



WHY YOU SHOULD OUTSOURCE YOUR BUSINESS WRITING PROJECTS

Just because you are not a writer, it doesn't mean that your business has to suffer. Instead of pulling out hairs over that business manual or press release you could outsource your project to a writing professional. What is outsourcing? Outsourcing or contracting is when you obtain a company or individual (outside of your organization) to complete a task or series of tasks. Why should you outsource your writing projects? 1. You want great results – Writing great copy is a skill that everyone does not possess. Why give your business a mediocre image when you can have a high quality one? When you outsource your writing projects, you are handing your project to someone who is skilled. 2. You don't have time to learn how to write great copy- You have to check your email, go to meetings, plan the budget, meet with clients, shop for supplies; do you really have time to write content? When you outsource your writing project, you simply make a phone call (or send an email) and you no longer have to worry about completing the task. 3. You don't have the resources to hire an employee- Hiring employees can get expensive. Not only do you have to have office space, a computer, and other supplies; but you also have to pay for taxes, medical expenses, vacation time, workers comp and other operating costs. When you outsource you save money by eliminating the expenses that come with employees. 4. You don't like to write- If you wanted to be a writer, you'd be in a different profession. Why suffer through writing documents when your time could be used tending to an aspect of business you enjoy. When you outsource you are enabling someone who loves writing to complete the task. And who would you rather trust? An employee who would rather be doing something else or a professional who loves what they are doing? What kind of writing projects can be outsourced? Just about any writing that you need done can be outsourced. This includes press releases, web copy, web content, brochures, manuals, presentations, handbooks, flyers, sales letters, ezines and more. Suggestions for outsourcing: A true professional will invest in their own website and domain name as opposed to using free hosting. This shows that they are dedicated to their craft and it's not just a hobby. A true professional has a portfolio (either online or off) and they will be more than willing to show you examples of their previous work. A true professional will ask you questions. Frequently companies who are new to outsourcing don't quite understand that they have to be somewhat involved in the process. Someone who delivers high quality work understands that they cannot guess what you want. A true professional values their worth and can prove why they are worth the price. It will be quite easy for you to find a contractor who charges less than minimum wage. However, you must keep in mind that you get what you pay for. If you are expecting high quality work, you are going to have to pay for it.

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