

SOCIAL MEDIA

Work Smart
Not Hard

ARBITRAGE

PaidSocialMediaJobs.com



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INTRODUCTION

“arbitrage refers to the act of buying social media actions from providers at one price, and reselling them to clients at a higher price”

Would you like to work in the exciting new field of social media - without having to spend hours hunched over your computer desk? Working smart means setting yourself up as the middle man - matching clients who need help with social media projects with vendors who have all the contacts and experience to complete those projects.

It's fun, easy, and a virtually foolproof way of cashing in on the ever growing social media movement. You are basically getting paid for simply handling the transfer of services! As you can imagine, supervising social media projects is a lot easier and fun than actually working on each project yourself.

Social media arbitrage can work for you whether you are a newcomer to the field of “SocMed” or even if you are an established social media manager looking to cut down on hands on involvement. To understand how this is possible, let's take a quick look at the word “arbitrage” and what it means:

Arbitrage in the world of finance means buying something from one market at one price and instantly reselling it in another market at a higher price. When done in the stock market, this is considered a “no-risk” action because the buying and selling is done practically simultaneously, leaving no time for the price in either market to change.

When applied to social media, arbitrage refers to the act of buying social media actions from providers at one price, and reselling them to clients at a higher price. You do minimal work yourself (mainly quality control) and pocket the difference.

Social media arbitrage allows you to sell social media packages without actually providing them yourself, and make more money than you could if you actually completed each project personally.

The book is designed to show you how to benefit from social media arbitrage in your own career, using it as a way to make more money while working less hours. Sounds good, right? Read on to find out how you can use arbitrage as a social media consultant.



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SOCIAL MEDIA MANAGEMENT 2.0

Being a social media arbitrager means that while you need a basic understanding of social media yourself, you don't necessarily need to have the ability or the time to perform the many and repetitious tasks required. To make a social media arbitrage endeavor take off, you simply have to know how to effectively delegate tasks!

Your primary goal in any career should be to make as much money as you want in a 40 hour week or less. It's been scientifically proven that people who work 40 hours are happier and more productive than those who consistently work overtime, so if you find yourself constantly putting in 50, 60, or 80 hour workweeks, it's time to consider making a few changes.

If you already work in the field of social media, now is a great time to expand your business without adding hours to your work week. If you are stuck in a 9-5 job and are ready for a change, starting an arbitrage business can be your first step towards autonomy.



The golden rules of running your own business boil down to these two:

- 1. If you have more work than you can handle in a 40 hour week, you aren't charging enough and need to raise your hourly rate.*
- 2. Once you hit that 40 hour mark, never do something yourself that you can pay someone less than your hourly rate to do for you.*

In other words, if you are doing social media yourself, it's perfectly fine to take on more than 40 hours of work a week - but anything over 40 hours should be completed by someone other than yourself, at a lower rate than your own so you can turn an extra profit.

If you are new to the social media scene, your goal is for each project you take on to be done by someone else while you profit by being the middle man.

There are two ways this book can help you. If you have already established your own social media consulting business and want to expand into arbitrage, skip down to "**ESTABLISHED MANAGERS**".

If you are just starting to look into providing social media services and want to begin at the arbitrage level, read on!

SOCMED NEWBIES

STARTING A SOCIAL MEDIA ARBITRAGE BUSINESS FROM SCRATCH

You don't necessarily have to be an expert to run an arbitrage business. The basic concept is to find someone who is an expert, buy their services, and provide them to a third party for a higher cost than what you paid. You are simply setting yourself up as a middle man.

This could apply to any business. You could advertise horse training service for \$500 a month, find a trainer willing to do the actual training for \$200 a month, and pocket the difference without knowing anything at all about horses. All you need to now how to do is match services with clients for a profit.

Social media arbitrage works the same way. You find clients who need social media services and are willing to pay \$xx for them. Then you find social media providers willing to do the work for \$yy, and simply pass on the services. The only work you do is managing the project so your client gets what they want on time.

Finding social media jobs you can outsource is easy. There are plenty of great jobs all over the internet, on sites like Elance, Guru, GetAFreelancer, Craigslist, and so on. All you have to do is determine what it will cost to get the work done, and then find providers who can do the work for one quarter to one third of what the client is willing to pay.

Many experts in social media are great at what they do and have built huge networks you can take advantage of. In many cases, these experts don't know how to market their services, and are selling their skills online for a few dollars. They'll be more than happy to complete your social media packages for you cheaply, and you'll probably eventually find some vendors you can work with long term.

The key point to remember when doing social media arbitrage is proper pricing in order to turn a profit. Do some research online to find out what social media experts are willing to sell their services for (more on where to find these experts later), and plan on marking those prices up by 300%. This gives you a decent profit.

For example, if you find a client who needs 100 Facebook Likes, and you find a vendor who can provide 100 Facebook Likes, your goal should be to get the client to pay you \$30 and for you to pay the vendor no more than \$10. Later in this book, we'll cover how to determine what sort of services you should be buying and selling, and how to find dependable vendors to provide those services.

ESTABLISHED MANAGERS

HOW ARBITRAGE INCREASES YOUR PAYCHECK, NOT YOUR WORK WEEK



If you are already an established social media manager, this section of the book shows you why you should start using arbitrage to lighten your personal responsibilities and add money to your weekly paycheck.

Let's assume that all jobs you take on can be completed in one hour, and that you charge a standard hourly rate. If you have 50 jobs at \$20 an hour lined up to do next week, meaning a total of \$1000 income for a 50 hour work-week, that's great - but you could do better.

Start by raising your hourly rate - for example, try charging \$30 an hour instead. Maybe you'll only get 35 jobs next week, but you'll only work 35 hours and you'll still make \$1050 - even more money than when you put in 40 hours a week!

If you still find yourself accepting more work than you can handle in a 40 hour week, and land 45 jobs at \$30 an hour, consider outsourcing some of your work.

You can still do 35 projects in 35 hours and still make \$1050 - while outsourcing the ten extra jobs for \$10 each, meaning you can pocket the extra \$200.

You might have to put in a few hours finding the right contractor, checking over the work to make sure it is properly done, and dealing with your end client, but even then you are looking at a less than 40 hour week - and a \$1250 paycheck.

This is a perfect description of arbitrage - taking on a job at one price, outsourcing the actual work, and pocketing the difference (profit).

If your business continues to grow and you have established some great resources to turn to, you could conceivably end up outsourcing nearly all of your projects - settling into a supervisory position and raking in the profits.

Imagine - if you have 80 jobs a week at \$30 an hour, and you outsource all of them for \$10 each, that's \$800 paid out and \$1600 in your pocket. The only work you have to actually do is contracting the jobs out, tracking the progress, doing quality control, and delivering the completed reports to your happy clients.

If you can keep your management time to 20-30 minutes for each project, your workweek will only be 30-40 hours long and you'll be making a terrific living!

WHAT SOCIAL MEDIA SERVICES ARE APPROPRIATE FOR ARBITRAGE?

Let's look at some of the services you could offer to your clients with the goal of outsourcing and collecting the profits. Keep in mind that you will normally have to pay your contractors on delivery, so collecting from your own clients in advance is a good idea as you'll need some funds available to get the actual work done by third parties.



FACEBOOK

Services you can offer to your social media clients on Facebook include:

- Likes / Fans for the Page itself
- Likes for individual status updates
- Likes for photos
- Comments on updates or photos
- Page set-up / design
- Sharing the Facebook Page on other highly trafficked pages



TWITTER

Services you can offer to your social media clients on Twitter include:

- Twitter followers
- Sponsored Tweets
- Re-Tweets
- Favorites

GOOGLE +

Services you can offer to your social media clients on Google + include:

- Circle Followers
- Content Shares
- Plus Ones in search results

PINTEREST

Services you can offer to your social media clients on Pinterest include:

- Followers
- Re-Pins
- Likes

OTHER SOCIAL SERVICES

Other social services you can offer to your social media clients include:

- Reddit votes
- Digg or StumbleUpon votes
- YouTube likes or subscribers
- Instagram followers
- Pinterest likes and re-pins



THE PROCESS OF ARBITRAGE

1

The first step in doing social media arbitrage is to set up your own accounts on all of the social sites so you can keep an eye on what is going on. If you have a working knowledge of how each platform works, you will be less liable to being scammed. Also, dummy accounts can be useful for test driving potential workers.

2

The second step is to set up a dedicated email address that is not associated with your name or brand to use when purchasing services (this keeps confidentiality intact for both you and your clients.)

3

The third step is to look at some of the services that are offered out there on the web, and figure out what kinds of packages you should offer your own clients. There are a variety of job boards which both offer specific services for a set price or where you can post your jobs and receive bids on the work.

4

The fourth step is to determine a time frame for delivery to your own clients that builds in a grace period for quality control. You are relinquishing some measure of control when you outsource, and when you are starting out you should in fact purchase a few services for yourself before putting your trust in a third party.

After all, your client assumes you are providing the services yourself, and you never want to deliver something that is sub-par for fear of damaging your reputation as a professional social media manager.

5

The fifth step is doing the actual QC check and delivering a report to your client. If you do each step properly, your clients will be happy and will never know you aren't personally performing all of the work yourself.

TYPES OF PACKAGES YOU CAN OFFER

The types of packages you can present to your clients are limitless. If you don't find exactly what you need being offered, you can always post a job and let providers bid on it.

However, if you have an idea of the types of packages already out there, you can cut down on the posting, bidding and selection process and just grab pre-made packages to pass on to your clients.

Here is a (by no means complete) list of packages you are likely to find being offered very cheaply online:

500 Facebook Likes

Facebook Business Page Design

Facebook Timeline Cover Design

50 Facebook Comments

500 Twitter Followers

50 Google Circles Followers

100 Twitter re-Tweets

Tweet out to 12,000 Followers

Twitter Background Creation

50 Pinterest Re-Pins

50 Pinterest Likes

50 Reddit up-votes

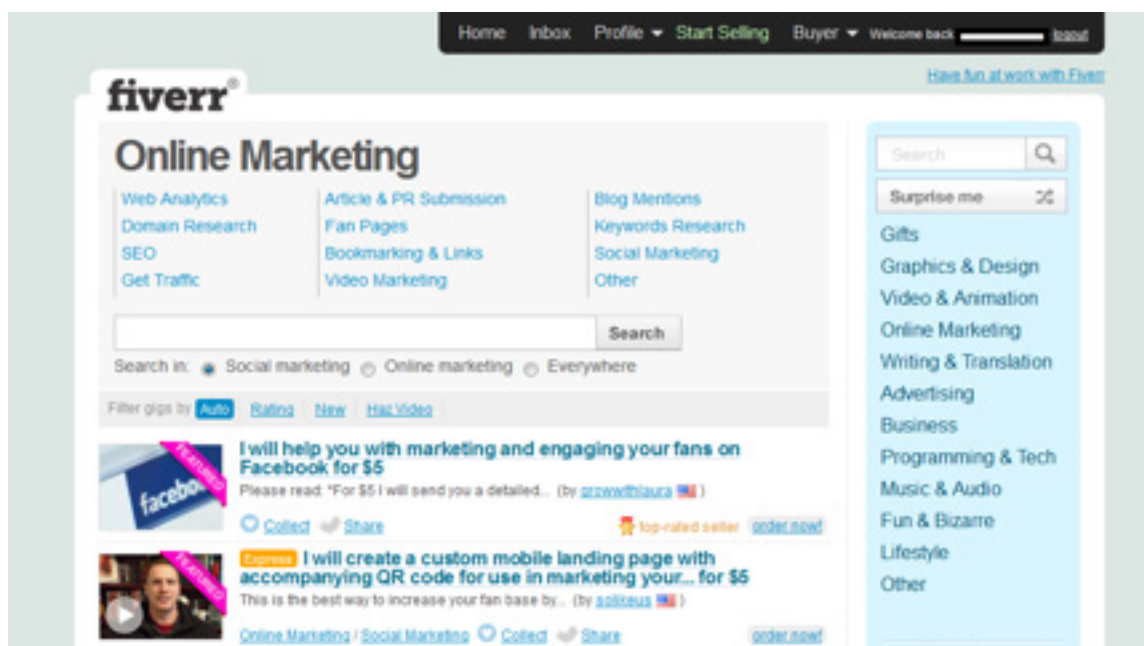
25 StumbleUpon votes

This is just a small taste of the different types of services you might want to offer to your clients. You can adapt and tailor your services to specific client demands, as well.

WHERE TO FIND VENDORS

The easiest sites to find vendors on to use for arbitrage are the fixed price sites. The best of these include (but are not limited to):

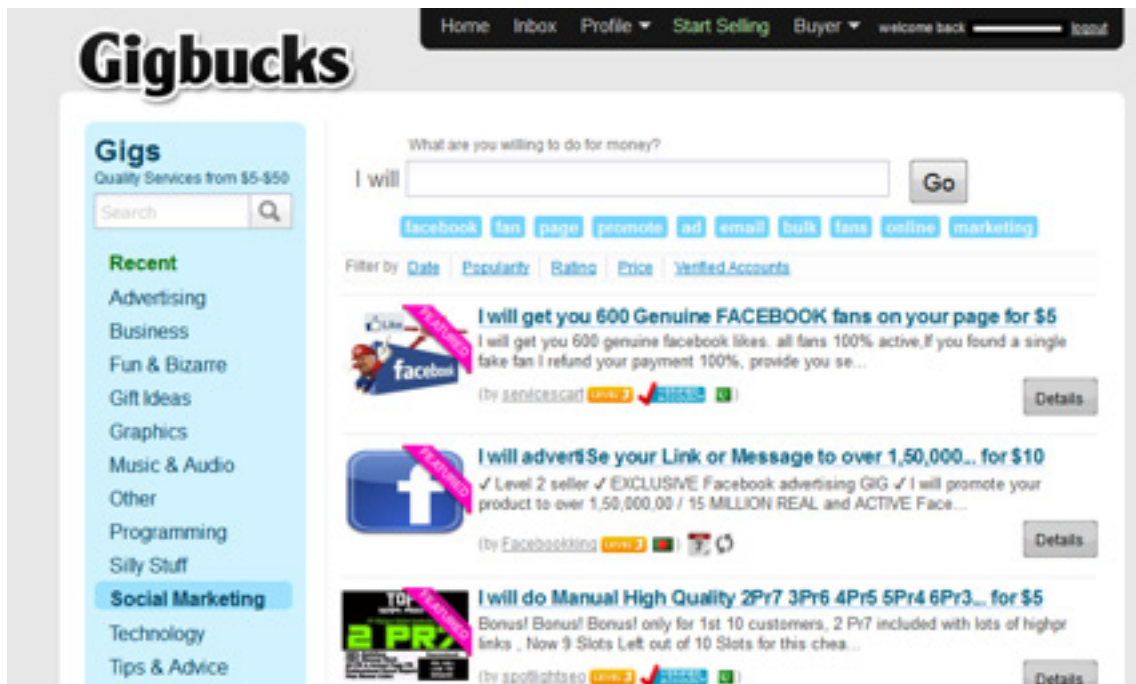
[Fiverr.com](https://www.fiverr.com) is a site where freelancers offer their services for \$5. Here's a look at the Fiverr website:



To use Fiverr, follow these steps:

- ▶ Create an account. You will need an email, a username and a password.
- ▶ Find the category of service you want to buy. For social media services, hover over “Online Marketing” on the right and select “Social Marketing”.
- ▶ Click on “Filter gigs by Rating”. Look for the service you want to provide your clients, and providers who have “Top-rated Seller” next to their name.
- ▶ If you don't see a top-rated seller who is offering what you need, click on individual contractors' listings to see their satisfaction rating and how long they have been on Fiverr, as well as their queue and delivery times.
- ▶ When you click “Order now”, you will be taken to PayPal to complete the transaction. You can activate “DamnQuickPay” so you can skip this step in the future - ever time you click “order now” Paypal will automatically send \$5 to Fiverr.

GigBucks.com is a very similar site with most offerings at \$5 or \$10 (although the pricing does go all the way up to \$50.) Here's a look at the GigBucks website:



To use GigBucks, follow these steps:

- ▶ Create an account. You will need an email, a username and a password.
- ▶ Find the category of service you want to buy. For social media services, select “Social Marketing” on the left.
- ▶ Click on “Filter by Rating”. Look for the service you want to provide your clients, and providers who have “Level 3, verified account” next to their name.
- ▶ If you don't see a level 3 provider with a verified account offering what you need, click on individual contractors' listings to see their satisfaction rating, feedback, delivery estimate and how long they have been on GigBucks.
- ▶ When you click “Order now”, you have the option of paying using PayPal or Payza.

Zeerk.com is another site offering services for \$2 - \$100. Here's a look at the Zeerk website:



To use Zeerk follow these steps:

- ▶ Create an account. You will need an email, and a username; they will email you a verification and a password (which you should change as soon as you log in for the first time).
- ▶ Find the category of service you want to buy. For social media services, select “Social Marketing” on the right.
- ▶ Click on “Filter by Rating”. Look for the service you want to provide your clients.
- ▶ Click on individual contractors’ listings to see their seller rating, feedback, queue, delivery estimate and how long they have been on Zeerk.
- ▶ When you click “Purchase now”, you have the option of paying using PayPal.

[TaskArmy](#) is another outsourcing site with prices from \$5 and up. It's search function is very easy to use as you can designate specific platforms. Here's a look at the site:

To use TaskArmy follow these steps:

- ▶ Create an account. You will need an email, a username and a password.
- ▶ Find the category of service you want to buy. You can browse categories on the right, or use the search function for “Facebook” or “Twitter”.
- ▶ Click on various marketers to see their feedback, deliverables, associated services, and contact details.
- ▶ You can contact marketers for additional information.
- ▶ When you click “Order now”, you have the option of paying using PayPal.

SOME OTHER SITES YOU MAY FIND USEFUL INCLUDE:

[GigMe5.com](#) is a site that is basically a Fiverr clone. The process for signing up, searching and shopping is nearly identical, so follow the steps for Fiverr above.

[Dollar3](#) lets you outsource jobs for amounts ranging from \$3 - \$90, but otherwise is almost identical to Fiverr and GigMe5. Follow the Fiverr steps to use the site.

[JustAFive](#) is yet another Fiverr clone site that has offerings priced at \$5, \$10, and \$20. Follow the Fiverr steps above to create an account and buy services.

[Tenrr](#) is a GigBucks style site, with work provided at prices ranging from \$1 to \$10. Follow the steps above for GigBucks to sign up and start outsourcing!

All of these sites also allow you to post jobs and ask for responses, so if you need a customized package to match what you are offering you clients, just post the request and watch providers fall all over themselves to fulfill it.

Other sites where you can get things done cheaply include the freelance marketplaces and classifieds like Craigslist, Odesk, etc. However, it is usually a bad idea to post a job you are outsourcing on the same site you yourself received the job from, so keep that in mind!

SPECIALIZED SOCIAL MEDIA OUTSOURCING

There are several sites dedicated to specific platforms where you can outsource social media jobs and get fairly detailed reports back. These may be a good choice if you have clients who require more sophisticated services and who are willing to pay higher prices.

[Plus1Followers](#) sells Google Plus Ones, Google Circle Followers, and Google Plus Shares. Pricing runs:

- \$15 for 100 Google Plus Followers
- \$19 for 100 Plus Ones or Shares

[PurchaseFacebookLikes](#) sells Facebook Likes and Comments. The pricing is a bit steeper than on Fiverr:

- \$50 for 1000 Real Facebook Likes
- \$49 for 50 Facebook Comments

[BuyTwitterServices](#) sells Twitter Followers and Re-Tweets. Pricing starts at:

- \$15 for 1000 Twitter Followers
- \$45 for 300 Re-Tweets

Similar sites exist where you can buy Pinterest Likes and Pins, Digg or StumbleUpon Votes, Reddit up-votes, YouTube Likes or Subscribers, and Instagram, Delicious or Tumblr services.

PRICING YOUR OUTSOURCED JOBS

There are two ways of going about pricing your social media management services. The first is to set your pricing then look for packages that permit you a decent profit margin. The second is to see what preset packages are available, and then add them into your own portfolio of offerings at a mark-up.

The best price point for the services you sell is approximately three times what your vendors are charging - in other words, take what you are paying out and triple it. This gives you a bit of a cushion - and, if you manage your own time right, puts double your own hourly rate in your pocket.

The important thing to remember about arbitrage is that it is all about the profit margin. You must always factor in the time you are spending doing project management and quality control. If you outsource a \$30 an hour job for \$10 but then you have to spend 45 minutes fixing mistakes and doing paperwork associated with the project, you just shot yourself in the foot.

Ideally, if you charge \$30 for a project that takes you an hour, you should pay someone else to do it for \$10. If you can spend no more than 20 minutes managing the project, the \$20 you keep for yourself then translates into \$60 an hour. See how that works?



BREAKDOWN OF HOW ARBITRAGE CAN DOUBLE YOUR TAKE HOME PAY:

DOING ALL THE WORK YOURSELF AS A SOCIAL MEDIA MANAGER:

- ✓ You get a single one hour job at \$30 - total: \$30
- ✓ You spend one hour actually doing the job: you just made \$30.

OR

DOING SOCIAL MEDIA ARBITRAGE:

- ✓ You get three one hour jobs at \$30 each - total: \$90
- ✓ You outsource the three jobs for \$10 each - total: \$30
- ✓ You keep the remaining \$20 per job - total: \$60
- ✓ You spend one hour managing all three jobs - you just made \$60!

Do you see why social media arbitrage is such an appealing idea? You can double your income without doubling your workload!

MANAGING YOUR OUTSOURCED JOBS

One of the things you have to remember when outsourcing is that sometimes things will go wrong with your contractor, and delivery can be delayed. Making sure you don't miss your own deadlines means being generous with your own time schedule, and having back-up plans in place.

This is particularly important when you are starting out and you don't yet have specific providers working for you that you know you can trust. Once you have been outsourcing for a while, and have dedicated vendors who consistently provide what you need on time every time, you can accept jobs that have a tighter time frame.

To start, if you can possibly give yourself a month's deadline with your own clients, that would be ideal. You can probably manage with 14 days, however, if you carefully choose your vendor.

SELECTING THE RIGHT VENDOR

Once you have sold your client on a package, it's time to choose a provider. If you are using sites like Fiverr or GigBucks, follow the directions given earlier to screen potential contractors. Don't put your faith in a brand new sign ups with no feedback or rating.

Even with verified contractors with plenty of good feedback, check to see if all the feedback comes from only one or two people. If someone has received 25 comments and they all come from the same three people, odds are they aren't solid recommendations.

Also, don't go for the biggest possible numbers for the price. If someone is offering 5,000 Twitter Followers for \$5, odds are many of the accounts come from "bot" networks and are pretty much worthless. Look for offerings that include the words "real", "active", and "photo", and offer hundreds rather than thousands of followers. The same holds true for Facebook.

Remember to check the queue and delivery estimates. If someone has a delivery time of 10 days and there are 30 people in queue, they may be too busy to take on more work.

If at all possible, test drive potential vendors on a few of your own dummy accounts first. This way if you unhappily run across someone using less than admirable tactics your client won't be the one getting suspended or banned from their social networks.

Having several vendors who do good work also gives you a “Plan B” for when something goes wrong. Vendors are people with lives just like you, and sometimes sickness, an accident or a family situation can keep deadlines from being met.

If a provider misses a deadline, you can simply contact the next one on your “approved” list and make sure the work is done in time to meet your own deadline.

As mentioned earlier, try not to spend more than one third of your own price on outsourcing, and no more than one third of the time it would take to do the entire job yourself. This gives you a comfortable profit margin.

QUALITY CONTROL

Be prepared to do a quick review of the work and some quality control. It may not be necessary, but in some cases you might need to spend a little time scrolling through a page of new Twitter followers to make sure there isn't anything that would ring a bad note with your client.

Some examples of this would be scantily clad women following a church based account, or competitors following a product based account. You never want to get in trouble with your client for actions taken under your supervision.

Pay your vendors either in advance or promptly upon completion of each job. Don't try the “I'll pay you as soon as my client pays me” line - it's not their problem to worry about your cash flow. Your agreement with your own clients should really be “pay in advance” anyway.

If possible, select providers who will supply you with a report of the services they gave you. In many cases, you can revise this report, brand it, and deliver it to your clients. If not, have a system in place for maintaining accountability. It's your job to know what is going on with each client's accounts.

Track who is doing what for which client scrupulously. The best way to do this is with a spreadsheet that lists each client, the services being provided, the vendor providing the services, the deadline for the vendor's delivery to you, and the deadline for your delivery to the client.

ETHICAL CONCERNS WITH ARBITRAGE

Some people have objections to social media consultants who practice arbitrage, but this method can actually deliver the best results for the end client. Here are some ways arbitrage helps your customers:

ACCESS TO BIGGER NETWORKS. While it is always a good idea to build your own social networks as large as you can, you can't spend all of your time networking and besides it can take several years to build a truly huge network. However, there are plenty of people out there who have been building their Facebook and Twitter accounts for years, and they are often the people you see on sites like Fiverr offering the use of their own communities. By tapping into their networks, they can quickly get you the followers and likes you need. For example, if someone has 60,000 Twitter followers and names your client on #FollowFriday, it's not a great stretch of the imagination to think that a few hundred or a few thousand will do as requested!

FASTER RESULTS. While you can probably get the likes and followers needed over time with lots of hard work and campaigning, that doesn't help when you have a client who wants 400 likes "yesterday". Again, access to the larger networks means likes can be bled in over the course of a few days, bumping your clients' visibility and making them happy. Happy clients mean a happy YOU.

NICHE LIKES AND FOLLOWERS. Another possible benefit is being able to customize networks by posting specific needs on the sites mentioned in this guide. For example, if you have a client in the furniture and interior décor industry and want to boost their Facebook Page with relevant followers, you could post asking for "50 Facebook followers needed in the interior design niche". This is a reasonable number of Likes and there are plenty of people out there who have built up niche specific networks.

POTENTIAL OVER-DELIVERY. If you promise a client at least 400 Likes and they end up with 600, who do you think they will recommend to their friends and colleagues? Who do you think they will contact next time they need a boost? That's right - under promising and over delivering can be word of mouth gold.

As long as you aren't deliberately deceiving your clients by promising them specifically that you will manually be doing all of the work on their account, you shouldn't feel bad about engaging in social media arbitrage. You are simply making use of the best tools at your disposal to ensure the best possible results for your clients.

ARE YOU READY? HERE'S YOUR SOCIAL MEDIA ARBITRAGE CHECKLIST:



It's time to make sure that social media arbitrage is something you are ready for.

FOR CURRENT SOCIAL MEDIA MANAGERS:

Do you have more work than you can handle alone?

If your answer is yes, outsourcing might be a good plan. However, you need to be charging enough to afford to outsource, which brings us to question # 2:

Is your pricing model high enough to support outsourcing?

Remember, you need to be charging about three times what the actual outsourcing will cost you to ensure you are making a good hourly wage. After all, outsourcing doesn't mean you spend zero time working - it just means your work will consist of managing projects instead of actually doing them yourself.

Do you work 40 hours or more per week?

If you are working less than 30 hours a week already, outsourcing is unlikely to increase your income significantly enough to make it worth your while. However, if you are at or over 40 hours a week, and can outsource for less per hour than your own standard rate, arbitrage is probably a great solution.



FOR THOSE LOOKING TO DO ARBITRAGE ONLY:

If you don't currently do social media management, and simply want to do arbitrage from the start, do you have good management skills?

Being an arbitrager doesn't demand that you know how to actually do all the services you offer, but it does demand that you be able to supervise effectively. You have to be firm about deadlines with vendors, and able to market services effectively to clients!

Are your clients willing to pay extra for premium services?

If so, you can also consider arbitraging some of the more sophisticated social services out there - basically repackaging and reselling their existing offerings. The advantage to doing this is that you are less likely to be "stood up" by a vendor, which can be worth the extra cost if your own pricing can take the hit.

Are you able to stay organized and on top of multiple accounts?

Social media arbitrage only works if you are capable of keeping your eye on the ball and dealing with multiple vendors and clients to make sure deadlines are met and quality is assured. Remember, everything that is done for your client under your name will reflect on you - you can't exactly come back later and say "Oops, I'm sorry, the third party I hired to create your Facebook Timeline Design stole the images from someone else who is now suing you..."

TIPS FOR SOCIAL MEDIA ARBITRAGE NEWCOMERS

When you are new to the world of social media services, finding the right clients can seem like the hardest part of starting an arbitrage business. Here's four quick tips on how to land those all important first clients.

- 1 OFFER DISCOUNTS FOR YOUR FIRST CLIENTS.** Be willing to “flip” services cheaply for your first few customers! If this means only charge \$20 and paying out \$10 for a quick job, it can be worth it to get your foot in the door.
- 2 THINK OUTSIDE THE BOX.** Don't restrict yourself to the big freelance sites when looking for customers; check online classified want ads and Craigslist, and even troll Facebook looking at Business Pages with lots of activity but low Follower numbers and offer to get them a bunch of Likes for their page.
- 3 BUDGET YOUR TIME.** The whole point of arbitrage is getting others to do the work while you pocket the money for being the middle man. If you spend six hours managing a job that you are only making a \$40 profit on, you just turned your hourly wage into minimum wage. Where's the fun in that?
- 4 DON'T PUT ALL YOUR EGGS IN ONE BASKET.** Find at least three different vendors you can trust for each platform. That way if something happens to one of them, you have a backup in place. Nothing is worse than missing deadlines because your “Facebook expert” got in a car accident or your “Twitter guru” caught the flu.

ESTABLISHED SOCMED MANAGERS:

MAKING THE TRANSITION TO ARBITRAGE

For those of you coming to arbitrage from the standpoint of already being a social media manager, here's the step by step arbitrage system you can put into practice to start growing an already established social media management business past what you can personally accomplish in a 40 hour week, with the ultimate goal of transitioning to a full time arbitrager:

- 1 START SMALL.** It's going to take time to perfect your system, so don't plan on going from 30 jobs a week to 60 in one month. Dip your toe in the water by trying out a few sites, packages and vendors on your own accounts at first. When you feel you've found a good vendor or two, select a client to try the service out on. This can be a new client for whom you can pitch just the right sort of package, or an existing one you want to try and over deliver for. If everything goes well, add another client, then another. This will give you time to solidify your relationships with vendors and to work out any kinks in your system.
- 2 CHARGE MORE.** Gradually raise your pricing until all of your new clients are paying enough to support your plan of outsourcing their social media. Once again, if you pay \$10 for someone else to do it for you, you should be charging your end client at least \$30. Remember, if you are glued to your desk more than 40 hours a week, it's a sure sign that you aren't charging enough. 20 well paying gigs beats out 40 low paying ones any day!
- 3 WORK SMART.** Keep timesheets for each client, or invest in a time tracker app that lets you follow how many minutes you devote to each client. Remember, if you are spending more than a third of the time you would spend to do the job yourself, you are doing arbitrage wrong. Figure out ways to shave minutes off of each project by creating branded report templates, so you can simply transfer the data collected and forward it to your client. Streamline your use of the job sites by setting aside time to do all of your job assignments at once, and use calendar alerts to track deadlines so you aren't caught scrambling if something goes wrong.
- 4 KEEP GROWING.** Once you start using social media arbitrage to run your business, the sky is the limit. When you reach the limit of projects you can supervise in 40 hours a week, outsource the project management to a virtual assistant and keep taking on more jobs at higher rates. Make sure to track your expenses so you can benefit from tax breaks!

CONCLUSION

Social media arbitrage is a great way of increasing your income from social media jobs. To make the best success of it, you need a good sense of organization, attention to detail, and the ability to sell packages to a wide variety of industries.

Arbitrage is a great way to get your clients exposure on larger networks than you alone can provide, and you can get extremely fast results in a short period of time.

Best of all, if you use arbitrage to kick-start relationships with new clients by under-promising and over-delivering, it will be that much easier to convince them to sign up with you for ongoing Facebook Page management, Twitter account handling and all of their other social media needs - which can still be outsourced using the arbitrage system!

Repeat clients are the best; word of mouth clients are next, and you can secure both by using social media arbitrage to deliver amazing results time after time. In addition, you can build valuable relationships with your chosen vendors, making it easy to customize packages for special clients and to offer niche social services that your competition won't be able to match.

Work smart, not hard. Arbitrage is the best way to cut down stress over finances, by shortening your work week and bulking up your paycheck. While this model can be applied to almost any career choice, it is specially suited to the social media world, where there are hundreds of opportunities to tap into other people's networks and take advantage of them!

Don't hesitate to start applying the methods of arbitrage as a social media consultant. By this time next year, you could have doubled your income as well as your leisure time to enjoy it!