

The Ultimate Outsourcing Guide For Bloggers

The Blog Program – Episode 6 – Transcript

David: Welcome and thanks for being here today.

I've got a real treat for you today; this is the first ever interview that I've ever done on the Blog Program. So I guess 5 episodes of just listening to me, finally you're gonna get to listen to somebody besides myself. Obviously, it will be both of us but I want to be talking to him.

We're gonna be talking about Outsourcing today. What are the pitfalls of online business or pretty much any business especially when you're the "solopreneur" behind it is basically entrepreneurial ADD. It's the fact that we have so many things to do that it becomes the source of overwhelm, you don't know really what to do next and you kind of like there's thing that need to get done but you can't dedicate your time to it; or you don't want to do it for one reason or another and it just becomes a problem for all of us. And I know especially on the internet it's even more so it seems like because we are in such a mental business. It's not like a lot of the businesses on the outside; they're offline where you're doing with physical things in a lot of cases. With the internet I mean pretty much everything that we do is in our heads and the internet we're just throwing in with bits and bytes around. It's a very very much of a mental game and it's really easy to become overwhelmed by all that stuff. With the lack of time to get everything done can become a real problem and I know that a lot of you guys who are listening to this podcast have experienced that because who has not really? You know not having enough time to get things done. So that leads us right into the topic today which is outsourcing; which is very very hot topic. It's really just a matter of hiring people to get things done for you. Now you can hire employees or you could do the more technical definition of outsourcing which is hiring somebody overseas outside the country and this applies to pretty much any business really but we will be talking specifically for Bloggers today.

Again this the first ever interview and we will be talking to the expert on Outsourcing to the Philippines. His name is Chris Ducker; he's originally from London but he has actually lived in the Philippines in the last 12 years. He's been there for a long time and he is very very connected there. He's got a family there; he's got a company with like a 300 employees. He's also a really good friend of mine, we've done a lot of hangin out in Blogworld, a really really fun guy to hang-out with. His blog is Virtual Business Lifestyle at virtualbusinesslifestyle.com and his company is called Virtual Staff Finder. So with that, let's jump right into the feature segment.

David: Hi Chris, welcome to the program, you're the first person I'm interviewing on the Blog Program.

How does it feel?

Chris: I'm a little scared about that actually. I'm not sure, I might be getting set-up, I mean it could be a complete frame. I'm very privileged; I must say Mr. David Risley, very privileged indeed.

David: Very cool as you should be. Anyway, just moving on from there; so a lot of people listening to this may know who you are but for those who don't, why don't give us a bit of a background as to how you become a got to go guy when it comes to outsourcing.

Chris: Cool, well, yes I lived here in the Philippines, I've been here 12 years, I run a couple of different companies here, have about 300 people working for me in the facility but I'm more likely to be known for my blog virtualbusinesslifestyle.com and for my second company which is Virtual Staff Finder where we helped busy entrepreneurs online or offline find a really good quality experienced to helped them run, support and grow their business. So that's basically what I'm all about when it comes to outsourcing world.

David: Cool, so I guess you got started in UK right? And then you found yourself moving to the Philippines?

Chris: Yeah, I was born and raised in London and indeed up coming to the Philippines in the late 90's, originally just for some vacation time and I did a little bit of work in Hong Kong as well and landed full time here middle of 2000 and I haven't left; well I've left but you know I'm here full time so to speak in terms of living and working and everything.

David: Cool, cool, so you have 300 people working for you there, your feet are on the ground, you're doing this there and it's not like you're sitting in the US and something like that and just try to do it all remotely, I mean you are there so you are immersed into the culture. Very Cool!

So we are talking here mainly to an audience bloggers. So my first question here is just to relate this to people with blog, just like what kind of things could a blogger have a VA do?

Chris: You know it might be easier to make a list of what you could not get a VA to do in regards to running a blog and being a pro blogger or full time blogger. If you go to the Virtual Staff Finder page you will see a butt load of testimonies was on their with some a pretty big names about I am not going to drop them now as it is not my style but a lot of very popular bloggers have utilized the service to find their VAs and everything from General VA, right away to web developer, SEOs, Writers, the whole lot. But ultimately, a VA is there to give you the assistance that you need to be able to kind of focus on the stuff that you do really really well, in other words creating content as a blogger, whether you are writing that content, recording it like we are now, audio wise or whether you do in video stuff. That's what you do, you know I don't even call myself a blogger, when I talked about my blogging, I have to call myself a publisher because that is what I do, I publish content for the online world. So whether it's written video or audio it doesn't matter that's what we do best as bloggers, as online publishers, the rest of the stuff your VA should be handling. Tweaking customization on word press, you know setting up your social media in a regular basis, helping you build your brand by putting together list of people that you can be networking, people that you should be interviewing, that all sort of stuff is what a VA can do for you. It goes way further MAC embedding video and audio clips searching for images to use for your blog, it goes on and on and on. Really the list is endless and it all comes down to you as a person, the things that you struggle with, the things that you just can't stand in any way shape or form doing, and that's what the VAs can do for you. It's not like giving them the shitty end of the stick but the fact of the matter is that there are things that you should be focusing on and those kind of busy work as I call it is not the stuff that you will be focusing on not as a blogger and certainly not as a business owner.

David: Yeah talking with a lot of bloggers, obviously that's what I do. It's all that busy work that you call which usually becomes a big hang-up. It's the reason why people start putting things off and not growing their size because they really don't know how to do that stuff. They don't know how to tweak their site properly, they don't know how to get up and form out on their side bar properly, etc, etc.

Chris: Yeah and there are videos out there to learn all that stuff and they can watch them and try that stuff, screwed all up and do it all over again. But then you get someone else do that stuff they do it all day every day. Get them to do it

and focus on the enjoyable stuff which is interacting with your reader and creating cool content for them, and doing all that sort of stuff, that is what is all about.

David: Right, cool. So that leads me into another point here which has to do with actually training them because on the things that comes to mind what you just said is that you know of they come in there and we are depending on them on things that we may not be that good at ourselves. How do we paddles that translate over with them?

Chris: Well I don't know about other people in the way they find their Virtual Assistant. Obviously there are other job vaults and services where you can find VAs, with Virtual Staff Finder, we really can pride ourselves on really doing that match making job very very well based on the job descriptions that our clients will give us when they sign up. So we get that job description, we find VAs based on that description and that type of work and the tasks that are only done. So if you need somebody who is proficient in tweaking PHP and pan around word press and things like that, that's the kind of person that we will gonna find with a certain amount of experience already under his or her belt. If you need an SEO guy to promote your site or video channel, or whatever you gonna get someone who knows the ins and outs of trying to get up to the top of Google and make sure your tube videos are found properly and all that sort of stuff training is a minimized thing. Nine out of ten however, there are always a certain tasks that even your VA because in the way you want things done to the way that you expect things done, there are always gonna be things that you might have at least some kind of verbal training. The expectations required from you to your VA are important to try and get across because if you just send them out into the dark, you can expect them to get completely lost. If you can give them a flashlight at least they'll know where to find a way a little bit. You know what I mean? Yeah, there is a certain amount of training involved but nine times out of ten it also comes under the banner of coaching or mentoring at the same time. That's one of the reasons why I love working with my staff so much, it's because I get to hopefully make a difference in them long term rather than just in every task now and then.

David: Right, right. It also goes to how you communicate with them. One thing I've learned is that being specific really really helps.

Chris: Absolutely! You need a game plan, you need to know what you want or what you need your VA to do for you and whether that updating made a tag and

all descriptions on all of your blog post you know embedding internal links, doing online research, formatting your post to get ready to go live so you can just go in give a quick preview and sign it off and hit the “publish” button or whatever. These are the sort of type of things that you really need a bit of a list, sort of a game plan.

Ultimately if you have that, you really get a good start with the relationship and you talk about communication because of the virtualness of things space that you have between yourself and your VA is really important like I said to really list things down very clearly. The VA’s that I know love learning or getting tasks through screen cast so you get involve with screen flow, cantassia, or whatever and you know just a five minute video on how you want something laid out is golden to a VA because you’re not running an email, there’s visual, it’s there on how you want things to look, it’s not audio, again it needs to be visual, so they can watch that video five or six times if they need to, to be able to understand what needs to be done before getting going with the work. Time is maximize in terms of what they are doing for you and obviously the time spent going back and forward the errors and tweaking and things like that is really minimized and that’s what is all about, it’s leveraging your time to be able to get stuff that ultimately you’ll be enjoying, stuff that will make you money.

Daid: Right! Cool, when you think of prep work for actually being ready to have a VA, you spoke to having a game plan knowing what you’re trying to accomplish. Will it be a good idea for anybody to sit down and write any (I know it’s a boring word) but documentation for somebody first before you hire somebody?

Chris: How dare you drop the “D” word on a podcast, we are supposed to be in a new media, the password or something for it. You’re right, it’s a boring word, it is, what it is. I’ve spoken to thousand of entrepreneurs at events and conferences on the subject of outsourcing and working with VA’s over the last few years and things like that and even at Blogworld, right? It’s a strange thing where you get to a point where you have to stop, sit down and physically listing things down, but, this is the easiest way to do it, this is something that I always give advice to people who have not outsourced before or have not worked for VA before or maybe have done so and screwed all up because of no preparation. I call these a three list to freedom.

The first one is a list of the stuff that you just hate doing that you would rather literally vomit in your own mouth and swallow again before doing these tasks. That’s your first list.

The second list is you make down a list of stuff that need done but you can't do, meaning you don't have the skill set and you don't have the time to learn how to do that stuff.

And then the third list that you'll write down, literally just get everything out of your head in regards to the first two lists, the third list is what you feel you should not be doing as a business owner. You get all those three lists down and you'll really have a good blueprint for working with your VA in regards to the type of stuff they will be doing for you.

David: Nice, nice. Yeah, I keep things nice and simple, too. And I think from there it will probably just build out into some specifics on each one of these things coz again, it comes back to that guidance like when you say hey, please can you do this for me, they will say, what? I don't know.

Chris: Exactly. And you know like a simple thing like format my blog post, here's my text, so the formatting in the blogpost is the task but then you got to have to mind map that out a little bit . Do you want your first paragraph in bold? Do you want the last paragraph to be in italic to stand and people can comment on your blog post? How many internal links do they need to include the other relevant post on your site?

These are type of things that you didn't kind of mind map out per tasks like you say and when you say that, yeah there's a little bit of investment required, time wise on your part. But once you do it it's an attitude, that when you do right the first time it's way better than screwing up over and over again trying to get it right.

David: Absolutely! Cool, so you've done this, you've trained them a little, they kind of doing some things. Now I personally experienced this part that was you loaded to, you bring somebody on and it gonna fall apart because you are not really prepared for, it kind of leads me into a whole thing of like some common pitfalls that you have seen when somebody brings on a VA and then it just doesn't work that well.

Chris: Yeah, there is a really one major pitfall and that is micro management. This is really the number one reason why virtual working relationship falls apart. I really don't get why it happens because it completely defeats the object of the entire game and that is to leverage your time and get more time to be able to do stuff that you feel is more important than the busy work and that is literally hanging off your VA's shoulder like a virtual vulture and just driving them nuts.

I don't know about you but I've worked from a very micromanaging boss before in my past life as a 9 - 5 slave and it wasn't enjoyable. I hated every single minute of it and you know eventually everybody cracks. It doesn't matter whether it's in a more physical environment or whether it's virtual really that kind of micromanaging, what have you been doing, how long have you been doing this, and were you in facebook earlier? You know all that kind of stuff. Come on, give them a little bit of flexibility as long as the work is done in a timely fashion, with good quality level, you should be happy, and just be a cool boss. It's the number one tip; Filipinos particularly and obviously all our Virtual Assistant at Virtual Staff Finder are Filipinos based at their home working where they work with their boss worldwide. You know Filipinos are very quiet, very conservative and very shy people. That's a good thing but can be a bad thing as well. If you upset them or if you are micromanaging and if you did not give them that flexibility of maybe starting an hour late because they needed to take their Grand Ma to a doctor's check-up or something like that, these are the things that will make your VA start thinking of moving on to another employer and it's such a shame coz that can be completely avoided. And so, micromanaging and lack of flexibility are the one I say you got to pay people of what they're worth and must make sure particularly for Filipinos that you pay them on time. I cannot tell you how important that is above or beyond everything else. If you say that you're gonna go ahead and pay them on every 15th and 30th of every month which is very normal in the Philippines here. If you say that then you have to make sure without a shadow of a doubt that the money not only his Pay Pal account but it gives them the opportunity to pull that money out and stick it to their bank account because all of the time the salary is almost spent before it even arrives. So, pay people what they're worth, pay them on time.

David: Yeah, I want to come back to the pay thing in a little bit but there is one thing I need to add in terms of the pitfall. This is the one that I experienced when I brought on a full-time VA and then I got to a point where I could not utilize that person fully. It was my fault, it wasn't hers, it came back down to the training thing and having the jobs that I wanted done laid out before I brought them on and allowed them to get on with it. I am not a micromanaging type but I just did not have enough tasks for her to do. So I think one of the big things is like do those 3 lists; really spell out what you want them to do and then bring somebody on coz that I think will truly helps in making sure that they are not sitting there and toiling their thumbs as a human being if they don't feel like they are being useful, it kind of affect their moral as they are working for you.

Chris: Yeah, I couldn't agree more and again going back to another Filipino trait of them really truly wanting to please their bosses and feel like they are really doing a good job. If there is shadow of a doubt that you might not have enough work for them on a full time basis, there is a way you can try out in a part-time basis. Part time is fine and we also help people find part-time VA. It's very very normal to do that. I mean if you don't need somebody for 20 hours a week minimum then you don't need to hire us; you can go to Odesk or Elance to try and find somebody. The quality may not be as high as the people that we would have, but ultimately if you just need somebody to work 2 or 3 hours work here and there then that's your best option easy. But if you are looking for something permanent particularly with relationship building component slammed in there for an employer-employee stand point. You know part time is actually fine and you'd be surprised 20 hours is, you know if they will only work 20 hours a week how much would you really get done. You know there is a big difference working between 4 and 8 hours work a day, big big difference.

David: Yeah absolutely. It also goes down to a couple of things. One is because I've had the same exact thought for many times it's one of my biggest perils, it's like oh my God if I hire a full time person how can I possibly keep her busy. One of the things was like when you actually mind map out all the little task that a blogger might get involved in you realized it's actually a lot more things there just because you may not be doing 9 things out of 10 that needs being done because you may not have time to do it but if you have somebody else doing it for you it can easily eat up 20+ hours.

Chris: Oh yeah, absolutely, I couldn't agree more.

David: Have you ever had people who hired a full timer and then split them?

Chris: Yes, yes, several. Several friends, coz you know as entrepreneur we are weird breed and most with breed tends to stick together like you are in America and I am in the Philippines, we've met in person, was it 2 or 3 times?

David: At least twice, it was actually in Vegas then L.A.

Chris: That's right at the 2 Blogworld, but we speak regularly and all the rest of it, it just tells you same birds flock together, or something on those lines. The fact of the matter is, is that entrepreneurs and pro-bloggers or whatever, we all in touch

with each other and if we come across with someone that's really good and we feel like they could help us out we have quite got the amount of work to warrant a full time payment and teaming up with another blogging buddy, or another marketing friend or another business owner is completely acceptable. And VA's quite frankly here in the Philippines are more than happy to work with two people as a kind of a joint boss sort of kind of a situation.

David: Yeah another idea that might be that especially to bring on developers or something like that to handle your development needs, you can always hire and back out again. I thought about this even for myself. A lot of bloggers are like struggling with all those technical things. Okay I can hire a developer to do stuff for me and hire them with people that do stuff like that.

Chris: We actually have several businesses believe it or not in the web development field have work with us finding their web developers that work on their client's stuff. So whether the clients are aware that the work is being done by Filipino web developers or not, I don't know but I know that we have found several developers for people that are running "full-time" web development businesses. But the same can be said for General Admin related stuff as well or writing or SEO or whatever, you know what I mean, you made a very clear point there.

David: Yeah! Is there anything that you think that hiring somebody a VA would not be a good fit for?

Chris: Parenting?

David: Damn, you know I really want to outsource that one.

Chris: Good God, I tell you man, if I can put that in a bottle, okay?

David: That would be awesome.

Chris: Just you age walking in the wall greens and pick-up some parenting outsourcing that would be great; along with your Duracell batteries or whatever.

I mean, the one thing that is a little bit kind of dodgy as I would say in my London tongue is anything sort of financial related. A little bit of book keeping here and

there is one thing you know, that fundamentally it's data entry you know, dealing with financial statements PNL statements or doing end of quarter, end of year financial planning and all that sort of stuff, that for me is a no no. That needs to be kept a little closer to home and I actually have a full time Accountant that has worked for me now for a few years, she's great at what she does and she runs basically all of my finances both personal and business, for all my company as well. I know I can sit down with her, have coffee, brainstorm and chat and do all sort of things as when I want to and that's something you can't do with a virtual relationship. So, yeah anything sort of financial I think is off limits for my stand point.

David: Yeah. The other thing and I think I heard you talked about this, maybe it was at Blogworld session or something like that but in terms of outsourcing your own voice. Basically right, but do you throw your name on that sort of thing?

Chris: Yeah, this is a very good story to tell actually because it brings the clearness of this whole outsourcing, your voice or words or whatever you want to call it. We had a guy who signed up for the service, paid his fee, signed up, we got a job description back particularly saying he wanted a Filipino content writer to write posts that will gonna be used as guest posts under his name for lots and lots of website. This is SEO strategy, he wouldn't be doing anything except guest posting, he even don't want to write any of the post. So you know, I went back to him after I looked at his profile on-line and I just said to him, in theory fantastic idea obviously, but in reality, I'm telling you you'll not gonna find a Filipino VA and they average around late 20's early 30's the writers anyway. You'll not gonna find a Filipino VA that has 16 years of financial services experience under their belt that is a native english speaker. It's just not gonna happen, and he said, let's just try, I said no, I'm telling you it's not gonna happen. I refund his fee and that was the end of it. Because I know we can't do that, we can't find that kind of person, so what's the point of even trying.

David: Yeah, we can't outsource the expertise.

Chris: No, I always believe that even bloggers as well whether we want it or not or whether we want to admit or not there is a brand connection right there. Whether we have our own domain name like yourself or whether it's a different domain name like myself, the fact of the matter is when people go to Virtual Business Lifestyle, they go to hear what Chris Ducker got to say and you know that's the personal brand element in play right there and you know the whole bunch where the personal branding has been damped with if over the last 3 or 4 years.

From a business standpoint I believe that the personal brand is more powerful today than it ever has been in the history of western civilization and that is because I believe with all the buzzing and all the noise and everything that is going on when we're online, business fundamentally is really starting to go back to basic and that means people want to do business with other people not with a logo, not with a facility, not with a company name, they want to do business with people and they are more likely to put their hand on their pocket or their PayPal account if they feel like they have a personal connection with the person that they are buying from.

David: Absolutely!

Chris: So I think the personal branding element is very much there when it comes to blogging whether you admit it or not, it is there, baby. And if you blank it, it's gonna come back to bite you on the ass; if you roll with it and you kind of almost build it up to the strength on that then you can probably become a hell of a lot more successful.

David: Yeah! Very well said! It's one of the reasons why blogging is such a powerful form of marketing because it really brings the individual out.

Chris: Absolutely! And I think if you are a small to medium size business, it doesn't even necessarily and I know you might not get a lot of people visiting your blog, but if you're a small to medium size business owner like dry cleaner for example if you want to connect with your local community, then at least get on to facebook and start utilizing facebook properly but if you have blog, you can do video, there's just so much out there to be able to connect with your prospective client base now whether online or offline, it's just mad if you gonna blank that you know.

David: Yeah, I think the person himself should create the content and then you can have the VA basically do the logistical stuff behind that. When it comes to content creation you can have a VA and I have done this before help with the research and the data gathering and then you go on there and you're the one to actually write it and basically go on there to personalize it.

Chris: Oh yeah, absolutely!

David: Cool, so let's get just a little bit of the actual mechanics here, one of the things was is there any type of a contract between a VA and somebody who say is here in the US?

Chris: Not necessarily because of the distance between both parties it will be very very hard to kind of have a major amount of contract to stand up in court but I've experienced people who at least wanted to have their VAs signed some kind of an NVA or non-complete or something along this line. As time goes by you you'll get to know your VA a lot more. You know we have so many clients now coming to the Philippines visiting their VA's and all that sort of stuff as well. So it really is nice to be able to see people develop some kind of relationship virtually but yeah ultimately if you are just wise particularly at the beginning of your relationship, ferment that and just be a nice person to work for. That's your contract right there isn't it at the end of the day.

David: Yeah pretty much, plus you know this is actually one of the other questions I want to ask you, Philippines versus other countries. One of the things that I have found with the Philippines is they not to be the type of people that mess with you anyway.

Chris: No, absolutely not! You know 95% of the country is Catholic; they are very God fearing people. I've never had anybody screw me in any way shape or form that's worth talking about. They're out to please; they're out to do a good job and to continue that stream of money coming their way on a monthly basis to be able to provide for their family because in most cases the VAs that we worked with will be the breadwinners of the family. You know a lot of the time, they are putting siblings to high school or college or handling grandma's medication, you know whatever the case maybe. Generally speaking, if you do them well, then they'll do well back for you.

David: Awesome. Do you have any past experience with regards to how Filipinos were compared to India, or Pakistan, or Russia, these are countries where a lot of VAs come from?

Chris: Primarily my experience with VAs in outsourcing has been Philippines obviously because I've been here for 12 years. From what I hear from other people is that Indian VAs tend to be kind of very short sighted, they don't work long term at all. Therefore the quality of their work is not as high as the Filipinos would be. The other main real big difference between the Philippines and either India or Eastern Europe is the level of communication both verbal and written. The Philippines I believe is the 3rd or the 4th largest English speaking country in the world. They learn from an Elementary level in English, they write in English, they speak in English whilst at school. Particularly that Gen Y revolution as I call them, the Gen Y crowd are people that work on my call centers or working

virtually from home. They live, eat and breath in English so the communication level is way way high than that of Indians who write particularly very technically. They will use an entire paragraph that could really come down like a 15 word sentence. And I have had massive experience in the corporate call center game myself. So, yeah just communication wise alone it's a no brainer really.

David: I've got a little bit of experience myself and I also heard it through the great minds is that the Indians tend to be more entrepreneurial themselves. I've heard of some people they tend to have more of a problem of a VA coming back and either trying to duplicate your business models somewhere else. You know stuff like that is just not fun to deal with.

Chris: Yeah, I agree and I also heard that stuff as well. Well, bluntly stealing a client list and trying to screw you over completely is a scary stuff.

David: Yeah. As far as paying them, you mentioned earlier PayPal, is it really the best way to do it?

Chris: It is, it's instant, it's protected and most VA's will have a PayPal account set up with no major issues.

David: Cool, and coming back to how much is the average pay for a VA?

Chris: It's a tough one because it moves around quite a bit. One of the most popular post on my blog is a guide to pay home based Filipino VAs and I have to update it quite regularly over the course of the last couple of years and I just literally have it updated last April. A General VA full time now, again, I talked about people with at least a year or so of experience in the General VA is probably around USD500 a month. Where there are other people online that say you can find to work for USD250 a month and I will just give you this little advice in regards to that. You will get a \$250 VA if you pay a VA with \$250 bucks, if you pay them \$500, you'll gonna get a better VA. There is a big difference in between the two. In this industry as a home based VA working for people overseas industry locally here in the Philippines is huge. I mean it's booming like you would not believe. I regularly go around the country with my team, training VAs with free seminars and all that sort of type of stuff and we actually had one last weekend and over a 130 people turned up and it was just incredible. These guys are just hungry to learn and hungry to earn, they are just there to do it. So, the General VA is around that \$500 to kind of maybe around \$600 if you want somebody really really hot in regards to project management skills and things like that. Writers probably around the same amount. SEO guys will be getting a

little more technical with they can be anything from \$550 up to \$700 a month and Developers if you want somebody that's got a couple of years experience under them particularly with word press. Word Press is the most popular platform for development over here now. So you won't have problem with somebody that can utilize word press. Their level of skill will really come down to how many years of actually doing it.

David: In my experience, I have not hired anybody for as cheap as \$250, but I know of some people who have and it seems that it's complete luck of a draw where you can hire somebody who can do what you want it does happen but a lot more cases, it did not work out and they get rid of them. For \$500 you are getting a college graduate and a very qualified people, people that can do it.

Chris: Oh yeah they are all college graduate.

David: Cool, and now obviously any conversation with this kind of topic, well I know some people always bring and there's whole ethical consideration with hiring overseas versus hiring Americans or where ever they're from. I am sure that you've been asked about that a billion and one times, I have my own take on that as well but what is your take on that for those people who would worry on that?

Chris: My take on it is as one of the small entrepreneur that focuses on himself and focuses on putting food on his children's table and that is that if I can hire somebody to do the job just as well if not better at the third of a price regardless of where they are in the world, I will do it.

David: Yup, that's nice and simple. That is really what it comes down to, it is really is. As a business owner I'm not a humongous business here in the United States I mean as far as businesses goes I'm still a small business dealing with all the logistics of with all the expense of hiring somebody here but then with all the taxes and everything that goes on top of that. It's not that I'm unwilling to hire somebody here it's just prohibitively expensive.

Chris: Right, right.

David: I was gonna say we live in a world economy now; to me it just changes the rules of the game.

Chris: It does completely and you know that global economy is becoming more and more evident all the time every parting quarter, every parting year. And you

know I can kind of understand and I do sympathize a little bit with particularly for the people in America who lose their jobs particularly working on call centers where one minute there's a thousand Americans taking phone calls and the next minute it's being shifted to India or the Philippines because quite frankly it is a third of the price. You know it's business man. Regardless of what Obama said or whoever else is out there, the fact of the matter is, it's the small business owner that is really fueling the economy. It's not the big multinational. If they can do something to lower their business cost to increase their profit for me it's kind of a no brainer, like you are stupid if you don't do it. You are destined to business doom if you don't do it because it's right there in front of you. Why wouldn't you take it?

David: Yeah, yeah, I agree. I mean obviously there are still some jobs and there are benefits where you can keep them locally, but a lot of them not so much you know. It just comes down to you got to do what you got to do to expand your business.

Chris: That's it, that's it. And you got to look after your family that is where for those of us who have families and I have 3 kids, my wife also works very hard helping me and supporting me with the business and things like that but ultimately, I'm the brain chair, I'm the one that goes out and tries to put bread on the table so to speak and you got to continue doing what you can for your kids and it's not just about putting food on the table, sneakers are very expensive now man, and there's this thing called college funds, you know what I mean. So it's tough!

David: Yeah, have not gotten to that point yet, my kids are so young but a bridge yet to be crossed.

Chris: I hear you loud and clear.

David: Cool! So, before we go and wrap this thing up, I'd like to have you talk just a little bit about what the Virtual Staff Finder can do for the people listening?

Chris: Sure, okay, well I mean like I said, it's been around for a couple of years it came about actually just from pure climb the man. What was happening was at the call center though I was getting more and more people email me do you do VAs, can you provide Virtual Assistant, I need a VA to do this, I need a VA to do that. And at that time we did not do anything. And you know what I was doing was I sort of pushing them towards Odesk and Elance. They have a jobsites so I knew and after about six months or so of doing this and God knows how many, hundred emails that come in, my entrepreneurial smack around a head kick, and

said hold on Mr Ducker you can earn some money here somehow. So we sat down and did a little brainstorming with my team and literally after 6 hours between myself and my wife and a couple of team members that I have here, VSF was born, and we went from concept to live online business in less than 2 weeks.

David: Sweet!

Chris: And we got our first order the first day we went live. So it was quite obvious to me that there was going to be a requirement for this type of thing. The difference between going through Odesk and Elance and ourselves is that you need to do all the work yourself, you got to post the job, you got to listen to all the crap, you got to read all the emails, go through all the resumes, do all the background check, all that stuff that comes with hiring of somebody that if you through to someone like us, we do it all for you, plus a whole lot more, we do IQ test, personality test, we call old employers, we really go to work locally to make sure that we get best people on our books.

Like I said with some of the biggest entrepreneurs and some of the biggest bloggers utilized our service right the way down to Joe the plumber, not literally these guys however, the small business owners that are looking to be able to run support and grow their businesses in a very intelligent and economical way and that is exactly what outsourcing is. It should be about the growth, not just about saving money, it should be about the growth. I don't care what industry you're in, how well you're doing. If you're a business man and you're not consistently thinking about growing your business, there's something wrong inside your head. You got a couple of marbles to lose coz you must always focus on growth, always.

David: Absolutely. I know from my experience with Virtual Staff Finder, it's a huge huge time saver, for one, you're there, I'm not there, that's a humongous disadvantage for me the fact that you know you got to try to go through an actual interview process with people that has all the preliminary steps involve and to try to do that from over here it's practically impossible. It's truly luck of the draw.

Chris: Yeah, and I remember when you utilize it, we were glad to help you out and we'll be glad to help your readers out in the future as well. Ultimately it comes down to just a very smart matchmaking process were we really do match people with the requirements of the clients and that is what is really all about more than anything else. If anybody got any questions and wants to fire a tweet at me or email at whatever let them go ahead and do some, I will be more than happy to help any one out.

David: Cool, plus the link for all the stuff that we just talked about and for the link to Virtual Staff Finder you can find at davidrisley.com/va. Somehow we will find a way to put contact information for you there as well that way people can ask questions, we will figure out a logistics for that one. That's at davidrisley.com/va.

Well, anyway thanks Chris, this was a stellar first interview for the Blog Program.

Chris: The question is, have I set the bar high enough?

David: I think other people will gonna be like, dude I don't know if I can do that anymore.

Chris: I don't know, I think guys like Chris Garret and Darren Rowse won't be shakin in the boots, too much. I think you might have to get them on the show, but everyone else can forget about it.

David: Yeah, yeah, everybody else. Actually I should not say a thing coz they might say we should not bother contacting you anyway.

Chris: Yeah, exactly. Thank you for the invite. It was a real pleasure to be the first guest for the Blog Program. It's really cool, I've been listening since episode no.1 and I have said and I'll say it again virtually audio wise in front of all your listeners and readers, David is one only handful people online that I religiously follow, religiously read every post. It's an absolute honor to be honored as your first guest man.

David: Appreciate it and commission check in the mail.

Chris: There you go. Hope to speak the last one.

David: It's all good. All right there! Well, thanks a lot!

Chris: You look better! Take good care!

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David: So there you go, that was the interview, so now obviously it went longer than usual but I think you will agree with me that it was information packed interview. Big shout-out and thank you to Chris Ducker. Again, his blog is virtualbusinesslifestyle.com and you can check out his company it's called Virtual Staff Finder and it will be linked to over at davidrisley.com/va.

So as we wrap up the episode, again just a quick reminder and of course a request on my part that you go over to iTunes and leave a reading and a review for me. It really helps out a number of ways and I would really really appreciate it if you take the time to do that. You can also head over to my blog the short cut url of this particular episode is gonna be davidrisley.com/episode6. So you can head over there, and post a comment, ask questions however you would like to do that. I would love to hear from you, I like to keep a two-way conversation goin rather than you just sit there and listening to us and being a spectator I'd love to get you guys involved in the conversation. You can also leave a comment for me at voicemail line and that number is 813-642-6965.

Also, I would like to invite you to enter the 30-day blog transformation challenge. I actually launched this on the last episode of this podcast. It's a 30-day free video training course where I'll show you how to actually transform your blog into something that actually works, in term of giving comments; in terms of actually not running out of things to say; in terms of giving people's attention to flow interface; getting them into your email list; basically all the functional components on the way that your site is designed and how you actually execute on that blog. We talked about inside the challenge and that's a blogtransformation.com. All you got to do is up in there, it's completely and totally free and you'll get a 30day training program, where each day you'll get an email that links you up to the videos.

Thank you very much for listening to this episode of the Blog Program and I will see you next time. Thanks!