**Jeffrey:** Welcome to Build Your Tribe with your host Chalene Johnson.

**Chalene Johnson:** What’s up? Here it is a Saturday, assuming you are listening to these in the order in which they were release and we’re spending time together getting smart is like one of my favorite all-time hobbies. In fact, you should tell people that the next time they’re like, “So what are your hobbies?” You should say, “Well, one of my hobbies is getting smarter if you can believe that, because I’m already so smart, I’m just - I’m **[just more advanced 0:00:23]**.”

I don’t know if you’re like me but like this is a hobby. I love Saturdays. I love Saturdays because I don’t have to meet with anyone. There’s no expectation that I’m supposed to be returning emails or text messages. So I spend a lot of time on Saturdays listening to podcast and my audio programs. Like, I’m into several different coaching groups or online academies and that’s the day that I re-listen to lessons on MP3. So I’m happier here.

I’m glad that you listened to the last couple of episodes. If you haven’t, you need to, because we’re doing a big-time work. We’re taking business to the next level. And I don’t want to waste your precious time on a Saturday by having you listen to this episode if it’s not appropriate for you. So - and you need to figure out if this is appropriate for you.

Now, if you already know that you need to start outsourcing, like, pronto and that’s a no-brainer, awesome. Then you are almost in the right place. What I did in the first episode, so this is like a three-part episode, basically, this is a three-part answer to just one question from someone who asked, “How do I know when it’s time to start outsourcing? How do I know what to outsource? Where do I outsource these things to? And, how do I outsource when I don’t even have the time to figure out what to outsource, let alone teach somebody how to do this stuff? And, oh by the way, did I mention, I’m a control freak.

So in the first part of my response, I helped you to identify, if in fact, it is time for you to start outsourcing because it might not be. Your business might not yet be at that level. You personally, mentally might not be at a place where you’re ready to outsource. And I kind of said that tongue and cheek in the first episode, like, “Hey, you know, if you’re not ready for business growth, then you’re not ready to outsource.”

But then I started thinking about some friends of mine who are also entrepreneurs and - and they’re like - they’re totally ready for business growth. But mentally, from an organizational standpoint, they are not yet ready to outsource because they’re not willing to slow down so that they can speed up. Because real talk, you can’t do this, like outsource and just keep going at this 110-mile per hour pace that you’re going right now.

So you do have to mentally be in a place where you - you get it, like you have your big-boy boots on and you realize, okay, I might have to take a week off of trying to do everything, like a chicken with its head cut off. I might have to take a week off of that to get this system in place, a system where I’ve got some help. Yo, you can’t do it all. You, my friend, are going to burnout and you’re going to burnout your relationships and you’re going to burnout yourself and you’re going to stress out and you’re going to look really old and no amount of Botox or under-eye brightener is going to help that hot mess. You can’t do it all. You - you just can’t.

And so, you mentally might be like excited about business growth, but you’re just not at a place yet where you’re ready to accept the fact that this requires you to slow down. You can’t set up a system for outsourcing while you’re still doing everything. You have to be okay with the fact that the world is not going to crumble. Your life doesn’t come to a screeching halt. Not - Facebook fans are not going to like leave your page in droves. Sales are not going to come to a screeching halt but they - they are going to slow down and so is traffic and so is everything else that you’re doing, but that’s okay. You have to do that. You are just going to have to do that.

So in episode one I helped you to identify very clearly if in fact you are ready to outsource, to start, you know, figuring out what things you really shouldn’t be doing in your business and what things are quite frankly costing you money.

Then on the follow-up episode to that one I help you to identify what things - you know, especially if you’re a beginner outsourcer, if you’re - even if you’re like you think you’re pretty good at it but you realize that every time you outsource or delegate things, it makes your business even that much more successful. So in the second part of my answer to that question, I - I really helped you to look at everything you do.

Now, new-school entrepreneurs, you get this. It’s not - we’re not just talking about returning emails and designing lead pages and answering customer service emails. When you are a new-school entrepreneur, it’s difficult to compartmentalize like each piece of your life. So you’re busy not just because of your business. You’re busy because you have to pick up a gift for so-and-so’s birthday party and you have to make sure that the dogs are groomed and go to the dentist appointment. And you have to make sure all the clothes are folded and put away and that the children have food to eat and, and, and, and. And then on top of that, then you have all of your business stuff, right?

So in that episode, let me tell you. I heard from quite a few of you who were like, “Ahm, my blood pressure is so high right now. And that was after the point where I read through a list of kind of what most people try to do themselves each day.” And that for so many people was like, “Okay, I get it. Holy wow, I didn’t even realize I was trying to do all of this, no wonder I feel like a failure. No wonder I feel super disorganized. No wonder I feel like I’m never stopping but I’m never getting anything done.”

So if you haven’t, go back and listen to the episode just previous to this one where I kind of go over that list and in fact I gave you the opportunity to have me text to you kind of a checklist. It’s not kind of a checklist. It’s kind of like a ginormous checklist of everything that you are probably doing. It’s several pages long and it includes everything, nuts to bolts, from business to family to personal, everything. And then you go through this checklist and you just can easily identify those things. You’re like, “Yeah, why am I still doing this? Why am I still thinking I’m the person who needs to take care of this?” And it also gave you the opportunity to see on paper what things very quickly, pronto, you can begin outsourcing.

Now, in this episode I promise I would do a couple of things. I told you that I would teach you basically, after you listened to that last episode and you’ve decided what are the first couple of things, boom, like right now, I get it; dude, we’re down. Let’s outsource this. Once you figured that out, how to do it, where to find good people, how to identify who the good people are, how much to pay them, how to keep them around so they don’t like leave or get super busy with other people’s work. And - and really how to drop unrealistic expectations when it comes to a virtual staff member or somebody who’s helping you who’s a consultant.

Now, this could be like six hours long, honestly. I just think it’s - it’s kind of like how you get the advantage in 2015, in 2016 as someone who loves passive income. And if you love passive income, it’s not the income part of it that you love, it’s the passive part of it; well, okay, fine, it’s both that you love. But it’s - it’s the - like realizing, “Whoa, I can reach so many people and I can do so much by taking advantage of all these amazing people who are online.” So I could talk to you about not just outsourcing to people online, I could talk to you endlessly as I do for my students who are in SMART Success and Marketing Impact.

I talk to you about all of the things that you should and could be outsourcing in like your real-world life, meaning, like your daily life. Like, what I mean by that is having an in-person, personal assistant is very different from having a virtual assistant. Both change the game. Both incredibly valuable but very different.

So, in order to keep this relatively brief, which is always my promise and to be bright and to be fun and then to be done, I’m going to stick to today just talking about virtual staff. Now, if I hear from you on my SpeakPipe that you would love to find out more about how to hire someone who’s a personal assistant who would, you know, you’d have to interact with, which is kind of weird because a lot of us are introverts, right? Creative people tend to be kind of introverted, like, we don’t want a lot of people around us. So I can - I can cover that and I can talk to you about housekeeping and errands and how you find those kind of amazing people to help you take your life to the next level, I can do that. Not in this episode. But if that’s something you’re interested in, let me know. Either send me a tweet and just use the hash tag, #inpersonhelp, that way I’ll know what you’re - what you’re interested in hearing about. Or you can just leave me a SpeakPipe by going to chalenejohnson.com/askchalene.

All right, let’s get to it. Where do you find these good people? “Chalene, I have figured out that I need somebody to help me manage my email.” Or, “Chalene, I have figure out that I need somebody to go through and help me redesign my website. Coding is not my expertise, where do I find these good people?”

So let me give you some suggestions and I’m going to tell you the ones that I know of and then the ones that I use, okay. So I can tell you that the two that we use every single day are Virtual Staff Finder and I - that was a game changing podcast interview I did with Chris Ducker I think back in January. I’m not sure if it was January. I think so. Where he just sold me on the idea of trying a virtual staff member. Now, that is a full-time employee. I currently have two full-time employees that we were able to be matched made - is that matched - matched-up with using Virtual Staff Finder.

Virtual Staff Finder, that is a company that Chris Ducker founded. It’s in the Philippines. And I - I just - I cannot say enough awesome things about them. What they do is kind of cool. It’s kind of like matchmaking. So we give them this long list of everything we think fits within the category of like one person with these could do. And it was a really long list. And then what they do is they search through their reservoir of amazingly talented, educated, experienced virtual staff members who reside in the Philippines. They interview them. They give them aptitude tests. They test them on just about everything that you’re looking for that’s on your list. They do the background checks. They collect their resumes. They do an in-person interview. You get to listen to that. You get a personality - like everything. It is far more extensive than anything I personally have ever done to hire an employee in person. Then they narrow it down for you after they’ve done their own interviews and then they say, “Here are our top-three picks,” and you get to schedule your own personal interview with those potential candidates.

We went through that whole process. I believe - I don’t care who you are, even if you’re Mark Zuckerberg, I think that you, more than anyone else, knows what it takes to have the right stuff. And so, I do all those interviews myself and I did all those interviews myself and we found Giselle. And I love Giselle. I love Giselle. Giselle has been our virtual assistant from the Philippines since the day we hired her. I think - I think we hired her - I think we hired her in December and she started in January. Yeah, I think that’s how it went. And I talk to her every day, not very much though because she’s brilliant. I can’t even believe what she can do. It’s amazing. She’s like a ninja. And I’ve never been happier.

And the cost of what you can expect to pay someone full-time who’s incredibly talented, incredibly sweet, and incredibly devoted to your team, I think that it - it changes based on kind of cost of living and supply and demand. But I believe in that episode with Chris Ducker. He said you could expect to pay between $550 and maybe $700 a month for full-time. That’s right, full-time work. “Well, Chalene, but they’re in the Philippines so how does that work with your time zone?” It depends. We happen to want to honor the happiness and lifestyle of the people who work for us. And most of our virtual work doesn’t have to be done at a specific time. However, there are lots of people who - they need someone during their business hours and that specific standard time, let’s say. And so you can negotiate that and you can specifically say, in the hiring process, “We are only interested in speaking to candidates who are willing to work on our time zone.” You can do that.

I, personally, would much rather get someone who’s super talented and super cool and fits with our team and honor their schedule, that was more important to me than me needing to honor - than them needing to honor our schedule, if that makes sense. So that was Virtual Staff Finder.

Now, I - I have a special surprise for you. Now, I’m an affiliate for Virtual Staff Finder which means that if I referred you, I could get an affiliate fee back. But I told Chris, I’m like, “Chris, this is crazy, amazed balls how much it has changed my business. I don’t want an affiliate fee but could I pass along a discount to anyone who decides to use your service,” because Virtual Staff Finder charges a fee. I hate to even quote it right now because I don’t know off the top of my head. I’m pretty sure it’s under $600. I think it’s between $500 and $600, either way you get $50 off. That’s right, I’m giving you my affiliate fee. I’m going to give that to you. So all you have to do is go to virtualstafffinder.com and go /teamjohnson and you would get $50 off.

Okay. Here’s what you need to know. This is a process. This isn’t like, okay, “Here is what I need. Find me her or him. It’s not like that.” You have to give this the same emphasis and seriousness and attention that you would hiring someone in-person. But if you’ve already done the math and you’ve figured this out, we’re talking like $4 or $5 an hour for someone who’s incredibly talented, devoted, hardworking, I mean, it blows my mind.

So as soon as we got Giselle on board and after like a month of me going, “Is this a dream? Is this really happening? Is this even possible?” Like, after like maybe two months, I’m like, “Okay, I guess this is real life. I guess this is - I’m not dreaming.” And so, let’s hire more people from Virtual Staff Finder. So I can’t hire them fast enough. I’d like to hire like five at once, but I know the right process is to hire them one at a time so I can spend time with them, so I can help them learn each of the systems I’m having them hired for so I can get to know them, so I can care about them, so that they care about me. And so we’ve just hired our second virtual - full-time virtual staff member from Virtual Staff Finder and his name is March. And March is helping us with all of our social media as well as design, like, he’s doing all of our infographics and just freaking awesome.

So - and the funny thing is about both Giselle and March, if they lived here in the United States they are my kind of people. Like, we have a lot in common. I really like them. I can tell they’re good people and that’s the other thing I want to talk to you about in this episode. So first, Virtual Staff Finder. And so, for some of you, like, I don’t think I have 40 hours’ worth of work to give someone. Even if you don’t have 40 hours’ worth of work, do you understand, at that rate of pay, at the level of knowledge and expertise and just having somebody basically, on call, who can do that kind of work, what is that worth to you?

Even if you hire them for 40 hours and they only were to work, say, 20 or 30 hours, you’re still coming out ahead. And - and can you monitor the number of hours that they actually are putting in? Of course, you can. You can do that anyway you need to with both Giselle and with March, we have them check in daily and let us know which tasks they’ve completed and what’s up on the horizon.

Next program that I want to talk to you about is Elance. Now, many of you know that Elance merged with oDesk earlier this year. Those were the two giants. So a lot of times you had to decide whether you wanted to use Elance or oDesk. Well, they’ve recently merged. I love me some Elance. When they merged however there were some - shall we say, growing pains as will happen when any two companies merge. But I really think they’ve got things worked out now.

What is Elance? Elance is a site where all of the top freelancers go. And is basically finding any kind of expert in anything you can possibly imagine to do work for you online. So this is where people who are - maybe they do coding or design or they’re authors or proofreaders or - you just about name it, virtual assistants, everything you can possibly imagine from all over the world go there and they’re looking for work.

So you can post a job or you can post yourself as an expert. And then when you post a job there, people bid on the job which is pretty cool. Now, when you big on a job, let’s say, for example, you post a job that says, “I’m looking for someone who can help me curate content for a blog that I would like to release three times a week. Help me find content that’s relevant to these topics, sort through it. I’m going to write it very quickly and then I need you to proofread it; and to make it sound like my voice and to find pretty pictures and to post it up on my blog.” So - basically, you can pretty much write it just like that. And I use a WordPress blog and I want to do this three times a week and I think it needs to be about 500 words per blog, you can seriously write your job description that generically.

I think people are all freaked out about like, “Oh, how do I write this as a professional looking for another professional?” You can seriously write it in layman’s terms. And/or you can look for other people who’ve posted similar jobs. You can see how they’ve written theirs which I suggest you do because you’d be like, “Oh, I didn’t think about including that.” And they will also often list what they’re willing to pay for that particular job. How cool is that?

So then you can kind of get a sense of, well, what - what could I expect to pay for something like this? So the best places to go online to find experts are, in my opinion, Elance. I love Elance. You might have heard that I had a little snafu with them last week. But let me tell you about customer service, they sent flowers to my office. Are you kidding me? Who does that? My husband doesn’t even do that. Actually, I’m just kidding. He sends flowers to the house all the time. So big props to Mr. Johnson. But even bigger props to Elance. When was the last time a company sends an apology along with flowers? What the what? Yeah, and I’m so happy that they didn’t break up with me because, dude, Elance is my life. Elance is a God send, like I think Jesus must run Elance. I really - I’m serious about that. They’re - it’s so amazing. So I love Elance.

Other places that I have not used, so I have to tell you that. But I’ve heard other people have had great experiences with are Guru.com and GetACoder, G-E-T, GetACoder, C-O-D-E-R.com. Now, getacoder.com describes what they do as - this is pretty cool, saving me 60% over other traditional outsourcing agencies. So that means 60% on top of whatever it is you’re saving just by using outsourcing, right? So that’s a huge savings. GetACoder is - is really cool and it’s simple because it allows you to outsource any type of work, anything you could possibly need related to coding but you gain access not to just people you know locally but global talent. That’s huge.

And the reason why you save so much money is because the cost of labor and a lot of times the expertise is so much more advanced in other parts of the world than it is even in Europe and in United States. So you can post your request there to GetACoder and you can find companies that are willing to bid your work and you can look at their reputation. You can look at how much money they’ve earned. You can look at their work history. And you can really get a sense of, you know, who’s the right person to hire for this.

Now, the other source that I use quite often is Fiverr. Fiverr makes me laugh. Fiverr.com. It’s F-I-V-E-R-R.com. And the premise behind Fiverr.com, OMG, by the way, it is so fun to go to Fiverr. It’s why you can hear me laughing. Because it’s a website where people will do things for $5. How crazy is that? So like one time, I was like, “Hey, I want you to write me a song and sing me a song for my YouTube channel.” And some guy, like, wrote me this original song and played guitar for my Mailbag Friday videos on YouTube for 5 bucks ya’ll - for 5 bucks.

And so I emailed them. I’m like, “Dude, how do you like - and why do you even do this for $5?” And he was like, “Oh, I just love to sing and it’s good beer money.” “Cool, more power to you.” Now, the voice that you hear in most of my episodes is **[Jeffrey 0:22:09]**. And Jeffrey I found at Fiverr.com. Yes, the original couple of jobs that I gave to him were $5 jobs. He literally did the intro to my podcast for $5. And he was awesome. So since that time, yes, I’ve hired him through Fiverr for many other gigs and you can just kind of like add on.

So you can start with a $5 gig and then you can just like keep adding on and adding on. I think that’s awesome for a lot of you especially those who are like, “I’m so afraid. I’m going to get screwed. I - I can’t - you know, I don’t know about this.” I mean, let’s not be silly about this. What do you have to lose? 5 bucks? Give me a break. Go for it.

Now, I promise that I - I would share with you not only where to find these sites but how to keep people and how to keep them motivated and that’s kind of key because it’s not just like hiring someone and - and going to these sort - these places, because I’ve done that. Yo! I’ve done that. I have posted jobs. I have selected the person who I thought was best for the job. I’ve delegated the work to them and then they disappeared. Or they were great for like a little while and then they were gone. Or - or they just, you know, I don’t know. We just didn’t connect. Or I thought I was hiring someone really good only to find out that their - the work that they showed as their portfolio really wasn’t their work. So I learned the hard way; the right way to do this. And I’m not trying to brag because I have to honestly tell you, we failed miserably at this in the beginning. But - and again, I’m not trying to brag but I am trying to tell you that I’m happy to share with you the mistakes that we’ve made and how we’re doing things differently that has me so happy. Can you hear the joy in my voice? I have total joy in my voice. And that is because I think I’ve got some really great tips to share with you.

However, I promised you that Build Your Tribe would be brief. It would be bright. I would try to be fun. And then, we would be done. And see, I’m coming up on like 30 minutes and that’s way too long of an episode and I still have way too much I have to tell you about this. So how about we resume this conversation on Tuesday. Yeah, that’s right, it’s a cliff hanger. You’re going to have to listen to that episode because it’s not just about hiring good people. You and I both know that you’re a good person and people have hired you before and they couldn’t keep you now, could they? You know, they did something wrong. So there is a way to do this so you and your freelancers are blissfully happy and you feel like one big loving family. I hope that you will tune in on Tuesday for that episode. I can’t wait to share those tips with you and some of them are some pretty funny stories about our previous failures.

Thank you so much for spending this time with me. You are awesome. And I know that you understand the importance of not just giving things away for free because, you know, you’re into business. So you get that like when you give something away for free and there’s no value, like, if there’s nothing the other person has to do, because like even with a freemium people have to do something, they have to give you their email address, they have to start the relationship.

But if you just give people something for free and they don’t have to do anything, there is no value to it. So if you value this show, you will show me you value it. You will tell me you value it. And you’ll go back to the iTunes stores. Not the podcast step. You’ll go back to the iTunes store or back to Stitcher or wherever it is you - you evaluate and decide which podcast you’re going to download on your Android device and you’ll rate this show and give it a quick review. All I need is two sentences.

And of course, if you would like to be qualified for our monthly drawing for a scholarship, a scholarship to a lifetime membership to of the Marketing Impact Academy, then all you do is use the hash tag, #iwantMIA in your review. And that way we can identify you as someone who’s not yet in the school, in the academy which we only open up once a year. And we select one randomly selected review each month.

All right. I promise I would be brief. I would be bright. I would be fun. And then I would be done. I’m out.

This episode has been sponsored by courageousconfidenceclub.com. It’s a club that I’ve created specifically to help people who struggle with confidence and insecurities in social settings and - and just standing up for themselves, being yourself and feeling good about it. All of us could benefit from having more confidence. I’d love for you to just experience a taste of it. So please be my guest by going to chalenejohnson.com/confidencetips. Now, if you don’t feel like writing that Web address down or remembering to go there later, all you have to do is, while you’re listening from your phone, send me a text message. The number is 949-565-4337. And that is for US residents. Then just send me the word “confidence” and I will send you access to this video.

This video will help you to eliminate self-doubt and just feel more confident in any situation whether it’s work or personal or just your social interactions. Every one of us can benefit from having more confidence. There, you’ll submit your email address and I will immediately send to your inbox my latest training video where I teach you step by step how to feel more confident in just about any social setting. I think you’ll find this incredibly useful, whether it’s business or personal or just in your everyday interactions.

Confidence is something that makes life easier. It helps you to raise more confident, self-efficient children. It allows us to speak our mind, to stand up for ourselves, to do the things that otherwise we are paralyzed by fear and we just allow our own thoughts to stop us by learning how to overcome self-doubt and fear of success. You can become that confident person that others are attracted to, the person you want to be, the person you deserve to be, the person you know is inside of you.

So thank you for checking out my free tools by going to chalenejohnson.com/confidencetips.