



Outsourcing Genius: How to Hire a Filipino Virtual Worker

Hire Full-Time Virtual Employees
Starting at \$400 a Month

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This Hiring Guide At-A-Glance

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Introduction

Outsourcing isn't just for Novell, Apple and GE. It's not just for gurus, either...

When I discovered the outsourcing phenomenon, I was fresh out of school, driving a '92 Toyota Tercel, newly married with two kids, slaving trying to make a living from home and making...not much.

After I hired my first Filipino employee, my business began growing exponentially and now I only work 17 hours a week! What do I do with the rest of my time? I golf, travel and hang out with my wife and kids.



Outsourcing to the Philippines has made me so successful that I genuinely want to share my methods with all small business owners; you deserve to know.

This guide will give you the step-by-step process of my proven methods for hiring qualified Filipino VAs. I'll also address some major common concerns of outsourcing, how to figure out what you can outsource and a huge section of tips to avoid my stupid mistakes (*I've already made them for you*). I'll cover the essentials you need to know and the power tips to make you successful.

"Outsourcing is the best kept secret of success."

Create more freedom for as little as \$20/day

A Fluke: How I Discovered The 17 Hour Work Week

I suck at being an employee.

I can't stand it. I can't handle someone else dictating my schedule, telling me how to do things, controlling my paycheck and only allowing me 10 vacation days a year.

So I decided to start my own business.

Before I understood the real power of outsourcing, I hired 2 guys from the Philippines to help me with menial tasks. I was paying them each \$400/month for full-time work. I had no idea that they were going to make me hundreds of thousands of dollars.

When my wife, Kim, was diagnosed with a potentially fatal disease, ***I handed the day-to-day operations of my online business over to my two Filipino employees.*** My new job? Mr. Mom; I was up to my elbows in poop and macaroni trying to juggle the kids and household work and take care of Kim. I barely thought about my online business for three months.

After her recovery, I returned to find my business totally functional under those two Filipino employees (*I had only worked a grand total of 10 hours in three months*). I had hired these guys to do basic programming and design - I had **NO** idea they were capable of basically running my business!

It was like being hit in the face with a baseball; I had totally underestimated and underutilized these guys.

So I started a new business with the objective of working as little as possible and delegating as much as possible. I wanted to know EXACTLY what my Filipino workers were capable of.

It was a very simple business: I created a product review page, and I was going to write product reviews and affiliates would pay me to link to their sites. Except I wasn't going to do it; my guys were going to do it.

So I bought a domain name and recorded myself talking for an intense 45 minutes- explaining the layout, goals and basic ideas of the product review website I wanted to create. Then I sent that recording to one of my Filipino VA's and I held my breath.

On his own, he took my domain and set up a Wordpress campaign

(website) and proceeded to create the webpage that I had described. He did it. All on his own.

And it was pretty ugly.

So I sent him very specific feedback- what I liked, and what I wanted him to change. A few days later, he sent me his revised website. It was a lot less ugly, and the layout was improved, but it still wasn't what I had envisioned. So I sent him more feedback. A few days after that, he sent me the link to his revised website...

He had nailed it!

When the website was done, he started writing product reviews for the site.

The first one he wrote was terrible. So I sent him some feedback...

The first one he wrote was terrible...

The first page he set up was ugly...

But I knew he could do more. A lot more.

When he finished writing the product reviews, he started marketing the website (*under my direction*). I taught him all of the marketing strategies I could think of: Facebook, directory submissions, link building, video marketing, Craigslist, RSS feeds, podcasting, social bookmarking, directory submissions, article marketing, ***EVERYTHING that I had never had time to do by myself.***

I gave him a very specific framework/structure for writing reviews.

He continued to work on them and he got better. A LOT better. He got to the point where his product reviews were so well-researched and well-written, they were better than what I could write in my limited time.

In the first month, his product review site made \$200.

For the next few months, it made about \$1000/month.

By the sixth month, it was making \$3k-\$5k/month.

After one year, my product review site was making \$10k-\$15k/month.

In just a few weeks, I went from slaving in my online business to being the CEO.

I didn't do the work anymore. I taught my employee every method I knew, and he did the work - for \$400/month.

Is it really possible to work a few hours a week and make six figures, using Filipino VAs?

Absolutely. I'll show you how.

And I didn't do ANYTHING except train my Filipino employee.

“Argh! SERIOUSLY? How did this happen overnight?”

My inbox had exploded again- 114 new emails while I was sleeping. Customer service gripes, product questions, information requests, and the list goes on...

It was going to take me half of my day just to open and respond to all of them, and I had a list of 108 other things I had to get done before bed. It was 7:30 am and I was tired just thinking about my to-do list. Another day in the life of a small business owner...”

Have you ever felt like you only have time to meet red-hot deadlines and complete overdue tasks? How would you feel if all of those tedious details disappeared from your to-do list and still got done?

4 Questions That Will Change Your Life

I want you to make a list. For real. Get up, go and find an old-school piece of paper and pen and answer these questions. I guarantee that you have good answers to all of the questions below, and they could change your life:

1. What daily tasks do you hate doing in your business (emails, dealing with cranky clients, web design, social media...)?
2. What tasks are too expensive to hire out locally (“I’m sorry, you’re a nineteen-year-old high-school graduate and you want me to pay you what ?!?”)?
3. What systems/ideas would you like to implement, but don’t have time to (like the dreaded social media marketing)?
4. What do you need to improve/update (could your website could use a makeover)?

One of the major questions I get asked is, “What can I outsource?” The answers are endless. Just take a look at the list you just made. Now you know what you can outsource. You can hire someone to do it for \$20 a day, full-time!

The more important part of this equation is the TIME that \$20 a day can buy YOU.



Nathan can totally relate to your situation:

Nathan was a hard worker with one objective: support his family and have some time to do the things he loved.

So he decided to be a dentist. That didn't work out.

Then he decided to go into finance. He high-tailed it out of that industry after five years.

Then he decided to become an entrepreneur and start a design business, but he continued to work for someone else until he got his “big break.”

Nathan juggled a career and his design business for 6 years before he discovered my webinar on outsourcing to the Philippines. He hired his first Filipino worker within 2 days of hearing it, and quit his job two months later.

Two months after he quit his job, he was making \$2800/week with the help of his Filipino employee.

That's six figures, folks. Two years later, he has six Filipino workers supporting his very successful, profitable business.

Your time as a business owner is extremely valuable. Think about how much you're paying yourself an hour to answer emails and take care of tedious tasks! Become the CEO and learn to delegate. Work on your business, not in your business. I'll teach you where to go and how to hire help for \$2.50/hr in the next chapter.

The Who What When and Where and Why of Outsourcing to the Philippines

***NOTE: THIS CHAPTER HAS A TON OF INFORMATION. DON'T GET OVERWHELMED. TAKE NOTES AND WATER BREAKS AS NEEDED.**

The Why: This is a good place to address the question: Why the Philippines? Why not outsource to India or hire through Odesk or Elance? I've tried everything else - and it was all disastrous. The Philippines was just bumped up to #3 on the list of "Top Ten Places to Outsource," and for good reason:

- They have an AMAZING comprehension of the English Language (many of their secondary schools are taught in English).
- They come from a culture of honesty (my employees have access to my bank accounts, PayPal, credit card numbers... integrity is serious business in the Philippines).
- They are fantastically loyal employees (with limited job opportunities in the Philippines, all of my employees have expressed how much they appreciate the stability of a paycheck).
- They don't take off with your business ideas and start their own companies.
- Filipino culture cultivates amazingly hard workers.
- Filipinos actually like Americans (which doesn't always go for the rest of the outsourced population).
- Many of them have college degrees.
- Many of their lifestyles can be comfortably supported on much less than local minimum wage. So it's a win-win for both employer and employee.

(Disclaimer: the above goes for 99% of the Filipino working population. Every once in a while, I'll hear a story about that one person who hired the exception. Use good judgment and get to know your VAs before you give them valuable information. Use common sense.)

The Where: Where do I hire ALL of my Filipino VAs? OnlineJobs.ph.

I use OnlineJobs.ph to hire Filipino workers for dozens of reasons. Their database boasts about 400,000 Filipino resumes, and you can search those resumes based on the workers' skills and proficiencies. There's nothing else on the web like it.



Wordpress & SEO Expert
Skills — Great at wordpress. Great at SEO
Skills — Really appears to have an eye for design, but he has never said anything about it to me
Exam Taken — WordPress **Score** — Very talented
Expected Salary — \$350 per month
full - time

About
Hired
He was referred to me by an employer who had some family issues and couldn't keep 3 people employed. The employer said this guy was a fantastic worker.
I had him do a wordpress test and explain how to get around the new Google Panda algorithm update.
He KNOWS what he's doing with SEO.
[Check out his test site.](#)
Solid Worker. Honest. Talented. Followed directions VERY well.



Writer, Blogger, Wordpress Skills
Skills Great combination of writing, simple wordpress and SEO skills. Talented and experienced.
Exam Taken — Writing **Result** — Outstanding
Expected Salary — \$450 USD per month
full - time

About
Hired
My dream day would be able to buy my own house and live there with my family. I'm very ambitious so I want to save up money for a big house. I also would like to reach a point in my life where I can travel wherever I want.



Programmer / Designer
Skills — PHP, MySQL (also knows Javascript, JQuery, HTML, CSS), Wordpress, Web Design...this guy is SUPER talented.
Exam Taken — PHP5 **Score** — Really Good
Exam Taken — Wordpress **Score** — Really Good
Exam Taken — Web Design **Score** — Really Good
Expected Salary — 25,000 PHP per month
full - time

About
Hired
Recruiting and working with him was great. He is VERY responsive, solved a couple problems on his own (problems I created), and was very honest with me in the recruiting process. 3 years experience with PHP/Mysql, AND good at design work. HIRE HIM NOW!
He specifically told me he's looking for a job where he can work for the rest of his life!

Many workers even upload their diplomas, samples of their work and government issued I.D.s - so you know exactly who you're hiring.

How do I know OnlineJobs.ph is the best place to hire Filipino workers? Because I created it - after going through hades trying to hire through other sites, I learned what an employer is looking for in a hiring site first hand, and I created OnlineJobs.ph.

Check it out. I know it's the best hiring site out there.

The What: The Job Posting

You can look for employees two ways:

1. Write your job post and wait for responses

OR

2. You can use OnlineJobs.ph's *advanced search* to find a pool of qualified employees and send your job post to them directly.

I usually do the latter and send my post to around 20 applicants. Whatever you choose to do, here are my guidelines for writing a job post:

(Pointer: If do choose to use the advanced search and you get more than 500 results when you search, narrow the field by including more qualifications and search again.)

*****Use my “Four-Email-Funnel” Approach:*****

When you're sending these emails, keep it brief and don't overwhelm your applicants. You don't want to scare potentials away. Remember that the Filipino culture tends to make for timid applicants.

1st email:

The first email will test your pool's response rate and English skills. Pen something to the effect of:

“Hello. I want to hire you. Send me a paragraph describing your experience don't list it, I want to get a feel for your English.”

Wait for responses. Remember the time difference and give them a couple of days to respond. When you're happy with the number of responses you've compiled, send them all a 2nd email.

2nd email:

Get down to the nitty-gritty. Ask them the specifics:

- How much they want to be paid?
- Do they have another job?
- Where they live and how bad are the power outages?
- Do they have a computer and consistent internet access?

Don't be alarmed if your response rate goes down after this one. You're only looking for one VA (for now), and fewer responses will help you narrow the field. Send out your 3rd email to the remaining applicants.

3rd email:

Feel free to request the following (any other information you think necessary) in this 3rd email. Try not to overwhelm your applicants!

- Questions related to education/past experience
- Specific examples of their work
- References

A couple of things you may want to remember for the interview:

1. Let them ask you questions so they understand your expectations.
2. Super important: Filipino candidates are much more modest and timid than American candidates- it's just a part of their culture. If you want to know something- ask specific questions.

4th email:

Explain your expectations, hire them and give them their 1st task.

Don't panic if you haven't found your most qualified and responsive applicant yet.

It can take up to 10+ email to really narrow it down. Continue communicating and you will find them!

Keep in mind that they won't be perfect- all employees require training.

***This is the best time to lay out your expectations (from experience, I strongly recommend all of the following)*

- Tell them what you're going to pay them and that they'll have the chance to earn raises and bonuses. Let them know how often you'll pay them (monthly or bi-weekly).
- Make it clear that they need to only be working for you, full-time (I'll go into more detail as to why later).

- Explain that you need to receive a daily email from them detailing what they've accomplished that day (sometimes Filipino workers can disappear for a day or two, this helps them to be accountable).
- Tell them how many hours you expect them to work per week.

- Ask them if they have any questions. Be patient and understanding when writing your responses.
- Let them know that you look forward to a long-term working relationship.

****Be lenient.** Let them know they can take off whatever personal time they need, just to let you know in advanced and not to take advantage of it. A good, trusting and positive employer/employee relationship goes a long way.*

The Who: Your Ideal Employee

Hint- Don't hire someone to do **EVERYTHING** off the bat. Start with giving them one task. When you make a list of required qualifications, limit it to 5 items or less and be flexible with everything else. I've hired some of my employees with only 1 or 2 specific skills and it's amazing what I've been able to teach them over time.

I've done lots of case studies with business owners who are successfully outsourcing to the Philippines with the ReplaceMyself.com program. When I asked them what qualifications they look for in a Filipino VA, these are the three qualifications at the top of everyone's list:

1. Proficient English

(with exceptions- your programmer or designer doesn't need to know how to perfectly conjugate the verb "to be." As long as you can communicate, their proficiency doesn't matter much. But a customer service rep. will need to have excellent English. Keep your job requirements in mind when you're judging their English skills).

2. Good Internet Connection

There are a LOT of natural disasters and power outages in the Philippines. Make sure they have the best internet connection possible and be understanding when the power/internet go out.

3. Full-time, Long-term Employees

Again, this is something I've learned from experience. DON'T hire contractors or part-time. You are investing a lot of time and training into your employees; they become more valuable to you every day. Hiring full-time will help you maximize your ROI and will give you:

- A sense of security for you and your VAs
- Superior work quality (better than if they're trying to juggle three jobs)
- Greater work quantity
- AND - it's not that much more \$ to hire full-time employees vs. part-time or contractors.

***Clean Slate philosophy- Some employers like to hire Filipino VAs with what I call the "clean slate" philosophy. They ignore past experience and specific qualifications, but they hire someone who has GREAT English and IMPRESSIVE work ethic. Then they teach them from scratch exactly what they want them to do and how they want them to do it. That way, the employers don't have to try to undo bad habits or try to change an employees' preconceived notions.

Other things to look out for: years of experience, desired salary (you can start them lower with the intention of raising salary based on work- just like you would if you were to hire local), location (how are their power outages/internet connection) etc...

The When: NOW. You have all of the tools. Get going.

If you are feeling hesitant, you need to meet Rick:

Rick is a real “go-getter.” He’s one of those guys who is full of seriously-contagious enthusiasm. Rick’s written 14 books and it’s rumored that he was a ghost writer for a New York Times best-selling author. He’s also a self-made motivational speaker, branding and messaging expert and passionate online-marketer.



Rick has a-million-and-one brilliant business ideas. But there is only one Rick and only 24 hours in a day. Before Rick hired his Filipino VAs, his ideas used to “die in the cradle,” as he puts it. He never had enough time or energy to implement everything he wanted, and it was too expensive to hire local help.

With my help, Rick hired “qualified, highly technically skilled people” from the Philippines to help him implement his million-and-one ideas. He says hiring Filipino worker has “helped [his] income and... literally changed [his] life.”

His business has totally transformed; every time he has a new idea, he has someone to implement it for him. Rick has plenty of time and money for fun, leisure and time to think up new ideas...

LEARN FROM MY MISTAKES

- **Remember** when you're sending your job posting to applicants or posting it to the job board on OnlineJobs.ph- YOU WILL PROBABLY GET A LOW RESPONSE RATE. IT'S NORMAL. **Don't panic.** Work with the responses you get and you will be pleasantly surprised.

- **Don't hire someone to do everything.** I've said it once I've said it ten million times- start by outsourcing one task. The one you HATE the most. After they perfect that one task, give them

something else to do. Then something else...then something else... Outsourcing takes time and training. It's so worth it.

Expect to have some employee turnover until you find the right fit. Turnover is normal for ANY business.

If you ever plan to set up shop and open a satellite office in the Philippines, you may want to **consider hiring all of your VAs in the same city.** Then you don't have to worry about relocating or re-hiring and training employees.

When you're hiring a programmer, look at their experience. It will tell you the most about their abilities. If you're hiring a graphic designer- look at their work. You'll be able to tell if it's the kind of quality you need.

If you are an OCD perfectionist, you are going to have to **learn how to DELEGATE.** Your time is too valuable for you to obsess over and dictate every intricate detail of your business. You will flunk unless you learn to delegate and trust your VAs.

Pay your workers accordingly. Though it may be appropriate to start them at a low salary, increase their wages to meet their job performance. Use bonuses liberally and show your appreciation accordingly. Generosity and over compensation motivate and build extreme loyalty.

The Most Important Lesson I Learned

IF YOU DON'T TAKE AWAY ANYTHING ELSE FROM THIS BOOK, REMEMBER THIS:

Just like any other employer/employee relationship: if you treat your employees well, they will enjoy working for you and they'll work hard.

Be patient and understanding. Shower them with praise and positive feedback. Tell them how much you appreciate their time and work. Treat them well. It will pay you back 100-fold. As for concerns you may have, if you treat them right, it will all fall into place for you, on day at a time!

Here are three of the common social, ethical and personal concerns that I encounter when I talk to people about outsourcing to the Philippines. Weigh and consider for yourself:

Outsourcing is unpatriotic.

If you're reading this ebook trying to learn how to hire someone for \$2.50/hr, chances are, your business is not financially ready to hire and support a local jobseeker. No local jobs are being lost when you outsource to the Philippines because you can't afford to create a local job...yet. In fact, outsourcing to the Philippines can help you grow your business so you can eventually provide jobs in your home country as well.

I like to break it down into this simple equation:

Patriotic small business owner+ Filipino VA= Growing Business (and one less business owner on the unemployment market)

Patriotic small business owner's growing business = more profits = ability to hire Filipino and local employees.

SO, moral of the story:

You can employ yourself, someone from a third-world country and eventually, your fellow countrymen if you get started and hire a Filipino VA today with this guide. That sounds pretty patriotic to me.

Or you can burn endless hours and sanity trying to run your entire business alone and risk putting yourself on the unemployment list.

It's unethical to pay someone \$2.50/hr

I do not advocate or teach the exploitation of Filipino workers. Please consider the following:

- The cost of living in the Philippines is not as high as a 1st world country. If you look at requested salaries on OnlineJobs.ph, many of the jobseekers are only asking for around \$400/month.
- It's a beginning wage. I don't keep all of my employees at their starting wages. I pay according to quality of work. Right now, I pay one of my employees about \$400/month and I pay my top-performing employee \$900/month (he's been with for a long time).
- If their work is making you money, you can afford to increase their pay.
- You have everything to gain by being generous, and it's still waaayyy less money than if you hired locally. Increase wages and give bonuses accordingly. In my experience, overcompensation builds extreme loyalty.

Fear of Failure

Outsourcing to the Philippines saved my business and made me millions of dollars. It's so cliché, but it's true: you only truly fail if you don't try.

So get moving - visit www.OnlineJobs.ph now and hire someone to help you rocket your business into success for as little as \$20 a day.

You can't afford not to.