

# *The* **My Online Biz** **Tool Kit**



**The 50-piece toolkit to start, scale and  
sustain your online business!**

## Tool #10 - 6 Copy-And-Paste Project Descriptions To Get Other People Growing Your Business

When you start thinking about everything you need to do to grow your business, you're going to quickly realize your to-do list is huge and seemingly never-ending.

What's more, you may not even know how to do all the tasks on your list. Or even if you do know how to do them, there are some tasks that you just won't be able to do very well.

*What's the solution to all of this?*

**Simple:** you can outsource the tasks you don't have time to do, those you don't know how to do, those you aren't skilled at, and those you simply aren't interested in doing.

So, instead of you working by yourself seemingly around the clock to get everything done, you can hire a team of specialists to grow your business.

Below you'll find six common business-growth projects that you can outsource, plus project descriptions you can use to help you find freelancers (*particularly on freelancing sites such as Guru.com*).

**NOTE:** Project descriptions refer to pay ranges. You'll need to research pay rates for your particular project so that you don't underpay (*which attracts poor-quality freelancers*) or overpay significantly.

*Here's the first project...*

### Project 1: Product Creation

You can outsource all sorts of product creation, from hiring a freelancer to write a report, to hiring someone to produce a video, to outsourcing app development and more. Here's an example of hiring someone to create a report.

**Description:**

ISO experienced ghostwriter who can create a 15,000-word report on the topic of organic gardening. Topics include companion planting, identifying plant diseases, pest control, preparing the soil, weeding, watering, garden planning and more.

Experience writing about organic gardening is a plus. English as a first language is a must. Please send a link to your portfolio.

Pay range: [insert range]

Delivery date: [insert desired delivery date]

**Project 2: Affiliate Manager / JV Broker**

A JV broker recruits marketing partners, while an affiliate manager does that and runs your affiliate program. Here's an example description for an affiliate manager.

**Description:**

In search of experienced affiliate manager to run a new affiliate program in a dog training niche. Your responsibilities will include:

- ⇒ Finding and recruiting new affiliates.
- ⇒ Creating promo content for affiliates to distribute.
- ⇒ Planning and sending emails to motivate affiliates.
- ⇒ Designing campaigns (*such as coupon promos*) to motivate affiliates.
- ⇒ Handling inquiries from affiliates.

And similar tasks - everything that's needed to run an affiliate program. Must have experience running a program, including using [insert affiliate platform].

Please send information regarding what sort of experience you have as an affiliate manager and / or JV broker. *What platforms*

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*did you use, what were your duties, and what sort of results did you achieve?*

Pay rate: You'll get [X%] commission for every sale generated by affiliates, plus a base pay rate of [\$X] per month.

### **Project 3: Copywriting**

A copywriter can create everything from lead pages to sales pages to Facebook ads and more. Here's an example project description for a sales page.

#### **Description:**

Wanted: experienced copywriter who can craft a long-form sales page for a productivity app.

Details include:

Audience: Small business owners, both male and female, who are looking to get more done in less time.

Product: A productivity app that blocks distracting websites, tracks how much time is spent working, and lets the user set productivity goals.

Price: \$47 for the app, plus a cross-sell for a related guide for \$47.

Optimization experience a plus, and the right person can be hired to optimize the sales process over the next couple months. Please send information about your experience, such as sales letters you've created and the conversion rates achieved for these letters.

Pay range: [insert range]

Delivery date: [insert desired delivery date]

### **Project 4: Content Writer**

A content writer can create content for your blog, newsletter list, social media platforms and more. For this description, we'll hire someone to write blog content.

**Description:**

Wanted: a freelance writer to create a set of ten blog posts about bodybuilding for women. Topics include bodybuilding nutrition, designing a workout, bodybuilding supplements, cardio and more. Experience writing about bodybuilding preferred.

Details: Each blog post will be 500-700 words, and you'll get an outline for each post. The posts will be a mix of step-by-step how-to content and tips.

Please send a link to your portfolio with samples of similar articles you've created. If those samples don't include bodybuilding articles, please detail your experience in this niche.

Pay range: [insert range]

Delivery date: [insert desired delivery date]

**Project 5: SEO Specialist**

An SEO specialist will optimize your web pages and create special content that's designed to raise your site's visibility in Google and other search engines.

**Description:**

Wanted: SEO specialist to optimize a 10-page website for the search engines, plus design and implement an SEO strategy for the next three months (and longer if all goes well). Duties include doing keyword research, working on onsite optimization, creating optimized content, and building links. Experience with voice search a plus.

Please send a link to any case studies or other materials showcasing results you've created for others.

Pay range: [insert range]

Starting date: [insert start date]

End date to be determined

**Project 6: Graphic Design**

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Use this project description to hire someone to design graphics for your products, your ads, or even your website.

### **Description:**

Experienced designer wanted to create ecover graphics in a "make money online" niche. Please send a link to your portfolio.

Pay range: [insert range]

Delivery date: [insert desired delivery date]

### **Conclusion**

Go ahead and tweak the above descriptions for your own needs and then use them on freelancing sites to help you find and recruit reputable freelancers to help you grow your business.