

# **It's a Fact... Over 3.4 Million White-Collar Jobs and \$136 Billion in Wages Will Shift Overseas by 2015!**

**Introducing an Absolutely Incredible Opportunity to Discover the “Hidden” Offshore Job Outsourcing Secrets From an Industry Insider.**

**This Amazing New Program Will Teach You How to Completely Protect and Take Control of Your Future in the New Global Marketplace!**

Dear Entrepreneur,

Did you know that Forrester Research predicts that 3.4 million white-collar jobs and \$136 billion in wages will shift overseas by 2015? In fact, a recent UC Berkley report concluded that 14 million jobs are at risk of being sent offshore right now.

So allow me to take a moment to ask you a few simple but **very important** questions...

- How do you begin to understand the best way to handle these dramatic outsourcing changes?

The questions can seem overwhelming.

The fact is, you need REAL answers and REAL qualified information so you can make the necessary decisions to protect yourself and take control of your future.

Perhaps you are saying to yourself, “Outsourcing is a fad – and will fade away sooner rather than later.” Although there has been a slowdown of the US economy after the boom of the 1990s, and many lucrative white-collar jobs have been lost, offshore outsourcing has not shown any signs of reversion. For over twenty years, software application development, maintenance, logistics, and manufacturing have been the favorites of offshore outsourcing by American companies. The latest trend for outsourcing abroad is now in business processes such as customer service, finance, accounting, transaction processing, desktop support, human resources, and legal and business research. The list goes on and on.

Research analysts point out that the growth of the offshore sector has been nothing short of phenomenal. There's absolutely no denying it - the global outsourcing revolution has arrived.

Today, hundreds of thousands of jobs have already shifted offshore, and with each month, thousands more are being transferred. It's hard to avoid the virtual avalanche of news reports and articles on the topic. Perhaps you've even had a close friend or family member directly impacted by outsourcing. In fact, your own job may have been or is in the process of being sent offshore. An estimate from two economists at the Organization for Economic Cooperation and Development in Brussels recently indicated that about one-fifth of the employment in the developed world is at risk of being "potentially affected" by global outsourcing.

Let's face it: With all the buzz about outsourcing, very little attention is being paid to you, the US employee. You've worked hard to get where you are in life. Perhaps you have a mortgage to pay, a retirement plan to manage, not to mention your daily responsibilities to your children, friends, and family.

I understand the pitfalls, side effects, and benefits of global outsourcing better than most. That's because I've personally worked in the global marketplace for over XX years in key Fortune 500 businesses such as Cisco Systems, IBM, and Accenture. I've witnessed firsthand the impact of outsourcing and sat in the offices of offshore providers, surrounded by their employees, all speaking languages I didn't understand. These experiences gave me a unique “insider's” perspective on offshore outsourcing.

Whether you realize it or not there is still time to adjust, adapt, and capitalize on the opportunities being presented by global outsourcing. Let's take a closer look at what's being said about offshore outsourcing and examine a few of the myths and realities a bit further...

**Myth#1:** US jobs are being lost due to offshore outsourcing. Reality: Outsourcing is bringing in 112% returns!

It's true that several million jobs have been lost in the last 30 years due to global trade. Yet the reality is that 3.4 million additional new jobs were actually created in the past decade alone.

In fact, when \$1 is spent on outsourcing a business process overseas, the US Economy gains \$1.12. Of this gain, 60 cents are returned to the original employer. In addition, the wages paid overseas give spending power to the overseas employee, who in turn spends a large part of that money buying goods and services produced by US companies.

**Myth#2:** Offshore outsourcing is dishonorable. Reality: Most global and many medium and small sized companies have joined the outsourcing bandwagon.

In Bangalore (India) alone, about 110,000 people are employed writing software, designing chips, managing computer systems, reading MRIs, processing mortgages, processing tax forms, and performing several other essential business tasks. This work is being done for American, European, Japanese, and Chinese companies, including multinational businesses such as Intel, Cisco Systems, Oracle, Philips, and GE (just to name a few).

Hardly any Fortune 500 company does not outsource part of its routine business operations. Most outsourced jobs relate to support operations that are simply not part of American businesses' core competencies.

What one might consider “dishonorable” could be innovative or necessary for another. In a free market economy, companies rarely worry about whether their actions come across as honorable or dishonorable. The bigger players in most industries, domestic or foreign, are notorious for squeezing the profit margins of their smaller suppliers. Is this an “honorable” thing to do? So runs the blessing and curse of the free market system.

**Myth#3:** Outsourcing does not provide the cost benefits as claimed. Reality: Flexible cost models are possible with outsourcing.

Offshore workers' salaries are only about 10% to 30% of their American counterparts, and an average annual salary of an offshore employee can range from \$5,800 to \$10,000. This paves the way for substantial savings.

In addition, there's the potential to shift from a fixed-cost atmosphere to a flexible cost model. This way, firms are better able to regulate their operating costs. The need for software and hardware infrastructure is also minimal because less is spent upgrading the skills of foreign workers.

**Myth#4:** Large cultural barriers are present. Reality: Diversity has shrunk, and the barriers have been reduced with globalization.

With most types of work sent overseas, cultural barriers do not come into play. A foreign employee either has the requisite skills to process a mortgage or not. The foreign subsidiary of an American financial company would not hire a financial analyst in India without the necessary qualifications. For call center-related work, a consideration may be that a telephone representative does not understand an American accent, or the caller might have trouble understanding their foreign accent. While these challenges do occur on occasion, they rarely impede the representative's ability to respond to the caller's question or solve a problem.

When comparing potential offshore countries to determine their capabilities and personnel quality, companies discover that workers in countries like India often have excellent English language and communication skills. Furthermore, a rigorous education system produces a highly skilled workforce.

**Myth#5:** Outsourced jobs are consequently lost in the US. Reality: There are increased employment opportunities for Americans now.

It is certainly true that millions of jobs are being lost to offshore outsourcing. However, with growth in industries such as healthcare and financial services, new jobs are also being created every day.

The health and financial services industries are predicted to grow well past 2015. This translates into many employment opportunities for the American workforce. The American labor force has grown by 2.3 million people in the past five years, and the ratio of unemployed to the total labor force is declining, demonstrating a healthy trend and real gains.

**Myth #6:** Free trade, free labor, and free capital will damage US economy. Reality: Economic freedom can only create growth, new jobs, and higher living standards.

The so-called "race to the bottom," forcing American workers to accept lower wages and reduced benefits so that they can compete with low-cost labor in other countries, is a misconception.

Economic freedom in trade and labor career fields has often triggered stronger economic growth in countries that have accepted it compared to other countries that put up regulatory blocks and policy limitations. Most experts believe that a strong link exists between economic freedom and a healthy per capita gross domestic product (GDP).

If restrictive economic policy protects a few jobs from outsourcing, this will result in slowed economic growth and dimmer job prospects in the future. An important aspect of economic freedom is free trade. Many American economists acknowledge the tremendous benefits of free trade because the overall gains from a free-trade economy outweigh the pain of lost jobs.

**Myth #7:** When you outsource a job you lose a job. Reality: Outsourcing leads to efficiency.

In 1997, President Bill Clinton realized that private firms often provided products and services more economically and with higher quality than what the government could provide. He strongly recommended outsourcing as a major budget-balancing initiative. Clinton did not intend to create job losses.

He realized that the taxpayers' burden would be reduced if the government worked more efficiently by outsourcing some of its expensive activities to less costly private firms.

From a business perspective, outsourcing involves externally producing a component for the business to focus its real expertise on other areas, such as the production or marketing of its products or services.

For example, it would be ridiculous for a typical American company to begin manufacturing everything it needs for its efficient operation, including office supplies, uniforms, and other non-vital operational necessities. Instead, it makes sense for the company to outsource these non-vital necessities so that it can focus on other, more important matters.

Outsourcing provides business flexibility. The standard for outsourcing was for older jobs either to be outsourced domestically or to foreign locations. Due to the advancement of technology and automated systems replacing workers, older jobs have already been replaced with improved technology. For example, over the last two centuries, tractors and agricultural equipment have replaced manual farm labor to a large extent. The drive for efficiency has reduced costs and created a higher standard of living.

**Myth #8:** Nations like China are receiving most American manufacturing jobs. Reality: Even China is losing manufacturing jobs, which is a global phenomenon.

It is a general belief that the decline of US manufacturing jobs - estimated at 2.45 million during the last three years - is the result of the exportation of work to low-wage countries. However, the decline of 11% of US manufacturing jobs between 1995 and 2004 is identical to the average worldwide decline of manufacturing jobs. This implies that America was not the only country to experience such losses. China has lost even more industrial jobs, about 15% during the same period.

This worldwide decline in manufacturing jobs is attributable to increased productivity, greater capital investment, and technological advancement. An interesting aspect of this phenomenon is that, despite the decline in manufacturing jobs, total manufacturing output in the US has increased by 38% in the same period. The present overall production of the US manufacturing sector is more than the entire economy of China.

Technological innovations have been reducing jobs for decades. Trade should not be held responsible for this trend. This situation is similar to the 1979 and 1982 timeframe when manufacturing took a beating, but employment recovered due to new jobs created by new entrants in the manufacturing sector.

**Myth #9:** Only corporations looking for quick gains benefit from outsourcing. Reality: Outsourcing can benefit everyone in the long run.

Competition has always led to reduced costs, and outsourcing achieves just that. It reduces costs and creates benefits to every consumer. However, the benefits are distributed throughout our economy, thus the individual benefits are sometimes disregarded.

According to a study by Michael W. Klein, Scott Schuh, and Robert K. Triest, the economic gains due to lower prices and increased trade are noticeably higher than any losses incurred by about 50 to 100 times. In the greater analysis, outsourcing can benefit everyone.

**Myth #10:** American workers can be protected from outsourcing by the government. Reality: Protection can lead to isolation, which has failed in the past.

It would be wrong to assume that the government can intervene and protect employees from outsourcing. In matters relating to trade, we can substantially damage our economy if special interest groups gain protectionist policies that lead to our economic isolation. For example, steel tariffs were recently imposed, although later rescinded, which led to steel price increases. This hindered the competitiveness of US manufacturers, damaged domestic jobs, and violated trade agreements.

Congress enacted the Smoot-Hawley Tariff Act in June 1930 to protect American businesses and jobs and reduce imports. Although imports declined by about 50%, exports also declined similarly over the same period. This resulted in the unemployment rate increasing from 3% in 1929 to 8.8% in 1930 and reaching a peak of 25% in 1933.

### Now is the Time to **STOP** Re-Acting and Learn How to Prepare for the Inevitable Changes Associated with Global Outsourcing.

It's no secret that change can be painful. But change is also inevitable. The only real way to survive it is by preparing and meeting it head-on, because moments of change also present enormous opportunities to learn new things, grow yourself, and expand your horizons.

"**Offshore Job Outsourcing**" is the first book to ever provide all the answers you need to understand the rapidly changing global outsourcing environment – including;

"I lost my job last year, and am presently back in school, and working part-time. I knew my job was going to get outsourced about 6 months before it happened. There is no way I could have prevented the situation, but I could've have done a much better job of preparing for it. The information in the eBook is helping now, and it really would have been good had I heard of it before losing my job."

- How to separate the myths and realities of offshore outsourcing.
- 63 important questions you need to ask to assess your career risks and what important warning signs you need to look out for.
- A detailed 11-Step Action Plan that you can APPLY TODAY. Learn exactly how to protect yourself and take control in case your job is outsourced.
- How to prepare an emergency financial plan, so you are ready for the future.
- 5 Hot, Fast-Growing careers – and how to break into them.
- How to talk to your friends, family and children about the changing global economy and the outsourcing revolution.

"I cannot thank you enough for publishing this eBook. Preparation is always the key to success, and you've laid out an excellent plan to take control and survive through situation."

- How you can **PROFIT** from offshore outsourcing – Over 25 proven business models others are using to make money with offshore outsourcing... and how you can to!
- Learn from people not only surviving outsourcing but thriving because of it! Uncover businesses that are **VERY** fast and easy to setup with very little startup capital.
- Learn 20 Popular Offshore Outsourcing Destinations and how to tap into their profitability.
- Learn how global outsourcing can help you start a new business venture and help you become your own boss.

"Written in an easy-to-read, casual style, the book delivers exactly what it promises—information, questions, and resources to help you take control. Read it and be prepared."

"**Offshore Job Outsourcing**" is designed to save you hundreds or even thousands of dollars on professional workshops and training – not to mention endless hours of research. Best of all, it will enable you to be in complete charge of your own destiny by understanding the phenomenon of global outsourcing.

"Often times, you don't realize how much you don't know about your options and power of decisions. The book got me thinking, not only about my current situation, but planning for my career 10-15 years down the road. As a result, I'm thinking of going back to school for a master's degree in education and counseling. It'll be a great career decision for me as it gives me a chance to work in a field I'm passionate about."

With "**Offshore Job Outsourcing**" You'll Learn:

- o A brief history of outsourcing.
- o What type of jobs are being outsourced offshore, and why?
- o Who is pulling work offshore, and why?
- o What is pulling work offshore, any why?
- o Is offshore outsourcing good for the US?
- o Which industry is leading the new wave of outsourcing?
- o Insourcing - establishing jobs in US.

"As someone caught in the midst of our company jobs moving overseas, I was glad to see an eBook written on the subject. Purchased a copy quickly, and would highly recommend it to others in a similar situation."

### Myths & Realities: The Controversy of Offshore Outsourcing

- o 10 myths & realities of offshore outsourcing
- o How Offshore Outsourcing impacts the standard of living
- o Are immigrant workers stealing jobs?

- o Why Offshore Outsourcing will continue to increase

### **Offshore Outsourcing: 11 Step Action Plan You Need to Apply Today**

- o How to assess your career risks
- o How to consider your prospects in the new global economy and take control
- o 5 fast growing, safer, "offshore proof" job fields
- o Before you quit or move what you need to understand

### **Are You Prepared If You Lose Your Job Tomorrow? A 5 Step Emergency Plan**

- o Identify necessary expenses
- o What stays and what goes: How to Trim your expenses
- o Assets vs. expenses: What do I do now?
- o Considering new alternatives

In short, "**Offshore Job Outsourcing**" provides the expertise, skills and tools you need in order to master the success strategies of global outsourcing. Best of all, with "**Offshore Job Outsourcing**" learn how you can substantially increase your ROI from some of the world's most respected and highly successful entrepreneurs, and business experts.

**There simply is no other material on the market quite like it!**

#### **What Other People Have Been Saying About "Offshore Job Outsourcing":**

- "The book got me thinking about what I'll do if my current position gets outsourced. My company has operations overseas and has transitioned over a hundred US based jobs. I'd advise anyone who might be impacted by outsourcing to get a copy of the book!"
- "Written in an easy to read, casual style, the book delivers exactly what it promises - information, questions, and resources to help you take control. Read it and be prepared."
- "Good read. A brief intro section on the history of offshore outsourcing, followed by how it's impacting US employees. Then there is the thought-provoking 11-step action plan, followed by entrepreneurial business ideas, future prospects, and resources. Great value for the money."
- "Forget the political debates. Let's get straight to the point - how to prepare yourself to handle the situation. I haven't seen any material on this subject at all."
- "Enjoyed reading your book. I liked the business ideas. Some of them I had heard of, others like 'offshore tutoring' were new. Who would have thought you could start a business around that."
- "There is no other book like this on the market. Thanks for having the foresight to write it."
- "The book contains very useful information on how to handle the situation. The 11 step plan is carefully thought out, XXXX did a good job of breaking down things."
- "Great to have information. It's unfortunate that people are having to deal with this turbulent change. Reading the book will definitely help anyone handle the situation."
- "Great job with the book. Great value for the information it provides."
- "I showed it to my boss. She got a copy for herself!"
- "Great timing for this eBook. Something like this book is desperately needed for all of those people, including me, whose jobs are being sent offshore."

Ask Yourself Right Now: What are you risking if you don't learn and understand the global trend of offshore job outsourcing"?

- Possible embarrassment the next time your manager or associates talk about offshore job outsourcing?
- Being left behind in the dust as your job is shifted offshore?
- Not being able to successfully compete in today's global economy by not grasping the dynamics of outsourcing?

You've worked too hard to shape your career, so don't sell yourself short!

It's time you protected yourself and your family so you aren't left behind. Order "**Offshore Job Outsourcing**" now by simply clicking on the order link below - you'll receive instant access to the eBook enabling you to be in charge of your own destiny. Learn exactly how you can prepare for the inevitable changes associated with offshore outsourcing.

Taking control of one's life and accepting change requires dedication, clear-thinking and the realization that whatever you let go of can always be replaced by something better. Now is the time to take control of your life and your future. "**Offshore Job Outsourcing**" can show you how!

#### **Time Sensitive – Special Discount**

**The cost of this information is regularly priced at \$XXX - BUT, if you act right now, you can receive "Offshore Job Outsourcing" for the unbelievably low price of only \$XXX!**

**No Questions Asked, 100% Satisfaction Guarantee.**

But wait... I'm so confident you'll enjoy "Offshore Job Outsourcing" that if, for any reason, within the next 30 days from the date of purchase, you're not completely satisfied with the performance or results of your purchase, I'll simply refund your order without a fuss - absolutely no questions asked!

I'll assume all the risk—all I ask is that you review and follow the steps outlined in "Offshore Job Outsourcing" for the next 30 days. Then, you can see how "Offshore Job Outsourcing" can impact your life firsthand!

< order link >

Wishing you success.

**Author's Name**

Also, after your order, you'll receive an immediate download link. In less than five minutes, you can gain instant access to a wealth of outsourcing information simply not found anywhere else!

P.P.S. Remember: With my 100% No-Risk, No Fuss Guarantee you really have nothing to lose – and EVERYTHING to gain! Don't put your future on hold any longer. Act Now!