

THE OUTSOURCE
PROFIT MACHINE

24-HOUR PRODUCTIVE

The Trial Task

SPECIAL REPORT & TEMPLATE

4

The Trial Task

To: [REDACTED]
Sent: Fri, 17 September, 2010 19:47:32
Subject: Re: TEST ACTIVITY: 2010's Hot 30 Under 30

Attached are the transcript, pdf and the answers to the questions.

Sincerely,
Ghing

Can you ensure you send me each step once it's completed for review, DON'T wait for my feedback to move forward to the next step though... and when you send each step over can you include in the email.

1. How long the video file was (10mins, 12mins etc)

The video file was approximately 13 minutes long (12.59.5 minutes).

2. How long it took you to complete that particular step

ACTIVITY	TIME
1. Transcription	
downloading and conversion of video (problem with downloading the file)	30 mins
input	2 hrs
proofread and check	1 hr
2. PDF	
formatting and editing the text	3 hrs
adding the screenshots	
3. eZine article	
Editing the transcript	1 hr 30 mins
Total	8 hrs

3. How long you feel it will take to do this step once you are familiar with the process in the future (rough estimates are fine)

Once familiar with the processes, I believe I will be able to do the entire activity (13-minute video/audio with one speaker) in 6 to 7 hours.

*I understand that times will vary depending on the length of each video (the longer the video the longer to transcribe), but lets just use this video as a benchmark.\a0\

FINALLY

As a small test of your previous skills and experience; what else do you think we could do with this video/transcription to drive traffic to my blog? What else would you recommend we do, with future content ?\

I suggest tighter editing in the beginning to make the introduction shorter. Relevant words and phrases (titles of books and audios) can also be added to the video to aid viewers when they look for copies of the books and audios presented.

PLEASE

Ask as many questions as needed to ensure

Overview

Setting a simple task is dependent on what it is that your virtual assistant (VA) will be doing. If they're going to be setting up WordPress blogs, we'll get them to set up a WordPress blog.

So, if you imagine each step of the way, we're further refining. Some people will drop off and they don't make it through. We might send out 20 questionnaires, but only 15 of them come back. Of those 15, maybe 10 of them are actually any good. Of those 10, we then send them the trial task. Again, the task should be related to what the job is. We pay them for the task. We don't expect anyone to do anything for free at this point in time.

Remember the important qualities that we're looking for, do they ask questions? That is a really important one. We've had a lot of people who say yes, they can do the task. But when it actually comes to delivering on it, they fall short. When someone asks questions, it shows that they're thinking about it and they're thinking outside of the box.

Points to Remember

1. Give the same task for all applicants. You need something consistent to compare each applicant against.
2. Forget their skills. It's the task you need done on a regular basis that matters.
3. Simple or complex? You don't want to scare them off, obviously. Try and find some tasks they will be doing on a regular basis for you. There is no point seeing what they are like at creative fiction writing if they will never write high-quality articles.

Task Ideas

- Online research
- Article formatting (taking an article and formatting it in PDF)
- Creation of an article on Squidoo
- Turning an article into a PowerPoint document
- Reviewing and summarizing a marketing tool (compare YouTube and Vimeo)
- Find the e-mail address of someone
- Create a spreadsheet with data from online (restaurants within 15 kilometers of Bacchus Marsh)

Basically, the trial task should be something that aligns with the types of tasks you need done moving forward, something that you can compare outcomes, and something they can use to demonstrate their conceptual thinking and problem solving.

Template

One of the regular tasks that would be required is the transcription of video/audio files, followed by taking that transcription and creating a series of PDFs and articles for SEO purposes.

OVERVIEW

1. Transcribe the audio file of a video/audio I provide into a simple text file. Feel free to “clean” the grammar up a little and remove all the “um’s” and “uh’s,” and ensure it’s legible as a readable transcription.
2. Create ‘PDF Overview/Transcription’ document, similar to the one attached. This is the transcription created in the above step, but “cleaned up” even more to read like a “manual” (like attached PDF), which also includes screenshots of the various sections of the video.

[For reference, the original video the attached PDF comes from is:
http://media.thirtydaychallengeplus.com/30DCPLUS201002SD_PC01_videotricks.mp4 and comes from another program I run called the 30 Day Challenge].

3. Then we need the transcription turned into a standalone article that could be submitted via my account to EzineArticles. As I said, this would be submitted to EzineArticles through my personal account, so it needs to be written as if I wrote it as an article (i.e. not appear that it was ever a video).

[Step 4 doesn’t need to be done for this trial, but so you get an idea of what would be needed once/if you get the job].

4. I then need that article ‘tweaked’ into a spinnable format for ArticleMarketingAutomation.com and UniqueArticleWizard.

SO

For this trial, the video I would like you to apply these 4 steps to:

http://preneur.s3.amazonaws.com/Fav_Audio_Books_Full.m4v.

When it comes to the PDF, you don’t need to worry about the logos and links. We will refine that once we are sure this works.

PLUS

Can you ensure you send me each step once it's completed for review? DON'T wait for my feedback to move forward to the next step though. And when you send each step over, can you include in the email:

1. How long the video file was (10mins, 12mins, etc.)
2. How long it took you to complete that particular step
3. How long you feel it will take to do this step once you are familiar with the process in the future (rough estimates are fine)

I understand that times will vary depending on the length of each video (the longer the video, the longer to transcribe), but let's just use this video as a benchmark.

FINALLY

As a small test of your previous skills and experience, what else do you think we could do with this video/transcription to drive traffic to my blog? What else would you recommend we do with future content?

PLEASE

Ask as many questions as needed to ensure you and your team are 100% clear with the instructions.

Cheers,

Pete Williams
www.PreneurMarketing.com

