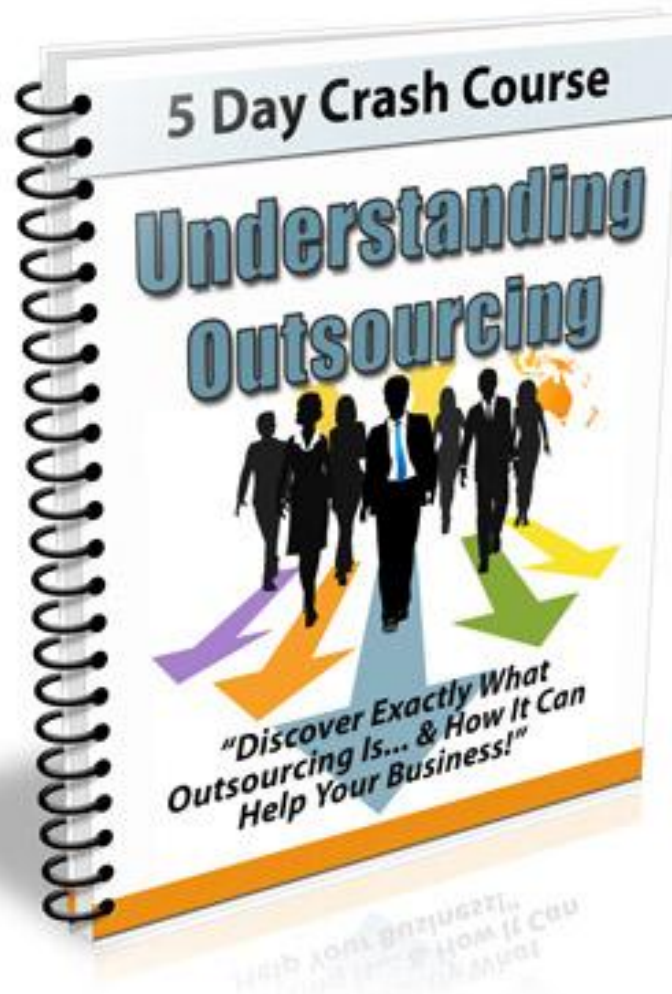




# Understanding Outsourcing

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**:: Understanding Outsourcing ::**

By: [www.DownloadPLRProducts](http://www.DownloadPLRProducts)

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**Instructions**  
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1

Subject line: First Lesson - Understanding Outsourcing

Hello "autoresponder code here",

Welcome to the first lesson in the Understanding Outsourcing.

Over the next few days you will receive several lessons that will help you learn the ins and outs of outsourcing and how it can help your business productivity.

In this first lesson let's talk a little about what outsourcing is, how it works and what it can do for your business. We will examine some of the key elements of outsourcing to help you develop a better understanding of the concept of outsourcing.

Outsourcing is a term that has received a great deal of attention lately. Despite the increasing trend in businesses relying on outsourcing there are still some who don't clearly understand what the term actually means.

What is outsourcing?

This is the most common question that many people have about the subject of outsourcing. Before you can dive into the more complex aspects of this business strategy it is important to have a basic understanding of the process.

In the simplest form outsourcing is when a company delegates the completion of certain tasks to an individual not employed directly by the company. This individual may be an independent contractor or an employee of another company who is subcontracted to complete these tasks. In exchange for the individual's services, he or his company receives monetary compensation.

This description of outsourcing makes it far easier to understand the concept. Most people incorrectly assume outsourcing only applies to situations where large corporations have products manufactured overseas by a subsidiary and don't realize examples of outsourcing can be seen just about everywhere in corporate America.





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Domestic outsourcing refers to outsourcing where both the primary company and the independent contractor or subsidiary are located in the same country. One of the main reasons for outsourcing is to reduce costs but it is not always necessary to outsource work overseas to reduce costs. Cost savings will be discussed in greater detail in the section on the benefits of outsourcing but essentially outsourcing results in a savings as a result of a reduction of labor costs.

Overseas outsourcing is the type of outsourcing most people already understand. This is where large corporations such as Nike, and even some smaller companies, employ manufacturing plants overseas in third world countries to upsize their profits. This is significant because their costs including wages, materials and building lease would be considerably higher in the United States than they are in these other countries.

Now that you have a clearer understanding of the concept of outsourcing let's go over some of the main benefits of outsourcing.

You may still be wondering why companies would go to the trouble of outsourcing certain tasks. Outsourcing is popular because there are a great deal of benefits to the companies who outsource the work. Some of the benefits include:

- Reduced labor costs
- Reduced workload
- Increased workforce
- Greater flexibility

One of the main reasons companies resort to outsourcing is it can significantly reduce costs. In the case of overseas outsourcing of manufacturing tasks, costs can be cut dramatically because there are lower wages and costs associated with managing and maintaining the manufacturing plants.

However, companies also enjoy a cost savings when they outsource tasks domestically. Reduction of labor costs is the primary source of savings in this case. Independent contractors hired on a contract basis for the purpose of completing specific tasks are often not given benefits such as social security, Medicare and workers compensation.

Another benefit of outsourcing is enjoying a larger workforce and a reduced workload, without actually hiring additional employees.

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Businesses who maintain networking relationships with qualified individuals have more opportunities open to them because they are able to rely on these individuals to assist them if they acquire large or complicated projects.

Finally, outsourcing gives a company a great deal of flexibility. Companies who have a significant workload and backlog of work where the majority of the employees are highly utilized might be hesitant to compete for new work because they do not have a great deal of employee availability. However, with a network of individuals to rely on if the need to outsource arises, the company has more flexibility in pursuing new work.

We have a lot to go over in the next few days if you want to develop a firm understanding of how outsourcing works and how you can use it for your own business, but before we close this lesson I want to leave you with a list of the top reasons why you should consider outsourcing your business:

- You can take up more work from a better range of clients because you have an army of people working with you.
- You can get diversity in your team. When you find different outsourcing professionals, you find that these people are of different qualifications and skill-sets, which means you can even take up work which you were initially avoiding because of your own limitations.
- You can't handle all the tasks related with a business alone. There will be several things you are not very conversant with and things that you don't like doing. If that is the case, you might find outsourcing to be a great option to accomplish these tasks adequately.
- Outsourcing definitely helps you meet deadlines on time.
- For some people, outsourcing is also a means of reducing costs. If a particular service is expensive in your part of the world, you could find a professional from another part of the world where that particular service is cheaper.

Make sure you look for your next lesson soon. We will be talking more about the advantages of using outsourcing.

Thank you again for joining, if you have any questions or need any

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2

subject line: Second Lesson - Understanding Outsourcing

Hello "autoresponder code here",

It's time for your second lesson in the Understanding Outsourcing crash course. I hope you found lesson one informative. In this lesson we will be talking more about the advantages of using outsourcing

As I mentioned in the last lesson, outsourcing has become a very popular alternative for a number of very valid reasons. Outsourcing initially emerged as a way for companies to cut costs by having processes like manufacturing and assembly done in overseas locations where costs were much lower.

Lower wages and operating costs both contributed to these reduced costs. These lower costs were appealing because they greatly improved the profit margins for the companies. However, outsourcing is now gaining in popularity for a variety of other reasons. While cost reduction is still a primary advantage, other elements such as access to industry experts, a larger workforce and more flexible options are being embraced as welcomed advantages offered by outsourcing.

As we discussed reducing costs was the original purpose of outsourcing and although outsourcing has since been demonstrated to have other significant advantages, cost reduction still remains one of

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the prime advantages. Companies look to outsource tasks which would be more costly to complete in-house.

An example of this type of task would be a software related task requiring specialized training. Companies who do not have an on staff employee qualified to complete this task can benefit financially by outsourcing this task.

There may be significant fees required to retain the services of an industry expert on a contractual basis but the efficiency of this individual will enable him to complete the task much more quickly than it could have been done in-house. If the task were not outsourced an in-house employee would have had to complete the task and may have taken significantly longer costing the company more in the long run.

This can result in a cost savings for the company but having these experts on call also provides the potential for new opportunities for the company. With experts waiting in the wings to assist, the company is able to go after larger and more specialized types of work. This is important because in doing this the company can find themselves enjoying greater prosperity.

Still another advantage to outsourcing is the benefit of enjoying a larger workforce when necessary without the hassle of maintaining a larger staff. Through outsourcing companies can bring in additional employees on a contract basis during times of prosperity without worrying about having to lay them off or keep them utilized when the surge of work begins to wane. This is particularly relevant in industries which enjoy peak seasons as well as off seasons.

Another advantage of having a larger workforce is the ability to generate a larger profit. This is important because smaller companies can find themselves in a position where they can compete with larger companies for bigger jobs by outsourcing a portion of the workload.

Finally, more flexibility is another considerable advantage to outsourcing work. Even the most well planned projects may suddenly end up behind schedule or under a time crunch due to minor errors, changes in plans or other incidental activities.

Smaller companies who do not have the resources to compensate for these inevitable mishaps may find themselves in serious trouble without the ability to outsource work when necessary. These companies can

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take advantage of outsourcing in times of trouble to help them deal with problems without alienating clients or performing poorly on a project.

That's it for today's lesson. In your next lesson we will be talking about finding ways to outsource for your business.

Again, I appreciate your joining me for this short course. If you have any questions or need any assistance please feel free to contact me at anytime. I will be glad to help.

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3

subject line: Third Lesson - Understanding Outsourcing

Hello "autoresponder code here",

It's "add your name here", with your third lesson of the Understanding Outsourcing crash course. In today's lesson we will be talking about finding ways to outsource for your business.

I am assuming that since you signed up for this short course that you have been considering outsourcing but chances are that you don't know what parts of your business you should outsource and have little or no idea where to start?

Well you will be glad to know that in almost every business there is the opportunity to outsource at least a few of the general tasks performed. In some businesses there may be the possibility of outsourcing the majority of the common tasks while in other businesses there may only be the opportunity to outsource one or two of the common tasks. In

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either case outsourcing can result in a lightened workload as well as an increase in profit.

The first step in finding ways to outsource is to take a really close look at the daily activities you perform when tending to your business. Make a list of each of these activities and note any related activities that are typically performed in conjunction with each other. Making this note is important because activities which are typically performed together should either be outsourced together or remain as in-house activities together to maintain the highest level of efficiency.

Once you have compiled this list of activities, carefully consider which activities can easily be performed by another person and which activities require your personal attention. This will give you a good idea of which activities you could outsource and which activities would not be good opportunities for outsourcing.

Finally, review your list of activities and note how long it takes you to perform each of the activities you could outsource. This information will be helpful later if you decide to search for a candidate to complete these tasks.

After you have carefully examined your daily activities, it is time to prioritize these activities. Create a comprehensive list of all of your daily activities in their order of importance. For this list include both the activities requiring your personal attention and the activities which can be outsourced.

When you make your decision to start outsourcing some of your daily tasks, start with the highest priority on the list which you believe can be outsourced. Attempt to outsource this task as a test to determine whether or not outsourcing will work for you. If you decide you are comfortable with outsourcing and that it is working for your business, you can continue down the prioritized list attempting to find those capable of handling your daily activities.

We have already discussed the importance of evaluating your own daily tasks in the process of finding ways to outsource but it is also important to consider tasks completed by your staff members. Administrative tasks are often tasks which can be outsourced so examining these tasks will give you a good idea if you can increase the efficiency of your administrative assistance by outsourcing some of their responsibilities.

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Activities such as data entry, transcription and other activities often handled by personal assistance are all example of activities which can easily be outsourced. Additionally, there is a great deal of qualified candidates available to fulfill these tasks. The industry of virtual personal assistants has become a booming industry with many savvy entrepreneurs offering their skills in these areas as a consultant.

Before starting to outsource daily activities, you should develop a plan for managing all of your outsourced activities. This plan should include the following:

- Method for selecting candidates to handle outsourced work
- Method for overseeing work performed by independent contractors
- Method for evaluating the work performed by independent contractors

Once you have your plan in place you will want to start looking for professionals that you can hire to outsource your work to. The best place to get outsourcing professionals is on online job sites. Here are a few places that you can begin your search in no particular order.

oDesk - <http://www.odesk.com>  
eLance - <http://www.elance.com>  
GetAFreelancer - <http://www.getafreelancer.com>  
EUFreelance - <http://www.eufreelance.com>  
Guru - <http://www.guru.com>  
PeoplePerHour - <http://www.peopleperhour.com>  
LimeExchange - <http://www.limeexchange.com>  
RentACoder - <http://www.rentacoder.com>  
GetACoder - <http://www.getacoder.com>  
ScriptLance - <http://www.scriptlance.com>

On each of these sites you will find various job categories. When you have a particular work requirement, all you do is post your project in the relevant job category and people who are interested in accomplishing the task for you will apply and make their bids for the job. While each site is different the concept is simple, and because the people who apply are genuinely looking for work you can be sure that you will receive plenty of capable applicants to choose from.

That's it for today's lesson. In your next lesson we will be talking about how to outsource business tasks without being taken advantage of in the process.

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4

subject line: Fourth Lesson - Understanding Outsourcing

Hello "autoresponder code here",

How are you? We're winding down to the end of this short course. But we still need to go over a few things. That is why today we are going to jump right in and talk about how to outsource business tasks without being taken advantage of in the process.

There are many who tout the advantages of outsourcing (including myself) as essentially a secret to success. As we have discussed there are certainly a number of distinct advantages to the process of outsourcing. Some of the most notable advantages include cost reductions, reduced workload, increased possibility for profit and the existence of a larger workforce without maintaining a staff of salaried employees.

All of these incredible advantages may make outsourcing seem as though it is an ideal resource in all situations but as with most things in business, this is not true.

To protect yourself and your business from being outsmarted there are certain precautions which should be taken when outsourcing any project. It is important to be mindful of these precautions when outsourcing a project to ensure the project runs smoothly and you get what you pay for.

1. Verify Candidate Qualifications



When outsourcing a task or project to an individual, care should be taken to screen all applicants carefully before deciding to outsource the work. This is important because you want to be sure to outsource the work to a qualified individual. Awarding a project to an unqualified individual can be a costly mistake if they turn in subpar work at the conclusion of the project. It can also be costly if it results in unnecessary delays or setbacks as a result of the lack of qualifications.

One way to avoid being outsmarted by fancy resumes hyping the accomplishments of an individual is to verify all of the information on the resume before awarding the project. This may entail contacting previous employers as well as references to determine the capabilities and work ethic of the individual. Taking the time to verify the information on the resume can help to ensure the individual you outsource the work to is truly qualified to complete the project.

## 2. Outline Project Requirements Carefully

When outsourcing a project it is important to be very clear in outlining the project requirements. This is important so both the client and the independent contractor understand all of the requirements of the outsourced project. Preparing contract documents stating the exact project details and compensation to be provided is a good idea as well. Taking this extra precaution will ensure the client does not have to pay fees until the contract specifications are met. A contract can also be helpful if disputes arise and mediation is required to resolve the conflicts.

Additionally, it is wise to include information regarding the required deliverables in the contract documents. This should include the exact end product which should be submitted. In this portion of the document the client can specify information regarding whether they require the project submitted as a hard copy of the completed project, a soft copy of the completed project or both.

## 3. Schedule Periodic Milestone Meetings

Regularly scheduled progress status meetings are very important when a project is outsourced. These meetings should be scheduled often enough to ensure the project does not fall too far behind schedule during any one phase of the project.

These meetings can be helpful to both the client and the independent





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contractor. The client will benefit because they will remain in control of the project and can intervene if the independent contractor is heading in the wrong direction with the project. These meetings are also beneficial to the independent contractor because they can prevent him from being caught by surprise at the conclusion of the project if he misinterpreted the project requirements.

It is important to keep these things in mind when you are selecting and working with an outsourced professional. Before we close this lesson I want to leave you with a quick list including several things that you should include in your job description when posting your projects on job sites. This will help ensure that you are selecting the right person for the project.

As I mentioned above you have to make all of the project details very clear. Write down everything you that expect in your job description.

These are some of the things your project post should cover:

- The nature of your work
- The amount of work in total
- Any milestones, like if you want the work to be completed in small chunks and within what frame of time
- The time you can give for the completion of the whole project
- The price you are willing to pay
- Any special qualifications you are looking for in your employees
- Any characteristics that you don't want in your employees
- Special points that you will need to make your decision, such as samples.

When you take time to spell out as many details as possible, you can be almost sure that you will get the right people bidding on your work. You will also want to make sure that you post the project in the right category. People will get alerts based on the categories they have applied for.

Make sure to check out samples of their work. If you require an original sample, you can mention that in your project post. This can help you weed out less serious applicants and narrow down the right candidate for the job. You may also consider posting several short-term projects initially. This can help you build up a good reputation of trust with employees.

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Here are a few more tips for choosing people with the right qualifications:

- The quality of their work, which you can see through their samples.
- The ratings and reviews they have obtained on the site.
- Their responsiveness – It is very important they respond to your emails quickly and it is best if they have an instant messaging id that they can use.
- Their pricing – Price shouldn't be an important factor unless you are working on a budget.

Once you get a good professional, make sure you pay them promptly and give them reviews according to their work. This helps ensure that they will stay with you longer and you won't have to undergo the process of repeatedly looking for new employees.

I hope today's lesson was helpful to you. Don't forget to keep an eye out for my next email. There will be some great stuff in your last lesson.

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5

subject line: Fifth Lesson - Understanding Outsourcing.

Hello "autoresponder code here",

Well, we have come to the final lesson in the Understanding Outsourcing crash course. I sure hope you have enjoyed your lessons and learned a lot about what outsourcing can do for your business.

In this last lesson we are going to switch gears and talk about when outsourcing is not a good idea for your business.





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As we have been discussing over the last few lessons, outsourcing can be very beneficial for a number of reasons. Some of these benefits include reduced labor costs, larger workforces, access to industry experts and increased flexibility.

However, despite the obvious advantages to outsourcing there are a number of scenarios where outsourcing is not a viable business option. In these situations it is best to keep the work in-house rather than attempting to make an outsourcing situation work.

As we have learned one of the primary advantages of outsourcing is cost reduction. In many cases outsourcing results in reduced labor costs because costs such as social security, health care and workers' compensation are eliminated. Additionally, the increased efficiency resulting when tasks are outsourced to industry experts can also result in a cost reduction.

Despite the many opportunities for cost reductions, there are some situations where outsourcing might be the more expensive alternative and it may also lead to a financial loss instead of a gain. This may include a situation where the cost of outsourcing to a highly specialized expert exceeds the budget for the project. Fees for individuals with highly specialized degrees or areas of expertise are often quite expensive. Another possible situation is one where finding an individual qualified to complete specialized tasks would be too expensive of a process.

Another scenario is when outsourcing causes you to lose control. Even when tasks or projects are outsourced the company responsible for the work likes to continue to manage the project and keep close tabs on the progress of tasks.

It is important for your business to continue to manage the project even after it has been outsourced because they are the ones who are ultimately responsible for the successful completion of the project.

Whenever an individual or business wants to deny the company access to project files or documents, outsourcing is a bad idea. The business who has the vested interest in the outcome of the project should never be excluded from participating in making decisions regarding the project.

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Before outsourcing a task or project care should be taken to establish criteria for the management of the project. Depending on the length and complexity of the project it may also be wise to schedule regular meetings to provide updates on the progress of the project. During this time the contractor should provide the employer (you) with all documentation necessary to evaluate the progress of the project and verify it is still on track for completion by the established deadline.

You will also find time when outsourcing is not permitted and it is not a good idea simply because it is not permitted by contract requirements. Some project contracts may have stipulations stating the work cannot be outsourced to an individual or to another company. Inserting such a clause into a contract document is well within the rights of the clients.

When they hire a particular company to complete a project or task, they expect all work related to the project or task to be completed by members of that company unless they specified otherwise when negotiating the contract. Violating the contract documents in this situation is not a good idea. The company could be penalized by the client. Penalties may include withholding payment or refusing to award future projects or tasks to the company.

Deciding whether or not to outsource particular tasks is one of the many important decisions both large and small businesses often have to make. It can be a difficult decision at times.

It is important to consider all of the tasks involved before you make the final decision to outsource certain business projects. Situations in which your in-house staff is not qualified for the tasks, when your in-house staff is overburdened and when there are specific client requirements and tasks must be completed by individuals with specific qualifications are all valid reasons to choose outsourcing as an option.

Before we finish up this last lesson I want to leave you with a quick recap of three basic guidelines for outsourcing your own projects:

- Select Qualified Candidates Carefully

One way to greatly simplify the process of outsourcing is to give special consideration to selecting a qualified candidate to complete the outsourced tasks. This is important because outsourcing the project to an individual who is qualified to complete the tasks and motivated to do a good job will make the outsourcing endeavor more likely to be



successful.

To find the right candidate for the job, place advertisements outlining the project requirements and preferences and carefully review each application which is submitted. Immediately disregard applicants who are not qualified for the position. Then review the applications of qualified candidates carefully and select a small group of the most promising candidates. Next interview each of these candidates and verify their references and passed work experiences to learn more about these candidates and their abilities and work ethics.

After interviewing these candidates it is time to make a decision regarding hiring one of the final candidates. Do not be discouraged if none of the final candidates seemed right for the job because you are under no obligation to hire any of them. You can continue your search for a qualified candidate by placing your job advertisement again and soliciting new responses.

#### - Establish Definite Requirements

When outsourcing a project or tasks, it is important to clearly define the project requirements. This is critical because it is important for the contractor to fully understand the tasks which are being outsourced to ensure he is fulfilling all of the requirements and completing the task in a satisfactory manner.

Failure to establish definite project requirements and goals can lead to a great deal of problems when outsourcing a project. The contractor may feel as though he has completed the project as it was outlined but the employer may disagree. When this happens there can be harmful delays until the issues can be resolved amicably. In the case that this is not possible it might be necessary to employ the assistance of a mediator to evaluate the contract documents and the work produced to determine if the contract terms were met.

#### - Establish a Firm Deadline

Another important element of outsourcing is establishing a firm deadline for the project. This is important to avoid misunderstandings and to prevent late submissions of work. Setting milestone goals is also important because it gives the employer the ability to evaluate the progress of the contractor during different stages of the project and to ensure it is proceeding according to schedule.





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Ideally the deadline should be established before the candidate is chosen. This is important because this enables the employer to verify that the contractor is available for the duration of the project. Schedule should be discussed early in the process of selecting a candidate to avoid selecting an ideal candidate only to find out he is unavailable when his services are required.

As we close this final lesson I would like to thank you again for joining me and I sincerely hope that you have learned a lot about whether or not outsourcing can help your business grow!

Even though we have come to the end of the short course please feel free to contact me if you have any questions about how to effectively outsource your own projects. I will be glad to assist you in anyway that I can.

Best of luck to you in all of your outsourcing ventures,  
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