



# The Ultimate Online Job: Your Guide to *Getting Hired*

by the OutsourceFactor Team  
Copyright 2012

Get Your **Free Account** and Get Hired!

- ✓ Free resume posting (your online profile)
- ✓ Free job board to look at available jobs
- ✓ Free training to help you build up more skills and get paid more money in an online job

Sign up **FREE** at [OutsourceFactor.com](http://OutsourceFactor.com)

Readers: We wrote this free guide to help you learn how to get hired for an online job. Please **SHARE** this book with anyone. You may not alter the content.

# **The Simple Truth: An Introduction to Working in an Online Job**

I've been hiring people to work for me online since 2008. So I know how to help you. The biggest problem is that most job seekers do not understand how to present themselves to potential employees. If you fail to present yourself well you won't get a job. It really is that simple.

## **This book is your solution.**

There are millions of smart, educated people just like you. Unfortunately, unemployment levels are high in some countries. Working online, for a company in another country, is an ideal solution.

Borders are no longer relevant. The global economy and the Internet have changed everything. Ten years ago it was impossible for small business owners to hire full time employees in the Philippines, or India, or anywhere overseas.

Today, I have full time staff working for me. They are my extended family. I take care of them. I pay them on time every month. They rely on me and I rely on them. They have stable, permanent jobs in my company.

Millions of companies in the United States, Canada, Australia, the UK and other countries are hiring full time "virtual employees" to work online.

They are giving jobs to people who might not be able to find a job in their local economy.

## **You too can get a great job working online from your home.**

But you need to know how to compete.  
You need to know what employers are looking for.  
You need to present yourself so employers notice you.

It all starts with the online resume or "online profile". If your profile is poor, nobody will contact you. I can tell you this is true from several years of experience.

**This book will teach you how to create a great online profile.**

**This book will teach you how to deal with employers.**

**This book will teach you how to understand what they want.**

**And most important ...help you get a rewarding, fun, and stable online job.**

## Being a Freelancer vs. Having a Stable Job

Unless you have a job working in a large company, you are most likely going to become a self employed person working online. You have two choices.

First, you can work online as a freelancer. You can join oDesk or Elance. These websites will help you connect with people who need projects done. But projects end. When the project is done you move onto the next job. There is very little stability. Finding your next project is hard work.

Instead, you can get an online job working for one company. You can be hired to work as a virtual employee. Technically, you will still be a contract worker. But it's the same as having a job. You will be paid a regular monthly salary. You won't worry where your money will come from next month.

OutsourceFactor.com helps people find this type of job. There will always be people who prefer to freelance. They prefer to move from job to job. That's fine. But if you are looking for a great online job with one boss and one regular pay check then we encourage you to join [OutsourceFactor](#) for free.

OutsourceFactor helps you meet employers who are willing to hire you directly and pay you directly. In this way, we are not involved with the financial transaction. We are more like a free match making service, but we also provide a lot of training to help you become a highly effective virtual employee.

## Creating an Online Profile that Gets Attention

**Your online profile is different from a resume.** In school we all learn how to create resumes to get jobs. Online jobs are different. Your employer is probably on the other side of the ocean. What he is looking for won't be on your resume. To create a great online profile throw away everything on your current resume. Start over.

**Focus on your skills and your personality.** Your future boss is asking himself a few questions about you. These are:

1. **How good is this person's English?** Your boss needs to be confident that he will be able to communicate with you. Your english does not need to be perfect, but you need to show that you can get your point across. Communication will usually be over email and Skype (chat and voice).
2. **Can this person follow instructions?** Employees who are not able to follow clear instructions are a hassle to manage. Your profile should give off a good impression about your ability to follow instructions.

3. **Can this person learn new skills?** Most jobs involve tasks that you haven't yet been trained to do. That is normal. Online jobs are no different. Your boss will want you to be able to learn new skills. Most of these things are easily learned. You need to communicate that you can learn new things. I'm not talking about specific technical skills like computer programming or graphics design. I'm talking about skills anyone can learn with some minor effort. Things like uploading videos to YouTube, managing a WordPress website, installing software on a server, or dealing with customers over email.
4. **Is there anything that seems strange about this person?** You want to stand out in the crowd. But not for the wrong reasons. If you say you can work 80 hours per week nobody will believe you. If you say you are an amazing English writer but your profile is full of grammar mistakes, the reader will see you as a person who is not honest and can't be trusted. You need to avoid making mistakes like this.

Create a profile that answers those questions. This will get you noticed. But there are many more tips I want to share with you. These include:

- ✓ Have a great "About Me" section.
- ✓ Proof read what you write.
- ✓ Use audio and video to stand out.
- ✓ Include a picture (your Gravatar)
- ✓ Socially enable your account.
- ✓ Know what skills you want to highlight.

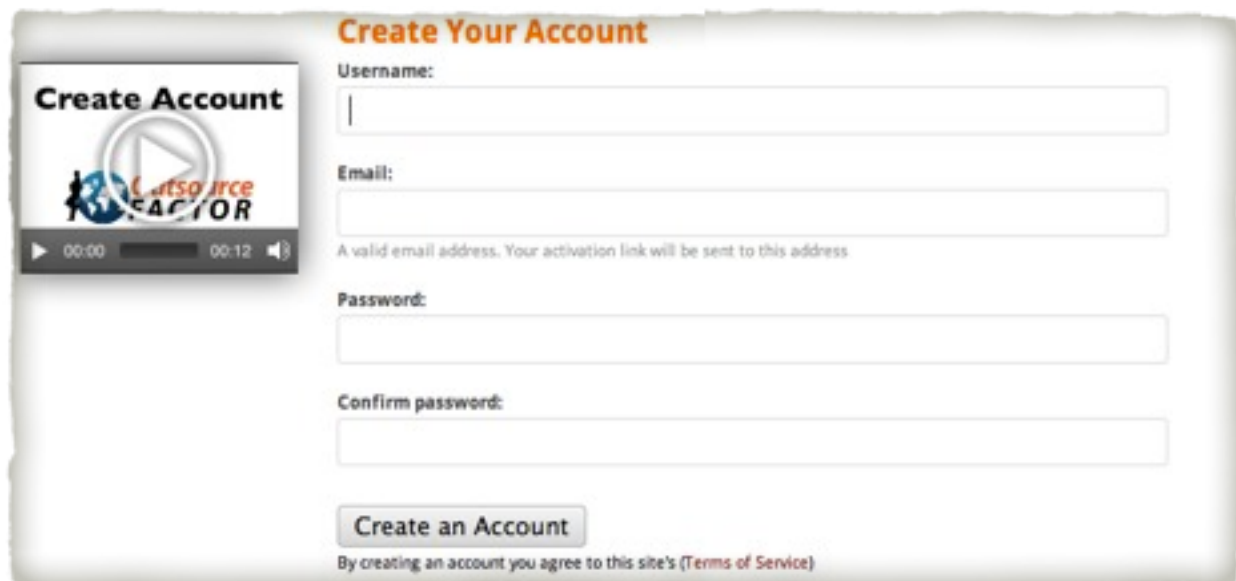
## The OutsourceFactor.com Online Profile

I'm going to walk you through the important parts of your user profile at OutsourceFactor.com so you can understand how to stand out and get hired.

Your first step is to register for a free account. It's extremely easy and will only take one minute of your time. Here's what the signup page looks like. Pretty easy.

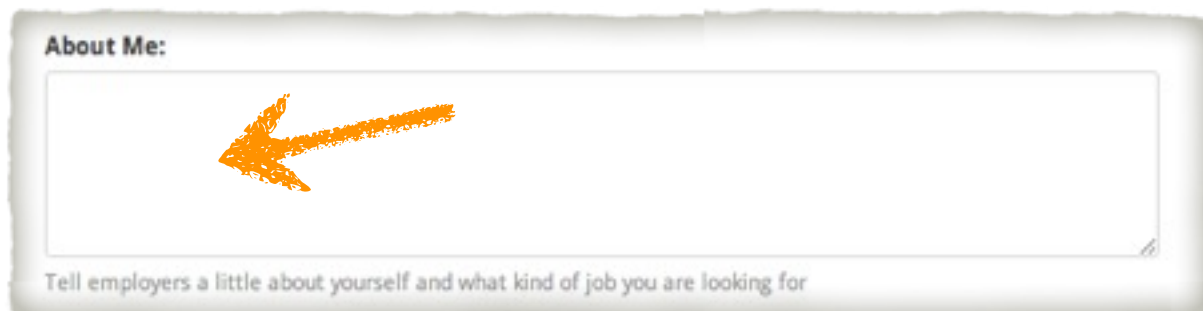
After filling out the form you will get an email to confirm your signup. Click the confirmation link. This will take you back to OutsourceFactor.com so you can login.

This is what the registration page looks like:



The screenshot shows a registration form titled "Create Your Account" for "Outsource Factor". On the left, there is a video player with the "Create Account" logo and a play button. The form fields include: "Username:" with a text input; "Email:" with a text input and a note below it stating "A valid email address. Your activation link will be sent to this address."; "Password:" with a text input; and "Confirm password:" with a text input. At the bottom, there is a "Create an Account" button and a link to "Terms of Service".

Once you login, you will arrive on the "User Profile" page. This page will ask for your name, age, gender, and country. But the most important part of the page is the "About Me" box.



The screenshot shows the "About Me" section of a user profile. It features a large, empty text area for writing. A large orange arrow points to the left, highlighting the text area. Below the text area, there is a prompt: "Tell employers a little about yourself and what kind of job you are looking for".

If you don't do a good job here, employers will skip your profile. You have a much better chance of getting employers to notice you if you fill this out. Put some effort into it.

## The "About Me" Section is Your Personal Advertisement

This is the first paragraph-form writing that your potential boss will see from you. There isn't that much writing required in your online profile. So, you need to pay attention to the few spots that do require writing.

The "About Me" should be like an advertisement. You want to sell yourself. You want to communicate your skills, education, and personal qualities.

Think about your skills. Then think about the type of job you want. If you have skills that make you a strong candidate, talk about them. If you don't yet have the skills, talk about your interest in learning them.

Think about your education. Does it apply to the job you want? Perhaps you have a nursing background and now you want to be a virtual assistant. The medical part of your education is not important. But your job experience might have taught you important organizational skills. Or maybe it taught you to be very good at spotting and fixing errors. These skills are transferrable to a different job. See how that matters?

Think about what sets you apart. Are you the type of person who hunts for a solution to any problem and will not give up? Then say so. Maybe you are someone that everyone can count on to be there when needed? Say that too. Put yourself in the shoes of the hiring manager. Think about what they need. Then write an "about me" section that honestly presents you in the best way that you can.

Don't lie about yourself, but DO avoid talking about irrelevant skills or education.

**Here are two examples of an "About Me" section.**

I hope you can tell that the person in Example A would be passed over by most hiring managers. The sentences are not punctuated. The job seeker has not put any thought into presenting himself well. Employers do not want to hire you because you "need a job" or because you have "studied health sciences". They want to hire you because you seem to actually understand their needs and present yourself professionally.

Example A:

studied health sciences at school looking for part time job so i can work at home and help my mother . i can do research and seo and really anything you need.

Example B:

I'm a great candidate to be your VA. I am college educated and fluent in English. I'm organized and enjoy doing online research. I know the basics of SEO and I'm willing to learn.

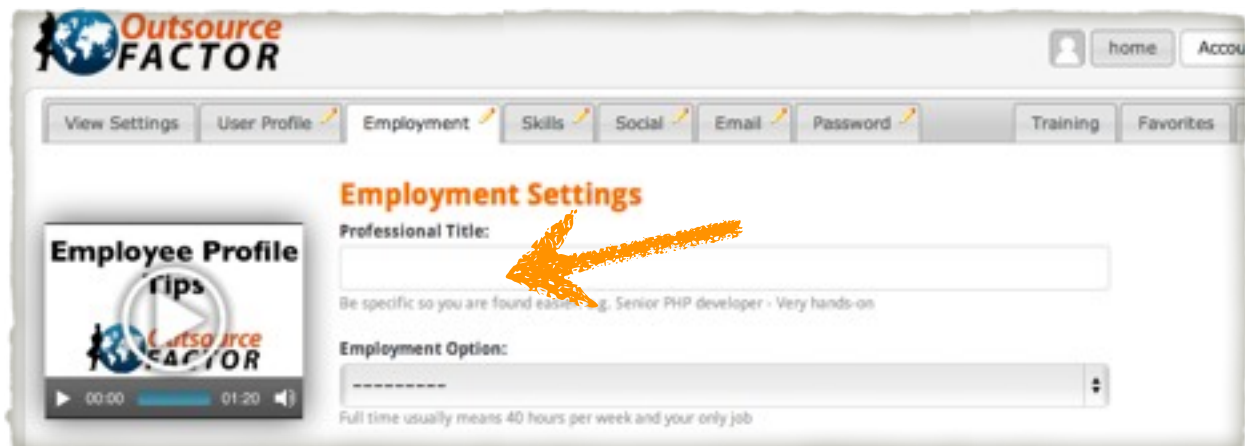
**Some Phrases to Consider Using:** If these phrases represent you honestly, use them. These are just examples.

- ✓ Reliable and consistent
- ✓ Hard working (or dedicated)
- ✓ Fast typing
- ✓ Excellent English spelling and grammar
- ✓ Open to learning new skills
- ✓ Detail oriented
- ✓ Able to follow clear instructions
- ✓ Problem solver
- ✓ Enjoy working on a variety of projects
- ✓ Strong organization skills
- ✓ Focused on quality work

**Read what you wrote out loud. Check it twice.** Before you save your “About Me” section, check it over a couple of times. Read it out loud. Ask yourself if all of the information will matter to a potential boss. If not, eliminate the part that won’t matter. Have you made yourself stand out from the crowd? You need to.

## Your Professional Title

The next tab on OutsourceFactor is the Employment tab. Everything on this page is very easy to fill out. It is very important to give yourself an appropriate title. Your title should match the type of job you want. It should help sell you as a great candidate.



### **Good titles:**

- ✓ Reliable and High Quality Blogger
- ✓ Experienced and Flexible SEO Professional
- ✓ Organized VA with Neutral English Accent for Customer Support
- ✓ Experienced PHP Developer with Some CSS / Photoshop
- ✓ Senior Web Graphics Designer Willing to Learn HTML

See how each of those titles communicates something beyond the boring and basic? Those are titles that command attention.

### **Bad titles:**

- ◆ Blogger
- ◆ SEO Guy
- ◆ Virtual Assistant
- ◆ PHP Programmer
- ◆ Graphics Designer

These poor titles are the stripped-down versions of the good titles I first mentioned. They really don't say much. It only takes an extra 10 or 15 seconds to come up with a much more interesting title for yourself. When you do this, you stand above the crowd. Your potential boss sees that you put extra effort into your profile. He will take you more seriously.

## **Highlighting Your Skills**

The next tab to fill out on [OutsourceFactor.com](http://OutsourceFactor.com) is your skills description. It's very fast and easy to find the skills that you want to highlight. Many job seekers spend very little time on this. This is a mistake. You really need to think about what skills you have that you want to share with your boss.

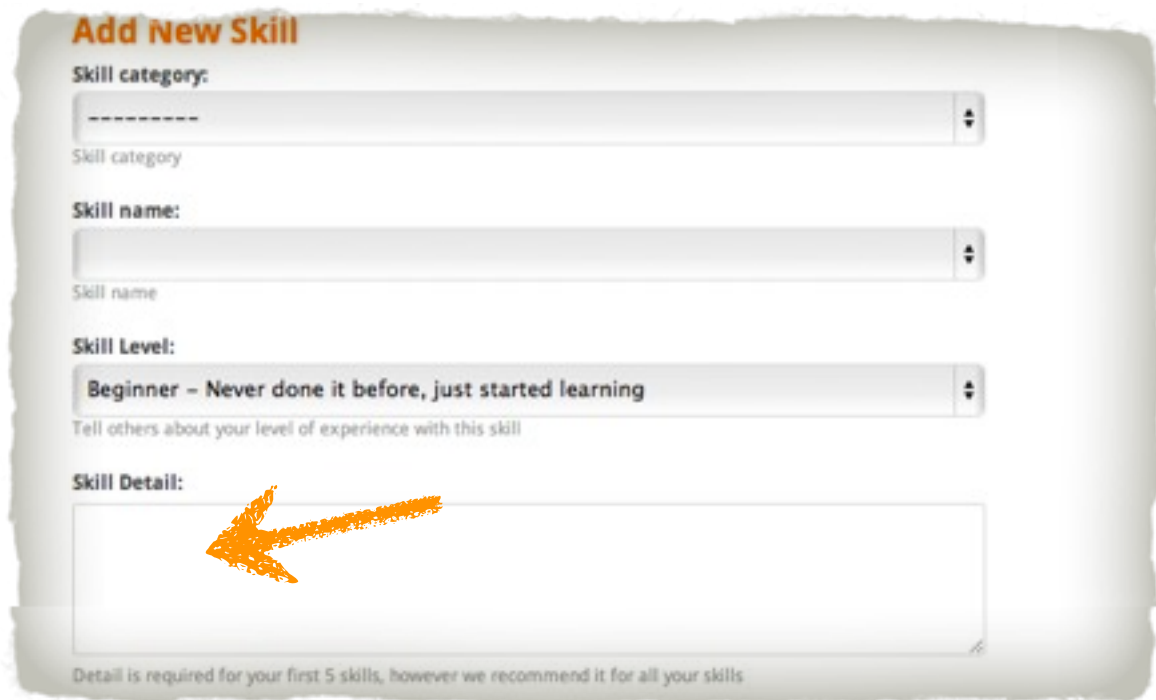
One good idea is to actually write down your skills first. What do you think you have to offer? After you have a list, then go through the skills list at [OutsourceFactor](http://OutsourceFactor.com) and pick the closest matching skills from our list.

If you don't have the skills that you need for a certain job, add "general" skills that makes sense. Skills like "problem solver" or "effective communications" are very important!



We recommend you add 5 skills to your profile. We also require that you describe some details on your first 5 skills. Unlike other job sites, we do not ask you to rank yourself on a bunch of skills that you may not have. Why should we ask you how good your PHP programming is if you are a writer or telephone support person? It doesn't make sense.

So, we give you the flexibility to add only the skills that YOU think are important. Therefore, you have more opportunity to stand out from the crowd by doing a good job. or you can do a poor job and miss out on a great online job.



**Add New Skill**

**Skill category:**  
-----  
Skill category

**Skill name:**  
\_\_\_\_\_  
Skill name

**Skill Level:**  
Beginner - Never done it before, just started learning  
Tell others about your level of experience with this skill

**Skill Detail:**  
\_\_\_\_\_  
Detail is required for your first 5 skills, however we recommend it for all your skills

An orange arrow points to the 'Skill Detail' text area.

## Other Ways to Stand Out and Get Hired

**A picture makes you seem more “real”.** It is very easy to include a picture of yourself in your online profile. Many job seekers skip this step. That is a mistake. Always use a picture. It separates you from the others who do not.



**OutsourceFactor uses Gravatar for your photo.** Gravatar.com is a free service that connects a picture to your email address. Many of the most popular blogs and social media sites around the world use Gravatar.

When you join OutsourceFactor your account is connected with your email address. All you need to do is create a Gravatar.com account with the same email address and upload your photo. Then your online profile will display your photo. You will get noticed. You will have a much better chance of getting hired.

**Add a YouTube video to stand out more.** If your voice can be heard by a potential boss, you will stand out from the crowd. If your face is seen on camera, even better. But this is certainly not required.

OutsourceFactor lets you add a personal YouTube video to your online profile. This is done under the “social settings” tab in your account.



Making a video is very easy these days. Your computer’s webcam, or a separate digital camera will do the job. Just record a simple video and upload it to YouTube.com. Then paste the video’s URL into your social settings tab on OutsourceFactor and you are finished. Now everyone who looks at your online profile will see your video.

I know you might be scared or shy. You might not want to do this. Let me suggest something for people who are camera shy. Don’t put yourself on camera. Just make a video of yourself talking instead. Record yourself talking about your skills and what you have to offer. The whole video might only be 30 to 60 seconds. That’s fine.

You can use Windows Movie Maker to make this kind of video. You can create a title slide and let that title slide stay on the screen. Nobody will see your face. Or you can put a picture of yourself for the title slide.

If you add a video you will drastically improve your chances of getting hired. But make sure to speak clearly. If nobody can understand what you are saying, the video will not help you. It will hurt your chances instead.

## How to Interact with Employers and Get Hired

There are two ways you might interact with an employer. The first way is to reply to a job posting. When replying to a job posting, always send the employer a link to your online profile at [OutsourceFactor.com](http://OutsourceFactor.com). If you have followed the instructions in this training guide, the employer is more likely to consider you.

The other way to interact is for an employer to contact you directly. Some employers will not post jobs. They prefer to search through online profiles. They will directly email people who look like good candidates.

**If you are replying to a job posting:** Make sure you read the posting carefully. A well written job posting will tell candidates exactly how to apply for the job. If you fail to follow the instructions, the employer will probably delete your email. I train employers how to filter out poor candidates. I always tell employers to ignore anyone who can't follow instructions.

Here is a simple example. Often, I will post a job and tell applicants to use a subject like "Blue Tomatoes" when applying. I will actually say in the job posting,

"You must apply through email, and the subject line must be Blue Tomatoes. This is so I know you read the instructions".

If someone applies for the job without using the correct subject line, I delete the email. I do not want to hire people who can't follow simple instructions.

**If you are being contacted directly by an employer:** Once a potential employer sees your online profile, he may contact you to conduct an interview or ask more questions. If you are asked specific questions, make sure you provide clear, complete answers.

**Answer emails as quickly as possible.** When you receive an email from a potential employer, treat it as an urgent email. If you are serious about your job search, you must be ready to reply to requests fast. If you wait, someone else may reply faster and make a better impression.

**Get familiar with Skype.** The employer will usually want to conduct a Skype interview before making a decision to hire you. Make sure you are familiar with Skype. Most employes will not expect you to have a webcam for a video chat. But they will expect you to have a microphone to do a voice chat. If you don't have a microphone, you might want to borrow one from a friend for any job interviews.

When you are being interviewed over Skype, do your best to be in a quiet place. Most of the time you'll be at home. There may be kids or pets making noise. If you can, move to the most quiet spot in the home to avoid noise. Your boss will realize that you are at home. That's OK. But if it sounds like there is a party going on, it can be distracting.

## Getting Paid

When you take a job working directly for an employer, you will be paid directly also. There is no middleman such as oDesk, Freelancer or oDesk to secure the payment.

This is usually NOT a problem. Most employers are not trying to rip you off. They are honest employers who want to hire you and pay you. It is extremely rare that someone invests time to interview you and train you only to disappear later without paying.

You should feel comfortable asking to be paid weekly or bi-weekly in the first month of your employment. This will reduce your risk because you won't be waiting 30 days to get paid. The wait is shorter, and you can establish trust with your new employer.

If your boss disappears without paying you please contact us. If you can show us that you actually performed your work then we'll do our best to make sure you get the money owed to you. This is an extremely rare problem. And once you have a boss you trust, the feeling is fantastic. You'll never hunt for another freelance job again.

## Final Details to Understand

If you follow the advice in this training guide, you will have a great chance at getting an online job working from home. So here are some final pieces of information I think you need to know.

- **Know what you expect to be paid.** Yes, you can negotiate with an employer. But you should be ready to accept a job at a rate that you believe is fair, even if it is below your target salary. You can always agree to a lower salary with the understanding of getting a raise after you prove your abilities. Know your worth. Do not accept a job for below what you believe is fair.
- **Monthly pay is normal.** Most online business owners will pay you monthly. For the first month there is nothing wrong with asking for bi-weekly pay instead. Your employer will understand that you want to make sure you actually get paid.
- **Paid holidays are normal.** You should expect to be paid for normal holidays in your home country. We encourage employers to treat their contract employees like regular employees. We encourage them to pay for holiday time as per the standards of your home country. Be prepared to communicate these details if your boss asks.

- **Use PayPal if possible.** Payment for your work will likely be made using PayPal or another online payment service such as Xoom.com. If you have a PayPal account you can mention this to your potential employer. It will make you seem more “ready” to begin online work. **For people in the Philippines: You can connect your PayPal account with an EON Cyber Account from UnionBank.ph.**
- **Be available to chat.** Your new boss will want regular communication with you. Expect to provide a daily email summary of how your work is going. Your boss will probably ask for a regular email dialog.
- **Understand how many hours per week you are truly available.** I have seen a lot of job seekers try to take two jobs. It hardly ever works. Or, I have seen students (studying full time) try to take on a 30 hour job per week online. If you take on more hours than you can handle, nobody benefits.
- **Avoid employers who offer you a “trial job”.** You should expect someone to offer you a real job, not a test. In truth, all jobs begin as a test. But you don’t want to take a job where your boss is already expecting that you might fail. You want to work for someone who wants to help you succeed.

*We hope you enjoyed the training provided in this short book. Make sure to get your free account at [OutsourceFactor.com](http://OutsourceFactor.com)*

## Get Your **Free Account** and Get Hired!

- ✓ Free resume posting (your online profile)
- ✓ Free job board to look at available jobs
- ✓ Free training to help you build up more skills and get paid more money in an online job

**Sign up FREE at [OutsourceFactor.com](http://OutsourceFactor.com)**