



\$50k In 5 months
with 5 hours of work



Organize a site
with just 5 hours
of work, to take it as fast as possible to
\$50k a year.

That was the challenge we set, we knew it would happen,
but we didn't think it would take just 5 short months,
with 5 hours of our direct work.



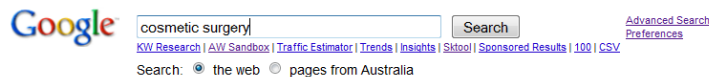
• The Outsource Method Challenge

We challenged ourselves to produce a site that would do **\$50k** a year with just **5 hours** of our involvement to prove the Outsource Method system.

• The Niche

Cosmetic Surgery

if we were going to prove we could do it, we figured we would select a big industry.
18,400,000 competitions



Web [Show options...](#) Results 1 - 100 of about 18,400,000 for **cosmetic surgery**

cosmetic surgery www.RejuvenationClinics.com.au breast implants liposuction breast enlargement face Brisbane	Sponsored Links	Cosmetic Surgery Brisbane Facelift, Tummy Tuck, Liposuction, Breast Surgery, Rhinoplasty www.CosmeticImage.com.au Queensland
Cosmetic Surgery www.PrecisionCosmetic.com.au Breasts Faces Liposuction Brisbane Great Results - See photos!		Get a New Body Today
Cosmetic Surgery Clinic Rastogi.com.au/CosmeticSurgery Lip Sculpting, Breast Augmentations & More. Book A Consultation Today.		

• The Work

- ❖ **1 hour 30 minutes** in planning
- ❖ **45 minutes** organizing the content
- ❖ **45 minutes** organizing the design
- ❖ **1 hour 30 minutes** organizing the traffic
*yes, this adds up to **4 and a half hours** but I'm sure we joked around for **30 minutes** somewhere.



- **The Site**

www.cosmeticmakeover.com.au

the purpose of the site was to take leads that we could then sell to people in this industry.

Cosmetic makeover
Call Toll Free **1300 401 228**
[Get a Quote](#)

[HOME](#) [ABOUT US](#) [WHAT PEOPLE SAY](#) [FEEDBACK](#) [FAQ](#) [HISTORY](#) [GET A QUOTE](#) [CONTACT US](#)

Cosmetic Surgery Information

Welcome To Cosmetic Makeover - We have aligned the top cosmetic surgeons in Australia to provide a seamless cosmetic surgery experience at the best possible price. With CosmeticMakeover you can achieve the look you want at a price that won't kill your bank. Simply enter your details below and one of our top surgeons will be in touch with you shortly.

Please fill the Details

First Name:	Last name:	Phone Number:
<input type="text"/>	<input type="text"/>	<input type="text"/>
Email Address:	Age:	Sex: <input type="radio"/> Male <input type="radio"/> Female
<input type="text"/>	<input type="text"/>	<input type="text"/>
State: select...	Address Or Suburb:	Procedure Most Interested In: select...
<input type="text"/>	<input type="text"/>	<input type="text"/>

This question is for testing whether you are a human visitor and to prevent automated spam submissions.

J i A h h
What code is in the image: *

Copy the characters (respecting upper/lower case) from the image.

Other Comments:

[SUBMIT DETAILS NOW](#)

You will receive a phone call from one of our clinic specialists that will either arrange

COSMETIC SURGERY

- Breast Enhancement
- Cosmetic Surgery
- Abdomen & Trunk
 - Abdominal Liposuction
 - Cosmetic Surgery Tummy Tuck
- Gastric Bypass
- Liposculpture
- Liposuction Cosmetic Surgery
- Lower Body Lift
- Male Liposuction
- Mesotherapy
- SmartLipo
- Body Contouring
- Facial Cosmetic Surgery
 - Botox Treatments
 - Brow Lift - Forehead Lifts
 - Chemical Peels
 - Chin and Cheek Implants
 - Closed Nose Reshaping
 - Coronal Forehead Lift
 - Cosmetic Ear Surgery
 - Cosmetic Eyelid Surgery
 - Ear Reshaping



• The Results

In 5 months:

- ❖ **Ranked #4** in Google.com.au for cosmetic surgery
- ❖ **Getting 4-10** leads per day
- ❖ **Getting 1818** unique visitors a month
- ❖ **Getting 1491** Google Organic visitors
- ❖ **Cost Per Click \$4.04** for the term “cosmetic surgery”
- ❖ **Lead value of \$30-60** per lead



Proof #1 – proof of rankings

Below is a search done on the 2nd of July 2009 for the term “cosmetic surgery” in google.com.au

Google cosmetic surgery Search

Search: the web pages from Australia



Web [Show options...](#)

[Australian Cosmetic Surgery Guide](#)
Cosmetic solutions to beautify, enhance and rejuvenate! **Cosmetic Surgery** Procedure Information * Locate an Australian **Cosmetic Doctor** by State or by ...
[Cosmetic Surgery Cost Guide](#) - [Locate a Doctor](#) - [Phalloplasty](#)
www.cosmeticsurgeryaustralia.com.au/ - [Cached](#) - [Similar](#)

[Cosmetic Surgery Australia - Cosmetic Plastic Surgery Australia: L...](#)
Cosmetic Surgery Australia - L'Image **Cosmetic Surgery** are based in Australia with practices available in Sydney, Brisbane and the Gold Coast.
[Females](#) - [Circumcision](#) - [Locations](#) - [Team Members](#)
www.sydneyaesthetics.com.au/ - [Cached](#) - [Similar](#)

[Liposuction, Cosmetic Surgery - Melbourne Australia, Cosmetic S...](#)
Liposuction & Cosmetic Surgery: For **Cosmetic laser surgery** and liposuction sp
Melbourne Australia; contact The Ashley Centre in Melbourne.
www.ashleycentre.com.au/ - [Cached](#) - [Similar](#)

Video results for cosmetic surgery

	Cosmetic Surgery 57 min www.youtube.com		Cosmetic Surger 60 min www.uwtv.org
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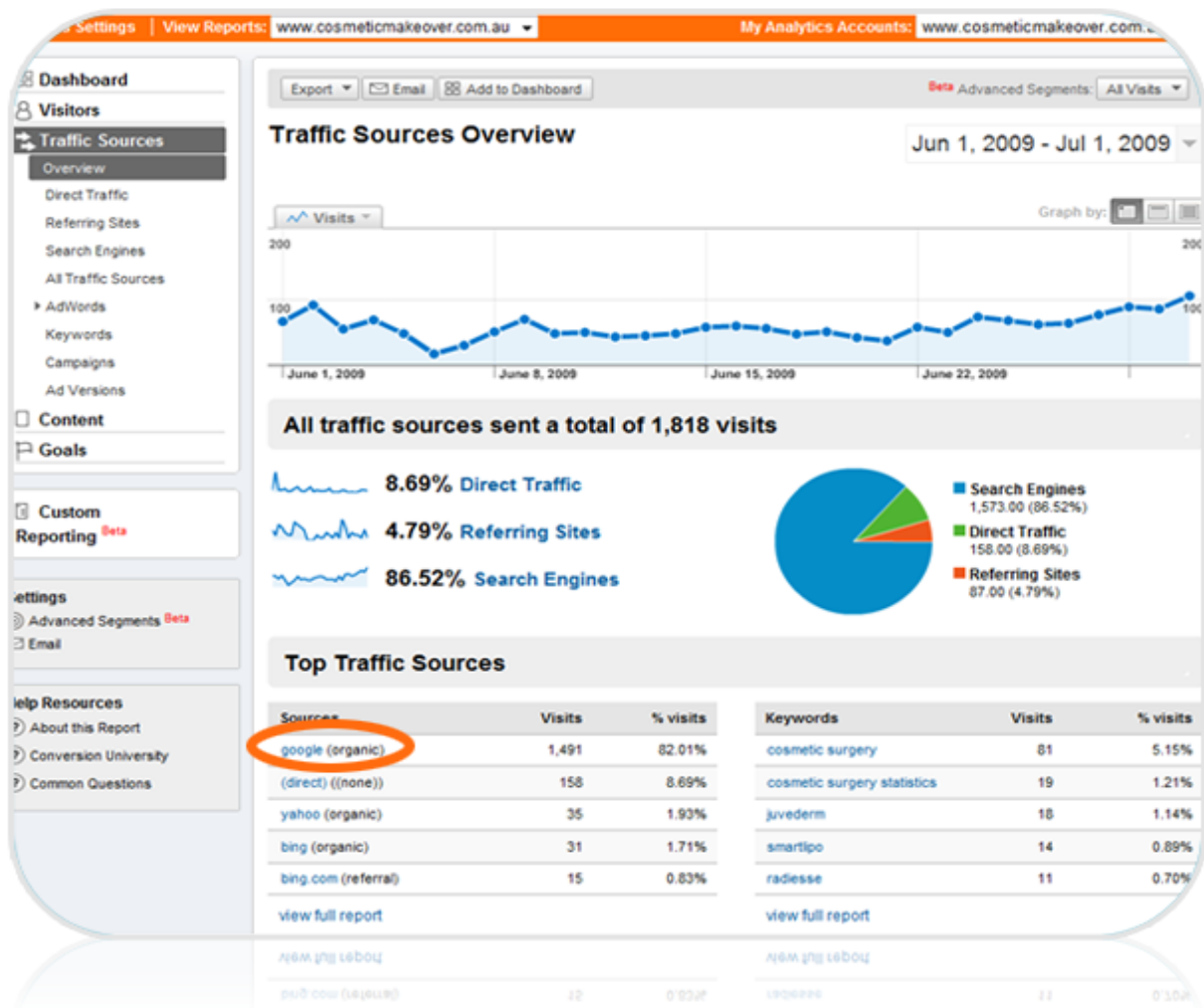
[Cosmetic Surgery Information | Australian Cosmetic](#)
Welcome To **Cosmetic Makeover** - We have aligned the top **cosmetic surgeons** in
provide you a seamless **cosmetic surgery** experience at the best ...
www.cosmeticmakeover.com.au/ - [Cached](#) - [Similar](#)



Proof #2 – proof in traffic

A healthy dose of scepticism is always a good thing... so let me validate what I'm saying...

Our CosmeticMakeover.com.au Analytics snapshot as of 1st June 2009 – 1st July 2009





Proof #3 – Google SK Tool *something interesting to note... we had 81 searches just for cosmetic surgery in the last 30 days... the SKTool says there are 82 in total... don't always trust the data you're given until you have live results.

Below is the Google SKTool to show the CPC for this industry

The screenshot shows the Google Search-based Keyword Tool interface. The search term 'cosmetic surgery' is entered in the 'Word or phrase' field. The results table is as follows:

Keyword	Monthly searches	Competition	Sugg. bid ↓
health insurance cosmetic surge	12	Low	USD9.77
cosmetic surgery insurance	12	Low	USD9.50
cosmetic dental surgery	42	Low	USD4.27
cosmetic surgery financing	12	Low	USD4.19
cosmetic laser surgery	25	Low	USD4.16
cosmetic surgery	82	Low	USD4.04
cosmetic surgery newcastle	15	Low	USD4.01
cosmetic surgery qld	25	Low	USD3.96
cosmetic surgery sydney	280	Low	USD3.75
cosmetic surgery queensland	25	Low	USD3.52
cosmetic surgery nose	8	Low	USD3.51
cosmetic surgery australia	155	Low	USD3.42
cosmetic surgery procedures	20	Low	USD3.32
cosmetic surgery gold coast	82	Low	USD3.32
cosmetic surgery brisbane	230	Low	USD3.31
australian cosmetic surgery	25	Low	USD3.27

So the reason we put this report together is to show you the power of the Outsource Method, and with the correct application to your business how it can transform what you do.



The 3 elements behind this report are

- ❖ **5 hours of work** – pretty obvious, this site took just 5 hours of our time to organize, put up, and promote
- ❖ **5 months** – we started the site at the end of January 2009 – this data is relevant as of the end of June 2009 – 5 months of full operations
- ❖ **\$50k** – this is quantified by 2 things
 - We get **4-10 leads** a day and each lead is worth **\$30-60**, and
 - If you had to pay for the traffic, **1491 visitors** in the cosmetic surgery niche in Google, you'd pay **\$4.04** per click

<input type="checkbox"/> cosmetic surgery	82	<div style="width: 20px; height: 10px; background-color: #808080;"></div>	USD4.04
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\$4.04 times 1491 is \$6023 a month. That's over **\$70,000 a year** in traffic value alone.

Now, **\$70,000** is a nice figure to throw around, especially when we achieved that in an afternoons "work", but our goal is to put this past **40-50 leads per day** over the next **12-24 months**.

So let's get down to the nitty gritty...



- **In Outsource Method I discuss the different aspects of outsourcing, and the three components are...**

- ❖ **Outsourcing for Content**
- ❖ **Outsourcing for Design**
- ❖ **Outsourcing for Software**

The final aspect is integrating this with our SEO team, a team that generates traffic like a hurricane... and as a customer of Outsource Method you'll be presented with the opportunity to tap into that team.

So let me take you through the process...

NOTE: Because this was not a software project we didn't touch on or cover any software related outsourcing processes.

I hope you enjoy it :) And learn something along the way...

Sincerely,

Daniel Turner & Marc Lindsay

p.s. if you've been given this report, and want to check out the Outsource Method, head to: <http://www.outsourcemethod.com>



- **The Planning Stage**

- ❖ **Total Time Involvement**
- ❖ **1 hour 30 minutes**

The Process:

Marc and I sat down and discussed our next “niche” that we wanted to takeover for our lead generation process, and yes we will be releasing a product on how to do this specifically in the future.

This process took less than 10-15 minutes as we have a list of industries and it was a case of selecting the “**next best one**”.



The Image: Where the “**magic happens**”. No I didn’t clean up just for this photo

Now, just so you know who we are...



Marc and I acting like idiots – I'm the goof on the left, Marc is the goof on the right.

Apart from goofing around we sometimes do some work... so once we made our pick of the industry, we then mapped out what was required...

In the planning stage for this project there were 4 things to cover:

- ❖ Domain Registration/Setup
- ❖ Content Planning
- ❖ Design Planning
- ❖ Traffic Planning



- **Domain registration/setup**

- ❖ **Time Taken**
- ❖ **10 minutes**

Details:

This is one thing we did ourselves, but took us less than 10 minutes to search for and register, we then sent off the information off to our tech guy to setup (a yahoo conversation with “here’s the domain, set it up on our Australian server” and email us the login information)

Who we use:

We use **namecheap.com** for most of **our .com** and **co.uk** stuff and **cheapdomains.com.au** for our Australian domains.

How you can do the same:

This part is simple, just go to one of the domain registration locations and register your domain.



• Content Planning

- ❖ Time Taken
- ❖ 20 minutes

Details:

- ❖ 150 pieces of content
- ❖ The content and information for the lead form
- ❖ About Us
- ❖ Contact Us
- ❖ Any additional pages

Who we use:

We have an internal content team who follow specific systems that have been designed by us to allow us to send one email with the niche and categories and they do the rest.

How you can do the same:

While the details are covered in <http://www.outsourcemethod.com> here is a step process you can go through:

- 1) Do your research using [Google Adwords Tool](#) within the niche you've selected
- 2) Go to www.rentacoder.com and post a bid for the content to be written
- 3) Once you've gotten the content upload it periodically to the site
- 4) Write the "Additional Content" yourself or post on www.rentacoder.com again



• Design Planning

- ❖ Time Taken
- ❖ 30 minutes

Details:

- ❖ Sites we liked
- ❖ Colour schemes
- ❖ Logo styles

Who we use:

We have an internal design team who we have worked with for **3 years** and have grown them from a single person (after posting in www.rentacoder.com for a designer) working in their bedroom to now having a company of their own with **18 staff**. Again, we send one email for have a 5 minute conversation around the niche, the colours, the platform we want it designed in, and they do the rest.

How you can do the same:

While the details are covered in <http://www.outsourcemethod.com> here is a step process you can go through:

- 1) Research the sites you like
- 2) Go to www.rentacoder.com and post a bid for the design to be completed
- 3) Make sure they can upload the site to your domain if you don't know how to



• Traffic Generation

❖ Time Taken

❖ 20 minutes

Details:

- ❖ Keyword/Traffic/CPC Research
- ❖ URL/Pages for targeting

Who we use:

We have an office setup in India with **30 people** who we have hired and trained and look after the grunt work and the standard “**SEO**” stuff that we do for ourselves and our clients.

How you can do the same:

There is no easy process to doing this, my recommendation is you learn SEO, or team up with a good SEO company, or take advantage of the offer we have for people who purchase OutsourceMethod.

The entire time for this from start to finish was about **1 hour 30 minutes**, this gave us all the information we needed to then organize and co-ordinate with our teams to get everything started...

The decision was made, the plan was set... it was time to kick it into action... first up organizing the content.




• The Content Organization

- ❖ **Time Taken- 45 minutes** (it was actually 15 minutes and one email but we didn't think you'd believe that)

Details:

- ❖ 150 pieces of content
- ❖ The form content
- ❖ About Us
- ❖ Contact Us
- ❖ Any additional pages

The email that was sent specifically for the content:

Message |  CosmeticSurgery.xls (23 KB)

From: Marc Lindsay [mailto: [REDACTED]]
Sent: Tuesday, October 28, 2008 12:25 PM
To: [REDACTED]
Subject: Received last lot of work? Here is [REDACTED] loads more

I said it would **come** ;P

Main category's also need articles for each one, as well as sub category pages.

Each article should be VERY WELL researched and as correct as possible.... Where you can use CLASSY images, even if you have to buy them from istock or something like that, I will re-imburse for the images used.

They should be ideally around 600 words long.

All articles should be in a positive trend

I cant stress enough on the research and well written content ☺

Lets do a test of 10 articles just start at top and work down....

This should be your very best work ☺

Talk Soon and looking forward to it.

Thanks
Marc



You'll notice a few things:

- ❖ This email was sent on the 28th of October 2008 – this is because we had a build in time for “creating” the site, from the moment it went live is the date we “**started**”
- ❖ I've blocked out Marc's email and the person it was sent to, and a “**word**”
- ❖ **Marc** had to forward this to me as he organized it

The additional pages of content was sent to our PA who writes most of the content for our local authority sites, and it was a **5 minute conversation**, the form content was done through the design.



• The Design Organization

- ❖ Time Taken
- ❖ 45 minutes

Details:

- ❖ Site built in *platform removed*
- ❖ Example designs sent
- ❖ Example logos sent
- ❖ Colour schemes discussed
- ❖ Form “logic” discussed
- ❖ Page structure and layout discusses

This was a Yahoo conversation and we don't have the history, though as an Outsource Method member I give you access to my design team who you can use if you choose to instead of going through the entire process of finding someone.

However, the Yahoo conversation took around **15 minutes** to go back and forth and explain what was happening, and there was around 30 minutes in follow up for emails for the logos, then the site, then the final structure.

Again, this was done end of last year, and once completed was followed by the next step.



• The Traffic Organization

- ❖ Time Taken
- ❖ 1 hour 30 minutes

Details:

- ❖ Target research
- ❖ Page/Phrase research
- ❖ Work allocation

This was the “**start**” point.

This is where the major portion of the “**work**” was.

The truth is that the content took us less than 45 minutes to organize and so did the design, the planning was less as well, but organizing the traffic process took about 1 hour 30 minutes to do going back and forth.

You’ll notice that there wasn’t anything amazingly difficult about this process.

That’s because there really isn’t anything that difficult. It’s about doing the right things consistently and applying leverage through outsourcing to make more of it happen.



To keep with the theme of showing you directly what we did and where, here was the email we sent that resulted in the work.

From: Marc Lindsay [mailto:████████████████████@████████████████████.com.au]
Sent: Sunday, February 01, 2009 5:53 PM
To: ████████████████████
Subject: RE: 400 point plan for <http://www.cosmeticmakeover.com.au/>

Looks good, now who do you want to select the keywords and pages to promote for it?

Is ██████████ able to "map out" the rest of the SEO plan?

AK what pages should be selected to promote and keywords for them etc?

What about variations in ██████████ articles do we have those laid out in a system yet or they only use ██████████ for main phrases?

Talk Soon
Marc

And the result?

5 months later, almost to the day, we have the results we have.

Does Outsource Method work?

Absolutely it does.

To learn and find out more head over to www.outsourcemethod.com