

The Ultimate Outsourcing Cheat Sheet

Outsourcing is the concept of having some job functions done outside a company instead of in-house employees. Those tasks or projects are usually outsourced to specialized companies or freelancers.

Why outsource?

- ✓ Cut down on your overhead Costs.
- ✓ Get access to top talents in the field.
- ✓ Save some office space.
- ✓ Enjoy more time to focus on your core business!

Did you know?

*The global outsourcing industry has a revenue of about **\$80 billion!***

Don't know how to outsource?

Follow these steps!

-  **#1 Figure out what is it that you need exactly.**
Dissect your task into small descriptions such as: scope of work, budget, deadline, and required skills.
-  **#2 Set your desired outcome.**
Write down your goals. Make sure they are SMART (Specific, Measurable, Attainable, Relevant and Time-bound).
-  **#3 Choose your location.**
Evaluate your requirements to figure out whether to opt for an offshore service provider or for a local expert (some tasks are best done locally such as writing and translation).
-  **#4 Pick your expert.**
Choose your final expert according to specific criteria related to price Vs time delivery, past work and reviews.
-  **#5 Be very clear with instructions.**
Set a kickoff meeting and make sure you communicate all your requirements and expectations.
-  **#6 Communicate frequently.**
Follow up on progress and be available whenever the expert needs you for feedback or approval.
-  **#7 Give constructive feedback.**
Be as direct with your comments as possible. And avoid vague comments such as "It doesn't feel right, I don't know why".
-  **#8 Finalize and evaluate.**
Once your project is done, assess the whole experience in terms of efficiency, complaints, productivity and quality vs price. Don't forget to thank the service provider!

Looking for online outsourcing tools?

- 📦 **Feedeed, toptal:** request a service & get connected to the best-suited talent.
- 📦 **Upwork, people per hour:** post a job & get proposals from freelancers.