

Everything You Need To Know About Crowdsourcing

By Rachel Rofé

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About Rachel Rofe



Rachel Rofe has been a full time Internet Marketer since June 2006, and has been on the Internet for over a decade.

Although she's dabbled in many fields, she's mostly known as a membership site expert, copywriter to the "Internet Stars", and offline business expert.

She dedicates her time to learning as much as possible, both in Internet Marketing and in life. She joined the staff of Earn1KaDay in 2010.

You can read more about her on her blog at <http://www.RachelRofe.com>.

Crowdsourcing

Once you figure out the types of things that you'd like to outsource, you're going to have to figure out who to outsource them to.

One option is building up your own team, one person at a time.

Another is something called "crowdsourcing". I've used this a lot and LOVE it.

Basically, crowdsourcing is a fantastic way to get thousands of TRAINED employees at your disposal without having to hire a ton of people individually.

To use crowdsourcing you simply have to go to a website and type in a task that you need completed. Thousands of trained workers will see – and complete - your task right away.



When a task is completed, you can individually review the work that everyone did and then select who should get paid and, in the event of unsatisfactory work, who shouldn't.

Crowdsourcing can benefit you in a lot of different ways. Here are some things you can use it for:

- Get articles written for you
- Have people post on your blog
- Generate massive social proof by having thousands of people "Like" your Facebook page
- Article distribution
- Getting friends on Twitter and Facebook
- Have people retweet your message
- Get excellent search engine rankings
- Get data for niche research

- And a LOT more.

Here is an example campaign that I had done for me:

Campaign	Cost	Speed	Success rate	Status	Work done	Not rated
Facebook Like: Pay It Forward	\$0.10	1000		<input type="checkbox"/>	1250/1250	---
Facebook Like: Pay It Forward	\$0.10	1000		<input type="checkbox"/>	300/300	---

I used crowdsourcing to get 1,800 people to like my Pay It Forward Future page in under a week. Yay for social proof!

For the aforementioned campaign, I used Microworkers. I paid each person a dime to “like” my Pay It Forward Future page via Facebook, so I ended up spending around \$155 to generate a ton of social proof.

Considering that my goal for the site is to get 1,000,000 people to pay it forward, I figured that the money would be well-spent since social proof is very important for my cause.

Obviously hiring 1,800 people on my own would take FOREVER, so crowdsourcing helped me out big time. And 1,800 likes in under a week? Amazing!

I could have used Mechanical Turk for this type of task too. I would have paid about a penny per like on there and probably will use it shortly to gain more likes.

Here are 4 of the major crowdsourcing sites:

- Mechanical Turk
- Microworkers.
- CrowdFlower
- ShortTask

I’ve used Mechanical Turk and Microworkers a lot. I have no experience with CrowdFlower, and Short Task’s interface was just far

too confusing for me to bother dealing with.

The majority of the course you're about to go through will be dealing with Microworkers and Mechanical Turk.

When we have our bonus webinar, you can feel free to ask me any questions about any site though, and I will give you my opinions and experiences.

My intention with this report is to give you everything you need to start succeeding with crowdsourcing sites.

You're going to learn:

- * How to set up campaigns (with a "watch over my shoulder" video)
- * Exactly what I use each site for and how it can improve your business
- * What you should NEVER do with crowdsourcing
- * ...and you'll also get copy-and-paste campaigns I've used for my own sites, including a very slick one I use for SEO.

If you're at all unclear about crowd-sourcing after you go through this, it is your responsibility to LET ME KNOW!!! I want to make sure I do all I can to bring value to you, and I don't know what I don't know. I'm more than happy to make updates if there are things I haven't explained clearly.

So with that said, please go ahead and dig right into the rest of the content!

With love,

Rachel Rofe