

How to choose the right contractor to work with.

Throughout the book you probably identified a number of actions you'd like to take in your business but maybe you feel they are tasks best outsourced to someone who specialises in that field.

Perhaps you want to overhaul your website, get some SEO work done or outsource your content creation or implementation. Whatever you're looking for, it's a minefield out there looking for a tech expert you can trust to do the job and deliver good value for money.

Luckily here are my tips to finding yourself a contractor you can trust (note: not all questions will apply to every project):

- How long have they been in business?
- How long have they been in their industry?
- Have they got case studies or clients you can speak to?
- Can you see a sample of their work?
- How long do they typically take to complete a project like yours?
- Do they charge by the hour or by the project?
- What types of industry do they enjoy working with?
- Do they do the work in house or do they outsource it?
- How do they stay up to date with their industry?
- How do they handle disputes?
- Who will manage your project? Who do you deal with?
- What information will you need to provide them
- Are there any time/resources you'll need to allocate?
- What is their back up if they get sick? Who will look after your project?
- How many revisions do they allow?
- Do they offer ongoing support if needed? At what cost

If you put a call out to your community for a particular type of contractor (web site, SEO, etc.) you'll get swamped with replies. So, make sure you ask your connections:

- Why do they recommend them?
- How long did their project take?
- Was there anything that didn't work?
- Would you work with them again?