



APACHE LEADS
LEADS FOR YOUR HOME BUSINESS

HOW TO **OUTSOURCE** YOUR BUSINESS

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Foreword

This book will teach you everything you need to set yourself free to focus on the things that matter in your life. Many business owners fail themselves by doing way too much \$5 per hour work instead of focusing on doing \$1,000 per hour work.

Which would you rather be doing? Yes, freeing yourself up from tedious, repetitive, low skilled tasks is an amazing freedom which will allow you, the business owner, to get on with growing your business and income. More income and more time to enjoy it will bring amazing changes to your life, which is what you wanted when you started on your business journey.

For many years now, I've been able to travel all over the world, stay anywhere as long as I wanted or as long as my visa allowed. Most of the time I can keep an eye on my business and do a lot of my tasks from my phone.

This is so cool when you find yourself on a beach and you can see money is coming in and everything is working fine.

Recently I was enjoying myself on a beach in Bali, Indonesia when a \$5,950 order came in! That's something you really need to experience.

Right now you might be thinking your business is not big enough to outsource your \$5 per hour tasks yet. That's simply not true. This book will convince you that now is the time for you to take action and begin enjoying freedom of time and money.

Kindest regards,



Why should you outsource

For me to give you a real life reason I need to use myself as an example for you. I started my business in 2003. Since about 2006 I've had VA's (Virtual Assistants).

They have been able to take over all the daily tasks which need doing in order to provide the right level of service to our clients. Mind you, I still like to stay in touch with the market and often answer support emails and take live chats from site visitors. I don't need to, I just like to do it to be aware of any concerns, questions and feedback that visitors and clients have.

Without wanting to bore you with too many details, in 2009 a long term relationship was in its last gasps and I felt desperately that I needed to get out of Australia.

At that time my son, my daughter and her fiancée were about to begin a back packing adventure around Turkey. I thought this was exactly what I needed to get my head together. So I flew from Brisbane to Istanbul and joined up with this merry trio.

We had an amazing adventure for the best part of a month, it's a time none of us will ever forget. I was so glad to be able to do it.



The Merry Trio – Istanbul, Turkey 2009.

"All that time I was backpacking, my business ticked along just fine."

The point is if for any reason you need to not be at work, if you have outsourced the daily tasks needed to keep your business running, there won't be any major problems. What a life saver if a health problem stops you coming to work every day.

My traveling didn't stop there, my son and I decided to go and live in Riga, Latvia. To be honest I had never even heard of it, showing my ignorance here. Riga is the capital of Latvia. The country is on the western border of

Russia.

We lived there for 4 months in a very nice furnished apartment. During that time, we took a train from Riga, to St Petersburg, then down to Moscow and then home. I had always wanted to visit Russia so that was checked off the bucket list.

I had traveled a lot before my current adventure started in 2009 but nothing like this; I have been to a lot of countries in that time exploring and having adventures.

Now I'm based in Phnom Penh, Cambodia but still continue to travel a heck of a lot, for pleasure.

Hopefully, you see the value in getting your daily tasks covered by a trained VA in terms of giving you time and allowing you to increase your income by focusing on tasks that you should be doing.

How much does it cost?

Clearly how much you your outsourced staff is a matter of negotiation and of course skills required.

If you require a higher skill set such as a web developer or a software engineer then it would be considerably more than someone making calls for you.

If you figure a ball park of \$US250 per month you will be able to hire someone to do your work. It should be noted that Filipinos are quite used to working 6 days per week.

Remember this is not like what the big companies do; this is not about business process work or sending an entire division overseas costing thousands of jobs in your home country.

This is about you hiring a person to do your daily tasks or to develop websites or software or make graphic for you. It's going to allow you to grow your business and create more wealth which benefits you, your family, your community and your country.

Outsourcing on this scale is a great thing to do. It's win win for everyone.

Tax deductible expenses

Another cool thing is everything you pay to your outsourced staff is a tax deductible expense. Plus, you are not paying them holiday pay, sick leave or health benefits.

So the net cost of a \$250 per month employee to you after tax might be around \$160 per month.

What is it?

This is about you first off hiring one person, you will hire that person full time and train them to do all the "daily tasks" needed to run your business. You will train them and hold their hand until they get up to speed.

It does take some **time, patience** and **management**. You can't expect someone to step into your job and take over in one day.

The investment is definitely worth it.

Just imagine you had another **YOU**. Imagine all the extra

productivity! v You're not going to find a clone of yourself, so don't look for that. Look for a person with the skills, passion and personality to do the daily tasks you need doing.

What it's not

What I'm talking about is not UpWork, or Rent-A-Coder, or GuruLancer or any of those sites. You are not hiring an independent professional.

With professional freelancers, once the job is finished, if you don't like it, you're going to feel ripped off. Even if the job is satisfactory, you're not going to get any further benefit from the time and effort you put into the relationship.

If you need more work done you will need to go out and spend a bunch of time, writing a specification for the work, calling bids, reviewing the bids, interviewing the bidders and finally getting to the point of hiring someone.

Not a great way to be doing business.

The people you are going to hire are not Contractors who will do a one off project for you. These people will be employees of yours, full time employees. They will be devoted to you and your business.

Philippines is number one

Please don't shoot yourself in the foot by trying India or some other place. You are very likely to regret it.

The Philippines has a different culture to the rest of Asia. I've been to them all in South East Asia. I've been to China, Vietnam, Laos, Cambodia, Thailand, Myanmar, Malaysia and Indonesia. All great places but not great for hiring full time employees.

I lived in Davao, Philippines and during that time traveled quite a lot throughout the country. Visiting my son was the reason I moved there. He had been living near me in Phnom Penh, Cambodia and was simply unable to hire local staff with good English skills.

So off he went to Davao.

He wasn't entirely inexperienced he had been employing Filipinos remotely for his internet business for a couple of years and actually had about 20 of

them all working from their own homes.

He wanted to set up an office in Davao which would develop software for his SEO company. Also as it grew it needed more staff for the content writing, editing, link building, keyword research, rank tracking and most importantly sales.

I was involved with the process and still am as his business grows from strength to strength. The reasons he chose the Philippines remain valid whether you are hiring remotely or in country:

- + **English** is widely spoken and taught in school.
- + Education is of **good standard**.
- + The staff you hire will have **university degrees**.

They are not managers

Filipinos for the most part are not natural managers or leaders. That's not to say there are none, there are but few and far between. If you eventually want managers in your business, you will need to train them to take on those roles.

Good at telephone calls

You can find Filipinos with very good English skills and if you are wanting them for calls then it's definitely worth looking for those with the English skill to speak with westerners.

As you are no doubt aware, the Philippines is now the able to boast more and bigger Call centers than anywhere else. This is for the exact reason I mentioned.

It used to be India was the call center place but there was a lot of push back from consumers, so many companies using call centers relocated to the Philippines.

They found the English level to be considerably better and Filipinos are naturally very polite, patient and helpful. Even under very trying situations.

Treat them well and they will treat you well

Some of the staff my son has working for him, have been with him over 5 years. You can bet they are not thinking of going someplace else.

Often the biggest mistake westerners make with outsourced staff is to treat them like robots. This can happen when the relationship is taking place thousands of kilometers away and the only communication is emails and chats.

This can cause the personal relationship that one would normally have when working in an office to be neglected.

I encourage you to make video Skype calls a few times a week so you both see and hear each other. This will help with building a relationship. If something goes wrong, give them a chance to correct it. Ask questions, try and determine why it went wrong.

The more you know the more likely you can prevent the problem happening again and save yourself the wasted time and drama of firing them.

You will find in many ways Filipinos are quite childlike in their naivety and a few wise words from you can solve the problem.

Tardiness

Filipinos may not always have the same sense of time and punctuality as you. In their country its quite socially acceptable to be late. This can lead to late arrival at work and missed deadlines and opportunities.

To combat this and to install a desire to adhere to the working hours, you need to be vigilant. Take note of any slippage on times. Make your employee aware that it is not acceptable.

If the pattern is not broken, then you need to warn them that you are

prepared to dock their pay 1-hour every time they are late. Rather than just having a stick approach, try also using a carrot of a little monthly bonus for being on time each day.

If the bad habit continues then you may need to let this person go and find someone more reliable and punctual.

Honesty

I've seen some people write how amazingly honest Filipinos are. I strongly disagree with this. After having lived there and dealt with Filipinos on a daily basis for the last 6 years I find them neither more or less honest than any other country.

When it comes to matters of money, remember what may not seem a huge amount to you, may be easily more than a year's salary to them.

Don't place temptation in front of people un-necessarily, it can lead to disappointment and huge hassles.

Things can go right though; I'll give you two examples to make up your own mind:

One time I paid an outsourced employee via PayPal. I was in a rush and forgot to change the currency from US dollars to PH Pesos. I sent this guy

\$US2,000 instead of 2,000 pesos.

As soon as I had hit the pay now button I realized what I had done and freaked out. I explained to him on Skype what I had done. A short time later I had the money back. Phew!

In the other example, my son had a long term Filipina working for him. She was basically the office manager. She had control of bank accounts, petty cash and the PayPal account.

Recently he discovered that over the last year she had skimmed around \$US30,000.

Of course, as a rapidly growing company he had taken his eye off the ball when it came to putting strong secure money managing systems in place and paid the price.

So as I say best to put systems in place which will detect fraud or theft very quickly and to not place temptation in people's path.

There is no reason to decide to not go ahead with hiring Filipinos, they really are no more honest or dishonest than anyone else when taken as a whole.

Filipinos are loyal

When you hire, train and respect your employees they will be very loyal to you. You will be able to count on them staying with you for many years.

Computers and Internet

They have their own computers and wifi. But its worth finding out what their internet is like as it's quite patchy in quality.

The major cities mostly have reasonable speed but provincial areas not so much. Worth testing it with some video skype calls to get a good feel for it.

They speak English

Filipinos have a few native languages depending on which area they grew up. But most speak English, especially younger ones.

All legal matters are conducted in English and it's taught in school.

If the work you require done needs pretty much perfectly fluent English, then you should be able to find qualified candidates but may need to be prepared to pay a premium.

As I said, most speak and write English but the quality will vary depending on the quality of their education.

Filipinos like westerners

The Philippines base much of their modern culture on the USA.

There are franchised fast food outlets everywhere, American clothes, songs, movies etc. All westerners will enjoy a friendly reception.

Social status & gender

There really are no gender issues to anywhere near the degree in other countries. Both sexes work fine with a boss of the opposite gender.

Being employed by a foreigner comes with bragging rights in the Philippines. It's considered a big step up to be hired by a foreigner and they will be bragging about you to all their friends.

They are not entrepreneurial

Someone told me this before I went to the Philippines and I didn't really believe it but having lived there and worked closely with many locals, I came to understand it's true.

The great thing about this is, you never have to be concerned that you are training your future competition.

It will occur to you time and time again that in many cases, they could go and do the same work for themselves and make \$15,000 a month instead of \$300. But they won't. It will not even cross their minds.

They don't want to start a business, hire staff, work long hours, take risks. Nope, none of that, they just want a good job with a regular paycheck they can take home to support their families.

Where to hire Filipinos

After quite a few years of trying the available sites I settled on this one: [OnlineJobs](#)

I have used it for over 5 years now and use it regularly to find good talent.

WHY OUTSOURCE TO THE PHILIPPINES WITH US?

A simple process that leads to the best Filipino staff

- 🏠 Filipino staff work from home. You get the most affordable rate.
- 🕒 Hire Full or Part-Time, Hourly or Salaried. Work On Your Terms.
- 💬 Proactively Contact Workers or Post A Job and let them come to you.
- 🌐 No Ongoing Fees From Us. Just Filipinos offering The Most Affordable Outsourcing Rates In The World.
- 📊 Largest Database of Online Filipino Workers. 150,000+ and Growing Every Day.



"If you deprive yourself of outsourcing and your competitors do not, you're putting yourself out of business"

Lee Kuan Yew

The main thing now is to take some action, any action is better than none. We all start our MLM journey at different places in our lives. My own story is not a very pretty one but it does serve to show anyone can do this thing. It was very painful for me to write this confession and put it out there on the internet for anyone to see. Maybe it will help you too:

[How This Broke, Drunken, Rude Loser Got The Skills & Motivation To Build A Successful MLM Home Business In 90 Days](#)

Grow your business the fast way

Now that you're armed with some of the best responses to the most common questions and objections you will be confronted with when presenting your business to a prospect , you need to consider just how do you meet people?

How do you get a list of people that are interested in learning about your business?

Well that's where Apache Leads comes in. We have been providing leads to NetworkMarketers since 2003. One of the things which make us an obvious choice for networkers is our huge range of leads. Not only do we cater to all budgets we have a truly vast range of leads from the U.S.A., Australia, Canada and the United Kingdom.

Plus! Your investment in leads when you purchase from Apache Leads (www.Apacheleads.com) is Risk Free! That's because we have a No Bad LeadsGuarantee. You really have everything to gain and nothing to lose.

Right now, you can receive an instant discount coupon on all leads we offer simply by joining our mailing list. Our subscribers enjoy many benefits including secret subscriber only discounts on a very regular basis.

So, don't delay your success any longer, come and visit our site right now www.Apacheleads.com

We trust you have enjoyed and benefited from this free report and hope you will pass it along to your business associates so they may also reap the rewards.

Best wishes for the future

