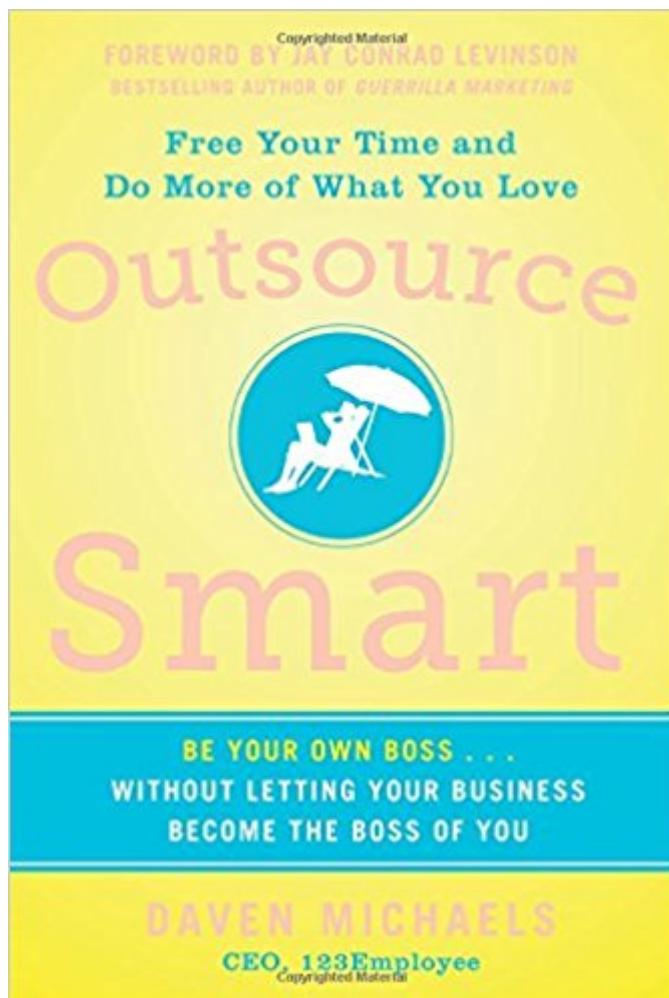


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# Outsource Smart: Be Your Own Boss . . . Without Letting Your Business Become The Boss Of You



## **Synopsis**

The New York Times and Los Angeles Times Bestseller Be your own boss, do what you love, and live the entrepreneurial dream by putting your business on autopilot! Filled with expert advice and practical tools, Outsource Smart reveals a proven system for developing and sharpening the productivity and problem-solving skills most essential to success. Learn how to hire, train, and manage a virtual assistant and successfully outsource all the critical tasks of running your own business. "Outsource Smart is a must-read for someone wanting to live the laptop lifestyle." -- Mike Filsaime, Internet marketing expert "This book gives you great ideas and strategies to save time and money and serve your customers better than you could trying to do it all by yourself." -- Brian Tracy, coauthor of Now, Build a Great Business "This book is fantastic. It is a must-read for anyone who wants to conquer the world of business today. The lesson here is that you cannot do it on your own. Daven shows the small-business person how to compete with the big boys and win." -- Les Brown, motivational speaker and author of Live Your Dreams If you are interested in working smart, achieving more, and joining the growing ranks of successful 'Laptop Entrepreneurs,' make sure you read Daven Michaels's outstanding book." -- Mark Anastasi, New York Times bestselling author of The Laptop Millionaire

## **Book Information**

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## **Customer Reviews**

This book is little more than a written infomercial for the author's business, "123employee." He barely touches the realities or intricacies of outsourcing, hitting on only a few aspects of it in a

handful of chapters, while giving you information on how to start an Internet sales business and disguise it to not look like a sales business. At the end of every chapter there's a QR code that you can scan to (watch) more (video) marketing. His writing style mimics that of the very annoying Timothy Ferris from "4 Hour Workweek" with the biggest difference between them being that Mr. Ferris actually included some useful information (albeit just a little) in his book. I guess the cover image being a toned down rip off of Timothy Ferris's book should have been a good indicator of that. Save your time and money and get a book like "Outsourcing for Dummies" which actually IS about outsourcing. The fact that this book made it to print makes me question the legitimacy of its publisher. You can also find threads in several forums on the web about 123employee, and upon reading the threads it will become very obvious that they're nothing more than advertisements instead of legitimate conversations. This sort of dishonesty in itself makes the author's ethics questionable to me. I believe that many of the stellar reviews here on were likely paid or plants (the author or his family or friends.) It is disturbing that this sort of thing can slip through the cracks so easily.

Delegation and leadership is the highest ROI activity any entrepreneur can possibly engage in. Trouble is it's also the most difficult thing to do right. It's all too easy to think "if you want something done right, better do it yourself" and it's hard to let go of the fear of things going wrong and getting burned. Truth be told, outsourcing does go wrong and you can easily get burned. And that's exactly why you need this book. Brilliantly written, clear, concise, and essential if you want to grow your business AND have a life.

A useful book for people that know little about outsourcing, but if you want more advanced techniques keep looking. As always I did learn from this book, but wish it had focused more on outsourcing and not general business.

I was not fond of the writing style, but the message is clear.... the more you can IncreaseLeverage the more time you will have for yourself and your family and the bigger you can grow your business.

This is a good book. I was looking for toward how to outsource many things that are repetitive in my life, I don't own a business. I would also like to have been given estimate costs for outsourcing compared to work in US, understanding it was only an estimate at the time the book was written. Overall, a good book

Not a bad book, per se, unless you were hoping to get great information about outsourcing and specifically the how-to of outsourcing. It's more a rehash of marketing ideas, which you can get for free all over the internet. At the end of the marketing idea, there's a suggestion to use outsourcing to accomplish it, but not really great instruction in this area. Overall I was not impressed. I may not ask for a refund, but I definitely cannot recommend it as a purchase. Having said that, I will emphasize that I read voraciously, so some of these ideas which seem basic to me may be revolutionary for others. Again, not a bad book, just not what I was expecting based on the title or the forward or the promotional articles about it.

Great read, very insightful. As a business owner, it's interesting to how much the world has changed and with it the options on how we do business. I found the book to be presented well. A nice, clear account of how outsourcing works. If you're a business owner and/or want more information about outsourcing, this is a great book.

I found this to be an excellent, highly informative book. As a small business owner I've been doing really well and have wanted to look into the possibility of outsourcing, but I haven't wanted to hire an expensive consultant in order to explore my options. Written in an intelligent, chatty, and engaging manner, it's filled with super-detailed and easy to understand advice, and ways to market my business. I learned a ton of specific things that will definitely help me take my business to the next level, and I'm very excited about implementing its practical, excellent advice. This book was exactly what I needed.

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