



# **How to Choose The Right Outsourcing Company For Your Immigration Law Firm**



# 1. Decide What You Want Them to Accomplish

- Marketing
  - Video Production
  - Paid Ads
  - Pay Per Lead
  - Social Media
- Staffing
  - Dedicated Hire
  - Placement Agency
  - Outsourcing Work Per Project



## 2. Be Honest With Your Expectations / Set Expectations

- Start with the end in mind.
- This company likely has other clients and this can be unclear because they hear the same things from multiple clients.
- Be open and constructive with how they should help you.
- Set priorities.



### 3. Google Pros / Cons of Outsourcing Certain Things

- There are tons of amazing articles on tons of things online.
- Admit that there will be advantages and disadvantages of outsourcing certain things.
- Don't be afraid to do a mix of in house and outsourced until you bring things in house.



## 4. Decide / Ask If This Will Be In House Someday

- If you know you want to bring a process in house someday, tell the companies you are talking to. They might be able to help you.
- A lot of companies will set up systems internally for you and show you how to do things.
- Asking this will help you avoid issues / conflicts with who owns what later.
  - Example: Many marketing companies don't give access to ad accounts or pages when their clients decide to move on.
  - Example: Non-circumvention with staffing agencies.



## 5. Set Up a Test With The Company / Outsourcer

- A lot of companies that you outsource to work on long term contracts or extended contracts.
  - Even if they are month to month, the value comes in long term relationships for them.
- Start with a simple project and see if it is a fit to work together.



## 6. Test!

- Don't be afraid to test things and see how they work.
- Every business will have stories of successes and failures with their clientele.
- Sometimes putting some money behind something is better than spending hours, weeks, or months deciding on something.



## 7. Book a Call With Immigration Finder

We would love to help you clarify how this information can help you and your immigration law firm.

**[Calendar.immigrationfinder.com](https://calendar.immigrationfinder.com)**