



For the love of god,
don't do it yourself

A fast guide
through
outsourcing

Outsource, gosh darnit!

Why?

- 1) There's only one of you. Really.
- 2) You aren't as good at the other stuff as you think you are.
- 3) Even if you are, you're better off spending that time working on the stuff that actually helps your business

Focus on your core competencies, bitch!

Don't be penny wise, and pound foolish!

Remember:

Spending time on something unrelated to your final product is procrastination, even if it feels productive!

- *8 hours spent doing your own accounting. Amount saved: **\$100***
- *8 hours working on a contract (at \$50 an hour): Amount earned: **\$400***
- *8 hours developing your product: Amount earned **\$5,000,000***

What can you outsource?

- Business Stuff
- Physical Things
- Technology
- Human Resources Stuff

Business Stuff

- **Initial Incorporation** - Set up the initial Business structure and paperwork filing. bizfilings.com
- **Payroll** - Monthly pay processing for direct deposit and tax filings. e-chx.com, paychex.com, adp.com
- **Mail** - Processes and scans all our mail. Earthclassmail
- **Accountancy** - Handles the tax issues regarding payroll and business records

Physical Things:

- **Fulfillment centers** - Storing, packing, and shipping products and promotional material. [Webgistics](#)
- **Work space** - Office space by the day for work and meeting rooms. [Regus](#)
- **Promotional materials** - Things to make you seem professional (Cards, trade show materials, letterhead, pamphlets. [Vistaprint](#)
- **Manufacturers and suppliers** - Find them at conventions and tradeshow

Technology – “software as a service” model

- **eCommerce software** - sell stuff and keep track of inventory. Miva merchant
- **Advertising** - Promotion! Project wonderfull, blogadds, etc.
- **Hosting:** Your virtual tech dept, keeping your servers updated safe and working. Hostasaurus
- **HR ticket system** - Customer or client support and emailing. Cerbeus
- **email newsletters** - Keep customer base updated and alert. icontact.com, Constantcontact
- **Salestax reporting** - Because it's really really tough. Accuratetax
- Public Relations - twitter, facebook etc etc etc etc.

Human Resources Stuff

- **Personal Assistant Service** - Internet research, legal matters, travel, make appointments
askSunday
- **Third parties** for doing small projects - Employees, college students, modeling groups, undergrads ets
- **Third party bookkeepers**

Ask me stuff!

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