

Lesson #22

# How To Outsource It All!

By

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## Introduction

My friend Jimmy once challenged his wife to get her own FTM site up and running. The reason he did this is because she is a COMPLETE "beginner". She has absolutely zero experience in internet business. She barely knows how to answer email and – literally – only learned how to do this during the past year.

Truly, if SHE can do this, ANYONE can.

And that is the point here and why I want to share about their experience.

I'm quite happy to report that she has done it!



You can visit her site at <http://www.HomeschoolingHelps.com>. When you arrive there, you will find a site that looks unlike anything created by a "newbie". It's professional and polished – not perfect mind you, but something any seasoned veteran would be proud to have their name on.

So, the million dollar question is...

### ***How did a complete beginner do this?***

And especially how did she do this when others have been in this program for six months and have not yet launched their site?

The answer is simple...

### ***She outsourced it all!***

That's what I'm going to show you in this lesson. We're going to profile her experience in setting up this site and take a "behind the scenes" look at what all she outsourced, including the prices she paid.

## **How Paula Brown Created A Profitable FTM Site Without Doing Any Work Herself ... And You Can Do!**

Let's break down all of her expenses and activities...

### **Expenditure #1: Personalized Coaching.**

The first thing Paula did was spend \$197.00 to get coaching. In fact, she actually paid, her husband an FTM expert, to coach her. She cheated. She took a shortcut. She had an advantage. She had access to someone who knows this business inside out. She had someone who could answer all of her questions and tell her exactly what to do.

But ...

She had nothing that isn't equally available to YOU. You can also do the same thing by going out and hiring a coach. I've been preaching this message for months ... not to make me more money.

*(I could actually make more money from my time by creating products than coaching. Coaching simply sells time and that's a one time revenue generator.)*

I've been preaching this message because it's IN YOUR BEST INTEREST. What's gonna do you more good ... buying some more ebooks and all that stuff, or getting someone to help you actually build something that will make you money?

Okay, I'm now walking away from the pulpit. Preaching time is over. ☺

Nonetheless, that's where she started. She recognized that she didn't have all the answers. She recognized she didn't have ANY of the answers! So, she spent \$197.00 to hire her coach.

### **Expenditure #2: Domain Registration.**

After discussing her options with her coach, she decided upon "Homeschooling" as her topic and they picked out the name "HomeschoolingHelps.com". She registered it with their domain registrar of choice, <http://www.000Domains.com>. Total cost for registration: \$13.50.

Note: She could have secured her own hosting through a hosting vendor, but since her husband already had a server she hosted domain at his server. Hosting would have cost her about \$20 per month (which is on the high end), which is approximately what it will cost you (at the most).

### **Expenditure #3: Webpage Design.**

One of the questions that Paula had early on was, "How can I design my webpage ... I have no experience at all!" Isn't she cute? ☺

Her coach, advised her to hire a professional. In fact, he pointed her to his own graphic designer.

He had her graphics done in a few days. Total cost: \$197.00. That included the header, footer, background, order, ecover, etc. Everything you see at <http://www.HomeschoolingHelps.com>.

### **Expenditure #4: Salesletter.**

Paula was on a roll with her questions: "Who can I get to write a salesletter for me?" Again, she was pointed towards a vendor that her coach personally used to write salesletters for him.

The salesletter you see was written for \$197.00. As you can see, it's a first-rate salesletter with all the formatting and bells and whistles.

Again, there was no need for her to do this work herself. She obviously didn't know how to write a salesletter. And, even with the complete tutorial that I provide members, as a complete beginner it wouldn't have been anywhere near the quality of the one she ended up with.

Outsourcing 101. If you don't have the time, talent or desire to do something ... get someone else to do it.

### **Expenditure #5: Ghostwriting.**

Originally, Paula had planned to write the lessons herself. After all, she DOES have experience as a homeschooler (and is actually a former public school teacher as well).

But, she really didn't want to invest the time in writing. She'd rather invest money. So, she asked her coach about hiring a ghostwriter.

Once again, he referenced a vendor that he personally used. And she paid \$340.00 to have 100% original content created for her site.

That's right, you don't even need to write the lessons for your site! Or, if you want to have someone write the first few lessons just to get you started, that's an option.

### **Expenditure #6: Site Setup.**

Paula knows about as much about uploading files and setting up order links as she does soldering on a motherboard. In other words: absolutely nothing!

So, she outsourced this as well. For \$250.00 she got all of her files uploaded, order link setup, autoresponder account setup, download page established, sales process checked ... ready to take orders!

Note: She took a couple of liberties here that I want to mention. First, she used her husband's Paypal account. Instead of setting up her own Paypal account (Or some other vendor) it was just easier to get payments sent to his account. Paypal is free, so your cost would be zero. She also used one of his autoresponder accounts that he has in his master account. Again, it doesn't cost him anything extra to have her use his, so they did. You can get an autoresponder account for about \$20 per month.

So, Paula got the site up and running without doing much of anything herself. She asked questions, made a few contacts and let other people do it all for her.

Then, after getting the site completely "live" to take orders...

### **She closed it down.**

That's right, they spent all of the money just to PROVE that it can be done by a complete beginner, part of Jimmy's test. She has no desire to support an internet business. To be sure he could teach her (as her coach) how to outsource customer support, but the site really was to create evidence that this works and can work for anyone.

So, let's review the costs involved...

<b><u>EXPENDITURE</u></b>	<b><u>COST</u></b>
Personalized Coaching	\$197.00
Domain Registration	\$13.50
Webpage Design	\$197.00
Salesletter	\$197.00
Ghostwriter (Lesson Content)	\$340.00
Site Setup	\$250.00
Hosting	\$20.00 (Free to Her)
Autoresponder	\$20.00 (Free to Her)
<b><u>TOTAL COSTS</u></b>	<b><u>\$1,234.50</u></b>

Now, let me ask you a question ...

***Where else can you get a 100% uniquely yours, monthly residual income generating business created exclusively for you without any work on your part for less than thirteen hundred bucks?***

If Paula wanted to promote this site she'd have her money back the first month. I've simple sites like this one you're a member of with 1,000 members paying \$27.00 per month for the fixed term membership... do the math. After her initial investment was completed, it's all profit from then on ... month after month after month after month.

And why stop there? She could setup "sister" FTM sites the same way. Outsource it all. Have 10-20-50 of these sites bringing in monthly income.

What's stopping you?

You can outsource it all. Heck, you can outsource your marketing. You can outsource list-building. And traffic generation. And customer support. You can have a completely "hands off" business if you want.

And that's the point of this lesson. That's why he had Paula spend \$1,300 on a site that she had no intention of using. To show that anyone – even with absolutely zero experience – can get a profitable business built by someone else.

If you choose to go it alone... You know a lot of places to outsource such as <http://www.Elance.com>, <http://www.Guru.com>, <http://www.Shelancers.com>, etc. You can find MANY qualified vendors to get all of your work done for you.

The important thing is to take action. To quote Larry The Cable Guy (I can't believe I'm quoting Larry The Cable guy! ☺) ... Git R Done!

## **This Week's Assignment**

- 1) Consider Outsourcing.** Make a list of the things you haven't done yet in setting up your FTM site ... and find a suitable vendor to handle them for you. If you're already up and running, outsource everything to get another FTM site completed!

That's a wrap for this time. See you sometime next week.