

Dear [FIRST NAME],

Do you remember the first time you heard about the mysterious world of “outsourcing?”

I do. It was 1991 and I was the first technical hire (third hire total) at a brand new startup company. I remember strolling into work my first day thinking my job was pretty straightforward—hire a team to develop a software product from scratch. Simple.

Nope! Not even close.

Turns out the CEO wanted me to manage the *outsourcing* of the software development.

“Out-what?” I asked.

He wanted me to manage a small custom software development firm in Oregon as they created version 1.0 of our software.

“But I want to write code!” I told the CEO.

He replied, “**Do you want to write code, or do you want to be a millionaire?**”

It seemed like a tough choice at first...until, that is, I saw the incredible opportunity outsourcing presented.

In the end **our outsourcing efforts helped this little start-up successfully go public in 1996 then get acquired at the height of the stock market in 2000 for \$9 billion.**

So what does all this have to do with you? Everything.

You see outsourcing doesn't have to be as dangerous, costly or unpredictable as most software development companies make it out to be...*if* you have the right tools.

Lucky for you I've already given you three of them in the form of **\$67 worth of free downloads**. If you haven't had the time to look through them yet or don't know where they are, don't worry. I've included them again in this e-mail.

[\[INSERT LINK HERE\]](#)

And just in case all this information is a bit overwhelming, let me suggest you start with a 3-minute commitment to reading the Global Outsourcing Guide. It's a **fast and comprehensive synopsis of what your options are and what to look for before you begin offshore outsourcing**.

Or, if you've already consumed every morsel of your freebies, **[click here](#) to get your complete guide to safe, economical and efficient outsourcing**.

Best,

Steve Mezak
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