

# Top Tips to Outsource Creative Projects

*It's tempting to do it all, but this will only lead to burn-out. Instead, learn how to properly outsource:*

01

## Set Your Goal

**Bandwidth, Time & Expertise** Which asset are you comfortable delegating? Consider your:

- **Bandwidth:** Focus your resources on things you excel at.
- **Time:** Use your time on things you enjoy/are good at doing.
- **Expertise:** Some skills are not easy to master, find experts for them.



## Decide Between Partial or Full Stack Outsourcing

**How much of the project do you want to outsource?**

- **Partial Outsourcing :** Hiring a freelancer for each individual creative task.
  - (+) Straightforward if simple project
  - (-) Complicated to coordinate if complex project
- **Full Stack Outsourcing:** Hiring a trusted partner to coordinate all freelancers involved.
  - (+) Peace of Mind & Higher quality asset
  - (-) More Expensive

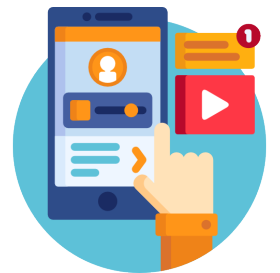


02

## Find the Right Partner

**Your chosen vendor should:**

- **Have a proven track record** (look for reviews, testimonials & ratings)
- **Have a portfolio** with high quality assets similar to what you want.
- Be transparent about **price & time**



03

## Communicate with a Brief

**Be clear on what you want to get back.**

- **List relevant details** like tone, length, style, etc.
- **Share references** like pdfs, videos, to share what you have in mind.
- **Set a clear timeline** for deliverables (drafts & final versions).



04

## Give Proper Feedback

**Pave the way to a smoother process.**

- **Be candid** about what you liked & didn't like (with the asset and the outsourcing process)
- **Suggest** how to improve
- **Ask** for feedback as well



05