Daniel Hall Presents

REAL FAST RESULTS PODCAST

Episode 57

How to Make More Money & Get More Time by Outsourcing to the Philippines

With John Jonas

Welcome to this new episode of the Real Fast Results podcast! The special guest this week is Mr. John Jonas, who has been making between six and seven figures online since 2004 and has literally helped thousands of entrepreneurs succeed by teaching them how to replace themselves. Of course, as they stop doing the grunt work in their business, essentially becoming the CEO of their own business, they tend to be more successful. One of Jonas' sites is called ReplaceMyself.com, and another one is OnlineJobs.ph. He's got a few other ones as well, but for the most part, John helps entrepreneurs implement everything that they should with the help of an outsourcer or outsourcers.

The Promise of Time

I think if people are willing to implement something, we are promising them time. You will get time back, and you'll learn a way to hire someone that's different than most people teach.

I work about 7 hours a week. I've been to Tim Ferris' 4-Hour Workweek, and it's not enough for me. I've just got to have something to spend my time on. But, I play golf, and I exercise with my wife. I do it every day. **You know, you spend your time however you want to spend your time when you have other people doing most of your work for you.**

For me, it's part of who I am. I really want to run a business, and build a business, that is automated. I don't feel like, if I'm doing the work, that I'm succeeding. That's probably just part of who I am. For a lot of people, though, they want to spend their time better. They just want to spend time with their family, or they just want to spend their time golfing, or whatever it is. In my experience, this is how you do it, you hire other people. **The other side of it is that succeeding as an entrepreneur is just easier when you have help.** It's just easier.

What so many people don't see is that when you hire someone full-time, and it's hard. It took me a couple of weeks to take that leap of hiring someone full-time. I didn't know if I had enough money to do it. I didn't know if there was enough work to keep them busy, but when you do, and you take something off of your plate, it changes on what you can work on. You are the best person to be doing stuff in your business. **You are the entrepreneur, and you understand things.** So, the more high-level stuff that you can work on, the more chance there is for you to succeed.

When you hire someone else to do the rest of it, especially when you hire a full-time person versus a contractor... That subtle difference, of having a full-time, long-term person instead of a freelance, temporary contract worker, really changes your ability to succeed. **You will give a full-time person things that you wouldn't give a freelance worker.** It just changes your ability to become the CEO and make sales.

How to Get Started Outsourcing

Let me tell you a story, just so that people understand what I'm talking about here. I have 19 full-time people that work for me in the Philippines, but when I got started, I had one. That one person made $250 a month for full-time work. Now, that was 11 years ago. You're not going to hire someone for $250 a month anymore, but you know, $350 or $400 is still pretty reasonable to hire someone for full-time work. I have people that do anything from webmaster work to design work to programming. I've had really, really good PHP programmers for $800 a month or $1,000 a month.

I've had people take care of my customer support, my admin stuff, my HR, and even my social media management. Just today, I hired a pay-per-click person, to run our Facebook ads and our Google ads, and I'm taking that out of the US and turning to the Philippines for it because I think that I'm actually going to get better work done that way and it's going to cost less. **The idea here is, obviously outsourcing, but mainly it's to outsource a full system in your business.**

Here's a story to help people understand how they are going to make this work. Years ago, I was trying to do article marketing, which was a big thing at the time. This doesn't work anymore, but I want to illustrate the process. I was going to oDesk, which is now [Upwork](), to hire someone to write my articles. So, I would put out there that I needed 50 articles written, and they would write the articles and send them to me. The second I got these articles, I was like, "Sweet! I've got all this content!" The next second was the letdown. It was like, "Oh my gosh! Now I've got to check these articles for plagiarism, because this person's done with me." They've written the articles, and they are done. That's the end of their job, right?

I also had to go and post them on sites, and then I had to link them to things, and now I have to go back and post them again, or post more articles, and then link them... And man, I was like... Oh, I was depressed. I didn't want to do all of that stuff because it was all just grunt work, but I couldn't hire the freelancer that wrote the articles because he wasn't going to do the rest of it. It just wasn't possible. I ended up hiring this guy in the Philippines full-time. **I got a really good reference, and I knew that I could hire him.** It was amazing.

My goal with him, because he wasn't a freelancer, or contract worker, was to have him do the entire process. So, instead of writing 50 articles, he wrote one article, but since he was full-time for me, and that was his only job, to work for me, he had no incentive to plagiarize it. If it took him longer, or it took him less time, it didn't matter because he was still getting paid. So, then his job, and I taught him how to do this, was to go to the article sites and post the article, and then write another one and post it on another site, and then write another one and post it on another site, and link all of them to my website. Then, he also had to link them to each other. He'd make our blog posts too, and instead of just linking it back to our site, he'd have to link it to our articles too.

He took this entire process off of my shoulders, and it worked super-well. That's the concept that I want people to get from this. You should be giving the entire process to someone. Today I just hired a guy to do our advertising, right? I'm not just having him design Facebook creatives. I'm not just having him do Google Adwords campaigns. He's going to run our advertising. I will occasionally check on what he does, but otherwise, he's talented enough, and I can teach him enough about how the rest of our business works, and he can take over that whole thing. Then, also the cost is significantly different than hiring someone in the US.

Outsourcing to the Philippines

First of all, I mean only the Philippines. I'm not talking about outsourcing to Vietnam, South America, Eastern Europe, or whatever. There are a whole set of cultural things that exist in the Philippines that don't exist anywhere else. **Like the fact that they're honest, they're loyal, they're hard working, they speak American English, and they are not entrepreneurial, so they don't want to steal your business.** If you were having someone write Kindle eBooks, once you taught someone

to do this, he could just go and do it on his own, right? But, he doesn't because he's not entrepreneurial and he doesn't want to steal your business.

There's just this set of cultural things that exist in the Philippines that make it so much better than other countries for outsourcing. So, for me, I only have people in the Philippines that work for me. Other people have success elsewhere, but right now, we're watching the world realize that the Philippines are a really amazing place for outsourcing. All of the outsourcing in the world is transitioning now, over there. I watched it happen over the last eight years, where people have started realizing this. I can get into a full, long conversation about their honesty and their loyalty, and how it solves so many traditional problems that people have with outsourcing.

It's not all roses. **There are difficulties to be had with this. You've got to work for it.** It's not just a magic bullet, like, "Oh man, he just told me how to hire someone in the Philippines, and I don't have to do anything in my business anymore." I see that from people. It's like, "I'm going to hire a guy that can build me a website and then make it look really great, and he'll write these articles, and he'll do SEO, and he'll run our pay-per-click campaigns. He'll contact our customers and do our customer support too." No. That person doesn't exist. You have to work for this, but once you do, it's really hard to beat the cost. I mean, you can't beat the cost. It's really hard to beat their work ethic.

Their English is really good, and the first person that I ever hired 11 years ago still works for me today. I have 19 people that work for me today, and over 11 years, I think that I've let around six people go. So, the turnover is super-low. **You have to be willing to work at it though, and I probably have a lower turnover than most people just because of my personality.**

You're right, this is a low salary for you, but people only say that until they've experienced doing it. The second you've experienced hiring someone in the Philippines, and they thank you for the job that you just gave them, you will never question it again. You will never question whether you are doing something good or bad again. **You are doing something good. You are changing people's lives, but you won't know that until you experience it.** You'll see that if you didn't hire that person, they would be working at an office job somewhere, making the same amount, except that they would have a two-hour commute every day. Plus, they'd be expected to dress a certain way, and expected to eat a certain way, and their parents are taking care of their kids, so the grandparents are taking care of the kids of the country.

You'll realize, when you get this "thank you" note from them that you just changed their parent's lives, their lives, and their kids' lives. **You're changing generations, and they are making the same amount that they would make or even more than they would elsewhere.** And, their quality of life is so much better than before. So, it's really only an issue until you do it. Then you'll see that you are doing good in the world by hiring them.

Think about it this way. Ninety-five percent of small businesses fail. I don't know the exact amount of success rates of people who are hiring Filipinos, but I guarantee you that it's a lot less than that. If we're having 20% of businesses succeed now because they are hiring someone in the Philippines, rather than being a drain on US jobs, or wherever you are, what if instead, you are an encouragement to US jobs? Now, instead of failing to go back into the workforce, because you took yourself out of the workforce, and you've succeeded. At some point, you are likely to create a US job. If 20% of small businesses succeeded, wouldn't our job economy be so much better?

That's what we see. We've helped thousands of small businesses succeed as they've hired Filipinos. It's really good for them too.

Using OnlineJobs.ph to Hire From the Philippines

I'm going to start by prefacing this. **I own the website that I'm telling you about. However, it's really the only place that you can hire Filipinos like this.** If you go to OnlineJobs.ph, which is my website, you will find a place where you can either post a job, and Filipinos will come and apply to your job, or you can search resumes. So, what I love to do is search the resumes and see, "What are people looking for?" So, you may look for someone who can build a WordPress website. You might search for "WordPress," and if you do, you're going to get like 10,000 results of resumes of people who have said, "I know WordPress".

There are over 250,000 resumes on OnlineJobs.ph right now, and it grows like crazy. I don't know how, but the Filipinos have just responded so well to it. **From there, you can filter, and sort, and narrow down the skills.** The Filipinos have weighted themselves in all kinds of skills. We've said, "These are the skills that most employers are looking for and want to find." So, you might begin by searching for WordPress, but then you'll want to start filtering because you don't want to sort through resumes. **Therefore, you might also filter the search to look for someone who is also good at graphic design, and you might want someone that's good at SEO too.**

At this point, you're down to 200 resumes, or maybe 1,000. I don't know the exact numbers, but now you're getting to a point where you can say, "Okay, I can work with this number of resumes." Then, I would contact people. You might contact 30 people, or 20 people, or 15 people, and see who responds. **A mistake that I see people make is that they get set on finding one person that they want to hire.** They'll say, "Oh, yeah. That's the dude!" That's fine for a site like Upwork, where that person's goal is to work for as many people as they can, because the more people they work for, the more feedback they get, and the more jobs they get, the higher their price goes. With OnlineJobs.ph, you're trying to find someone to hire full-time, which means that they don't have another job. If they have another job, they probably aren't going to work for you also.

Rather than narrowing it down to, "The Guy," contact a number of people and see how they respond. I just did this to hire an advertiser for us. I contacted 20 people, and I got 15 responses, which is really high. I ended up interviewing about 12 people. That's too many to interview. Normally, the response rate would have been slightly lower than that, and the number of people that I would have fully interviewed would have been much lower. Then, I picked the best one, right? To me, there's always a tradeoff between talent and skills versus cost. This was the most expensive person that I had ever heard of in the Philippines. I am paying this person $12 an hour. My business partner was shocked to hear the cost.

I contacted all of these people through OnlineJobs.ph. **You just hit "Contact," and write them an email.** Then you say something like, "Hey, I'm looking for this kind of a person. I like your resume. Here's what I'm hiring for. Are you interested?" Then, you see who responds, or the other option is to post a job and see who responds, and you may get 50 resumes from people applying to your job. Some of them, you'll just throw out right away because there may be people who apply but aren't really qualified. You may also run across people who seem talented but aren't quite what you're looking for. There will be people that are really great that you decide that you want to communicate with, and in my experience, the more you email them, the better idea you're going to have about who you are talking to.

That's how I do my interviewing. **I email back and forth, and I'll ask a few different questions each time.** I just keep asking questions, and sometimes, I feel like I'm scraping the bottom of the barrel. I'm just trying to ask another question just because I know that the more questions I ask, the clearer it will become who I should hire. The more I see their English, the more I see their responsiveness, the more I see their attention to detail, the more I know. If you aren't responding to me every day while I'm interviewing you, what are the chances of you not responding to me when you're working for me? Pretty good, right? So, I don't want to hire you. If you don't answer every question I have asked in an email, what are the chances that you'll ignore tasks after I've hired you. Pretty good, right? So, the more I email them, the better off I am.

That's how you find people, you contact them, and you interview them. Then, there's the hiring. **A lot of people are concerned about trust, and contracts, and things like that.** They may think, "You're going to work 40 hours a week, and if you only work 37, then I'm going to dock your pay." That stuff doesn't work for me. Number one, how am I going to enforce that contract? They are in the Philippines. I don't know. I don't use contracts with the people who work for me, and I've never had an issue with it. I'm very flexible about what I have them do too. You know, if you have an office job here in the US, you are going to spend an hour or two a day talking to other people, or looking at Facebook, right? So, if you hire someone full-time, and they only spend five hours a day working for you, then I would say that you're pretty well off.

I always get people who are like, "Oh man, he only worked 5 ½ hours today," and I'm like, "Come on man. You're damn lucky if you can get someone to work 5 ½ hours in a

day." Then, you have to consider how much you are paying them, and the quality of work. **At least for me, I get amazing stuff done in the amount of time that they work**. I don't do paid time off, or at least, I don't have a specific set of paid time off. I tell them, "You can take whatever time you need off. I just want to know ahead of time what time you're taking off." That's kind of the process.

Problems that May Arise in Hiring from the Philippines

Let me tell you about the kinds of problems people have when they try to hire workers in the Philippines. The #1 issue is the Filipino disappearing. This encompasses them not showing up for work, or just disappearing altogether and not talking to you, or like, really slow work deliverables. **What happens in the Philippines is culturally, they are what they call "shy".** Really, it's that they have a really strong desire to please people, and so, if they are worried that they aren't going to be happy with them, they get "shy". Then, rather than coming back to you and saying, "Hey sir, I don't understand this thing that you said," they disappear. They just shut down and say nothing. This is, of course, very different than the way it works in other countries.

You might ask someone in another country, "Hey, are you working on that project," and they'll say "yes," and you might ask them if it will be done on time, and they will answer "yes" to that as well. You may know full well that this person is lying to you, but at least they answer you. You don't get that in the Philippines. **When there is an issue, they go quiet.** They "disappear," is what I call it. When this happens, because it will happen... It will happen to everybody... I don't care who you are. It happens to me, still today, even 11 years in.

When this happens, you know that this person has a problem, and it's not that they don't want the job. Ninety-eight percent of the time, it's not that they don't want the job. It's not that they're lazy, and it's not that they are just trying to screw you. It's that they don't understand something that you're telling them to do. They don't know how to do something that you are telling them to do, or they don't want to do something you're telling to do because it's not in their skill set. It's on you to go out and seek the problem.

How to Solve the "Disappearing" Problem

Here's what I do when I hire someone, and this will solve 90% of your problems: "Hey, you're hired. I expect you to work 40 hours a week. I will pay you every week for the first two months, and then after that, I will pay you monthly," and you have to do that because Filipinos are very afraid of not getting paid. **They are afraid of doing the work and not getting paid.** So, I tell them for the first couple of weeks I will pay them every week and then I'll pay them monthly.

"Here's my #1 thing. Don't disappear. You cannot disappear. **No matter what happens, don't disappear.** I know that at some point you're going to get stuck on

something. You're going to have a hard time with something, and you're not going to know what to do. When that happens, I want you to try and figure it out. Google it. See what you can find. Find a tutorial. Ask your friends and see what they know. When you're stuck and you feel like you're not able to make progress, I need you to come to me and ask me how to solve the problem because I can help you. Whether I know how to solve the problem or not, I can at least point you in the right direction. What I can't have you doing is disappearing."

Let me tell you two quick stories with this. One time, I went through this spiel with a girl that I hired. Three weeks in, she's doing awesome work, but she sends me an email that says, "Sir, I don't know what to do, and I'm super-scared, but you told me that I can't disappear, so I'm not disappearing. But, I'm stuck on this problem, and I don't know what to do." This was an easy problem for me to solve. I just had to solve it for her, and then she was back to work like nothing ever happened. That's one.

Secondly, my brother hires someone in the Philippines, and he texted me one day and said, "Hey, this amazing programmer I had hasn't shown up for a week. What's going on?" I told him that his worker was probably just stuck on something and didn't know what to do. My brother isn't a programmer, but I said, "Look, you've got to email him and say, 'I know you're stuck on something. I know you are having a problem that you don't know how to solve. What are you stuck on?' My brother does this, and the next day and said, "You were right. He was having a problem, and it was super-easy for me to solve, but he didn't know how to do it. Now he's back to work like nothing ever happened." **Just knowing this one cultural detail will solve like 90% of your problems.**

I want to add one more note. I know a lot of people are thinking, "Oh, I'll just do a Skype interview." **But, I'm telling you that you are going to lose a lot of good recruits this way.** This goes back to Filipinos being "shy" and not wanting to let you down. Many Filipinos will schedule that interview and then not show up because they are very worried about being embarrassed. They know that they will understand you because they watch American TV, but they are worried that you won't understand them. So, I would only do a Skype interview if you needed that person to talk to customers on the phone.

The amount you would pay a person varies, but when you're on the site, you'll see what each person is looking for as a salary. For instance, you might see that one person wants to be paid $200 a month for 20 hours a week, or you might see $450-$500 a month, or even $1,000 a month. There will be ranges, and you'll have a really good idea. Eventually, you'll make an offer and get them working. **Again, make sure that they know not to disappear if there is a problem.**

How to Pay

We just recently launched our own payment system. It's integrated with OnlineJobs.ph. When you go there, you'll see EasyPay in your account. That's how

I pay. Another option is PayPal. That's hard because it's slow, and their exchange rate sucks, but a lot of people still use it.

Keeping Track of the Work Being Done

That's a really good point. There are a couple of ways, but I don't keep track of it at all. You can. There's tracking software. A**t [OnlineJobs.ph](), we have developed a tracking software called TimeProof.** They log into it and click a button when they start working, and it tracks their time and takes screenshots of their desktop so you can see what they are doing. I don't love it, and most workers don't like it, but it's there in case you do. For me, I just ask them to work full-time, and I'll pay you full-time. What I've seen is that I can just tell. **You know, you see someone's productivity in the first week, and then in the second and third week you may see it dive.** When you see it dive, you know that there's an issue.

I have people whose productivity levels just stay steady for years and years, and it's awesome. Then, I have others that have really high amounts of productivity for a while, but then it goes down, it comes back up, and it goes down. At least for me, I just have a good idea. I'll just send them an email sometimes that says, "Hey, what's going on with you? Your productivity is way down. Why?" They almost always email me back, saying something like, "Hey Sir, I'm so sorry. I have this issue..."

Training

In the beginning, you have to train the people that you hire. This goes back to the "disappearing" thing. As an American hiring a Filipino, people think, "I don't know if I can trust that person." What we don't think about is that they feel the same way. They think, "I don't know if I can trust him." It's not just, "I don't think that I can trust him to pay me," although they do feel that, but it's also, "I don't know if I can trust him to not shame me." They are very concerned with not having you pleased, like I've said. If you want to have a real rock star virtual assistant, you have to gain their trust and let them know you're not going to yell at them, fire them, or super-criticize their work. It's okay to give them feedback. In fact, you have to, but I highly suggest giving them positive feedback before you give negative feedback.

When there's an issue, you might say something like, "Thank you so much for doing this work. Here are the problems," or "Hey, thank you for trying really hard on this, but here are the issues." Even if everything is wrong, you should still be like, "Thanks for working with me. I think that I didn't explain this well enough to you." Take the responsibility on yourself, and if you'll do that, you'll be able to develop a rock star worker.

Why Do They Use the Word Sir So Much?

I remember the first email I got from one, it said, "Dear Sir, Here are the tasks that I did today. I hope that you had a good and blessed day. Thanks and God bless." I felt my stomach turn. I immediately started to send a response back saying, "Please don't ever call me 'Sir' again," but I didn't send it. **I'm really glad that I didn't because it's part of their culture.** If you're a woman, by the way, they don't have an issue working for a female boss like a male. There's no male/female stigma there. If you're a woman, they will call you sir/ma'am. It's really interesting. I don't know why, but that's just culturally how they do it. Leave it alone and let them do it.

Connecting with John

Any way that you want, except for the phone. I don't answer my phone. Any contact link on any one of my websites will get to me eventually, if you ask for me. You can contact me on Twitter. I don't check it, but one of my VAs will tell me. You can contact me on Facebook. On Facebook Messenger, I'm usually available. The best way is through email though. That's how I'm more likely to respond to you. You can find my email address all over the place. I will respond to an email, always. Also, head over to OnlineJobs.ph.

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