

This New York Times Best Seller Thinks Outsourcing is Good for Our Economy!

NYT Best Selling Author of 'Outsource Smart' tells your audience:



- How to determine whether outsourcing is right for them.
- Ways to evaluate outsourcing companies.
- What employees overseas cost?
- The hidden savings and benefits of outsourcing.
- How they can monitor their employee's production when they are an ocean away.
- How to easily make the transition to overseas help.
- How to find reputable companies.
- How to guarantee they hire great people overseas.
- What to expect from overseas employees.
- Where the best places are to outsource based on their companies needs.
- The upside/Downside to global outsourcing.
- What your competition is doing.
- How outsourcing effects the economies of the world.
- There are over 250,000 call center agents in India answering phones for U.S companies.

A heated debate

Its common knowledge that almost all of the largest corporations in the world outsource their customer service, manufacturing and R&D to domiciles all over the globe. Just how far reaching is this? Is this trend destroying our nation or fueling our economy?

Entrepreneurs need help NOW!

There are thousands of 'one man shows' all across the nation that are struggling to make a living. These businesses could flourish with full time help, but small business owners either don't think they can afford it or lack the knowledge to tap into the inexpensive and efficient labor pools of the world.

\$6 an hour employees?

Not only can you find \$6 an hour employees overseas, you can find highly skilled, highly educated individuals, that are very eager to please. When hiring overseas you can expect low attrition and if you know what they are doing can find independent thinkers who are dependable, efficient and have a great attitude.

You must have a global strategy.

Big companies run their companies all over the world, manufacturing where they pay the least and have most efficiency. Their phones are picked up wherever it makes the most sense. They hire the best and brightest worldwide and they thrive. The small business person must adopt a global perspective or they will wake up one morning to find that they have been defeated. This is about innovation and innovation has always been the 'American way.'

AND MUCH MORE.....



Daven Michaels

Super entrepreneur and CEO of **123Employee** Daven Michaels has made a career of living the American dream. Starting his entrepreneurial career at age 15, Daven never looked back. Best selling music and television producer, NYT Best Selling Author, speaker & entrepreneur, Daven shows the little guys how to play ball with the big corporations and beat them at their own game.

Since writing his first book 'Outsource This', 'Your complete resource to the world of outsourcing, Daven Michaels has become an advocate for small business owners and has appeared on numerous radio and TV shows across North America. *His 2nd book Outsource Smart, become a New York Times Best Seller!*

"Hiring employees overseas is uncharted waters"
"Without a sturdy vessel and a well thought out course of action, a business is destined for failure". Daven Michaels helps small businesses navigate these uncharted waters. "For the first time in history, armed with the tools and knowledge, a small business can actually level the playing field and trounce the competition, even if the competition is a huge multinational conglomerate.

To Schedule an with Daven Michaels, contact Kaitlin Lindsey at 917.566.9071

www.OutsourceSmart.com

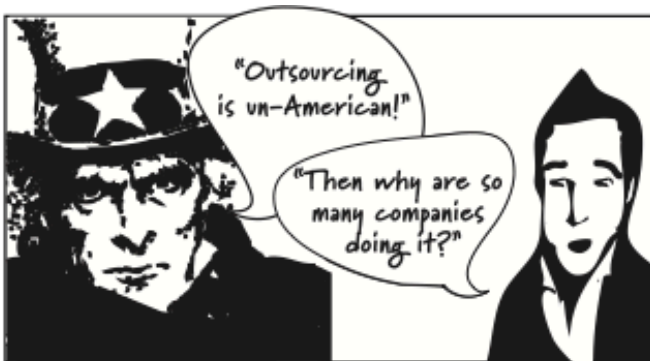


Daven Michaels

1. So Daven- Why do you feel outsourcing is so important for entrepreneurs and business owners in todays economy? **(60seconds)**
2. OK, so I have to ask you, how did you get involved with outsourcing? **(Answer takes 90 seconds)**
3. What kind of tasks can outsourced virtual employees do for business owners? **(60 seconds)**
4. Do you really think hiring virtual employees can help business owners save time and money? **(90 seconds)**
5. In your new book ‘Outsource Smart’ you mention using Virtual Employees to help with marketing and social media, how do they do that? **(60 seconds)**
6. Should someone who has just started their business consider using virtual employees? **(60 seconds)**
7. What kind of education do overseas ‘virtual assistants’ have? **(90 seconds)**
8. Just how much money can an employer save by staffing overseas? **(90 seconds)**
9. How the heck do you train your staff overseas? **(60 seconds)**
10. It must be difficult to monitor and manage your employees when they are thousands of miles away? **(90 seconds)**
11. Can employees overseas be trusted? Will they show up on time? What’s the attrition rate? **(60 seconds)**
12. How can you qualify an overseas employee when they are an ocean away? **(90 seconds)**
13. What about their accents? I don’t know about you, but when I call a company and hear an Indian accent I hang up. **(60 seconds)**
14. Daven, there are a lot of people that would say outsourcing is ‘un-American’, what do you say to that? **(90 seconds)**
15. There are many places where people can outsource to, how does someone choose where to hire their overseas staff? **(60 seconds)**

The Controversies...

Author of...



Daven busts all the myths of outsourcing. Daven explains how outsourcing is helping people all over the world.



Daven show employers how to save on taxes.

Daven is an insider with real life industry knowledge.



Daven shows how to find the best English and Spanish speakers.

Daven is the crusader for the little guy.

To schedule a debate or interview with Daven Michaels, call Kaitlin Lindsey at 917-566-9071, klindsey@lcoonline.com