

OUTSOURCING TIPS & RESOURCES

Here are tips for building a successful podcast team. Delegating key tasks to skilled remote workers can help you scale your podcast and manage day-to-day work. It may even cost less than you think!

When hiring international workers, I've used Fiverr and [BA Enterprises](#). In my experience, BA Enterprises does a good job of suggesting pre-screened candidates. The rate for general remote workers is \$7.95-\$8.95/hour. Specialists like video editors and copywriters go for a little more – in the range of \$9.95-\$13.95/hour. For more info, visit [PodcastGym.com](#).

IDENTIFY TASKS

Clearly define the tasks that you want to outsource. Doing this at the start will help you find the right person for the job. I recommend being as specific as possible. If you're looking for an editor, write a description seeking an editor who edits in your favorite DAW... maybe even one who already edits podcasts in your space. Casting your net too wide – that is, trying to hire someone who can edit podcasts, manage social media, and design graphics – will have a much lower chance for success.

INTERVIEW CANDIDATES

When looking for a remote professional, treat it as if you're hiring an employee to work in your office. Review resumes and portfolios. Set up an interview with video. Have a conversation with a potential hire so you can assess his/her professionalism, experience, and skills. This is also your opportunity to explain what your podcast is about and what you want to accomplish. You're looking for partnership – a best fit in terms of competence, personality, and communication.

ESTABLISH EXPECTATIONS

- What are their tasks? Explain on a call. After the call, write the tasks down and create video breakdowns as well.
- What are their deadlines?
- How should they check in with you to report progress? With what frequency?
- How should they deliver their work to you?

QUALITY CONTROL

- Check in on their work regularly. More at first and less once you gain confidence.
- Give regular feedback to help them improve.
- Patience is key.
- If the quality of work does not meet your expectations over time, hire another worker.

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