

How to Get Free Labor – Part 2

Travis: Alright man, let's go ahead and start it then. Hey Matt, how are you doing?

Matt: I'm doing pretty good man, how about you?

Travis: Awesome, awesome. I got my coffee here, and I'm ready to do Part 2 of our ICKY outsource plan. What was Part 1 about? (Laughs)

Matt: Dude, I don't even remember. (Laughs) I was thinking about it earlier, it was just the general concept that we talked about, about getting free article writing and such.

Travis: Yeah, it was pretty exciting because what we're doing with our ICKY outsource plan is giving you a way where you can get all your articles written for free, websites designed for free, blogs for free, so we're putting a plan together.

So Part 1, if you miss that, is the underlying thread or theory behind it and how you put it all together. Part 2, today, is gonna be on how to find the article writers, the website designers, so on and so forth. Then Part 3 it how to find your co-op partners.

So, today's going to be pretty exciting because you can find stuff so cheap out there, and if you're letting a few bucks stop you from hiring folks, you don't need to do that. So, kinda what we wanted to do... there is what, about 300 or 3000 different places where you can find somebody to hire, I don't know, somewhere around there... somewhere between 300 and 3000 wouldn't you think?

Matt: Yeah, (laughs).

Travis: So, what we've decided to do is to just give you a couple, like a handful that work really well for us. And I think Matt, we're gonna let you kick this off. You're pretty good at this stuff, finding real low-cost, quality folks. Why don't you give them a little idea how you go about doing it?

Matt: Okay. I want to say the key word to what you just said is quality. Even though I do find low-cost people, it's still quality.

Travis: Awesome.

Matt: I'm reading forums and stuff, and I've seen a lot of people get burned when they try to go for the low cost stuff. Basically, I mean, do you want me to go ahead and outline the whole process?

Travis: Yeah, I'll just ask you questions, like if you get too advanced, or ninja on people. (Chuckles)

Matt: Okay. Like we said, there's tons of different ways to do it. My favorite website to hire people from is one called Odesk.com.

Travis: Okay.

Matt: Basically what that is, it's a site where people like me looking to hire people can meet up and find other people that are looking to find online work.

Travis: Gotcha. So it's kinda like what eBay does for products. People have products they wanna sell, the sellers, and then eBay brings buyers and sellers together, something similar to that, right?

Matt: Yeah, you post a job and then people reply, applying for the job, so, same concept.

Travis: How would that differ from... and some people might have heard of this... like, Elance.com and Scriptlance.com. Is there a difference between Odesk and them?

Matt: No... I mean, I'm sure they all have their little differences, but it's the same concept, the same idea. It's just I've had the best results at Odesk, so that's the one I'm the most loyal to.

Travis: Okay. All right, I gotcha. So what do you do at Odesk there?

Matt: Well, we'll just use the example of article writers for now.

Travis: Okay.

Matt: So, if I'm looking for an article writer, they have sections on everything. If you need a designer, an article writer, sales copywriter, anything you need you can find it there. So you'll go to post a job...

Travis: Okay.

Matt: And you get to pick the categories, so you tell it which category you want it to go in. And there's nothing real fancy to it, you can have it up and running in five minutes.

You post your job, you put the title, and there's not even a trick to it... my titles are always really boring, like if I'm looking for an article writer I just say article writer. I don't put anything fancy, I don't use any sales copy techniques to get more views.

Travis: Right.

Matt: I haven't needed to do that at all. But then you just go through, you put in... the most important part is your ad, you know, the description of your job.

Travis: Okay.

Matt: And I think the reason I've been so successful with that is that I say exactly what I'm looking for. I tell them I'm looking for a quality writer and I always use the words "at this time I can only pay two dollars an article"... Or whatever your budget is.

Travis: Interesting.

Matt: I say I'm looking for a long-term relationship and in the future, if things go well, there will be room for raises and advancement. But I always say that I'm looking for a good writer, that's willing to start at two dollars an hour.

The things that you also need to include... I definitely, definitely say that you need to see their samples. I actually say if you don't send me a sample, your application will be thrown out. So if someone doesn't send me a sample of their writing, I don't even look at their application.

Travis: This is a real quick recap... you don't make your title fancy, what are your key secrets is being super specific on exactly what you want them to do...

Matt: Exactly.

Travis: And you tell them that you're looking for a long term relationship or basically, you're offering them a position to where if they do well for you then they will basically have long-term money coming in.

Matt: Yeah, and see that's one of the reasons I really think it has worked well for me is being specific, and letting people know exactly what you're looking for and also the fact that I offer the long-term relationship, I think people really relate to that.

Travis: Gotcha. And then you ask them for a sample...

Matt: Yes.

Travis: And if they don't provide you a sample then, they're kicked to the curb.
(Laughs)

Matt: Which, I mean, you don't always have to do that.

Travis: Well, I think it's a great idea. How many responses do you normally get?

Matt: Oh man, about 50.

Travis: Oh my gosh! (Chuckles)

Matt: On average, over the course of about a couple of days.

Travis: So, wait... let's stop here, cause this is pretty amazing to me. You're offering two dollars an article and you're getting like, 50 responses.

Matt: Yeah.

Travis: So are these coming from all different countries, or is there a specific country they're normally coming from?

Matt: Actually, they do come from several different... the main one is the Philippines, the next big one is India, but I get a lot of USA writers to apply for the job.

Travis: Really?

Matt: Yeah, the USA writers, they usually quote me... cause they can quote their own price too, and they usually quote me higher than the two dollars. And I'm not against going higher at all, but it comes down to the samples. You know, I read through the samples, I find who is the best, and so far, the Philippines has been my biggest success rate because they're very affordable and I've hired some writers there that, I guess English is their second language, I've never really asked, but they can seriously outwrite me.

Travis: (chuckles)

Matt: I mean, it's ridiculous.

Travis: Well, you suck anyways Matt. (Laughs)

Matt: Well that's true... I've actually thought about hiring them to write my college papers.

Travis: There you go. It's probably smart college kids out there doing that, man. They're just like partying all the time, they've got somebody outsourced in the Philippines doing all their homework and stuff.

Matt: I've thought about it. I think it's a genius plan with some of the writers I've found. They'd get better grades than I would.

Travis: I gotcha. I was just gonna make a comment... and this is kinda hypey and stuff, but I don't really think it is, so let me just ask you, you're finding article writers who are writing you articles for two dollars an article?

Matt: Yep.

Travis: Now, let me just say this... this sounds kinda hypey... how can you not get rich in this country? If you live in the United States or the UK and you can find two dollar article writers?

Matt: Yeah, I don't know, man.

Travis: It's amazing. Go ahead now, I just had to get that out there.

Matt: I'd like to add to that. I've had times when I've bought packs of 10 articles from these writers and so I've got \$20 into this pack of 10 articles. I get like, two articles up, and I'm already getting sales...

Travis: Oh yeah!

Matt: And like, one sale will pay for the entire pack and once I get them all up they all get sales.

Travis: Yeah, every content provider that I have it works very much the same way, whether I'm selling articles on the second market or I've got a girl I pay every week to write articles, but she's paid for because the articles already up pay for her salary. It's awesome.

So let me ask you this... so you put an ad in, you get like, 50 responses. What's **Matt** Davis's secret on wading through all those 50 responses?

Matt: really, there is no secret... I look at them as soon as they come in, and I decide right then if I like them or not. At that point I kind of throw them into a pool of whether I like or whether I dislike...

Travis: Okay. (Laughs) How do you... I mean, is it just gut level? Maybe you can give the people listening some... because we're not all as good as you are about making that like, dislike... so what's helped you out?

Matt: A key thing, actually this is what I wanted to get to next, is that I check out their sample and if that's good...I like it to sound more natural. I don't want it to sound like they went and like, read words out of the dictionary or something like that. I want them to be good writers, not like, good looking-up-word people.

Travis: Technically proficient, right. I think that's one of the biggest problems I have. You can find somebody that writes technically well, but puts you to sleep by the second paragraph or second sentence.

Somebody that can write with some type of emotion, unless you're writing on something that's a completely boring topic (chuckles)... okay, I gotcha.

Matt: Another thing, you know, I don't really put a lot of weight into this, but so far I've had a lot of success actually hiring people with a degree. They're in the Philippines but they have a degree.

Travis: You're blowing my frickin' mind, man. So you're hiring people with a degree for two dollars an article... go ahead, sorry. (Chuckles)

Matt: One of them was even an RN. I hired a registered nurse. I paid her better than... at two dollars an article I was paying her better than what she would make as an RN.

Travis: From the Philippines?

Matt: Yeah, from the Philippines. See that's the thing, actually that's one of the things I wanted to address earlier. There's a lot of talk online about hiring people in the Philippines and paying them two dollars an article being unethical. I disagree with that completely, because at two dollars an article I'm giving them a better lifestyle than they're gonna get... you know, they're happy with it and I'm happy with it. I don't think I'm ripping anybody off here.

Travis: Well, anytime... now, I've traveled all over the world in my younger days, and there is just an economic difference. I spent some time in the Philippines. When I'd go to the Philippines, beer here in the US at the time, you go to a bar or whatever... I was a sailor by the way, so we judge all the economies by beer... (chuckles)... okay so if a beer in Hong Kong cost \$5.00, and it was a \$1.25 at a base in the States, then Hong Kong had a really good economy and were really strong. So that's how we based the economies.

But you don't go to a bar in the Philippines, and when they only want a quarter, you don't say "A quarter? Well we pay \$1.25 in the States... I'm just gonna give you that." That's ridiculous. That's silly. (Chuckles)

Matt: Yeah, yeah definitely.

Travis: So when you're in that country, you pay the prices that you pay and such. So yeah, I don't think there's anything wrong with that at all.

Matt: You know, there isn't anything wrong with it, there's just a lot of talk. I don't know if you pay any attention to many of the forums online, but there's a lot of talk about it, a lot of people getting upset about it.

But there's nothing, it's business... we're not cheating anybody at all, they willingly do it. Like I said, that one made better money working for me than she did as an RN.

Travis: Sure, sure.

Matt: anyway, the next thing that I wanted to get to is that also on Odesk, I don't know if the other sites work like this or not, but on Odesk they send you a cover letter along with their stuff. So one thing you always want to check for is to make sure the writing in their sample matches up with the writing in their cover letter. Because I've gotten some...

Travis: They'll get different articles from somebody else? (Laughs)

Matt: Yes, exactly. When they write their cover letter, I can't understand a thing they write, but their sample is written perfectly. So obviously, it's not their sample.

Travis: Okay, I gotcha. That's a good point there, okay.

Matt: I mean, most people would probably catch that...

Travis: Now, I'm assuming you could, and I don't want to bust out your technique, but I'm assuming you could probably say, "Hey, why don't you write me a short couple of paragraphs on, you know, raising alpacas"... (chuckles) and just see what they... you know, it's kind of like a little test for them.

Matt: Yeah, absolutely, that would be a great second line of defense for sure. And actually, I forgot to mention this... in the description I use the words "this is a trial" or "we're hiring on a trial period".

Everyone does know if they don't live up to their expectations that they set with their application, I'm gonna have to let them go. So I think it's good to be very specific about that.

Anyway, in their cover letters you do need to make sure that everything matches up and then basically that's about it. Over the course of 24 to 48 hours, you're probably gonna get anywhere from 30 to 50 applicants.

Then it comes down to just deciding which one you like the most. And, it's not like I only get one good one out of those. I usually get a couple handfuls of like, great writers. I've had really hard decisions... you know, trying to figure out which one to hire before.

Travis: That's amazing. (Laughs) That's just completely amazing to me. So, even if somebody listening to this doesn't even want to do Part 3, for 2 dollars a day basically, if you want one person to submit you an article a day, it's gonna cost you what, two bucks a day?

And if you're in a hot niche or even a mildly lukewarm niche, you should be able to make that back, right?

Matt: Oh, definitely.

Travis: A couple of sales a month, you know. And then you can have her do two articles a day, and then three articles a day and you can just ramp up this whole process.

I think a key thing is it's so important, the information you're giving them. I wonder if we could talk you into maybe doing a little video or something for the folks as to how you'd go in and post to Odesk and stuff.

Matt: Yeah, we could probably swing that.

Travis: That'd be cool. And just maybe a... even a notepad file with little topics like you said, so they can remember that what we need to do is be real specific, offer a sample, match their cover letter with their sample, so on and so forth, that'd be awesome.

Matt: Okay, yeah I'll do that.

Travis: Cool. Anything you want to add to your method, or do you have any other methods that you've used or are you strictly using Odesk?

Matt: No, really, that's been my main method. I tried it once, last year, and it's worked so great that anytime I need anything, that's where I go.

Travis: That's amazing. Awesome, okay. So are we ready to transition to the way that I do it?

Matt: Yeah!

Travis: Yeah, my way is a lot different than yours and I have to give you props, man, I think there's a lot of benefits to the way that you do it, especially for somebody just starting out.

I'm not so much concerned as to the dollars per article as running a hands-off, hands-free business, or me being involved in it as little as possible, so that's my thinking.

The basic way that I like to hire people is by being part of a forum where other Internet marketers and service providers hang out and getting to know these people a little bit. If you don't know them very well you can find out really fast by how many posts they've made and looking at their prior posts and such.

I like to hire people from basically two forums... one will be available to everybody and that's called the Warrior Forum. Probably a lot of folks have heard of the Warrior Forum. I don't know if a lot of folks know it or not but there's a section in the Warrior Forum called Warriors for Hire.

I was just looking in there this morning... let me give you couple of ideas in there. There is a fellow there that will do a blog installation for you, a WordPress blog installation, complete with all the pages you need, a little bit of content, not a lot.

Guess how much this guy will do a blog install for?

Matt: Well, for my last blog install and set up, I paid \$500.00.

Travis: Holy crap! (Laughs) You must have had a lot done to it.

Matt: He covered everything for me.

Travis: Apparently you didn't find that guy on Odesk, huh?

Matt: No, that was a guy I know, that I knew he did good work, I know him personally.

Travis: I gotcha. And there's probably a lot of difference between what this guy is offering and what you got. But this is a basic, plain Jane vanilla, install your blog... \$25.00.

Matt: Oh my gosh.

Travis: And he's already got people on there posting, and he's got, I think, several hundred posts... I might be getting him confused with another one. But it's real easy to go and look at these guys' posts, and one of the things I do is, I'm kind of like you, I kind of go with a gut instinct too, but I like to work with people that have a good attitude and an attitude that's not like "The universe is out to get me". You know, "All the universe is a scam".

I don't enjoy working with people like that because, and I may be wrong in some cases, but I truly feel that if you have that worldview that there's something internal in you at that point in your life to where that you might scam somebody.

So I'm getting kinda personal here... but I like to hire folks that have pretty much a positive world outlook. (Chuckles) It's easy to tell from posts and how they respond to things if they have a positive world outlook or not, to me. But that's one of the things I look for, because, I've only been taken one time... I probably pretty much give everybody the benefit of the doubt, but I've done really well by looking at their posts and seeing what kind of world outlook they have.

Are they nice people or are they mean people? And I know that's kind of a real gut level instinct, but it's worked out really well for me.

Matt: Yeah, it makes sense.

Travis: So if I was looking to hire a blog install guy, I'm kinda like you, first thing I want to see is some samples of what this guy's done. And then I wanna take a look at what kind of reputation he's got on the forum. If I haven't been involved with the Warrior Forum or if I don't know them, it's easy to look... if you look at their name on the forum you can see all their posts you can see all the posts they're responding to and such.

And you can kinda get a feel for who the person is. So now, what you can do is private message them... and I usually do like you, I'm very, very specific in what I want. And I also like to throw in there a little deadline kind of thing.

If I'm asking this guy for examples of his blog installs I might say, "Hey, I'm thinking about hiring you, I'd like to see some samples and if at all possible I'd like to see those by Wednesday at noon."

The reason I do that is because if they can't meet deadlines or won't even respond to me, then more than likely they're not gonna work out well for me.

Matt: Yeah, I'm actually glad you said that. Throughout my hiring process, I found deadlines are almost a must.

Travis: Right.

Matt: If you leave projects open-ended, it becomes such a headache.

Travis: That's a good point. They will take as long on a job as you give them a deadline typically. If you say I need 10 articles by next week, you'll be lucky if they're... (laughs) it's just like when you were a kid, you'd wait till the last night to do your homework, right?

Matt: Exactly.

Travis: You'll be lucky and they'll be straining to get them in. If you say "I need 10 articles"... and give them a reasonable amount of time to do it... but say "I need 10 articles within the next three days, can you do that for me?" Most of the time they'll be able to get that done.

But yeah, the amount of time it takes to do a job will expand to meet your deadline, almost all the time.

But forums are an awesome way, and it's how I hire almost all of my folks. I also go on and hire folks from the Wealthy Affiliate forum. Now Wealthy Affiliate is a paid forum and there's a world of difference between the people on a paid forum, in my mind, and a free forum.

And it's a lot easier for me to find quality people at Wealthy Affiliate actually than on the Warrior Forum. But that's been my experience.

Matt: Yeah, it's a whole different mindset.

Travis: Actually, on Warrior Forum right now too, there's a fellow... it looks like he's pretty experienced and he shows lots of examples. He'll build you a content website with I think it was, either five or 10 articles already started on there for \$57.00.

Matt: Oh my gosh.

Travis: Now what's great about that is, if you're an Adwords marketer and you want to do an Adwords campaign, you almost have to build a content site before you can even advertise on Adwords anymore.

So this is a great way to say, "Hey, here's what I need..." you gotta be exactly specific, "it's got to be SEO optimized, I want it on this topic, I want these type of articles" and he puts it together for you for \$57.00, right?

Can you find two other people that might buy that website for 25 bucks apiece?
(Chuckles)

Matt: Oh my gosh.

Travis: You know, it's not gonna be hard. And you can probably make a profit off of it, you know? Once you have the site, you have all the files, you just upload the files, you be completely honest, say, "Hey, I had this guy design me this website, and to defer my costs I'd like to sell the same site to you for like, 50 bucks."

You know, if you're just planning on using it for Adwords or whatever, but you can easily sell that site to somebody else. Not the same site, but the files.

And I know this is probably a lot of the people listening to this, if you're a person that still does not have a website up, or still does not have a blog up, you've got to get in the real estate craze now.

It's just like real estate property. I mean, I don't even hardly care if you make any sales or not, if you get your site listed in the search engines with some type of content and some type of traffic there, you can sell that site later on down the road, whether it'll be six months, a year or two years, for a lot more than you paid for it. It's like owning property right now.

Now we're kind of getting off the kit and caboodle... and sidetracked there...
(laughs)

Matt: That's a good side note though.

Travis: My preferred person to hire is an American person with kids or a dad trying to supplement his income that really needs the work and needs the cash. Right now, I've got a wonderful article writer and I pay her \$15 an article.

She's a southern girl, she's got a couple kids and she writes me 20 articles a week, so that costs me \$300 a week, which now you might think that's expensive, but what's great is I never have to worry about the articles being on time, I automatically PayPal her the money every single week, the articles are done, she zips them up in a file, she also submits them for me. She does all the keyword research and she submits them, so that's what I'm getting, a little bit extra for my money.

And it works out beautifully. It's hands off, and yes it's more expensive, but it's completely hands-off for me. And I found her just the same way. I made a little post and said I was looking for some folks to be a long-term article writer for me, had to have a sense of humor (laughs)... that's what makes her articles great, is because she puts emotion into her articles and they're light and they're airy.

I could easily, and I don't do it, but I could easily take her little article packs and sell those out as PLR or sell those off if that was a big huge amount of money to pay for somebody to start out with. I would highly recommend for somebody to start out like you do, until they get their income built up, because it can't be hard (chuckles).

But every person's going to run into, either they have more time than money or more money than time. And right now, thank goodness and bless my lucky stars, I have more money than time, so everything I try to do is kind of make sure that I'm not using my time up. And I'd much rather spend that \$15 an article to get the keyword research, the submission and everything, and it pays, it pays for itself.

Matt: Your system... the two... they're pretty much complete opposites. I mean, they're both great ways, definitely.

Travis: The other preferred method is, I like to hire a management company. Just to give you an idea, my customer service is done by a management company out of the Philippines. The guy that actually runs it is an American fellow that actually moved to the Philippines to run this company for him.

Plus, he's a six-figure and seven-figure marketer on his own, with folks just doing everything for him. But, it's out of the Philippines and for my customer service, I hired a, just like you said, she's a college graduate... she used to be an English tutor, so that's how well she knows English.

Matt: Oh wow, that's awesome.

Travis: And she handles all my customer service for me with the exception of my Bum Marketing folks. She's awesome. And the cool thing about the company is, now it costs me more, but what happens is, the company supervises her.

And if she is sick, there's a backup person trained to come in and take care of my customer service that day... and they call them "relievers". And it works out great. So I get this little e-mail from my project manager saying "Hey, Reggie is sick today and this other person is gonna be taking care of everything for you. If you have any special needs let me know." So it works out just awesome.

Also, if Reggie were to quit or what have you, they have a backup person already set up. Because one of the things you can't have is, you can't have your customer service not getting answered, you know? So it's well worth it for me.

Now, I pay roughly \$1200 a month for her which is really expensive to hire a Philippines person. You could probably go to Odesk and find the same thing but you're gonna have to manage that person.

Matt: The peace of mind that you get is definitely worth the \$1200 a month.

Travis: Right. And she's 40 hours a week. She works the hours that I work. She's always on Skype, it's amazing. When I Skype her, it doesn't like ring like five times and she gets back to me, it's like one ring, two rings... "Hello sir, how are you?" (Laughs) it's amazing, you know.

Because it's like, you know, two o'clock in the morning there, but they make them work the hours that we work, so it's really awesome. Now the cool thing is, you don't have to hire somebody out for 40 hours a week. You can hire them for 20 hours a week, or 10 hours a week or five hours a week... and you don't pay the same amount.

So if you wanted an article writer for five hours a week, that would probably cost you about \$300 or \$400 a month which is still comparatively cheap...

Matt: Yeah.

Travis: Especially when you take in the Part 3, which we'll be talking about later. Now I have my customer service paid for me. I think we talked about this a little bit. Immediately, like three days after I got her hired in, she was already paying for herself.

And I literally get so many e-mails I came up with... I call it, Reggie and I both call it the "I'm swamped" e-mail and basically it's an e-mail that says "Hey, I've gotten

your e-mail. I'm swamped right now. I certainly apologize. Let me make you a special offer (chuckles) to say I'm sorry."

And we make them a special offer because we really get so many e-mails, there's some of them that Reggie just can't answer and I don't want her to answer, but we give them those e-mails until I get a chance to look at them, if I get a chance to look at those and we make sales every single day that pays for her outsource work. It's awesome. She's free.

So, (chuckles) there's almost any number of ways to pay for these people. Now I can actually probably hire her out to do outsource for another company or another person if I wanted to. So if I didn't have the \$1200 a month and I didn't figure out how to make her pay for herself, I could probably go to a guy like you or somebody, well maybe not like you because you could probably hire her out for a lot cheaper, but somebody else and basically have them pay my fees or half my fees for me.

So that's my other favorite way of doing that. There's a couple of companies that do that and I've never used this one, but AgentsofValue.com is one of the big paid management companies. You can hire article writers, a full-time web designer or part-time Web designer, or customer service, so on and so forth.

The other one, if everybody on this call promises not to go blasting out and e-mailing everybody, cause I don't want them getting like super, super busy, the one that I use is called virtualassistant.org. That's not an affiliate link or anything, this is where you find them. I think if you type in virtual assistant on Google they're the number one site and he's had all of his outsource people doing his SEO for that. (Chuckles) It's pretty amazing.

But I have nothing but great things to say about that company, from everything from the initial interview and them finding a person for you, and matching you with the right person to how just everything is handled in that company.

And again, if you don't have, you know, if you can't hire somebody full-time, you can definitely start off hiring somebody part-time and the beautiful thing of it is, it's very, very hands-off. So if money is a huge concern, start out your way, but when time becomes more of an issue or what have you, you might want to look at some managed solutions.

Matt: Yeah, definitely. I agree with that.

Travis: Those are my two basic ways, forums and management companies. And I think between Odesk, hanging out at the forums or getting your worker paid for... almost any forum that focuses on Internet marketing has a "for hire" section. I think Digital Point and Sitepoint do as well.

I've kind of found that the spamsters are little bit more on Digital Point and Sitepoint, only because they're probably well, super well-known forums. I really like to get it into paid forums or paid services, because scammers aren't typically gonna pay the \$30 a month or whatever to hang out there, just so they can scam people.

Matt: Yeah, that's a good point, they don't want to pay. And then on Warrior Forum, I don't know how much you pay attention to it, but they do a really good job of finding the scammers and running them out.

Travis: (laughs) Yeah, they do. You might scam somebody one time, but it ain't... yeah, you're exactly right. That's another reason why I used to do a little bit of research and make sure that the guy doesn't have all kinds of bad comments or anything about stuff that he's done.

But I have to say that I've only been really taken one time, and it wasn't for very much money. There's one thing that just came to my mind on either end of this, is how do we pay people... do we pay them 50% upfront, do we pay them all up front...

Matt: Oh yeah.

Travis: What's your thoughts on that?

Matt: Well, in Odesk, there's no set thing, so you just kinda set the payment schedule. I am flexible with that. I tell them that my normal payment schedule is every two weeks, so that way I can try to keep all my... everybody that's working for me getting paid on the same day and we pay them on Friday, every other Friday.

And I say if that's a problem for you let me know and we'll try to work something out. So far everybody has said, you know, that's great. When you pay, you can use your credit card or anything straight to Odesk, oh, which is another good thing about Odesk...

Travis: Oh yeah?

Matt: Yes, that's what I wanted to comment on. Talking to my accountant... well, with the Philippines, taxes are an issue anyway... I guess they don't have an agreement with the US government to where we have to withhold taxes when we hire people in the Philippines, but other countries, many other countries you do.

So if you're gonna hire someone directly from a different country, you're gonna have a tax liability, but if you hire them through Odesk, you're actually paying Odesk and Odesk handles all that stuff.

Travis: Really? That's awesome.

Matt: Yeah, as far as the IRS is concerned, your money isn't going to a person, it's going to the company of Odesk, which is a US company.

Travis: Gotcha.

Matt: So, they handle all that stuff for you. I don't know, a lot of people probably wouldn't even think about that, but it's one of the things that I always think about, I'm always looking at the tax and legal issues and stuff.

Travis: Right.

Matt: It's one of the smaller benefits that I really like about doing it on Odesk.

Travis: Right.

Matt: Anyway, you just go in, you pay straight from your credit card on to Odesk and it's a simple as that.

Travis: Cool, okay. Yeah, and I don't want to get big on this topic, but we kinda probably need to throw a disclaimer in there, Matt and I both aren't accountants... I have a very good accountant.

One of the things you have to be careful of though, is, if you try to hire somebody as an independent contractor, there are some rules and laws and so on and so forth, they have to use all their own equipment... which typically, the way we're doing this is not a problem.

Matt: Yeah.

Travis: But you can't... if you pay somebody on an hourly basis, you're kind of getting into more of a gray area 'cause most independent contractors aren't paid on an hourly basis, they're paid on a per piece basis, so typically you pay per article or per blog or per website or per transcription, so on and so forth.

Let's talk about one other thing, and this is kinda gonna go into Part 3, but a lot of people might be thinking that all this money going out out out, and part of the whole thing is that you want to... if you're really tight on money, you want to be able to sell this to other marketers.

You know, you might think... you could probably make a whole business... if you find a guy and I really recommend getting him long-term, so if I find a guy that's doing blog installations for me for \$25, basically just basic blog installations... and I go out and charge \$50 to other folks...

If I am managing the whole process and I've gone through the work of finding a guy, whether it be on Odesk or so on and I am managing making sure that those people fulfill their commitments that I've made, that is worth the extra money.

Matt: Yes, definitely.

Travis: If somebody was to say "Well why should I try to charge... what if they find out they could get it for less?" Well, that's the way all the business world works.

You could mow your own lawn, but if you pay somebody else you're gonna pay some more and I guarantee you the company that you're paying to mow your lawn is not paying his employees what you're paying him because he's gonna pay all their employees, he's gonna make sure they get there, so on and so forth.

And I think this is a real different mindset for folks when they haven't run a business, and they think "Well, gosh, can I really find a guy that writes me an article for \$2.00 an article and is it justified to charge somebody \$8.00 or \$10 an article?"

Of course it's justified, cause you found the guy, you're training the guy, you're making sure that the work's getting done and it's your butt if it doesn't get done, right?

Matt: Yep.

Travis: So, yeah, definitely. You're paying the two dollars per article plus your elbow grease and your management skills. So please, if anybody's listening to this feeling bad cause you're gonna go out and charge somebody \$8 or \$10 an article for the same article you paid two dollars for... don't feel bad about it. That's the way business works.

If you're savvy enough to be a guy like Matt and can find a guy, can find people to work for you for two bucks an article that writes great articles, you've provided immense value to somebody.

I would have no problem Matt if you said "Hey I got this person to write you for \$6 an article", I'd love to pay it if I didn't have to manage it. (Laughs) So I just don't want people to lose sight of that fact.

So in Part 3, what are we gonna be talking about?

Matt: Who knows, man?

Travis: (laughs) Our favorite types of scotch. Yeah, but in Part 3 we're gonna be talking about how can you get a hungry little crowd of folks that want articles or want blog installations or want graphic designs that basically you can go out and

sell the stuff that you've done, so you can basically have all your articles written for free, your blog installations or your website designs or your keyword research done for you for free, or your SEO back linking all done. You can have somebody in there working for you eight hours a day, building links to your pages all done for free. So we're gonna show you how to get the co-op partners in Part 3. That's what it's all gonna be about. All right?

Matt: Yeah, I think that's where it will all come together.

Travis: Yeah, I think so too. (Mic breaks up)... because this is a wonderful, wonderful world we're living in right now, I believe.

Matt: Definitely, absolutely.

Travis: Let's leave it at that, man. Catch you on Part 3.

Matt: Yep, see you guys later.

Travis: All right, bye!