

# How to Outsource Your Business to the Philippines

For as Little as \$2.50 per Hour

Make More Money  
In Your Internet Business  
*while also*  
Freeing Up Your Time!

by John Jonas

My name is John Jonas. Below is a photo of my family on the beach in Costa Rica, where we spent a month.



Why did we go to Costa Rica for a month? Because we could—and that is because I have other people who do much of my work for me. We've also had the opportunity to spend time together in England, France, Thailand, the Philippines, New York, Florida, and California.

On most days my young son and I do a round of golf together at a nearby course—another great benefit and blessing from the things I’ve been able to learn and do in my business.

But it wasn’t always like this. After struggling for several years trying to make my Internet business successful, I came across something that changed everything—and this is what I want to share with you.

Let me teach you everything you need to know so that you can hire Filipinos to do much of your work for your Internet business. You will be able to “replace yourself” as you hire and work with skilled, inexpensive employees.

You will free up your own time so that you can focus on being the real CEO of your business. You will free up your life so that you can spend more time with the people and activities that are important to you.

This is what I have been doing for years now, and I have also helped thousands of others to do it. I work at home and I live the “17-hour workweek.”

All this has come about through hiring and training Filipinos to do the work that used to take up most of my time. I can teach you how to do the same, while avoiding the many potential pitfalls.

You may think that your business and income are not big enough to handle the hiring of a “virtual assistant,” but I will help you see otherwise.

***PLEASE READ ON!***

## ***My Outsourcing Methods Are Different!***

**This book will not teach you everything about how to outsource. That's covered in detail (free) elsewhere. This book is intended for you to make sure this is right for you.**

**Before you spend a couple hours getting into the details, please spend 10 minutes making sure we're on the same page.**

**If you're sure this is right for you, please feel free to get the full ebook (free) or join me on a (free) webinar here:**

**[ReplaceMyself.com/LearnMore](http://ReplaceMyself.com/LearnMore)**

**What you're about to read are true stories. Some people don't believe them.**

**Most don't think outsourcing like this is possible.**

***Before going any further, I want you to see what others are saying about this:***

*“I love your program. I discovered your 80-minute audio in November '09 and immediately signed up for your program. At the end of January I was able to quit my full-time day job. . . . I had more freedom than in years and I had a working system that was making me a decent living. I have nine Filipinos working for me, each in their niche, and they are wonderful. This is incredible!”* **Nate**

*“I currently have a team of 4 fantastic guys in the Philippines handling all of my internet marketing. I am paying them \$2.50 US an hour. . . . They speak terrific English, they love working as a part of my team, and they flat-out get the job done—usually beyond my expectations.”* **David Anderson**

*“Thank you John, you are the best. I have a team of 6 now. I went from frustration to peace of mind and freedom. This was all done in 2 weeks!!”* **Therese Prentice**

*“I have achieved more in three weeks than I have in two years, and it is all due to you and the ‘replacemyself’ program. The support is first class and I have three employees now.”* **Jennifer Durham**

*“Just wanted to say that you have changed my life. . . . I tell everyone who is doing everything themselves to get your program and hire someone in the Philippines NOW. Jason has been with me for a year this month, and he runs my ENTIRE business. Best thing I ever did.”* **Eric**

These testimonials are from people whose lives have changed, and it makes me feel humble and thankful to know that I have had a part in those changes.

I want to help you also—in two ways: To get your business to the next level (and then to the *next, again and again*), and to free yourself up to spend more time with the people and the activities that mean the most to you.

Let me share my own story. It starts with this photo:



*This is the house we lived in a few years back, before I started outsourcing. You can see the TV antenna and the 1992 Toyota Tercel. I didn't have much and I didn't really know a lot.*

## ***THEN SOMETHING HAPPENED***

I discovered outsourcing and made some changes in my business, but then something dramatic occurred which really taught me what I can accomplish with virtual assistants. This photo of my children will help illustrate the story:



When my wife was seven months along with our third child (the baby girl in the photo), we went to the doctor for some tests. He got the results and came in and said to my wife, *“You have preeclampsia, and if you don’t go on strict bed rest for the next three to five weeks, you’re going to go into seizures, you’ll lose this baby, and you could die.”*

That was quite the shock! At the time I was working full-time trying to run my own Internet business, and I remember thinking, “*What am I going to do? How am I going to deal with this? I’m not willing to lose my wife or our baby over money.*”

So when I got home I sent an e-mail to two of my guys in the Philippines. They had been working for me for about 18 months and I had trained them and I had confidence in them. In my message to them I wrote: “*Your job is now going to have to change. Here’s my situation: I can’t work! I need you to do everything that I’m currently doing in my business—take care of my AdWords account, my website, my blog, our customer support, our software, the bugs, the forums and comments, all the marketing we’re doing, and the articles and videos.*”

***I WAS TOTALLY BLOWN AWAY BY WHAT HAPPENED NEXT!***  
Suffice it to say, my Filipino employees built a completely new business for me. I found out that I had been seriously under-utilizing them.

***The rest of my story continues below***, but first I want you to know that I have learned *so much* since those early years, and I will show you that you don’t have to be a total expert in order to make outsourcing work. I will teach you how to do what I do. It is do-able and it’s not even difficult---it works, and other people like you are doing it.

## ***INTERNET DIFFICULTIES YOU WILL OVERCOME***

One of the problems with doing business on the Internet is that it’s a technical business. As you look at the list below, you see things like *Mysql, AJAX, Iframes, CSS*, and so forth. It can seem scary. I have a

bachelor's degree in computer science, but when I look at all these things and think about all that I have to do in my business, it still scares me! But you can get your Filipino employees to the point where they can do all of this for you! It will change the way you think about your business, the way you run your business, and the way you succeed in your business. Below are some of the things your employees will do for you:

- HTML
- FTP
- Javascript
- Iframes
- AJAX
- AdWords
- Wikipedia
- Software Tools
- Blog Comments
- Pinging
- Video Marketing
- Copywriting
- Blogging
- MSN SEO
- Filtering E-mail
- eBay
- PHP
- WordPress
- Ruby on Rails
- Hosting
- DNS
- Squidoo
- Mini-net
- Article Marketing
- RSS Feeds
- Research
- SEO
- MySpace.com
- Testing
- Linking
- Twitter
- RSS Feeds
- Mysql
- CSS
- Opti-in Code
- Social Networking
- Web 2.0
- Facebook
- Affiliate Marketing
- Directory Submission
- Info Product Creation
- CraigsList
- Other PPC
- Press Releases
- Yahoo Answers
- Customer Support
- Forum Posting

*Imagine having someone who can do all these things for you!*

### ***I WILL TEACH YOU THE FOLLOWING:***

- *Where to go to hire virtual assistants, how to go about it, and all the other necessary details.*

- *How to train your employees, what to have them do, and how to keep them busy.*
- *All the possibilities of outsourcing—avoiding and overcoming the headaches associated with traditional outsourcing—making it work the way you want and need.*

Imagine what another full-time “YOU” could do for your business. In other words, imagine there are two of you! This is what you’re going to be creating. You’ll be hiring someone else to do the work you’re currently doing . . . training them to be . . . well . . . *YOU*.

## ***WHAT THIS IS NOT***

This is not about E-lance, where you pay someone to provide you with independent professionals, and I’m not talking about hiring a contract worker or a freelancer who’s going to do a project for you and then you’re done with him. Also, this is not about hiring someone in India. Each of those outsourcing methods are problematic, with major limitations and challenges—I know because I have tried them. Instead, I invite you try using the procedures I will teach you.

There’s a specific set of cultural differences that exists in the Philippines that doesn’t exist *anywhere else* in the world. Trust me—the Philippines will provide you with a completely different experience, and I will tell you why.



First, take a look at the photo montage above. These are six of the ten Filipinos that I have working for me. They all work full-time and they earn between \$200 and \$700 per month. They do all the things in my business that you always hear about, but that you never have the time to do on your own.

### ***CULTURAL FEATURES THAT BENEFIT YOUR BUSINESS***

There are a number of cultural differences in the Philippines that reveal why they will do such great things for you and your business. There is really no other place where you can find all these things combined:

- They have a culture of honesty. I've helped thousands of people hire Filipinos, and have never once heard of a problem with dishonesty or theft.
- Filipinos are so loyal that, once you give them a job, they will never quit, which means that you can train them in steps and give them many different things to do.
- They think like we do in the Western world, and they will read between the lines. If you make a mistake in teaching them, they will figure it out anyway. They will solve problems for you.
- Filipinos are intelligent. So many of them have *real* university bachelor's degrees.
- They have their own computers and Internet access. You don't have to go there and set up an office, nor go through a third-party service to hire them.
- They are very hard-working by nature—it's part of their culture.
- They speak American English. English is so prevalent in the Philippines that the government has made it the official language of all their business dealings. You can find many, many people there whose English is perfect.
- Filipinos actually like the U.S.A., which is quite different from many other areas of the world.
- This works just as well for those running their businesses from the U.K. and other parts of Europe; Canada, Australia, Mexico, South America, Thailand, Singapore—basically, people in all parts of the world are successfully hiring Filipinos. Filipinos look up to foreigners and love

having a foreign boss, which is a cultural aspect I haven't seen anywhere else.

- Unlike some countries, Filipinos do not have a “male-versus-female” problem. They work just as well for a male boss as for a female boss.
- They like foreigners and love working for foreigners. When you hire a Filipino, you elevate their social status among their peers. They are now working for a foreigner and they will actually brag about you to their friends.
- They are not entrepreneurial. You may be thinking, “*What if my Filipino employee decides to steal my work and create his own business?*” Well, in the Philippines they just want a job—they don't want to start a business and they don't want to steal your business. They don't want to take the risk of doing it on their own and possibly losing their job. They just want a job with a stable paycheck so they can support their families. I have numerous Internet-based businesses which have been completely built and run solely by my Filipino employees. They know everything about my businesses, yet they don't want to steal them and they don't want to go build businesses on their own.
- They are qualified and ready to become your full-time employees. Remember, this is a third-world country, and it can be quite difficult to find employment, especially full-time work. Just think about what you will do for them—a full-time job, working from home and on their own hours, working for a foreigner, making more money than anyone they know. *And you're still the one getting the greatest benefit!* With all these factors combined, what you get is an employee who will do anything to make you

happy. It is win/win, and it's a different experience and outcome for you than trying to outsource anywhere else in the world. So give them a job!

## ***NOW, FOR THE REST OF THE STORY SURROUNDING THE BIRTH OF OUR THIRD CHILD:***

After I contacted my Filipino employees and informed them that they would have to be running my businesses without me for a while, *they went to work!*

During the next three weeks I worked a total of one hour in my business. Then the baby came and for the next two months I was able to devote myself to my wife and family, while I worked only one hour per week in my business. I was able to do this because I had replaced myself in my business with my Filipino employees, and it was such an amazing experience. Before this, I hadn't realized how good the Filipinos are, but during that time I learned that I had been under-utilizing them. I finally understood how much they can do for me.

## ***LIVING THE LIFE***

I also learned about "living the lifestyle." The reason I began my Internet business was not so that I could have a big job, but so that I could work less and still make good money. Through this experience I figured out how to do it—by getting other people to do my work for me.

Believe it or not, I made about *\$800,000* during those three months. Of course I had already set up my business to run pretty well, and it would have made money regardless, but what really

advanced things for me, then and since, was the work of my Filipino employees. Because of them, my business didn't fall apart when I wasn't there, but actually continued to thrive.

Again, these were not new employees; they had been working for me for about 18 months, so I had trained them—I didn't just pull them off the street and all of a sudden they were running my business for me.

Anyway, when it was time for me to start working again, I decided to start a new business based strictly on the idea of having my guys in the Philippines do my work for me—do ALL of the work. And this was my business idea: I wanted to write reviews about products, attach affiliate links to those reviews, and then drive traffic to the reviews—then when people read those reviews and they like a product, they click our affiliate link, go to the site and buy the product, and I get paid a commission. It was a simple business idea.

So I found a domain and I bought it, then I recorded myself talking for 35 minutes about my ideas for the business—what the direction and goals were, how to accomplish the goals step-by-step, the very first things to do, and so forth.

After I recorded myself talking my way through the whole thing, I sent it to one of my employees in the Philippines—I sent him the domain and the audio—and here's what he did: He took the domain and he set it up on my hosting account. Then he set up WordPress on the domain and he started changing the theme, just as I had described in the audio.

So he did everything and sent it back to me, and I looked it over and saw that it wasn't all that great. He had done a lot of work, but there were still a number of things that needed to be done. So I told him, "*Look, I don't like this and I need you to change that, and move this over here, and change this,*" and I sent it back to him. Then he changed it all and got it really close to what I wanted, so I sent him some additional feedback, saying, "*I like this, but move this to here,*" and so forth. After this round, he got it done, just as I wanted it!

So the point here is *not* that I didn't do anything, nor that he did everything perfectly the first time—the point is that *I* didn't do the work, but the work got *done*, while I was being the CEO of my business and could concentrate on the most important things, while he did the work for me.

To continue: After he set it all up, he started writing the reviews. Frankly, the first review he wrote wasn't all that good, but I hadn't given him much direction for the reviews, so I gave him instructions on how to gather the data and how to write the reviews, and with that, he got it right—all done correctly!

Next, he went ahead and started marketing—he was doing SEO, link-building, article marketing, video marketing, RSS feeds, Craig'sList, directory submissions, social networking, social bookmarking, Facebook, Squidoo, MySpace; and all those things that you hear about, but that you never have time to do. Again, *I* was not doing it, because it was like there were two of me, but I was not doing the work—it was someone else doing the work and it was all getting done!

In the first month that new business made me about \$200. After three months it was making me about \$1,000 per month, and

within six months it was making \$3,000 to \$5,000 per month. Within a year it was **making \$10,000 to \$15,000 per month**, and I had done very little actual work on it.

As I have described, you will still need to be involved—don't think that you won't ever have to do anything again. *You* will direct the work and *they* will do the actual implementation of the work.

One of the most amazing things about all of this is that at the time I was paying each of these guys \$250 U.S. per month, for full-time work! (And it was a good living for them!)



And keep in mind, the salary I pay them is a business expense—it's totally tax-deductible. Plus, I don't have to pay for health insurance for them, nor do I pay for any of their taxes. Additionally, I don't have an office for them (they work in their homes), so I don't pay for utilities or any other office expenses. So, after my tax savings, this \$250 is really like \$180 per employee per month, and these guys are *running my business for me, working full-time, 40 hours per week!*

At this point, you may be thinking that this is amazing (which it is!). Many people may not even believe this is possible—they've only heard about the problems associated with outsourcing and they haven't heard the super success stories, like my own.

I assure you that this is all true, and I have created a free webinar and a free e-book to help you learn more. I will teach you how I did all this, *in detail*:

- how to find people
- what skills to look for
- how to hire them
- how to pay them
- the importance of their first task
- what is best to have them do for you
- how to handle your daily communications with them
- what tools to use to train them and manage them
- how I taught them to build entire businesses for me, doing all the work themselves

What I am offering below is completely free, requiring nothing from you. To learn how you can easily hire Filipino workers to build and run your business for you, and how you can replace yourself in your business,

**[CLICK HERE:](#)**

**[ReplaceMyself.com/LearnMore](http://ReplaceMyself.com/LearnMore)**

## **More testimonials:**

*“I have been using your system for 4 months now and have a full-time VA (she’s great) and just hired a webmaster for my sites. Everything is going great—thanks for the kick in the pants that I needed to go ahead and replace myself (my wife and kids thank you too!)*

**Jamie Davis**

*“My business was stagnated, not because I couldn’t get more customers, but rather because I couldn’t handle more customers. . . . I cannot tell you how much of a lifesaver finding out about ReplaceMyself.com has been. I’ve now hired five Filipino workers who are wonderful. . . . I can now handle many more customers with, frankly, less work.”* **Larry Genkin**

*“In less than a month we have 4 people working for us. The webmaster has created us a HTML site that was exactly what we wanted and he did it for less than \$350. The quotes we were getting in the states was between \$6000-\$25,000. Well I have to say, the rubber has met the road!!!”* **Jerry**

*“John, you are a lifesaver, NOT KIDDING! We have been trying to grow our graphic and web design company for several years but have been reluctant to hire another employee due to the extra overhead cost, so we tried out your system. We have had an AWESOME experience with our Philippines staff. . . . James (our Filipino web developer) is ecstatic over the amount of money that he is being paid, and we feel the same about having him on board with us. We now have 3 Filipino staff members. SWEET! Thanks again.”* **Jeff Rambin**

*“Your system has really changed my life. I started using it about two months ago, and I’d been doing Internet marketing for three months before that, but I wasn’t making any money. Then I came across your system. I had one website up, then I hired a guy, and within two weeks I started making money. Just last week alone that one website made me \$600. Over the last two and a half months, I’ve made \$10,100 directly from work that my guys in the Philippines are doing. I now have three guys working for me, which is kind of funny, because I was kind of hesitant at first to sign up, thinking that I didn’t have enough work to keep one guy busy. But when you have someone to actually implement things for you, you find out how much work there is that can be done. So I just want to say thank you, John.” **Steve***

*“I am pleased to say that since two months ago, I’ve quit my job, hired 3 outsourced employees and am able to focus on developing my web properties like I had envisioned years ago. Replacemyself was really the catalyst to make this all happen.” **Ann Nguyen***

*“I hired my first part-time VA for \$200 a month to work 5 hours a day. I am completely amazed with how it is going. I am able to get more done with my business than I ever thought possible.” **Tony Paternite***

*“ReplaceMyself is absolutely one of the coolest programs I’ve ever seen. . . . I went out and got my first virtual assistant about a year ago, and I’ve had extremely good luck with him. I can’t tell you how willing he is to work—he’s constantly asking me for new things to do. It’s a joy to work with somebody who appreciates working for me and is a hard*

*worker. . . . I took your advice; I used the resources that you provided, I went to the sources you told me about in order to hire; I went through your process. . . . These Filipino workers are so efficient and so well-versed in English, that they get so much done, so quickly, that you're constantly looking for new things for them to do for you. It makes you incredibly efficient."* **Scott Boulch**

*"I was lost in the whole process of hiring a VA in a foreign country! I had so many questions and no answers, until John and Dan helped me out with their services in ReplaceMyself.com! They made it seamless and very easy. I am so pleased with my VA, he is such a part of my business and my team! Easy—Affordable—Honest. You get more than what you expect!"* **Makenzie Kelly**

*"I'd like to thank you, John Jonas, for making this information available. . . . It has literally changed my business life. . . . I've gone ahead and gotten two full-time employees in the Philippines. That has put an extra \$35,000 profit into my bank account this year, and I'm working far less hours. So thank you!"* **Kirt Christensen**

*"All I can say to the people that are sitting on the fence is—Just Do It! It was so easy with all of John's helpful hints. Every question I had was answered in his program. In fact, I was so happy with my first employee, I just hired a second one to do article submissions, directory submissions and all that other stuff that I just don't have time for but know I should be doing to grow my business. Cost: \$300 per month for 40 hours per week, also with 4 years of college and 6 years of experience. Life is wonderful! Thanks so much."* **Carol Tiffany**

*“Taking your advice and outsourcing to the Philippines has been the smartest move I’ve made for my online business. My Filipino VA got more done in one week than I would have got done all month! . . . I can finally implement all the great marketing strategies that I’ve been learning about. I’m getting more done than ever before and I’ve got more free time than I’ve had in months! The training that you provide to me and my VA has been invaluable. Thank you so much.”*

**Sadiyya Patel**

*“I have joined your program finally and I am very glad I did. . . . I have referred your web site to a ton of my friends who are in the IT training and consulting business. We always did go to India to hire most of our people before but now India is getting very expensive and the quality is getting bad (I hate to say this cuz I myself am an Indian but that is the truth). . . . Thanks.”* **Alok Kumar**

*“This is working out great. Since I started with you guys I have now expanded to four employees and am in the process of hiring two more. . . . I must say associating with [replacemyself.com](http://replacemyself.com) has been one of the best investments I have made.”* **Marvin Webster**

**Again, for more information, you can watch my free webinar or read my free e-book by clicking here:**

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