

WHAT CAN YOU DO TODAY?

Have a look at your business and what you can outsource to others. Is there repetitive work that others might do for you more efficiently or cost effectively? To focus more on your business than in your business, you will need to bring others in to the mix, and they need to know what to do.

Before working with others, think about the end result you want to achieve and work backwards from there to create a list of tasks that need to be completed on a regular basis. When you know what you want to achieve, you can put together an agreement so that you and your collaborator are both clear on the end result, and who owns what.

1. OUTSOURCING PLATFORMS

You can get help from people in other countries at a lower cost than what you might pay locally. There are many platforms that provide easy access to thousands of workers with the qualifications and experience you don't have. Become familiar with what is available.

- Be clear on what you want to achieve and write it down.
- List the key skills or attributes you want in someone working with you.
- Read the terms and conditions of the platform you want to use, and any specific terms and conditions around who owns the work completed after the introduction through the platform.
- Make sure that you have a written agreement that all copyright in the work vests in you upon payment in full of the contract amount.

2. AFFILIATES

Whether you have someone promoting what you do, or you are promoting what they do, there are some key issues that need to be decided at the beginning of the relationship.

- What is the rate of affiliate commission? eg. 20% of sale, or 20% of profits (revenue less cost) from sale
- How frequently are commissions paid? It used to be after a minimum amount was collected, now most provided pay monthly.
- How will affiliate commissions be paid? Most are not prepared to pay via PayPal or other direct deposit system, but some still insist on paying via cheque.
- Who gets reports, and what information do they contain, about how commissions are calculated?
- If the agreement evergreen, or does it come to an end after a period, like 12 months?

3. SPEAKING ENGAGEMENTS

Whether it is you organizing the event or speaking at the event, have an agreement in writing beforehand to avoid disputes afterwards. If you are promoting a product or service on someone else's stage, they probably want a cut.

- Be clear on who is responsible for promoting an event. Events will be cancelled if no one turns up and often the promoter is looking for a cut of sales made by a speaker.
- Be clear on what is being sold.
- Be clear on who is collecting the money and how the reports of sales will be accessed by each party.
- Be clear on when you get paid, and how refunds or cancellations are treated.

4. INFLUENCERS AND ADVERTISING

Associations for advertisers are becoming more sensitive around how and what can be promoted without disclosing to the prospect whether the content is sponsored or not.

- If you have received a product or service to review, disclose that you were given it for free.
- If an editorial is sponsored content, disclose that. On social media hashtags like #ad and #spon are expected.
- If you are receiving sponsorship, have a written agreement that makes it clear what you do in exchange for sponsorship. You don't want a company asking for their money back.
- Avoid agreements for advertising that automatically renew. Companies have been taken to court for failing to let people cancel advertising contracts.

YOUR NOTES:
