



How to  
**Make More**  
&  
**Work Less**  
as an Online Entrepreneur

*by Amit Mehta*

**Amit Mehta** is a Speaker, Author, Blogger, and as a Self-Made Millionaire, is a part of the Exclusive 2% Club!

He currently authors ProfitSwami.com.

Amit has a PhD in Physics and previously worked at MIT Lincoln Labs in Lexington, Massachusetts.

Amit started his online business as a part time venture, working a few hours a day from home after he came back from work.



Within 9 months he quit (in June 2006) his \$90k/year job at MIT to pursue his online business efforts full time.

In early 2007 Amit went onto launch my first blog SuperAffiliateMindset.com, where he openly share a lot of his online marketing, and affiliate strategies and became a frequent speaker at the Affiliate Summit.

On October 14, 2008 he teamed up with Anik Singal to launch PPC Classroom 2.0, a complete course and monthly membership site teaching you everything you need to know to succeed as a PPC Affiliate.

PPC Classroom has impacted the lives of over 20,000 so far and continues to grow. It's been a HUGE success, more than Amit and Anik had anticipated.

Today Amit is living the life of his dreams, making a healthy 7-Figure personal income and working to positively impact more and more people every day.

Sincerely,

*Amit*

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A lot of business owners ask me: “Amit , how you can still have a great lifestyle as a online entrepreneur AND continue to grow your business and prosper at the same time.”

The lazy entrepreneur’s dream right?

What exactly do I mean when I talked about the Internet lifestyle?

*Well imagine waking up in the morning after you’re fully rested, not to an alarm clock, go to the gym to workout and play some racket ball, work on your business for a few productive hours. Call some of your buddies, hit up some blogs and check up on the industry news. Have a nice gourmet dinner with your wife and watch a movie together.*

*Of course there’s always going on trips to Internet marketing conferences, and vacations around the world. You can take off whenever you want, no boss to answer too!*

Sounds pretty rosy right?

Now let’s return to reality, most full time internet marketers, (and work-at-home entrepreneurs in general), don’t live like that. Many entrepreneurs are working their tail ends off, working 10-14 hours a day, and still can’t find time to get everything done!?!

I call it the online marketing rut!



I still remember when I first went full time in the business, I thought life was going to be perfect, “Now I have full time to devote to my business, things are really going to take off!” Needless to say I found myself working over 10 hours a day, and my income had stagnated. I couldn’t work any harder, and I was spending a lot of time doing things that I was not very good at, like trying to design websites, and write niche content on niches I knew very little about

I really felt something had to change, that I had reached a bottleneck. It was around that time I joined Rich Schefren’s Elite Business Coaching Program, this program TOTALLY changed the way I think about my business. In short, **I had to build a real team of people that would work with me and help me grow and systematize my online marketing business.**

I now take more of a CEO role in my business and focus on the marketing and creative side of the business while my team take care of everything else. Now I’m completely focused on what I’m good at, and what I enjoy. 😊



I'm blessed to have an extremely talented team:

1. **Farihan:** expert at web designer
2. **Shelby and her team:** content writing, SEO and social media strategies
3. **Mike:** web programmer
4. **Albie and Ariana:** executive assistants extraordinaire
5. **Priscilla:** Excellent bookkeeper who keeps all my finances—business and personal—in order

I pay the top people on my team extremely well. I also have a home team: concierge (Albie doubles as our concierge), maid service and pick up delivery laundry service, that frees up a lot of time for my wife and me.

***Having a business team and home team has dramatically improved my quality of life.*** I am now able to focus on what I like doing best: online marketing, product creation, and coming up with new business ideas, while my team focused on what they do best. As a result my profits have skyrocketed. I have way less stress, I'm much happier, and I make way more money, it's a total **win-win-win**.



So if you're a lone ranger trying to do everything on your own, strung out and stressed out, I'm going to give a few tips on building a team of your own team so PAY ATTENTION!

In the last section I talked about the importance of having a team and how it can really explode your business growth and profits.

Now I want to talk a little about how to actually put a team together, just the mechanics of it.

In following section I'm going to talk about leadership skills-yes, you need that too to have a successful online business!

Putting together a team is no easy task, and there's not simple formula you can follow to find good people. Nevertheless, I can tell you a few things that I've learned along the way from my personal experiences.

I know right now that you might be thinking:

1. Who needs a team when I can do everything myself, I don't trust anyone to make my sites or write my content. They'll just rip me off and become my competition. Screw that I'm doing this myself!
2. I don't want a team; I want all the profit to myself!
3. I tried finding a writer/web designer on elance and rentacoder and things didn't work out, I didn't get what I wanted so I stopped doing that. If you want to get things done, you've got to do them yourself!
4. For what I need to do, I can do it faster and/or better than anyone else, so there's no point in hiring someone to do it for me.

With that mindset you've got yourself a full time job. Let me ask you, is that why started an online business, so you could have another freakin' full time job?!?

Realize this: if you build a team PROPERLY, your team will do a better job than you can alone, your team will be loyal (won't run off and copy your ideas), AND you'll end up making way more money... so don't give me this I want all the profit BS.

**With a good team in place the speed at which you can move and get a profitable campaign going is amazing!** You'll be able to tackle projects that you've never thought of tackling before, like building that huge content site that you KNOW is going to be super profitable a year down the road. You'll be able to produce higher quality sites faster than your competition can say "pay per click!"

Now at the very least you want a web designer to design your sites, unless you're a professional web designer and love doing that, and you want a writer that will write your content and copy.

### Here's some tips to finding good people for your team:

1. Go to Elance, or rentacoder (or whatever outsourcing site your prefer), and hire 2-3 people, who have the best ratings, to do the SAME job. Compare the results and pick the winner. This is how I found Alin, an excellent and highly reliable web designer from Romania.
2. Keep an eye out at conferences and at forums for people that are talented writers & web designers that are doing freelance work. Conferences are great places to meet these people, if they're at an Internet marketing conference then these are the type of people you want on your team.
3. Here's a bombshell: User crowdsourcing to find a talented web designer! What in the world is crowdsourcing? Crowdsourcing is where you setup a contest for your web design project, let dozens (100's sometimes) web designers submit their designs. You pick and only pay the winner!

## Example # 1 My Magnetic Poetry App



To the left is a screen show of a Facebook application I had developed. It's a magnetic poetry application with 8 different word themes.

Just choose your theme, your background, and start creating your poem from the words in the bin.

For some like myself, who know NOTHING about programming an application or even coming up with words for a magnetic poetry app, this is seemly monumental task at first.

### Example # **1** My Magnetic Poetry App *(continued)*

#### Step 1: How the Heck Do I Get Started?

I first course of action was to sit down and identify what I needed to outsource to develop this application:

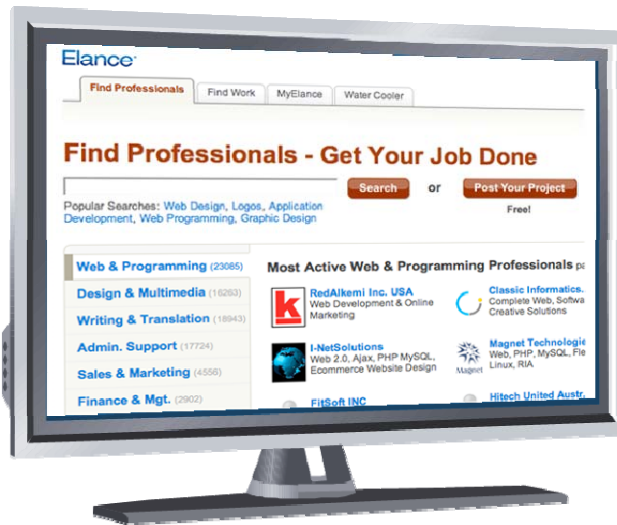
1. A Company to Develop the Facebook Application
2. A Creative Writer to come up with the words and the help section

#### Step 2: Finding a Facebook Developer

1. After getting a recommendation from my affiliate manager and doing a Google search I ended up speaking with 5 Facebook Developers
2. Here's the Key Questions I asked to Qualify Them:
  - a. What Experience Do You Have?
  - b. What's Your Hourly Rate?
  - c. What's the Typical Development Time and How Will It All Work??
  - d. Etc...
3. Believe it or not, after speaking with 5 developers it was a really easy decision picking the right one. I found guy who: sounded very confident, had lots of experience developing Facebook apps, was charging a very competitive rate. He was the obvious choice.

## Example # 1 My Magnetic Poetry App (continued)

### Step 3: Finding a Creative Writer



I've personally had a lot of success finding REALLY good outsourcers on Elance.com.

So now I want to walk you through EXACTLY step-by-step how I found 2 awesome creative writers to make the words for my magnetic poetry program.

Here's the description I wrote:

1 Describe What You Need   2 Choose Your Posting Type   3 Preview Your Posting

### Describe What You Need

Posting Title:

Category:

Subcategory:

Work Description:

Files (Optional):

Attach up to 6 files no more than 5MB in size each.

Project Description: We need words for magnetic poetry. We are creating magnetic poetry for the following categories: Nature, romance, college/school, pickup lines or innuendo, genius, office, Shakespeare, friendship

Each category must have a unique set of words, and should not have more than 150 words per category.

To demonstrate that the words are effective, write 20 unique (I mean UNIQUE) sentences (at least 10 words long apiece) for each category using your list of words for that category.

## Example # 1 My Magnetic Poetry App (continued)

Next step is to set a budget:

I set my budget quite high for this project for 2 reasons:

1. Writing minimum 150 poem words per category is actually a LOT of work
2. The bottom line is you get what you pay for, I wanted high quality words for my program. Ultimately the success of the program will rest on the quality of the words.

### The Response....

I got a whopping 18 responses within a few days of posting my project:

Proposals From	
16	North America
1	Australia/Oceania

## Example # 1 My Magnetic Poetry App (continued)

Here's are the top most qualified bidder I found, based on their feedback numbers and experience:

	<b>VisualContent</b> (VisualContent)	United States Amherst	Feedback: 95% Positive Reviews: 43 Earnings: \$34,915 Repeat Customers: 69 of 552	2 verified credential(s)	\$1,360.00
<a href="#">Hide Proposal -</a> My Rating: ○○○○○○   <a href="#">t</a>					
<b>Submission Date</b> 20 OCT 2007 10:25 AM EST	<b>Proposal</b> I've developed magnetic poetry text for online flash games in the past and would love to create creative words for your chosen categories. My bid includes development of 150 words/brief phrases each for use in your eight magnetic poetry categories. This assumes two hours of work per category.  I'd love to discuss your project in more detail. I can start immediately. I'm a full-time copywriter and editor offering more than fifteen years' experience. I earned my bachelor's degree in English, followed by graduate MBA studies in public relations, TQM and finance. I've received more than 275 positive Elance feedback ratings averaging 4.9 out of 5.0. My goal is to meet, if not exceed, your expectations. You'll find my work is above average and always on time.		<b>My Notes</b>		
<b>Delivery Timeframe</b> Within 1 week					

I ended up picking R K Worthy since her price for the project was much more reasonable AND she actually did a sample word list for me for one category.

	<b>R K Worthy</b> (rkworthy)	United States Livermore Falls	Feedback: 100% Positive Reviews: 17 Earnings: \$9,880 Repeat Customers: 10 of 61	\$480.00	
<a href="#">Hide Proposal -</a> My Rating: ○○○○○○   <a href="#">t</a>					
<b>Submission Date</b> 20 OCT 2007 8:29 AM EST	<b>Proposal</b> Please see the private message board (PMB) for bid details. Thank you, Karen Worthy		<b>My Notes</b>		
<b>Delivery Timeframe</b> Within 3 weeks					

As it turns out I ended up hiring both ladies to do the words and just combined the words together.

## Example # 2 Crowdsourcing Book Cover

In this example I want to talk about how I used crowdsourcing, through 99designs.com to come up with a killer book cover logo for a book I plan to publish.



The idea behind 99designs.com is this...

**launch a contest now!**

1. design type
2. design brief
3. prize
4. upgrades
5. confirm
6. pay

**what do you need designed?**

<input type="checkbox"/> <b>a web page</b> a design for a web page or site, as a mockup without html code.	<input type="checkbox"/> <b>business cards or stationery</b> business cards, letterheads, labels and other business paperwork.
<input type="checkbox"/> <b>a logo</b> a logo for a company, website or advertising.	<input type="checkbox"/> <b>a button, icons or avatar</b> simple graphics such as an icon, a button or an avatar.
<input type="checkbox"/> <b>t-shirt or clothing</b> a design to be printed onto a t-shirt or clothing.	<input type="checkbox"/> <b>advertising material</b> brochures, banners or billboards.
<input type="checkbox"/> <b>print design</b> a design specifically for print media, such as brochures and newsletters.	<input type="checkbox"/> <b>other</b> any other design-related task not fitting into another category.

#1 You select what you want designed.

**design brief**

**title: \***

**subtitle: \***   
This is displayed on the contest listing.

**short summary: \***   
Describe your design task briefly (around 80 words) to grab designers attention.

**brand name:**   
This can be the website address, your company name or a product brand.

**description: \***   
Give a detailed description of what you want designed, why you want it designed, and a bit about yourself or your company.

#2 You write a description of the project.

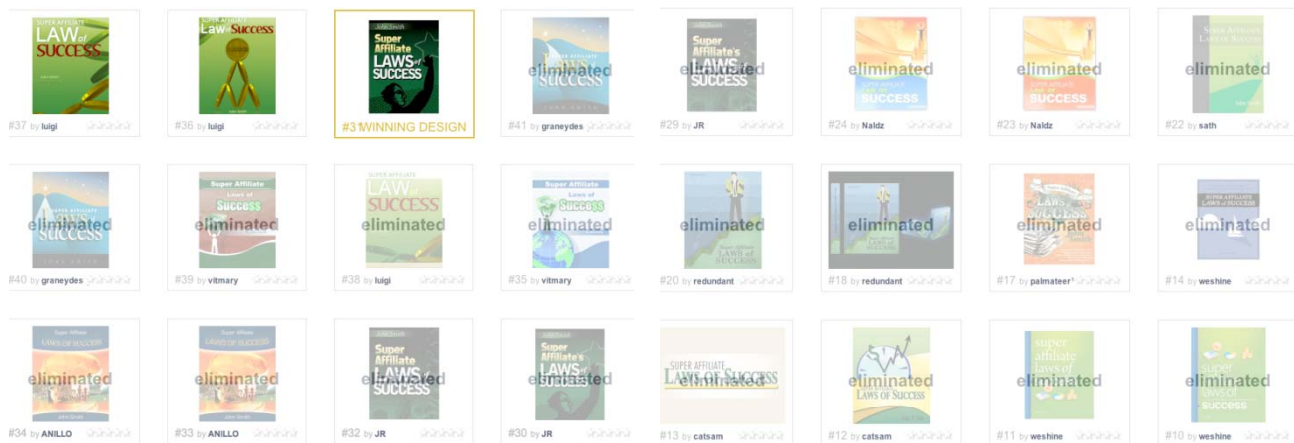
#3 You set an award amount, that is the amount of money that you will pay the winning designer.

#4 You wait for designers from all over the world to submit their unique designs.

## Example # 2 Crowdsourcing Book Cover (continued)

#4 You wait for designers from all over the world to submit their unique designs.

*Here are the designs I got for my book cover:*



#5 It helps to give feedback to the designers (on the designs you like) in the process, so they can improve upon their existing designs.

#6 The fun, but often difficult part: pick a Winner!



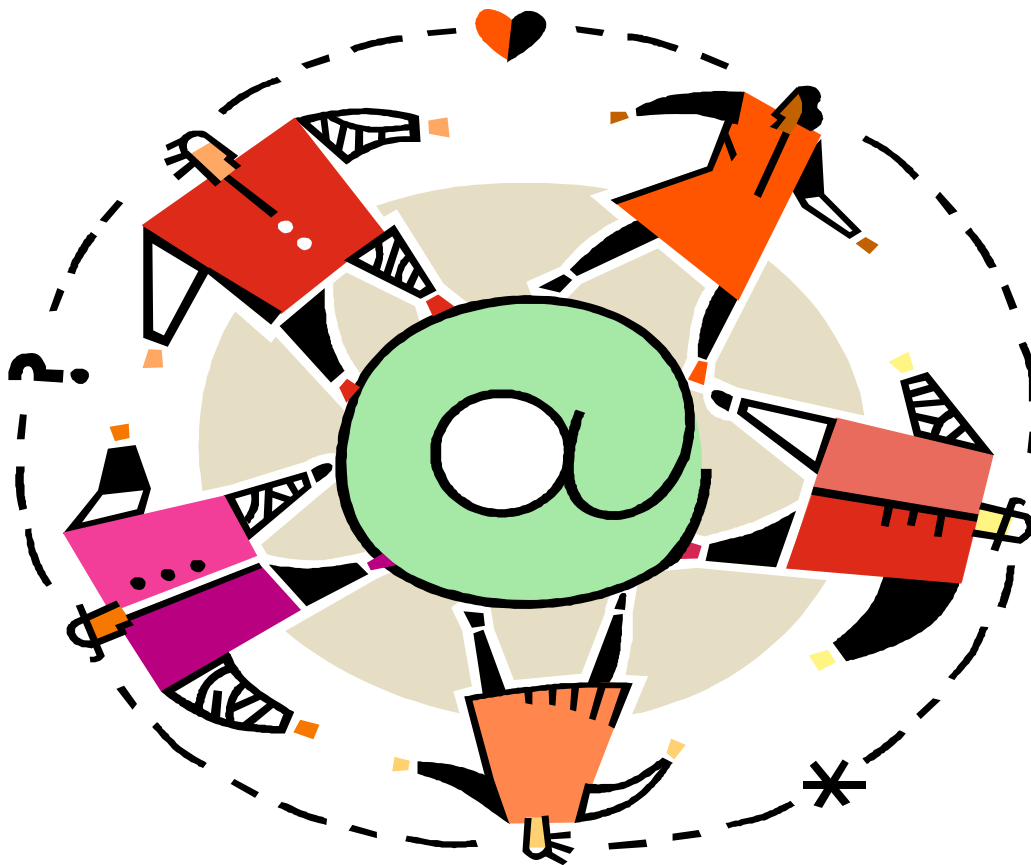
## Example # 2 Crowdsourcing Book Cover *(continued)*

What makes crowdsourcing so powerful is that you get design ideas from dozens of different designers, and you ONLY pay for the winning one.

Think about it you're getting dozens of designers for the price you would pay ONE designer.

You're virtually guaranteed to get a better design using crowdsourcing vs just hiring one person because you're tapping into a MUCH larger talent pool.

Pretty cool, huh?



### Secrets to a Winning Virtual Team

Let's face it, a lot us online business owners are not exactly people persons, let alone charismatic leaders. If you've ever attended any internet marketing conferences you'll know what I'm talking about. Many of us are former nerds, some of us are still nerds, and a few of us are just flat out scary!

I used to be a total propeller head, a complete nerd, with the broken glasses and everything. It took me years of reading people skills books, leadership books, and working on my self-image before I got out of that phase of my life!

**Now, what does this all have to do with having a winning team?**

**Well, before you try building a team you need to develop some people and leadership skills so:**

- 1. People will want to work with you.**
- 2. People will be motivated to perform and take your business to the next level.**
- 3. You can attract highly skilled and talented people onto your team.**

Now think about it, if you're a total jerk, no one will want to work with you. It also goes to say if you haven't honed your people and leadership skills your team won't be motivated to perform to their full potential, and people you find that are really talented won't stay on your team for very long.

Now if you're already a born leader, then you'll have nothing to worry about. But if you're like most people, somewhere between the Nutty Professor and Gandhi in terms of leadership skills, then there's huge room for improvement.

### Secrets to a Winning Virtual Team *(continued)*

And let me tell you, just a small improvement in your leadership ability can make a HUGE difference in the performance of your business team and your business profits.

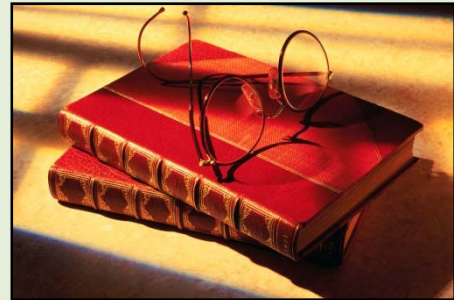
Here are 2 books that I highly recommend **EVERYONE** read:

1. **Becoming a Person of Influence**

*by John Maxwell and Jim Dornan*

2. **How to Have Power and Confidence  
in Dealing with People**

*by Les Giblin*



Order these books ASAP.

These books will totally change your business, and your life. I personally read over a dozen books about leadership/people skills and these two are my personal favorites.



### Secrets to a Winning Virtual Team *(continued)*

Want some practical tips you can apply right away?

**Here's some killer tips on how to lead and manage outsources/employees you bring onto your virtual team:**

#### **1** Appreciation and Recognition

The #1 thing employees complain about in Corporate America is lack of appreciation and recognition. Trust me on this, it's even more important than how much you pay them.

Do you know why I hated working at MIT? Apart from the horrible commute, I really resented the fact that I would work my butt off and get NO recognition or appreciation from my boss. Not a "thank you" or "great job" or anything! I was a peon, a cog in the collective, I felt that no one cared or appreciated what I did, or how hard I worked.

Needless to say I was VERY unmotivated, and hardly got anything done. I spent half my time on Adwords. ;)

***So here's rule #1: when someone on your team does a good job, compliment his or her work, and be specific about it.***

Constantly look for things that your team is doing right and point it out to them. "Hey John, you did a great logo for the site, it's very professional and you picked a really good color scheme." "Mary, this is really some killer copy, the headline your wrote will really hook the visitors, keep up the great work!"



### Secrets to a Winning Virtual Team *(continued)*

Give your team the credit they deserve for all successes. “Jim, thanks to your efforts our site is now generating \$2,000/day in revenue!”

I’m constantly telling Tom, Melanie, Alin, and the rest of my team how much I appreciate their work and how my success would not be possible without them, and I mean it. Every now and then I send them e-cards to show how much I appreciate them. Have you ever done that?



#### 2 Minimize and Sandwich Criticism

It’s only human nature, people don’t like to be criticized, but let’s face it sometimes, well I should say, often times constructive criticism is necessary.

**First off, criticize only when necessary.**

**Second off, sandwich your criticism: positive + negative + positive.**

For example: “Joe, you’ve done an awesome job with the site overall, however, there’s room for improvement in the site navigation, here are some suggestions on we can improve the situation ... Also, I love the logo design!” Start with a positive, then add a carefully crafted criticism (always criticize the task, NOT the person), then end with a positive.

### Secrets to a Winning Virtual Team *(continued)*

#### 3 Have a Clear Vision and Communicate It To Your Team

Do you have a clear vision where your online business is going? Do you have a winning strategy in place? Or are you just aimlessly putting up one campaign after another attempting to make a profit?

People you bring on to your team will know this right away. People want to work with people who are going somewhere in life, who are on the road to success. You could have the greatest people skills in the world, but if your team thinks you're a sap and don't know what you're doing or where you're going then you're dead in the water.

**You also have to clearly communicate your vision to your team and tell them how they will be part of it.** You got have a battle cry! "Hey Team, we're doing 800/sales a day today, 6 months from now we'll be doing 2000/day. We're going to DOMINATE this niche market. All thanks to YOU!"

*Here's a tip: If you're paying your team a percentage of the profits then they'll be excited and motivated by your visions. If you're paying them a flat fee, they may not really care if your business goes from 300/sales a day to 600, after all, what's in it for them?*

No caveat on sharing profits with your team: make sure they are superbly qualified, that is, they should have multiple skill sets and be go-getters.

Once they've demonstrated that they're someone you absolutely can't afford to lose then consider offering them a percentage.

### Secrets to a Winning Virtual Team *(continued)*

Is this whole “building an online business” thing sound a lot more involved than you thought? Yes, it is if you want a long term business that produces ongoing income that increase year after year. And yes, if you want to be able to work less and make more.

The other option is of course the affiliate day trader, does everything himself/herself, that runs a bunch of Adwords campaigns (usually direct to merchant or a simple one page landing page), spends everyday tweaking his cost per click and adcopy to stay profitable. That’s not a business, ITS A JOB!

***Building a REAL a business takes hard work*** and expanding your skill sets beyond just doing Adwords. It’s NOT easy, but I can tell you the rewards are SO worth it.



