

How to Outsource on the Cheap Using Fiverr

Presented By

Connie Ragen Green

Welcome to "How to Outsource on the Cheap Using Fiverr". I'm going to show you how easy it is to access fast, inexpensive professional services so you can quickly produce products, as well as uncover new sources of affordable, quality outsourcing.

We're also going to show you how to avoid offers that will do nothing for you but waste your time. So make sure you have your favorite drink sitting ready to sip, and line up a notepad and pencil, and let's begin.

Step One: Understanding Fiverr – and how it Works

The Google search official web definition states that Fiverr is a 'global online marketplace offering tasks and services, referred to as 'gigs' beginning at a cost of \$5 per job performed.'

If that leaves you wondering how you can access quality services for only five dollars, you are on the right track.

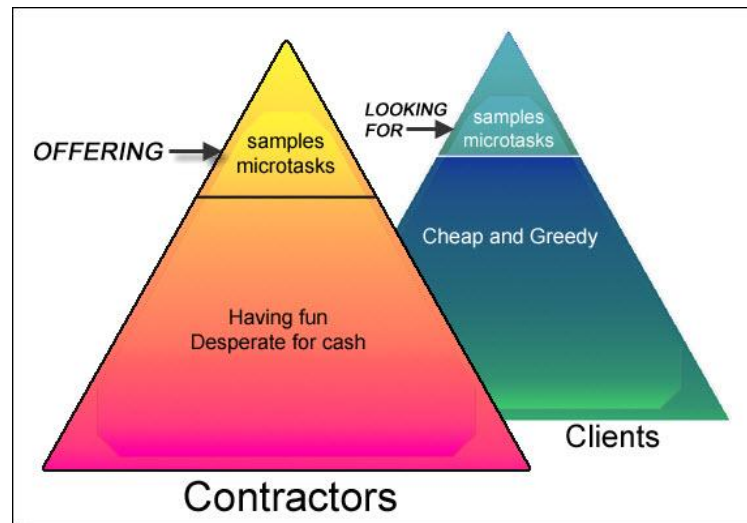
Fiver consists of two groups of people:

- Service Providers (Sellers)
- Clients (Buyers)

Think of it like twin pyramids. One represents clients looking for services; the other represents contractors offering their services.

About twenty-five per cent of all clients and contractors actually understand how to make the best business use of Fiverr. The rest can be summed up as 'unprofessional'.

This is what Fiverr would look like, if we put this statement in diagram format:



Fiverr works best – for both contractors and clients – if it is used to exchange two types of service transactions:

- Samples
- Microtasks

Here are some common scenarios where these two, specific Fiverr business models apply...

- a)** Let's say you're a contractor who is brand new to the market. You want to build up a stable of clients – quickly! So you offer a sample of your services on Fiverr for five dollars. Both you and your potential client can then see for the minimal risk of five dollars whether or not you are both a good fit for each other.
- b)** You might also be a contractor in need of quick cash to fill the gaps in your schedule or boost your income a little. In that case, you offer microtasks – services you know it takes you around fifteen minutes, tops, to perform: For example, designing a simple header in Adobe Photoshop.
- c)** You're a client, and you need a quick task performed – but you don't have the program to efficiently do it. You look on Fiverr and find a professional who is offering just this simple task for five dollars. You try them out.
- d)** You're a client in urgent need of your very own regular contractor for a task or related tasks that require specialized skills you don't have; or that loses you money if you do it yourself – for example, you're looking for a virtual assistant to handle all your Kindle uploads and formatting, including creating eCovers. You find a contractor offering to perform a specific task – say, create a Kindle eCover or format your eBook for Kindle mobi – so you check out her listing, references and recommendations – and try her out.

You are very happy with the results of this “trial”, so you give her more Kindle projects. If those work out, you contract so many hours per month of her time or buy one of her Kindle service packages.

Using Fiverr specifically in these ways helps ensure you get top-level service and make economical business use of this freelance marketplace.

It also ensures a win-win situation for both you and your chosen Fiverr contractor.

Taking Understanding Fiverr to the Next Level

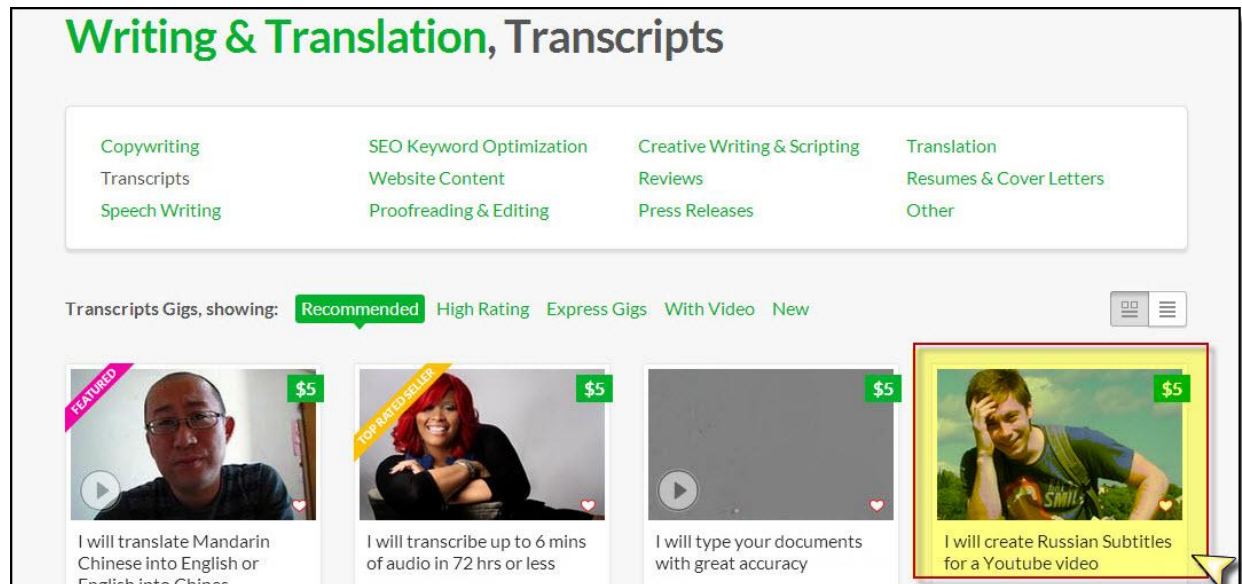
To refine your results even more, be sure to search with specific keywords: For example, not just 'Kindle format', but 'Kindle mobi format'. This will eliminate un-needed search results.

If you're not quite sure of some search element – for example, what you should call a specific task in terms relevant to that industry – search by **category**.

Simply open or return to Fiverr's home page and scroll down below the fold to find a list of categories and sub-categories. (Click on the exact sub-category you want.)



Sometimes, searching by category and sub-category first – even when you know which keywords you plan to use – can yield specific but oddball results you can actually use – as well as giving you a good overview of the talent out there in that sub-category.



Another way to save time and narrow down your results: Make use of the horizontal tabs across the top of your search results.

The default tab, 'Recommended', gives you Fiverr's recommendations.

Other tabs include:

- **High Rating** – Starts your search results with contractors rated the most highly through client feedback
- **Express** – This is where you will find true microtasks
- **With Video** – Gives you a listing of all contractors offering to work with video files
- **New** – Shows you contractor offers that have recently been posted. Useful for when you have already searched in a category but found no new results, since sometimes contractor offers sit in the 'New' category until they are sorted by Fiverr.

Each Fiverr service offered is called a 'gig' – originally a musician's term for a single engagement.

Step Two: Choosing Effective Fiverr Gig Offers

We've talked about microtasks and samples: Now let's take a look at extra services that potential contractors can offer through Fiverr...

Fiverr further attempts to sort and promote its better contractors through the Levels system.

Fiverr contractors have been able to add extra service options since January, 2012 – but they need to get past the first 'Level' to do so.

Types of extra services include:

- **Multiples** – instead of one single microtask for \$5.00, you can order an entire batch. This allows:
 - You to get an entire project completed by the same contractor – even if he or she is only offering limited modules (e.g. fifteen minutes of transcription for \$5.00. This would mean you could commission four \$5.00 gigs to complete a single, one-hour transcript.)
 - **Gig extras** – This is where contractors can add regular services to any gig offered at up to \$100.00 extra cost. So, for example, your contractor could offer to format your simple text eBook for Kindle – but offer additional services such as a \$40.00 custom eBook cover at the same time, within the same gig.

Under new Fiverr rules, contractors can now offer high end services too, though you may not see much evidence of this as yet.

(This means the top of our pyramid in our earlier diagram can now also include larger projects – at a higher price.)

There are three levels:

- Level 1
- Level 2
- Top Rated Seller

If you want to be assured of better service or more options available without the necessity of leaving Fiverr to visit your contractor's website, choose a Level 2 or Top Rated Seller. There's a definite degree of professional proof in attaining higher levels, since the contractor has to meet specific Fiverr-generated goals in order to move up.

Now that you understand how Fiverr works and how to find the type of gig you want, let's focus on what to look for in a contractor.

Taking Choosing Effective Fiverr Gig Offers to the Next Level

If you're looking for...

- A future regular contractor you can re-use – search by 'High Rating' and check reviews and recommendations.
- A small job done with maximum-fast turnaround – use 'Express'; or look for **specific promised time frames** in contractor gig post titles (e.g. 'delivered in 24 hours')
- The fastest contractor – search by 'Express'
- The most accurate contractor – search by 'High Rating' and look for top-level contractors

'High Rating' trumps 'Recommended' – the latter may be a promoted listing, whereas high ratings are customer-generated from results and satisfaction level.

Step Three: Deciding What to Outsource to Fiverr

But outsourcing is all about **cost effectiveness**, as well as adding someone else's skill sets to your production output – which can really **increase the value** of your end product.

It's about **time management**, and **saving time**.

And helping you keep your mind **uncluttered** and **your focus free to invest in your own specific money-making skills**.

What can you outsource to Fiverr?

Well, judging by some of the more creative (that is, bizarre) offers – almost anything!

I will think about you for five full minutes for \$5

CREATED 4 MONTHS AGO, IN [FUN & BIZARRE](#) / [JUST FOR FUN](#)



ORDER NOW (\$5)

24 HOUR EXPRESS DELIVERY

★★★★★

100% POSITIVE RATING by 2 VOTES

1 DAY ON AVERAGE

0 ORDERS IN QUEUE

By [shutitoff](#)

FROM: UNITED KINGDOM
JOINED 11 MONTHS AGO

Freelance writer and crafter.

Speaks: English

[CONTACT ME](#)

Related Topics

Meditation mind mental
Good Thoughts focus

Professionally speaking, you can outsource many tasks in many categories.

Common tasks outsourced by marketers are:

- Cover art for social media channels and pages – For example: YouTube, Facebook, Google+ and Twitter header or background areas
- Business logos – Try several designers for this one and choose the winning entry)

- Landing pages
- Press releases
- Webinar or podcast transcription
- Video or podcast voiceovers
- Kindle formatting
- Documents converted to .PDF
- Direct response ads
- Facebook ad creation
- Video editing
- Video creation
- Web banners
- eBook cover art
- Blog posts
- Product reviews
- Cartoons
- Anime illustrations and logos
- Articles
- HTML

The list is endless. Your best bet, if you're not really sure what else you can outsource to Fiverr for a project: Choose the most relevant category and just surf Express gigs and Top Ranked gigs for that category. This should give you a good 'feel' for what is commonly outsourced in those areas.

Taking Deciding What to Outsource to Fiverr to the Next Level

But while you *can* outsource just about any aspect of your business to Fiverr – should you?

That all depends on how well you plan and prioritize, when creating products for your business. You should always balance budget available with the potential return on investment – in both time saved and money you could be earning doing other things.

Consider outsourcing through Fiverr for:

- Those small tasks that eat away time you need to spend doing more important things
- Tasks you don't have strong skill sets to perform yourself
- Tasks that don't directly make you money
- Tasks that lose you money, if you do them yourself
- Tasks you don't find easy
- Tasks you just don't have time for

Step Four: Getting Started with Fiverr

Once you have chosen a task to outsource, decide how you are going to approach it. Will you go for a top-rated contractor or do you need to choose an express gig?

Will you try just one person; or will you go for multiple repeats with different contractors?

Do you need one microtask performed or a whole batch?

Will you be looking to add any extra services? If so, be sure to choose a contractor with a higher level rating.

Let's go through the process of actually outsourcing a task...

1. Create an account on Fiverr and complete your Profile.
2. Search for contractors to perform your task, using the criteria you have decided on (for example, by Express gig, using specific keywords and looking for twenty-four-hour turnaround and a five-star rating).

Use specific keywords such as 'TOC' added to your more general keywords such as "Kindle format". This will give you the type of results you want.



Scroll through the results to see who matches your criteria most closely.

3. Double-check the contractor's rating, Level and turnaround time. Read fine details. Contact the contractor if you have any questions.
4. Hover your mouse over the green 'Order now (\$5)' button. Check any 'Extras' you want to add to your project.
5. Press the button. You will be redirected to PayPal.

Make the payment (it will be held in escrow by Fiverr until the contractor delivers the finished results and you are notified it is ready).

You have three days to accept delivery on a gig. After three days, Fiverr automatically assumes you like the results and pays the contractor. If it is the first time you've used a contractor, do check their work within the three-day grace period.

If you don't like the results, you have the option to give the contractor a 'thumbs down': At which point he or she will contact you and you can negotiate any corrections during a fourteen-day period: After which the thumbs down becomes permanent if you don't change it!

And that's all there is to creating a Fiverr gig.

Taking Getting Started with Fiverr to the Next Level

You may quickly get to the stage where you have multiple projects outsourced through Fiverr. One way to get top service from contractors is to be right on top of all your outsourced gigs.

Accept delivery promptly. Track what is going on with your project through Fiverr. If you prefer, use an additional spreadsheet or chart to keep track of all your Fiverr projects, so you'll know:

- When a project was ordered
- How much you paid
- Who the contractor was
- When the project is due for delivery

- If it has been received
- How happy (or unhappy) you were with the results
- If you accepted delivery

KEEP YOUR CONTRACTOR HAPPY if you find a good one – by making sure you accept delivery promptly and give them a 'thumbs up' rating.

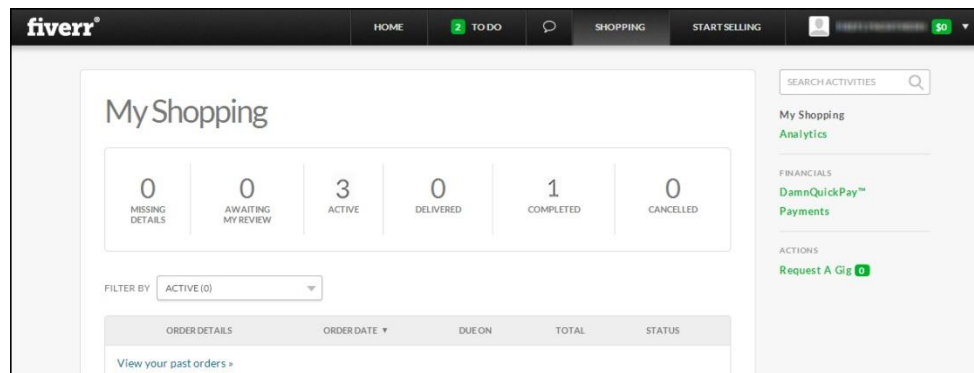
Tracking Your Project:

Fortunately you can see at a glance with Fiverr where all your projects are, in terms of completion; and what actions you need to take.

Simply hover over your username in the top right corner of your Fiverr account and a drop-down menu will display. Choose 'Settings' and scroll down to the bottom of the page that opens up when you click.

Select 'My Shopping' under the 'Buyer' heading in the black footer area.

A dashboard will open up, letting you know instantly where you are in all gig processes.



Notice a sidebar to the right of the 'My Shopping' display area. Press the green 'Analytics' link to see all your stats, including:

- How much you've spent
- Gigs awaiting review
- Active orders
- Completed orders
- Actions you need to take, with big green buttons to press so you'll know exactly what you're doing. Some button examples:

- 'Reply' to seller question
- 'Rate now' on a completed order
- Your message response speed

Step Five: Avoiding Fiverr Mistakes

Even following all the tips and instructions above, it's possible to make mistakes that result in a frustrating Fiverr first outing.

Here's how not to make them:

1. **Watch out for 'red flags'** – For example, if a contractor offers too much work for \$5.00, it probably is too good to be true. (Example: An entire video created, including voiceover and transcript).

Use your common sense: If someone is offering a monster amount of work they're sure to lose money on, you can pretty much bet they are one of the following:

- Inexperienced – They have no idea how much time your project is going to take and they will struggle with delivery
- Sloppy – They are going to rush through your job at the speed of light
- Sketchy – Tasks will only be partially completed

2. **Look for a contractor who is specific about the task she will do** – For example: 'I will transcribe 15 minutes of your video for \$5.00' rather than 'Video transcription for \$5.00'.

The contractor who does the latter is probably inexperienced and is not going to be happy when you dump your two-hour webinar recording in her lap!

3. **Be prompt in all interactions** – Accepting delivery and rating being the main ones. (But also watch out for messages from your contractor – and answer them straight away.)
4. **Track your gigs** – Get into the habit of tracking and create a rating system for contractors.
5. **Never order a huge amount of work at first contact** – Although ratings are usually foolproof, it's wise to give a contractor a small project or microtask first, to make sure you are both compatible in work expectations.

- 6. Decide in advance whether or not you will dispute an unsatisfactory order or 'let it go'** – Sometimes all you need is a simple communication to get a problem fixed: Other times (especially with Express gigs) it's better just to chalk it up to experience, put that contractor on your private 'Do Not Use' list, and move on.

(Very rarely should you have to actually lodge an official dispute – usually for higher-priced gigs with extras.)

- 7. Be specific in your instructions** – Don't make assumptions, and neither will your contractor.

Tell her what you want done exactly, in what time frame; and what you are expecting to receive.

Ask her to clarify anything she is not sure about that you have omitted to ask.

When using Fiverr gigs, you should have one tag line you make your motto:

- *'Avoid 'vague' like the plague!'*

And that is all there is to using Fiverr in your outsourcing. Used with a professional approach and factored in as part of your business plan and marketing campaigns, this incredibly easy-to-use marketplace can help save you time and money.

So go create your project today and take it for a test run.

On the following pages I have included a
'Fiverr Brainstorming Checklist' for your convenience.

Outsourcing to Fiverr Brainstorming Sheet ~ Checklist

Making money by spending it is an art form. Here are worksheets to help you 'get it right'.

Task: _____ Project: _____	
Is this a task for one of my projects? ☐ Yes ☐ No Campaign: _____	Is this task for one of my client projects? ☐ Yes ☐ No Client: _____
How long would it take me to do this task myself? _____ hours/days	How long is the Fiverr contractor promising to take? _____ hours/days
How much am I charging my client project? \$ _____	How much am I charging end customers per unit? \$ _____
Do I have the skill set to perform this task?	Will learning how to do this give me a future permanent asset in my business?
How much do I charge per hour?	Cost through Fiverr: Regular \$5.00 _____ No. of units _____ “Extra” services required: _____
	<u>TOTAL COST:</u> \$ _____
Did I lose money?	Did I make money?

Fiverr Follow-up Sheet

Task: _____	Project: _____
Number of Fiverr contractors I used for this task (i.e. # of gigs): _____	Total amount spent: \$ _____
Name of most successful contractor whose work I actually used in my project:	Rating: Level:
Did the contractor deliver exactly what I wanted? ☐ Yes ☐ No	If not, what was unsatisfactory or missing?
Would I use this contractor again? ☐ Yes ☐ No	If “no”, why not?
Contractor name:	Email: Website:
Extra services offered by contractor:	1. _____ Cost: \$ _____ 2. _____ Cost: \$ _____ 3. _____ Cost: \$ _____
Were my instructions clear and the results what I wanted?	Did I make a template from my instructions for the next similar project?
What was my overall ROI on this project? \$ _____	On this Fiverr-outsourced task? \$ _____

By now you can see that Fiverr is an excellent alternative to doing work yourself or paying exorbitant fees to get things accomplished in your online business.

To Your Massive Online Success!

Connie Ragen Green

Please visit my main site at:

<http://ConnieRagenGreen.com>

This report explained how to get your tech work done on Fiverr. If you want to sell your information products on Fiverr, check out this inexpensive course:

<http://ConnieLoves.me/FiverrFactory>

