

Mike Filsaime: And how about if you wanted to outsource it through a helpdesk instead of an email? Could they do that for you also?

Carlos Garcia: Yeah because we have a custom helpdesk, or you could use Kayako.com or Perldesk.com and we'll handle all your email for you, so you no longer have to worry about it, unless you really have to answer personal emails, and the such.

Mike Filsaime: The members who have their projects, you know they wouldn't see all the other people in there? They would log in as their own account.

Carlos Garcia: They would see their own product and like their own email, directly from their own website.

Mike Filsaime: Gotcha.

Carlos Garcia: —It's going to be your own private helpdesk so it's not just email. Everything is gonna go to your helpdesk and then our agent will simply answer your support request. We'll even build a knowledge base for you.

Mike Filsaime: So you'll have access to outsourcing your customer support, that's what we spoke about earlier about the first important thing you need to do is to start outsourcing your support.

So people can turn over their email addresses on their website to a support link and have justoutsourcetit.com do their support for them?

Carlos Garcia: That's exactly right Mike, isn't it great?

Mike Filsaime: Okay. How about things, Carlos, like getting a membership site script done or a sales copy and stuff like that? Is that something you're gonna be doing also? Or—

Carlos Garcia: Well just simply go to justoutsourcetit.com, our main website, and then list their projects and if we don't have the agents qualified to do your project we'll hire them. And if we can't hire somebody then we'll just post your project for you, and track your project on your behalf.

So instead of you having to go to rentacoder and all the different outsourcing sites and keeping track of the projects yourself you could simply just outsource that and we could keep track of your project for you. you tell us the requirements, what you want, what your budget is and then if it is something that can be done within your budget then we'll go ahead and move forward with that project otherwise we'll go back and forth and come up with a happy medium.

Mike Filsaime: So basically you're gonna have a full outsourcing force, there's nothing that can't be done.

Carlos Garcia: Yes. Anything that cant' be done by us, then we'll turn around and outsource it for you and get it done.

So anything that you want done we'll be able to do one way or another.

Mike Filsaime: Yeah, you know I mean outsourcing is important. Carlos, I told you yesterday, we were on the phone talking privately, I told you that I'm going away six times in the next eight weeks

and let me tell you something that is a pain in the neck booking airfare, finding the best flights and booking the hotels and getting everything coordinated for six flights.

So guess who I outsourced that to? The lady that runs my helpdesk. You know I told her to do me a favor, these are the dates, this is where I want to fly from, get me decent rates and book my hotel and you know I bet that's something probably your company could do too for people.

Carlos Garcia: Yes we could do that easily. We could even do Script Installations for you, in case you sell a software product that is a tad complicated for your customers to install.

Mike Filsaime: You know you look at some of these guys out there in marketing and they do 14 to 16 events per year. And I'm sure that they would love to have an assistant to just be able to book their tips—

Carlos Garcia: We now have virtual assistants. If you need to have anything done for your website and stuff like that—virtually anything you can outsource we'll be able to do one way or another.

Mike Filsaime: Yeah and then like you said you'll get it done—you'll hire the staff and get it done one way or another. So if there's anything that's needed, anyone of those things that we spoke about, you go to JustOutsourceIt.com. we gave you some great resources but what Carlos is also doing you have to understand is he's getting together with a lot of different vendors out there and he's negotiating volume rates so just like you can go to AmericanAirlines.com and you could get a flight or you could go to SouthwestAirlines.com you can get a flight. But if you go to Expedia.com you get a cheaper flight at Expedia than you would at Southwest.

Carlos Garcia: Even if you call Southwest directly and you tell them well I saw this on Expedia and they have a lower rate then they'll say go book it through their website and stuff like that because we can't honor that rate.

Mike Filsaime: Right because the other companies buy in blocks of bulk and that's exactly what Carlos is doing because what will happen is Expedia has a very efficient online system that they don't need customer reps and phone calls so they promise the agencies we'll book these seats and we'll book them at a cheaper cost than you can if you do it by yourself because you have agents and people answering the phones. So sell off

these number of seats to us and therefore that's why Expedia is so successful. So the same thing with justoutsourcetit, Carlos. I can see that you'll be working possibly with max covers and hyper covers and promising them a certain amount of business every month that people in the know can go to justoutsourcetit.com and you can get the sites done for them cheaper possibly than if they go to some of these guys if you happen to cut deals with those particular people correct.

Carlos Garcia: Yep.

Mike Filsaime: Great. Okay. Well callers, is there anything—what's that?

Carlos Garcia: I'm glad you mentioned that because I didn't see the big picture like you just did right now.

Mike Filsaime: Okay, great—

Mike Filsaime: —____ get some ideas. You know you get together with all those types of people and—

Carlos Garcia: Because I actually have all these deals set up ____ and I already have good copy writers that I'll turn to, good graphic designers that I'll turn to and then I have actual staff that will work on the support and virtual assistants and all that fun stuff that people don't want to be doing on their business.

And based on the results from when people visit justoutsrouceit.com and fill in that form, if I start seeing repeating pattern of something that needs to be outsourced rest assured that **I'll have a team ready to do that.**

Mike Filsaime: Right.

Carlos Garcia: At all times. It's a fun project. It's something that's needed out there. And of course I outsource that as well. I have managers and agents that are going to be working on managing the different project for all our different clients.

Mike Filsaime: Very good. Okay. Well, Carlos, I think we did a great job today on getting the reasons and the definition of outsourcing and why you need it. And if you can remember one thing on the call today it's certainly just outsource it at justoutsrouceit.com. That's all you need to do if you have anything you want to get done just go to justoutsourcetit.com.

Carlos has an incredible staff, put together a great site has designed, it will be the featured outsource freelance site on the internet. It's focused around internet marketers but it does a lot more as well. So Carlos I want to thank you for doing this call with me today. I really appreciate it. And I think the free benefits that we've given to these members on this call is easily a \$97 product—

Carlos Garcia: Oh, definitely. This is something that no other book or course reveals, nobody really mentions it. I mean we mentioned in the past few that you're told that once you have your own business you're your own boss you don't need to hire employees and you have all the freedom in the world.

And although that may be true but once your business grows you'll see that your business has different needs and you definitely need other people to help you out and get things done to be more efficient, free more of your time and just keep growing your business instead of working on your business.

I think that's the point that we wanted to drive across and we just want to see people become more efficient instead of always complaining how they're flooded in email or how they just don't have time to do anything anymore. You know just because you have a business doesn't mean you have to give up your social life as well or, or give up your family life.

I'm a family man, and this year there's been certain events that have required my attention, and took priority over work at times. Like my mother in-law being in and out of the hospital. During these times I would go a few days without even checking my email, but it was great to know that it was still being answered by my assistants.

Mike Filsaime: Exactly.

Carlos Garcia: Not to mention, not being able to travel or do any fun things anymore.

Mike Filsaime: You want to be in business for yourself so that you can enjoy life not so that you can simply have a job where you're your own employer.

Carlos Garcia: Exactly.

Mike Filsaime: Thank you very much, Carlos, for coming on and talking with everybody today. I appreciate it. So behalf of outsourcesecrets.com and www.JustOutsourceIt.com thank you very much for making the call today and have a great day today. Bye-bye.

Carlos Garcia: Bye-bye.

**If You Need Any Work Outsourced
Be Sure to Visit JustOutsourceIt.com**