

# Pay A Professional

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Pay A Professional While the benefits of starting a virtual type of business is almost unlimited and its profit potential can be enormous - as you can see from how much the Internet Marketing gurus are making every day, year in and year out - the problem is that most people are often doing this business... ALONE. Heres the thing: driving traffic to your website is a necessary daily operation. Its something you have to do every day if you want to grow your business. And if you know anything about smart business delegation, then surely you know that anything that can be done every day is now worth outsourcing to someone else to do it, right? Maybe youve not thought of it before. Or maybe you did... but your tight budget doesnt allow room for outsourcing. Perhaps outsourcing is risky and yes it can be... if you dont know anything about it! See this diagram below and compare it with how youre working now.. Are you still tinkering around with some HTML code? Are you still testing a traffic generation technique and unsure as to whether or not it will pay off? Are you still struggling to make your first eCover for your product, only to realize that its not good enough and doesnt do it any justice? Then my friend its possible you could be wasting your time! You may have to stand back from what youre doing, re-think your strategy and shift gears because if youre still hacking away and getting nowhere, your destination to online fortune will still be a long long way. What Happens If You Go Solo? The more you attempt to save and do things yourself, the more of your own energy and time your using. Likewise, the more you invest or outsource, the less time and energy of your own you need. The more you attempt to do things for yourself and entirely by yourself, the more days will pass you by along with you feeling drained and burnt out. You wont be turning a profit yet because youre too busy working. What Happens If You Team Up? When you get others to work for you, your time becomes more productive, you get more done and your energy levels will be high. The only time spent will be the time managing and checking on others work. You still wont be turning a profit yet, in fact youre already in the minus, but youre already in a better position for launch i.e. promoting your product. If youre still going solo, the launching phase of your product will come much later and when that time does come around, youre already frustrated and tired and most likely would want to take a long break before hacking away at it again... What Is Your Time Really Worth? If you make \$10 an

hour, then a job that can be outsourced for \$5 an hour is worth your time. Therefore it is worth going ahead. Alternatively if the outsourced work is worth \$20 an hour but requires a specialized skill, then you have to consider the time required if you were to attempt it yourself. Even then, will it be up to the standard that you want it to be? Why try something that you can only get a B grade at best on when someone else can do it for you at A+ grade in less time? This is why smart people in the online and offline world outsource! They make use of the talents, strengths and skills of others and recognise their own weaknesses. They gel the work of many into one. This is working smart. This is what Pay A Professional is all about!

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