

A top-down view of a wooden desk. In the upper left, a person's hand is on a laptop keyboard. In the upper right, a hand holds a white coffee cup with a blue handle. In the center, a magnifying glass lies on the desk. In the lower right, a black clipboard with a white sheet of paper is visible. The text 'InSourcing' is overlaid in large, bold, black font, with a trademark symbol. Below it, the word 'GUIDE' is written in a smaller, spaced-out, black font.

InSourcingTM

GUIDE

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About InSourcing

ABOUT 1NSOURCING

1nSourcing™ is an advanced methodology & framework for providing services to clients, online.

It consists of a 1nSourcer who consults with the client to get a clear understanding of what's required, who then provides a detailed course of action, for both working together and meeting all requirements.

The 1nSourcer is responsible for the client's requirements (whether this be a series of smaller tasks - or the operations of the entire online business) and provides highly skilled individuals necessary for the specific roles required within the business, then oversees all aspects of these operational requirements.

This can either be done solo, or with a team of Supporters.

A budget is managed by the 1nSourcer throughout the project, or within ongoing tasks to ensure the work is completed to the highest of standards, on time, and at the agreed cost. If any financial supplements could be required, they're addressed in advance of being incurred.

1nSourcing is designed with (9) core virtual assistant roles, which as a whole cover all general operational requirements for digital businesses selling services and / or products, however a 1nSourcing business can cover any number or variety of roles.

These roles are:

- Personal Assistant
- Customer Support Representative
- General Administrator
- Social Media Assistant
- Content Creator
- Content Marketer
- Graphic Designer
- Website Developer
- Website Master

NOTE: The "1nSourcing Model" can be adapted to almost any client, business, VA roles or services online!

WHAT ARE THE MAIN BENEFITS OF 1NSOURCING™ FOR CLIENTS?

1

Virtual services are allocated into specific roles, so each service can be provided by a dedicated professional who fulfils that role either individually, or as part of a team.

2

All work is managed to a fixed budget, so you and your 1nSourcer can always maintain control over your finances.

3

You have a dedicated 1nSourcer who's responsible for all work assigned & the team members carrying it out. For you as the client it's just like having a built in online business manager, so you don't have to source team members, assign tasks, provide training or monitor timesheets.

MODEL BUILDING BLOCKS

There are various different aspects, guidelines and elements to the model that make up the details and how to go about providing the service to clients which is all covered inside the 1nSourcing training that's provided by Michelle Dale (the creator of 1nSourcing) at Virtual Miss Friday, however to summarise these in general, there are 4 basic building blocks of what make up the 1nSourcing model which are:

Plan

Always use consulting to formulate a plan for the client. It doesn't matter what kind of service or skill being offered, having a plan laid out for how the 1nSourcer intends to proceed with working with the client is important to ensure both are on the same page before any work begins. It will also eliminate potential issues, help manage expectations and set the foundation for the entire relationship.

Build

Usually once a plan is put forth there will be some kind of set up to do, whether that's building a business from scratch, building a piece of the business specifically for the services the 1nSourcer will be providing or learning which systems and tools they'll be working with, so the build phase is about the 1nSourcer familiarising themselves with what they'll be working with and preparing for providing the service.

Support

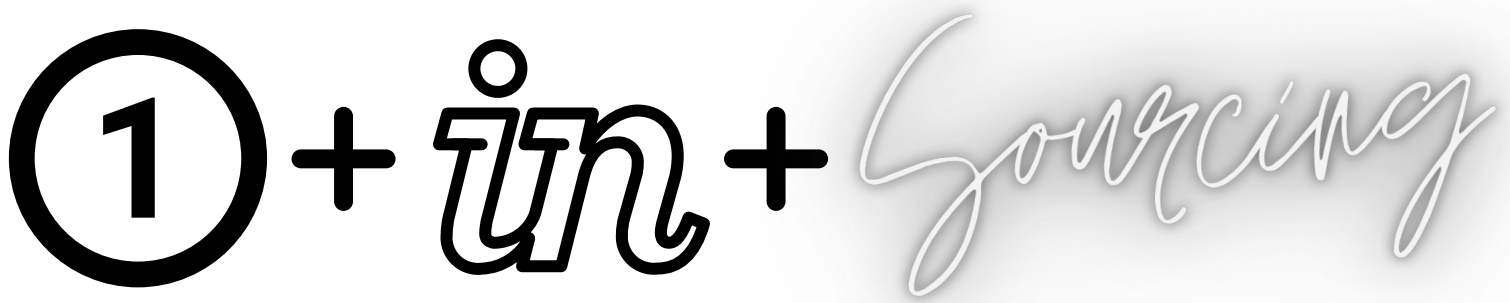
Once they are fully prepared to move forward with the service they will need to then support the client through maintaining schedules, carrying out tasks, and injecting the skills into the client's business. Processes, procedures and workflows all need to be created to ensure that there are smooth operations for moving forward.

Manage

Finally, 1nSourcing is a model based on there being 1 appointed individual (the 1nSourcer) responsible for overseeing and quality controlling all of the services provided to the client, through following the plan, monitoring the systems and tools, keeping processes, procedures and workflows up-to-date and managing the tasks, either solo or within a team.

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HOW WAS THE NAME BORN?



1nSourcing *pronounced "One Sourcing" is a combination of 3 key elements that make up the business model.

The first is "1"

1 person is ultimately responsible for the end result to the client. This does not mean (that person) is responsible for 'doing' everything, they are however responsible for the tasks, projects, results and more - whatever was agreed with the client. That 1 person, makes it all happen.

The second is "In"

Everything agreed upon happens internally, no farming out work to unknown people, in unknown places, or passing the buck so to speak. The 1nSourcer will either do the work themselves, or hire passionate, supportive, caring and trained (or ready to be trained) people to work as independent contractors (called Supporters) within their fold to make it all happen.

Notice how an 'l' looks like a '1' so Michelle Dale just added the 'n' after the '1' to combine and make "1n"...

The third is "Sourcing"

Taken from the popular term "Outsourcing" which is the business practice of hiring a party outside a company to perform services for an individual as an independent contractor. Clients are essentially sourcing the 1nSourcer to assist them with such services.

Combine it all together and you get "1nSourcing".

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Vision, Mission and Core Values

VISION, MISSION AND CORE VALUES

When Michelle Dale created 1nSourcing, she already had extensive experience with working online with a variety of people. Coming from the angles of being the Virtual Assistant hired by clients, and being the Client who hired virtual assistants to support her in her business, gave her a unique perspective at the time. She could look at the industry from both sides of the fence simultaneously and her first thought was...

She wanted to create a set of working guidelines as a business model which is fair and just for both parties (the person being hired and the person hiring), based on the requirements of general online business operations.



Equal Importance

She wanted to write into this business model a plan and guidelines that were fair for both the Service Provider and the Client to follow to ensure that many of the common issues they both face when starting work together could be eliminated entirely to allow for a smooth & respectful working relationship from start to finish, where the service provider feels valued and the client feels assured.

This is an unrestricted business model that allows everyone who's part of it, from service providers to clients, to have the opportunity to live a rich and fulfilling location independent 'freedom' based lifestyle, without compromising the end result to the client.

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Expectation Management

The 1nSourcer and the Client both run businesses and as stated before, they are both of equal importance, therefore managing the expectations of both the client and the 1nSourcer is paramount in ensuring a happy, healthy and stress free online working environment, so therefore she built in clear and mutually agreeable boundaries to help manage the expectations for both parties.

All Encompassing

She was a generalist virtual assistant and wanted to allow that to be presented not as a 'jack of all trades and master of none', but a valuable and required skill for online businesses to be able to function and operate as a whole. At the same time recognising the value & importance of individuals who focus on, provide and specialise in specific skills as well.


Adaptable & Flexible

She also wanted service providers to be able to take this model, the guidelines, values and expectations and be able to adapt this to any services they offered. Whatever talents and skills the individual was bringing to the table could easily be adapted in the 1nSourcing structure 'role based system'.

Unquantifiable Longevity

The model is based on switching services and hours to roles and budget. Service and hours work when it comes to offering talents as a virtual assistant but they aren't always the best way to move forward in the long term. Both parties need to have a sustainable, scalable and flexible business and in an environment where people are constantly being compared by service and hourly rates, it's a requirement to step out of that model into roles and budget management.

1nSourcing is unique in that the clients hire the 1nSourcers for the value, consistency of quality and flexibility of their inclusive package offer of skills and experience on a fixed budget, rather than based on how long it takes to complete a generic task.



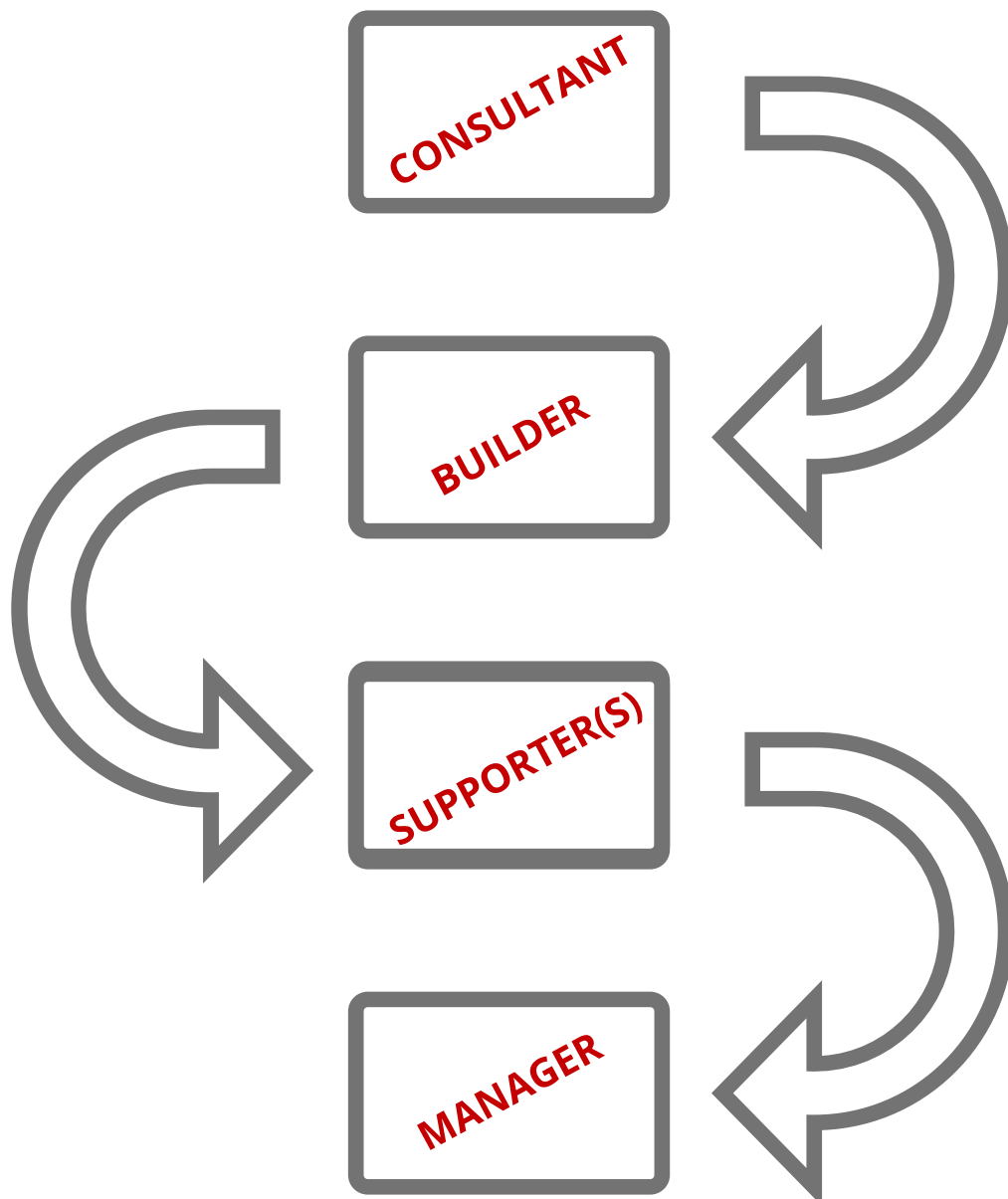
The InSourcing Flow

THE 1NSOURCING FLOW

The 1nSourcing flow is based around the building blocks of working together which we looked at earlier - that allows for the best possible outcome for both parties. The flow takes those building blocks and turns them into roles, as this is a role based system.

The service is advantageous for the VA utilising various income streams available in the service industry, yet at a desirable cost for the client in comparison to being able to obtain the same level of support elsewhere.

Essentially, creating massive value for the client which the service provider can be adequately compensated for.



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1nSourcing Consultant

The 1nSourcer first acts as a consultant - this doesn't mean they have taken any fancy courses or gained qualifications, but they are trained to understand their craft and their value and the results they can achieve for the client as in depth as they possibly can, so they can then discuss the wants, needs and overall requirements of the client to explain clearly and concisely where they can support that client within their business. This is done through an initial consultation process.

1nSourcing Builder


The 1nSourcer will then invest in either understanding the existing set up of the client's business or building the client's presence, and the systems, tools and other resources that go into the operations of the business, or the 1nSourcer's specific part they will support the client with.

1nSourcing Supporter(s)

The 1nSourcer will present packages for running the business (or running certain aspects of the business) that are simply made up of roles and a fixed price for those roles which is paid on a monthly basis. The 1nSourcer will work with the client to determine how best those roles will fit in with the client's business and their requirements, and on budget, so that the client gets the best possible service, based on what they really need and the 1nSourcer is able to ensure their business remains profitable throughout the process.

1nSourcing Manager

Ultimately the key selling point of 1nSourcing is for the client to feel assured, and taken care of when it comes to the implementation of any services, therefore we include a management or 'responsibility' role, which simply means an oversight of the business or the specific area of the business that the 1nSourcer is responsible for, which can be included as an additional role in the main 1nSourcing packages, or as a separate additional stand alone package.



The InSourcing Comparison

THE 1NSOURCING COMPARISON

So how does 1nSourcing compare to other business models?

1nSourcing hasn't reinvented the wheel, but rather taken what we know of the outsourcing industry and created a hybrid opportunity for anyone who wants to work with all of the best parts of the various solutions and engage in a new structure of working with clients online.



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DIY

LEARNING THE ROPES YOURSELF & DOING ALL THE WORK YOURSELF

- TIME - Lack of time available.
- CURVE - Learning requires trial and error.
- QUALITY - Compromising on expertise and experience.
- STRESS - Pulling everything together solo is stressful.

Clients tend to go DIY to save money, but also maintain control of the project.

Virtual Assistant

HIRE ONE OR MORE GENERALIST OR SKILLED INDIVIDUALS TO HELP WITH YOUR TASKS

- TURNOVER - Lack sufficient knowledge of team building.
- CONSISTENCY - Hard to maintain quality and brand.
- SHORT TERM - On / Off relationships.
- ACCOUNTING - Multiple people to pay.
- RELIABILITY - Faulty cogs can cause chaos.
- CAPACITY - Increase in workload means more hiring.
- CARE - The right kind of characters.

Versatility is what clients want to see when they hire a generalist Virtual Assistant, and quality of output from a specialist.

Project Manager

HIRING A PERSON WHO IS RESPONSIBLE FOR COORDINATING PROJECTS AND TASKS WITH A TEAM - USUALLY ON A BUDGET

- KNOWLEDGE - Will often not understand the 'workings'.
- EXPERIENCE - May not have performed the task.
- SKILL - May not have the necessary skills.
- BUDGET - Can often exceed it.

Leadership and the ability to keep things moving forward are the skills clients want to see from Project Managers.

Agency

HIRING A TEAM OF PEOPLE UNDER ONE COMPANY UMBRELLA WHO HAVE DIFFERENT SKILL SETS AND PERFORM TASKS - OFTEN WITH CONSULTING ON STRATEGY

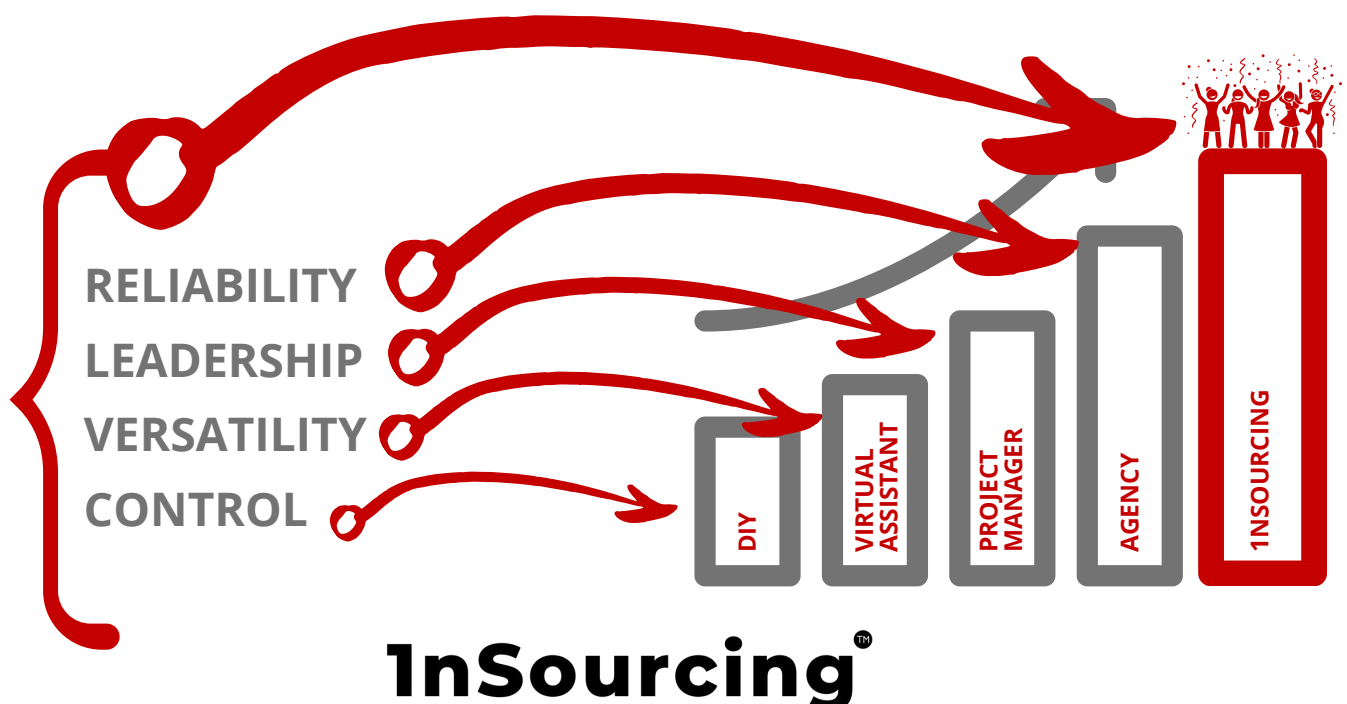
- IMPERSONAL - Could be passed from pillar to post.
- COSTLY - Bricks and mortar business.
- TURNOVER - Often uses interns and trainees.

The reliability of a bricks and mortar business with a team of staff is what clients want to see from an Agency.

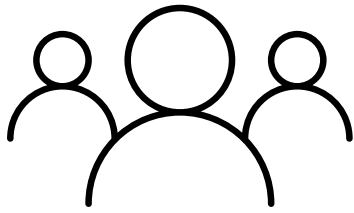
1nSourcing

When we take all the best parts of these roles for the client and the virtual assistant, we get 1nSourcing...

- NO TURNOVER - That the client will be exposed to anyway...
- CONSISTENCY - Brand and guideline management.
- SUSTAINABILITY - Long term relationship.
- SIMPLICITY - One invoice to pay.
- RELIABILITY - One person who is responsible.
- CAPACITY - Built-in team of professionals.
- PEACE OF MIND - Someone who cares.

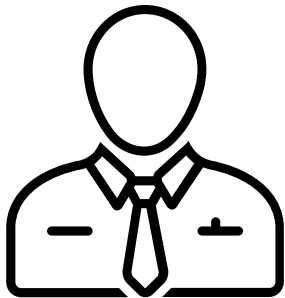


SUMMARY OF INDIVIDUAL BENEFITS



For Virtual Assistants or "Supporters"

Sustainable Clients
Limited Commitments
Continuous Improvement
Low Cost Start-Up



For 1nSourcers

Maximises Profit
Minimal Marketing
Lifestyle Business
Increasing Profitability



For Clients

Low Stress
Easiest Business Expansion
Full Team (without the maintenance)
More Income Potential

**All of these are
achievable
simultaneously through
the 1nSourcing model.**

**Everyone saves, earns or makes
money.**

**Everyone has a sustainable flow of
work.**

**Everyone has a lifestyle business with
increased freedom.**

**Everyone can grow together and
improve.**

Everyone is happy!

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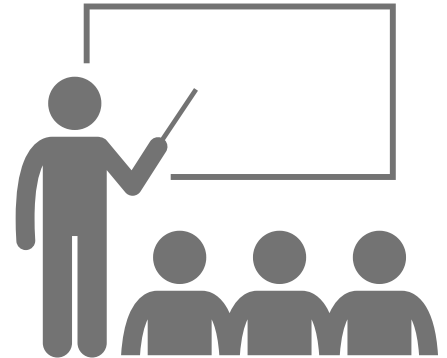


Starting Up

AN OUTLINE OF HOW THE 1NSOURCER STARTS OFF

Training

The core 1nSourcing business model is based on providing the online business operations for a product or service business which covers a VAST array of clients. This model can be adapted to almost any type of business, roles and clients, so for example, you could hire a 1nSourcing business that focusses only on marketing, or administration or financial services for example, as for the 1nSourcer it's just a case of adapting it to suit their skills, talents and team if they have one.



Online Presence



On the 1nSourcer's website you should be able to find information such as what type of 1nSourcing business they offer, their packages, the price of the packages, the roles provided within those packages and of course how to contact them, or to book a consultation with them.

Systems & Tools

Usually most of the systems and tools they use will be available to collaborate entirely online. You may find the tools change as technology does, as the business grows or as the 1nSourcer's business needs adjust, however this shouldn't impact you as a client in any significant way.



1nSourcing Team



If the 1nSourcer starts their 1nSourcing business off with just themselves then you won't have any team overheads. Team members can be added as the business grows, and using the 1nSourcing pricing strategy which can be found in the training the 1nSourcer will find that by following the guidelines with pricing and hiring, your business can keep scaling and the package fees to you as the client will remain the same even if they have to change team members (unless additional support is required), but all this is managed by the 1nSourcer.

Marketing

The marketing methods used and suggested in the 1nSourcing training are organic, which means they simply require processing - there's no paid advertising or gimmicks, and therefore the focus is on a human approach to serving clients.

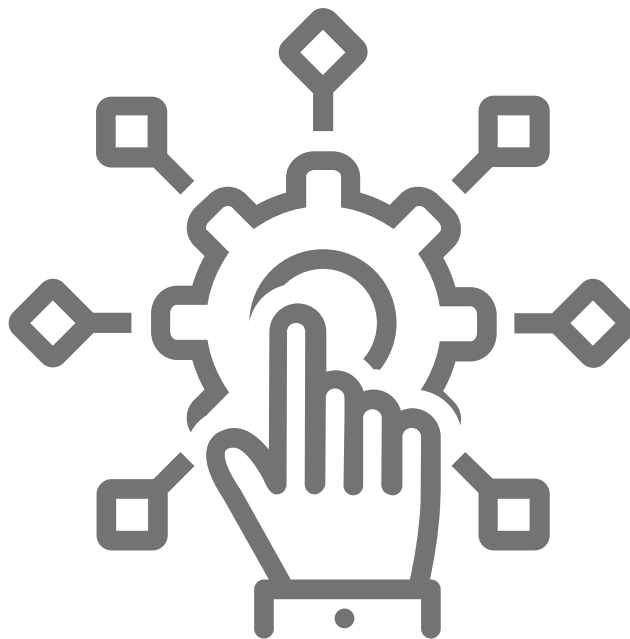


IS 1NSOURCING RIGHT FOR YOU?

I believe if any of the following characteristics are important to you, you'll love hiring a 1nSourcer:

- **Attention to detail.**
- **Can 'Do' & 'Delegate'.**
- **Leadership skills or leadership potential.**
- **Can focus beyond the Task, and on the Vision.**
- **Determine what you need, not just what you want.**

But essentially, even if you're content hiring a solo virtual assistant there are so many advantages to adapting and using the core principles within this model, whether you want to hire a completely solo virtual assistant or a 1nSourcer with a team.



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BECOMING A CLIENT HOW TO GET STARTED!

REPLACE THIS PAGE WITH
INFORMATION ON HOW THE CLIENT
CAN GET STARTED USING YOUR 1NSOURCING SERVICE

