

RUN A BETTER SMALL BUSINESS: THE VALUE OF OUTSOURCING



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Where to Find External Resources for Outsourcing

It used to be that if a small business needed a resource, they simply hung a “Help Wanted” sign on the window or put an advertisement in the local newspaper. But today’s freelance professionals are much more sophisticated.

Sure, you can still put an advertisement on Craigslist and see if someone qualified turns up. Or perhaps ask for referrals from friends, family, and colleagues. But to really access the international market, it’s better to use a more sophisticated service.

Here are some resources to consider:

Marketing

Content writers, copywriters, web designers, and other creative professionals.

- [Fiverr](#)
- [Upwork](#)
- [Creative Circle](#)

Bookkeeping and Payroll

- [Indinero](#)
- [Wagepoint](#)
- [Intuit](#)

Virtual Assistant Services

Scheduling, appointment-setting, and other administrative tasks.

- [Intelligent Office](#)



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