

# **11 WAYS TO MAXIMISE YOUR PROFITS THROUGH OUTSOURCING!**



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## Why Is This The Only Outsourcing eBook You Need?

Times they are a-changing. Many businesses are being dragged kicking and screaming into the future, only to drown under the pressure without support. You don't have to be one of them! In fact, why not embrace the changes? The future is now, after all. Her name is outsourcing, and she gives great hugs!

Gary Keller, in his book called The One Thing, talks about a concept called the Genius Zone. Rather than improve your weaknesses, you must find the thing you're good at (or most passionate about) and throw all your resources into it. It sounds like an insane strategy, but it works.

As entrepreneurs, we're taught to waste our resources on trying to improve our weaknesses. Instead, we should be focusing on maximising our strengths. Fixing weaknesses and filling in gaps is what teams are for. And Virtual Assistants (VA) are the most cost-effective and efficient team you can get!

Of course, outsourcing isn't without its flaws. It can be overwhelming and confusing and (if used incorrectly) more expensive than it's worth. Many entrepreneurs hear about VA's and think, "Great, someone else can do all the crappy work I don't want to." While that's true in theory, there's a lot more that goes into managing VA's than throwing all your boring work at them.

This eBook is a quick, easy guide on how to utilise your VA's most efficiently and cost-effectively. By the end, you'll walk away feeling confident enough to seamlessly manage and implement your own VA's. Never again will you waste time on the day-to-day tasks of running a business. Never again will you lose money trying to fix the symptoms of a business in financial struggle (you'll have the cure). And never again will you fret over the overflowing to-do list that pushes all your income-generating tasks to the bottom!

## #1 Business Efficiencies First, Reducing Costs Second!

One of the biggest reasons entrepreneurs outsource is to save money. It's the selling point of the whole industry! What people don't focus on enough is how outsourcing improves business efficiencies. They see it as a nice cherry on top of the cake, but it's actually the key to long-lasting success.

Increasing business efficiencies means maximising your output at the lowest possible cost. You can cut spending as much as you like - buy cheap pencils or leave the lights off as long as possible. But, when it comes down to it, improving business efficiencies is the only way to impactfully reduce costs. So, how do you improve your business efficiencies through outsourcing? The answer is process and structure.

Streamlining business processes is the best use of outsourcing. Many entrepreneurs become frustrated by the time their teams lose on menial admin and technical tasks. Outsourcing is the solution! It increases business efficiencies by allowing your in-house team to focus on growth and income-generating tasks. Meanwhile, your more affordable offshore team take care of less important day-to-day tasks. The best part of outsourcing is it allows you to step back and look at the bigger picture of how your business runs. Once you understand those intricacies, you can streamline your processes and increase business efficiencies even more!

Business structure is the next thing to consider when improving business efficiencies through outsourcing. How does your VA fit into your structure? Who do they report to? How do they support your in-house team? You must ensure they are completely integrated into your structure. This means managing push-back from your in-house team and organising open communication between them. Your in-house team must understand your VA's are there to help ease their workload. Keep in mind that business structure is as important and cost-efficient to streamline as processes!

## #2

### Strategise And Optimise!

You can know your business better than the back of your hand. However, if you don't have a strategy to optimise the use of your VA's, you may as well throw the whole team into the deep end without floaties!

First, you need to ask yourself some important questions. Why are you hiring a VA? What problems will they solve? What goals are you trying to achieve? And how do you measure all this? I know, I know. You came here for answers, not more questions. Thing is, you already have the answers to these questions. You just have to do a little critical thinking!

Maybe clients are complaining about delayed reports. How are you going to solve this problem? Get your employees to take detailed notes and send them to your VA to put together the reports. They can then be approved before your employee forwards them to the client! Reports are completed quickly, and your employees save valuable time to chase up more leads!

Here's another example. Your employees don't have the time to prioritise their overflowing inboxes. Leads are lost and clients are unhappy with their response time. Your strategy could be to redirect all emails to your VA within 30 minutes if your employee hasn't replied to them. It cuts down on employees' incoming emails, allows VA's to flag important messages, and increases your team's response time!

Additionally, you must implement Key Result Areas (KRA's) so your VA understands your expectations. The easiest way to narrow down these expectations is to break down the individual tasks of your VA. This way you can determine what a reasonable expectation of productivity is. Whether it be filing 10 reports and fielding 50 emails a day. Or answering and resolving phone calls in the morning and sending invoices in the afternoon.

If you strategise and implement KRA's, your expectations become clear and you can utilise your VA's skills in the most profitable way possible!

## #3

### Your Business Will Change And So Should You!

Business is a fickle mistress. She's hot one day and cold the next. No matter how many flowers and chocolates you buy her, you can never quite pin her down. She's changeable and moody, but man oh man, don't you love her!

She never stays the same for long, despite how many legacy industries desperately cling to their old ways. It works for a while, sure, but they always lose their grip. Technological advancements were a huge road bump that shook off many entrepreneurs. Outsourcing is the next one!

You may not be able to predict exactly where your business will end up 10, 20 or 30 years down the line. But you can always plan. And, most importantly, you can always change!

It's a terrifying thought, believe me, I know. My business has been through many changes. From something as small as a new office to huge staff and business structure overhauls. They're never easy to go through, but they are exciting, and they almost always yield better results!

Hiring a VA will turn your business upside down and inside out. Things you have always done one way will suddenly be done another. Some processes will become streamlined, others will become redundant. Some employees will be over the moon and eager to accept the support a VA offers. Others will be resistant and fear their jobs are at risk (some of those jobs might be).

It's instinct to try and dig in your heels and force the VA to fit in with the way things are. But that's just it, if things work the way they are, you won't need a VA in the first place.

Adapt and change. Your business is a fickle mistress, but she is still your business. Don't get sentimental about old processes and redundant tasks. Give them the cut and get sentimental about success!

## #4

### Say Goodbye To Your Office Space!

Year by year the costs of running a business skyrocket. Long gone are the days when leasing fancy cars, owning corner offices, and buying the most expensive printer proved your business savvy. Nowadays, these things prove the opposite! Why are you sinking your money into the biggest office space when you could be throwing it at things that increase your business efficiencies and profits (equipment, talented employees, lead-generators, etc.)?

It's far more advantageous to lower your business commitments. That's great news for all the commitment-phobes out there, I'm sure! But what I mean by that is to stop tying your business down to things that don't matter. Think of it as an air balloon in all those cartoons – the higher you want to soar, the more sandbags you have to drop. An office is one of those sandbags!

Now, before you get up in arms and go all hoarder on me about your office, I get it. I spent years chasing my dream office. Now that I have it, there's no way in hell I'm letting it go. That's fine for entrepreneurs who use their office space to make money. But that's what you need to consider. How often do you use your office space? Can all the work your team completes in the office be done as efficiently (or more so) from home? If the answer is yes, you can probably do without it (and all the expensive overheads it brings).

Having employees isn't a good enough reason to waste money on office space. You're already willing to hire people who work from home. If you weren't, you wouldn't be considering outsourcing. When it comes to meetings, it's far cheaper to host a Zoom call or rent a boardroom for a day!

The downside of no office space is, of course, productivity issues. But don't worry, I'll cover that in a later chapter! For the moment, consider how much time and money you could be wasting on an office that isn't worth the investment. Because that's ultimately what it boils down to. Your office is an investment. So, is it generating any profit?

## #5

### Training Plans Are Your New Best Friend!

There's nothing worse for a new employee than to show up on their first day and have no clue what to do. It's an isolating feeling and a poor first impression. It's no different for a new VA!

The important thing to do is engage them immediately and make their training plan clear. This includes education on the training topic, when it's expected to happen, how it will be delivered, and a link to any online training material.

Most VA's won't have industry-specific knowledge. They're a jack-of-all-trades type. This is fantastic when you need help with the day-to-day tasks of running a business. However, it means you must be specific about a task's steps, why it's important, and the end goal the VA must aim for.

Jot down every task you expect your VA to complete, then break down each task into its basic steps and information so it's easily digestible (much like you were taught when you once started a new job). If you struggle to break a task down, then it's probably best left for someone with experience in the field (or you might just be overcomplicating the process).

Once you've laid it all out, edit it. Consider whether each step is necessary, or if there are things that can be cut or simplified to streamline the process (both for you and your VA). You'd be surprised how many steps we take in our day-to-day business that are unnecessary!

To double down on what I said earlier (because it's incredibly important), you must give your VA clear context to each task. If they don't understand the consequences of poor performance, then they won't understand how important their work is to your business.

Understanding what their tasks are and how they are completed is the foundation of their job. But understanding the impact of these tasks on the business is how you push them to strive for greatness. It's also a great way to make them feel like a valuable member of the team!

## #6

### Take A Few Models For A Spin!

No, I'm not talking about a fashion week model (though they'd certainly make a great face for your company!). I'm talking about an outsourcing model. Outsourcing is by no means a 'one size fits all' approach. It can be – should be – tailored to specifically fit your business needs!

There are various models of outsourcing, but right now let's focus on two. Project-based outsourcing and traditional outsourcing.

Project-based outsourcing is exactly as it sounds. You hire overseas freelancers on a project-by-project basis. Like a copywriter for a business proposal, or a designer for a bus stop marketing campaign. It's a great model for businesses that have a low budget – the partnership is typically a one-off payment. So, you don't need to fork out the funds for a full-time employer. The downside is that the freelancer won't be 100% dedicated to your business as they likely have other clients. You'll also have limited control over how, where and when they complete your tasks.

Traditional outsourcing is a much more stable model for task completion and dedication. An outsource provider will take care of everything from supplies, equipment and infrastructure, to recruitment and management. This is a great model for businesses who have high volumes of work that need quick turnaround times.

There are ways to make traditional outsourcing even more personalised and cost-effective. It's something we at Time2Outsource specialise in! But I'll talk more about that later. For the moment, consider what it is that outsourcing can do for you, and match that with an outsourcing model. There's no use blindly picking whichever one sounds the best. You don't do that with other business decisions that generate income, why do it now?

## #7

### Leave Behind Your Ancient Tech!

Technology can make or break a business. Nowadays, your business's success depends on your ability to keep up with the technological times. It's no different when it comes to managing your VA! Communication tools, cloud-based file management, eSigning tools, project management tools – these things are essential to maximising business efficiencies when using VA's.

There is a boatload of web-based conferencing tools you should be familiar with (your VA will be). Many of them, such as Skype, are free! But, if you're looking to streamline your business calls, Zoom allows you and your VA to screen-share with one another. It's much easier than sending emails back and forth or trying to describe a problem over the phone. And it'll make training a breeze!

Cloud-based file management is a godsend in modern business. I don't know what I'd do without it (probably drown in all the hard drives I'd need for file backup). Online services like Google Drive, OneDrive and Dropbox are great for storing files. You can access them from any device with internet access. They also make sharing and collaborating on documents with your VA a breeze! See a pattern here?

E-Signing tools are the kind of technology you don't think you need until you start using them – then you can't stop! How many hours have you wasted setting up meetings just to sign documents? Or worse, printing a document, signing it, scanning it, and then sending it off. I'm having flashbacks thinking about it. There are online tools (e.g. DocuSign) that allow you to upload or download and sign documents on any device. These are especially handy when you need your VA to chase up signatures from clients. Fingers crossed you'll never have to use a photocopier again! (We can only hope.)

The tool that will help you the most when managing your VA is a project management tool. Monday, Asana or Trello will help you and your VA stay organised and up to date on tasks and their order of priority. It creates a workflow that increases business efficiencies and ensures all tasks are quickly completed. It also ensures your VA won't become overwhelmed and let things fall through the cracks!

## #8

### Keep 'Em Productive!

A big fear of entrepreneurs when it comes to outsourcing is productivity. Your VA is in another country, how can you be sure they're being as productive as they say they are? Well, there are plenty of things you can do to ensure and maximise their productivity!

A simple but effective way to increase your VA's productivity is to have check-in meetings. Just as you would stop in at an employees' desk for a few minutes to see how they're going, you want to do the same with your VA. It could be as little as a quick email for weekly updates, or as extensive as a daily 20 minutes to set the agenda. Ideally, you want to keep communication open and frequent so your VA feels confident. Even though I suggested emails, it's best to do a phone call or conference call instead. One of the biggest challenges all work environments face is communication. Often, things get lost in translation through written communication. A brief chat over the phone or through Zoom ensures everyone involved understands what's being discussed!

Outsourcing is meant to save time. The last thing you want to do is waste it tracking down tasks for your VA to complete. Instead, document all your processes and procedures to ensure they always have their set tasks. Documented procedures are much easier to communicate and repeat. So, if your VA is unsure of what to do next, they can always refer back to them!

Encouraging your VA to ask questions is one of the most underrated ways to keep them productive. It sounds a little obvious, but you'd be surprised how often employees waste time mulling over problems they don't feel comfortable asking about. With a VA working virtually overseas, they must understand it's okay to ask questions. No matter how silly they may seem. Encouraging them to ask questions gives VA's the chance to clear up all doubts about their work. This way, they won't waste time hunting for answers, and you're able to step in quickly before a small problem becomes a big problem!

## #9

### Culture Improves Everything!

There's nothing worse than being left out. That one kid sitting alone with their home-made lunch while the other kids hang out, laugh and eat pizza... Okay, so maybe I'm projecting a little, but my point still stands! Feeling alone sucks. And when you're working for a group of people on the other side of the world, you can't get much more left out than that. It's imperative to the health and productivity of your VA (and the whole team) to make sure they're included in the office culture.

Let them in on inside jokes and office gossip. Include them in group emails and messages. Heck, send them memes if you think they'll appreciate it! And, hey, if you ever visit the Philippines, invite them out for a coffee or a few drinks. Make them feel welcome and appreciated. No one is loyal to a company they loathe working for. And it's even harder when you don't see the faces of your workmates every day. So, allow your VA to bond with everyone instead!

This also means treating them with the same respect and dignity you do the rest of your team (and encourage them to do the same). Listen to your VA and be open to their suggestions. Get them in on your incentives' programs. Give them as much opportunity for growth, improvement, and advancement as you do your in-house team.

In the beginning, make sure to treat them as you would any new staff member. Introduce them to the rest of the team (preferably through a conferencing program), and make sure they're comfortable. Reassure that they can contact you with any concerns or questions they may have. Also, remember they're likely to make mistakes in the beginning. So, make the same room for errors you would with any new or junior staff member. Nobody is perfect!

At first, it may seem strange that this strategy made it to the list, but take it from someone with a hardworking, fun, loyal team. Including your VA into your company's culture is a great way to get their best work. People who love to work for you always go above and beyond their capabilities because they have an emotional stake in the company! And in you!

## #10

### The Greatest Outsourcing Location Around!

By now, you already know better than most why outsourcing is the best move for your business. But consider this – which outsourcing location is the most efficient and most profitable? The Philippines!

The Philippines' reputation as one of the best outsourcing locations in the world is long-held. It's a low-cost economy which means their wages and employment costs are much lower than Australia's. English is also one of the primary languages taught in schools. It's even spoken in government, making it one of the largest English-speaking countries in the world!

Western countries have saved 70% on employment costs and 25% on labour costs by outsourcing to the Philippines. And just when you thought it couldn't get any better? They're in the same time-zone as Perth! This makes a minuscule time-difference to Australian businesses.

The Philippines government has also invested heavily in its Business Process Outsourcing sector. BPO is the method of subcontracting business operations to third-party vendors. Essentially, when it comes to outsourcing, the Philippines have world-class infrastructure. Much better than what we have here! Their communication, conferencing and file-sharing systems are incredibly reliable, efficient, and of fantastic quality. They're the reason outsourcing has made such a huge evolution over the last decade!

Last, but not least, the Philippines have a high standard of education. Their literacy rate is at 97.5% with more than 680,000 people graduating university each year. That's about double the graduates Australia produces! With roughly 41 million highly trained workers, you have a huge, educated talent pool to choose from.

There are plenty of other reasons to outsource to the Philippines (they're straight-up lovely people, for one!), but these benefits will land you a one-way ticket to maximising business efficiencies and profits!

## #11

### Time2Outsource's New And Improved Model!

Traditional outsourcing has a plethora of fantastic benefits that maximise business efficiencies and profits. Its only downside is the cost of overheads. You're paying overseas managers to keep their lights on! That's not the case with T2O.

We've been entrepreneurs in various industry sectors for many years. In those years, we've learnt that VA's make a world of difference in streamlining business efficiencies and increasing profits. But, as entrepreneurs, we couldn't help but analyse and tweak the traditional outsourcing model. Now we have a hybridised, streamlined version of it. Consider it the T2O model if you like!

We didn't cut out the middleman. Instead, we took his job and streamlined it so you (and other entrepreneurs like you) can save money! We're a local business, so you won't be paying for our overheads. All that money we save on not having overheads goes straight to you! You will also maintain full control over your business processes, as well as management of your VA. We just handle the payroll, HR and recruitment process so you don't have to!

Even better, you only have to file a monthly invoice, there's no super or tax, and we provide IT setup and support. But, of course, the best part of our VA's is that they're your VA's! They will be completely dedicated to your business, streamlining your processes, and increasing your profits. With T2O, you get all the dedication and fast, high-volume turnaround of traditional outsourcing at a fraction of the cost!

We've spent years perfecting our business model through trial and error, so you don't have to. Now is the time to stop considering the pros and cons and just take the leap! You can't go wrong with our outsourcing model. You can only learn and improve. So, contact us today, and let's have a chat about how we can help your business grow!

# READY TO REVOLUTIONISE YOUR BUSINESS?

KRIS AND VISH HAVE BEEN BEST BUDS FOR MORE THAN A DECADE - LONGER THAN SOME MODERN MARRIAGES! LOOKING AT YOU KIM KARDASHIAN!

KRIS RUNS AN IT COMPANY AND VISH A REAL ESTATE AGENCY, AND WOULDN'T YOU KNOW IT, THEY'VE BOTH HAD VA'S TO HELP THEM PULL THROUGH THE MENIAL TASKS OF DAY-TO-DAY BUSINESS. THE VA'S WERE FANTASTIC SUPPORTERS AND OFFICE AIDS, BUT THE PROBLEM WAS, AS IT ALWAYS IS, COST!

KRIS AND VISH HAD SIGNED UP WITH SOME OF THE BIGGER AGENCIES IN AUSTRALIA BUT FOUND THEY WERE REALLY JUST PAYING FOR THE MANAGERS, SUPERVISORS AND OVERHEADS IN OVERSEAS OFFICES. WHAT A COP-OUT! IN THE END, THE COST WAS JUST TOO HIGH TO SUSTAIN.

BUT WAIT! THERE'S A HAPPY ENDING TO THIS STORY OF DOOM AND GLOOM AND OVERPRICED OUTSOURCING WOES! AS IT TURNED OUT, VISH HAD CONNECTIONS. NO, NOT TO THE MAFIA - TO HARD-WORKING PEOPLE IN THE PHILIPPINES!

BEING FROM THE PHILIPPINES HIMSELF, VISH'S FAMILY RUNS A BUSINESS OVER THERE, SO HE AND KRIS WERE ABLE TO SOURCE THEIR OWN ADMIN ASSISTANTS AT HALF THE RATE AND SKIP PAST ALL THE GREEDY THIRD PARTIES. THEY REALLY STUCK IT TO THE MAN!

IT DIDN'T TAKE THEM LONG TO NOTICE THE AMOUNT OF MONEY AND TIME THEY WERE SAVING BY TAKING THIS SHORT-CUT. EVENTUALLY, THEY DECIDED THEY JUST COULDN'T KEEP THIS TO THEMSELVES! AND SO, TIME2OUTSOURCE WAS BORN - A COMPANY THAT HELPS OTHER COMPANIES LEVERAGE THEIR COSTS AND TIME EFFICIENTLY.



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