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**5 Reasons You Should Outsource Your Online Tasks**

**By Indratno Widiarto**

If you've been online for a while, either as an internet user searching for information or an online business owner, you might have seen the ups and downs of netpreneurs.

You may also, for some extends, get frustrated by the result of your online activities. Especially if you are an online business owner. You just don't see any substantial growth of your online business.

What went wrong? You might think. You've bought all the manuals. You've followed all the how tos. You've set up all the necessary softwares.

You start to think about being cheated by those so called 'experts'. You become afraid of failure in pursuing online business success. You start to think to just quit.

But, don't quit!

What you might've missed was proper strategy you should've built to make your online business grow. What you've done was just tactics. You checked emails. You searched for resale rights products, you hunted for affiliate programs, you submitted you website urls, you wrote articles, you submitted articles, etc. All those activities consumed your time. You never have the time to rethink your strategy at the first place.

Your strategy is your guided approach and principle toward your goals and vision. If you have not got vision, you're doomed!

When you've set your vision and goals, it's easier to develop you online strategy and outsource most of you online tasks.

Here are 5 reasons why you should outsource your online tasks:

1. When you set you vision and goals, it is then easier to value your time. By outsourcing you reduce the amount of time you might have wasted.

## 5 Reasons You Should Outsource Your Online Tasks

2. You need to speed up your process to see result. By outsourcing you eliminate the hassle of doing-it-all by yourself that may drag you off.
3. You need to increase your productivity. You only have 24 hours a day. No more. The most productive activities need the most of your time. You're investing your time by outsourcing the most repetitive time consuming tasks.
4. Sometimes you just need an expert to do your tasks. You don't have time to learn all the techie things. You just waste your time learning HTML or PHP just to make your site up and running. Scripting, creating logo, submitting articles are tasks that should be outsourced.
5. Outsourcing clears up your thinking and makes you more concentrate on developing your online business strategy.

The next thing you should consider is where to outsource your tasks. You have to be careful in choosing your outsource partners.

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### **Your Very First Steps To Outsourcing**

#### **By Indratno Widiarto**

Eventhough the concept of outsourcing has been around for years, its implementation often incorrect and misled.

Outsourcing is NOT about having jobs done by other parties.

Outsourcing is about having the best talent and resource to do some tasks, so you can concentrate on more strategic ones.

The distinction is obvious. Your strategic tasks is the most important things you need them to be done to grow your business. You do not want to be distracted by other repetitive tasks you can outsource to third parties. However, if you select those parties carelessly, you may jeopardize your business

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entirely. On the other hand, if you put your outsourced tasks on the hand of the best expert you can find, you may even increase your productivity.

If you have no experience in outsourcing, you can follow these steps:

1. Determine which task is strategic and which one is not. 2. Outsource non strategic tasks. 3. Do your research to find third parties with the best talents and resources. 4. Don't be cheapy. You always get what you pay for. 5. Do some testing and observe the outsource results. If you find those third parties are not what they have told you, fire them. 6. Consider to use media to attract talents. 7. You may need to write 'help needed' ads to attract talents. 8. Outsource that copywriting task, too. 9. Do your strategic tasks to find the way to win your business

10. Once you find the way, find best talent and resources to do it.

With that process, sooner or later you will find the difference between outsourcing and out tasking. The later is when you get your tasks done by other parties regardless of their capability and talent. They just do what they have to do. Sure, you get your tasks done. But the results do not give any contribution to your productivity.

One thing you should understand about strategic thinking. Thinking strategically is about finding any possible ways to win. So, your strategic tasks are activities in finding ways to win. Once you find the way, find the best talent and resources to do it and make it happen. That's outsourcing.

Indratno Widiarto is the editor and CEO of The Infopreneur World. You can find articles and resources on infopreneuring including free ebooks and subscription at

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