

# If you've ever wanted to 'go out on your own' as a freelancer or consultant but weren't sure how to start... this book is for you

Dear Colleague,

Are you less than satisfied with your current job?

Have you ever felt you could do your job so much better – if only you had more control over how things were run?

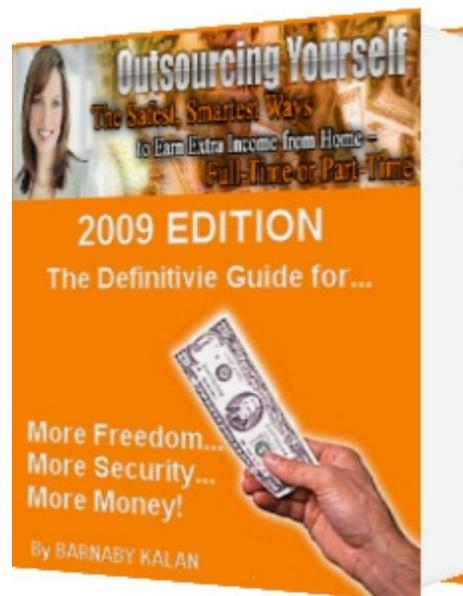
Are you sick and tired of corporate politics and mergers and downsizing and the constant uncertainty that comes with corporate life these days? Ready for a change?

Well then just imagine if you could earn more money – \$100,000 or more a year – doing exactly what you're doing now. While being able to work from home... set your own hours... spend more time with family... eliminate your commute... avoid boring meetings and energy-sapping internal politics... work with only the smartest people... and never be fired again.

It's not only possible, it could be the best career move of your life. And here's a great resource to help you do it: ***Outsourcing Yourself: How To Turn Your Job Into A Business For Greater Wealth And Security.***

***Outsourcing Yourself*** is a practical, step-by-step method for achieving the work life of your dreams. It shows you the safest, smartest ways to turn your current job skills and experience into a potential six-figure income as a self-employed professional.

This book takes the fear out of making your move and gives you an armload of practical tips and tools to help you make the transition smoothly and successfully.



## **What you'll learn by reading *Outsourcing Yourself*:**

- Why self-employment could be *more secure* than any job you'll ever have (page 14)
- 3 proven ways to have a positive cash flow in just 30 days (page 20)
- The secret to developing an attractive "Unique Value Proposition" (page 32)
- How much to charge and how to get paid (page 33)
- What you need to get started (page 48)
- How to sell your services effortlessly (page 61)
- 9 different ways to get your first clients and assignments (page 66)
- How to keep new jobs – and cash – flowing in (page 90)
- Proven – and painless – ways of generating referrals – your best source of new business (page 125)
- What to do when business gets slow – and how to turn things around in a hurry (page 132)
- Secrets of successful self-employed professionals (page 139)
- And much, much more.

## **You'll discover valuable, profit-boosting tips if you're already self-employed, too**

If you're already on your own, you'll find a bunch of ideas that can put thousands more dollars in your pocket – and help you land lucrative new clients or projects. For example, you'll discover...

- The professional way to keep track of multiple projects – and every minute of your time on each project – for instant billing and high-profit success (page 134)
- 25 different ways of drumming up more business even after you've been in business for years (page 114)
- How to avoid falling into the trap of being a "virtual employee" (page 140)

- The secret to holding onto clients for years... even when time passes between projects (hint: it's *not* a newsletter) (page 146)
- How to keep increasing your annual income – even after you've reached the peak of how many hours you can work each week (page 151)
- Web resources you can use to take your business to the next level (page 152)

## **Practical advice from someone who's done it**

My name is Barnaby Kalan and I'm the author of *Outsourcing Yourself*. A few years ago, I was in the same position you are today. I had been working for big organizations for nearly 15 years. I was fed up with corporate politics and frustrated by not doing what I really loved (writing). So I decided to "outsource myself" before it was fashionable.

That decision has enabled me to earn over 2.5 million dollars working from the comfort of my home office. My "commute" takes 30 seconds – the time it takes to carry a cup of coffee up the stairs. If I want to make more money, I simply work a bit harder. If I want to relax and spend more time traveling or playing tennis, I can dial down the workload any time I want.

As a self-employed professional, I have the freedom to work for nice, smart people and avoid the jerks. I can work a full week and still have time to pick up my daughter at school every day and spend time with her and my wife at night. I can go on vacations when I like – without asking for permission – and stay in touch with my clients from anywhere in the world.

At this stage of your life, isn't this the kind of freedom and control over your destiny that you'd like, too?

### **But don't take my word for it...**

**Get a FREE copy of *Outsourcing Yourself* and see for yourself!**

As a special bonus for visiting my website, I invite you to get a copy of *Outsourcing Yourself* directly from me today. Just send me an email requesting your copy and I'll send you a PDF version of the book absolutely free. No strings attached. Nothing to buy.

With this PDF version, you'll be able to "cut and paste" forms, sales letters and other useful information right from the book and use it in your own documents.

If you pick up just one new idea that can help you make the transition to self-employment... or improve your part-time business... or help you generate more cash this year from your existing business... then it's well worth the time and effort.

I urge you to take this simple but important step toward having the work life of your dreams. As for your free copy of *Outsourcing Yourself* now. Working for yourself is the closest thing I know to being financially independent while still earning a living.

You will love the freedom, the control and the pride of being your own boss. There's no other feeling like it!

Sincerely,

Barnaby Kalan

P.S. **There's nothing to buy and no money to send!** Believe it or not, this is my gift to you just for visiting my website. Just send an email to [barnabykalan@rogers.com](mailto:barnabykalan@rogers.com) to ask for your free copy of *Outsourcing Yourself* today.