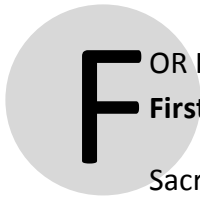


Press Release



FOR IMMEDIATE RELEASE

First Freelance Job Site Paperback Hits the Market

Sacramento, California (August 22, 2009) - The first paperback book about any freelance job site hit the market today. The book is set to be available through Amazon.com in within 6 – 8 weeks and it focuses on one of the largest freelance job sites on the Internet: RentACoder.com.

"It's a user guide for new buyers and it incorporates RentACoder's new technologies with time-tested outsourcing traditions," said Nicole Miller, author of "Outsourcing Through RentACoder." "We wrote the book not only to help improve the quality of working relationships coming through the site, but also to put RentACoder in the forefront of the freelance job site book war. That, and the fact that we're total fans of the site."

The 7.44" x 9.68" book is 418 pages, fully illustrated, and filled with online outsourcing know-how, checklists, worksheets, and more. It also introduces an outsourcing roadmap exclusive to the RentACoder website.

Asked why write a book about RentACoder, the author said, "There probably couldn't be a more appropriate time to disseminate the book's economic solutions. I mean, yeah, it's a book about outsourcing and it's a book about RentACoder. But it's also a book about saving the economy. RentACoder isn't just a freelance job site. It's a venue where American employers can hire out work right here in the US too. And we explained why employers need to do that and then we show them how right in the book."

Ian Ippolito, CEO of RentACoder.com calls the book, "required reading," and while Ian doesn't directly endorse the book, he describes the text as "a thorough and approachable way for newcomers to meet their objectives successfully, safely and efficiently." The book introduces the RentACoder company to new users and it also delivers several chapters explaining how to bring the website's contractors into the physical workplace.

"With so many people getting laid off or outright fired," Nicole continued, "we know from personal experience that secretaries and receptionists everywhere have to pick up the extra work left behind. These people need help and they need it in a way that

management approves of. So we show them how to get that approval in the book as well.”

Since outsourcing has always been a controversial subject in the American workforce, the author contends the book doesn’t contribute to existing conflicts. “Actually the book additionally explains how companies can save IT jobs and keep workers employed. But it takes an alternative approach that requires some non-traditional solutions. And I really can’t think of a better site to manage those solutions than RentACoder.”

Nicole Miller is an outsourcing solutions provider freelancing through the RentACoder website for new and/or intermediate Internet-based B2B markets. To find out more, visit <http://www.outsource2documaker.com/2009/08/outsourcing-through-rentacoder.html>.

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(253) 595-0700

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Cover Letter



<http://www.outsource2documaker.com> | documaker@aol.com

Sacramento, CA 95822

August 27, 2009

To Whom It May Concern

Please allow me to introduce myself. My name is Nicole Miller and I'm writing in regards to the news about pending job cuts. Although I have no affiliation with the companies contemplating these job cuts, I'm deeply concerned about the potential loss. As you already know, our economy is under dire stress. If there were any way I could play a part in its recovery, I would. And that's why I've written you.

I am a freelance writer, artist, and software programmer securing work through a company named RentACoder – an online marketplace where people who need work process fulfillment can employ independent contractors in a safe and business-friendly environment.

I'm encouraging as many companies as I can to consider moving their information technology workforce to RentACoder and hire their present employees as independent contractors. I'm confident that this move will prevent pending job losses and save tons of money in employee maintenance costs as a result. I don't know how much each individual employee costs are, but industry standards indicate savings through such a move are generally around 25% – 30% per employee.

This is because contractors working through RentACoder are responsible for their own taxes, insurance costs, 401K plans, and all other expenses associated with employee maintenance including overhead.

We're facing rather interesting times, and interesting times demand interesting solutions. I believe RentACoder is one of those interesting solutions. By lowering employee costs, companies may be able to save jobs or at least reduce the number of employees that require terminating.

If you'd like to discuss this with me personally, you can email me at documaker@aol.com. I've worked through this resource for 4 years now and can answer all of your basic questions.

Sincerely,

Nicole Miller

<http://www.outsource2documaker.com>

Book Jacket

Outsourcing can be an incredible way to maximize your business potential and personal goals. Let "Outsourcing through RentACoder show you how..."

Required reading for anyone who is considering taking the plunge into outsourcing, or is currently outsourcing and would like to improve their results.

Ian Ippolito
CEO of Rent a Coder

Outsourcing^{through} RentACoder

How Software Gets Done



- Extensive step-by-step guide on how to get started in online outsourcing.
- Featuring the most trusted outsourcing resource on the Internet: RentACoder
- Contains industry relevant checklists, worksheets, tips, advice, and more.
- Includes tasks, samples, tables and Outsourcing Through RentACoder Roadmap.
- Fit for online entrepreneurs, CEOs, middle-management and even the desk secretary.
- Bonus material: Save the Economy - Hire USA!

By Nicole Miller

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Excerpt

About Outsourcing through RentACoder

Are you interested in outsourcing your workload? Are you interested in outsourcing your workload *online*? Presented from a freelancer's point of view, this book provides information you need to get started in *online* outsourcing.

It doesn't contain any hype or misleading information. It instead, contains a no-bones-about-it approach to outsourcing your workload through one of the most trusted resources on the Internet: "RentACoder."

The content within forms the guidelines and formulas that have seemingly worked for the buyers who've hired us in the past, and the buyers who continue to bring us new and exciting projects today.

We decided to publish this information in an effort to answer some hard questions about what exactly it is we do, and to additionally help others discover what outsourcing through RentACoder means, what it looks like, and how it works.

We also hope this book will inspire others to use online outsourcing responsibly. All too often, we witness the misinterpretation (and even abuse) of this particular tool. Thus it's our sincerest hope that online marketers read the book, follow its suggestions, and essentially do their part to improve the quality of online productivity that we all seek.

Who This Book is For

Outsourcing is a huge industry employed by all sorts of businesses. Multi-billionaire corporations outsource, small private banking institutions outsource, even local grocery shops outsource. For this reason, we decided to write this book for two specific types of people.

The first type is the young aspiring marketing manager who's bursting at the seams with big money saving ideas. She works for a nation-wide machinery company that sells engineering systems to the likes of Miyano, Tsumami, and Zeiss. As part of a middle-management team, this employee wants to know how outsourcing can close large spending gaps and prevent the loss of company jobs.

The second type is the mature Internet entrepreneur who wants to turn his starter website into a Google AdSense empire. He's well aware of how affiliate sales work, but he wants to know how outsourcing is applicable to his type of entrepreneurship and

business experience.

Both types mingle with and influence a larger spectrum of individuals and we're happy to speak to all of them. If you fall within this spectrum, you'll find the information inside applicable to your current goals as well.

So sit back and relax. There's a lot to absorb. You won't read all this stuff in one day. It's over 400 pages for Pete's sake!! Get out the yellow highlighter, and get ready to take some notes.

What You Need and What to Expect

What to Expect (First)

If you're reading this, we assume you have a fair inkling about what outsourcing is, but you're not familiar with the specifics. Maybe you want to make sure it's a feasible move before you try it for your own business... Maybe you want to discover how to decrease expenses and increase your bottom line... Maybe you wish you just had an extra pair of hands... And maybe you want to know how to outsource *online*.

Whatever your reason is, we're quite confident that you'll get the answers to your questions right here. This book will help you not only avoid critical mistakes, it will also help you use RentACoder to your advantage. It will show you how to manage outsourcing projects, work with legally enforceable contracts, and reduce risks.

Perhaps most importantly, it will show you how to outsource responsibly.

What You Need (Second)

Working as a RentACoder contractor, we find our clients range from the single entrepreneur to the 10 – 100 people-sized business, which only exemplifies the rapid growth of online outsourcing. We know from firsthand experience you do NOT need to be a Fortune 500 company to take advantage of online outsourcing. You just need this book!

Well... you need *that* and Adobe's Acrobat Reader, and Microsoft's Excel, Word, and Windows. Some of the free outsourcing tools we provide need that stuff to run. If you don't use any of those products, send us an email and we'll try to provide the same tools in a format you can use. Except for Mac. We can't do Mac. I wish we could... but we can't.



You can alternatively download software that will make the tools accessible. We recommend Microsoft's Word Viewer and Excel Viewer. Get both of these programs at <http://office.microsoft.com>. Download Adobe's Acrobat Reader at <http://get.adobe.com/reader/>. Then check off this task from the

RentACoder Roadmap on page 13.

Book Layout

The first half of this book introduces the outsourcing industry as a whole. Most of its information is common knowledge among management and those who've burned the midnight oil searching for ways to get a lot of stuff done with minimal effort. You may have even heard of outsourcing as "delegation," the "4-Hour Work Week," "lean management," "contracting out," or simply "passing the buck."

Whatever form of outsourcing you're familiar with, we recapped it all in the first half of this book. We also pointed out how RentACoder makes outsourcing *online* not only easy, but just down-right sensible as well. If you're already familiar with outsourcing (*ad nauseum*) and you just want to access the RentACoder nuggets right away, you can jump straight to the second half of the book.

The second half focuses on Rentacoder exclusively. It is through this resource (<http://www.rentacoder.com>) that we gained a tremendous amount of online outsourcing knowledge, and it is this resource we intend to use as a vast pool of real world outsourcing examples.

Biography

Nicole Miller is a fine artist, writer, computer programmer, and home educator in California, USA. Her award-winning, published artwork has shown in nationally distributed magazines and art galleries across the country, on PBS, as well as in the St. Louis Art Museum. In 2005, Nicole earned BrainBench and ExpertRating certification in HTML 4.1, SEO, E-Commerce, Microsoft DOS, and a number of Computer-Related Office Skills.

Her expertise therefore lays in Windows software development, HTML & JavaScript programming & design, documentation / writing - content writing, ghost writing, website design - search engine positioning - promotion - site maintenance, and fine art/illustration.

As a member of the Association of Shareware Professionals, she is the programmer behind several award-winning software applications: The DrillBit Machine, AOL Schmoozes Chat Scheduler, TypoTest, Project Pacer, Talk Radio Tour, AIM Logger 59, PT DocuMaker, My CopyWriter, and more.

She is also the author of the widely distributed e-book, "SEO Article Marketing For Newbies" and a prolific communicator, having authored over 1,000 articles on an incredibly wide range of topics.

Today, Nicole is a Top RentACoder Certified Expert -- proud to have received over 20 awards in recognition of quality content and products available from over 10,500 websites around the world.

Resume

Nicole Miller is an ExpertRating certified outsourcing solutions provider for new and/or intermediate Internet-based B2B markets. Located in the United States, she is ranked #130 (higher than 99.95% of our peers) out of almost 240,000.

In addition, Nicole is a member of Exhedra Solutions' Rentacoder (2005- 2008), the Association of Shareware Professionals (ASP, 2005-2009), and the Educational Software Cooperative (2005-2006). Through association with these organizations and more, she is legally indentured to provide the outsourcing community with quality products and services.

Certifications

- **Computer Certification**
 - ExpertRating HTML 4.1
 - ExpertRating SEO Skills
 - ExpertRating E-Commerce
 - ExpertRating Microsoft DOS
 - ExpertRating Computer Skills
- **Literacy Certification**
 - ExpertRating English Spelling
 - ExpertRating Sentence Structure
 - ExpertRating Office Skills

Formal Education

- o Horton Watkins High School, 1985
- o Forest Park Community College, Fine Art, 1991
- o Meramec Community College, Fine Art, 1992

Work Experience

1998 - 1999 Data Entry

St. Louis, MO

Responsibilities included entering income tax preparations and related information into national database.

1999 - 2000 Substitute Computer Teacher

St. Louis, MO

Responsibilities included designing curriculum for K-8th grade students, instructing students in computer application, use, and maintenance; desktop publishing; word processing; databases; networking and web page design.

1997 - 2005 Web Master

Sacramento, CA

Responsibilities included setting up, maintaining, marketing and operating various websites.

2005 - 2009 Rent-A-Coder

Internet

Responsibilities include researching various topics; writing 400-600 word articles; editing for grammar, spelling, and fluency; making sure articles contain a 5%-10% keyword depth. Windows software development for various projects.

Computer Languages

- o BASIC
- o Visual BASIC
- o Javascript
- o AutoIT
- o PHP

Writing Projects

- o SEO Article Writing For Newbies
- o Outsourcing Through RentACoder

Software Projects

- o Project Pacer (WIN)
- o PT DocuMaker (WIN)
- o DocuMaker's TypoTest (WIN)
- o DrillBits Machine Quiz Tool: (MS-DOS/WIN)
- o My Copywriter (WIN)
- o Meta Tag SEO (WIN)
- o Essential Outsourcing Series
- o Competitive Intelligence Tool
- o NewDatabases

Miscellaneous

- o Transcripts available.
- o Personal references available at request.
- o Source Code available upon non-disclosure agreement.

Photo



Publications

- **Outsourcing Through RentACoder**
- SEO Article Writing For Newbies
- Getting Creative About Software Purchases
- What's in That Software Agreement
- Firewall Software – What You Need To Know
- Antivirus Software – What You Need To Know
- Anti-Virus Software – What You Need To Know
- The Windows Registry – What You Need To Know
- PC Error Messages – What You Need To Know
- Anti-Adware Software – What You Need To Know
- FTP Software – What You Need To Know
- Enjoying a Secure PC Environment
- Why Vista is No More Than Server Software and Scripts
- Learning More About Threats
- Safely Downloading and Installing Programs
- Data Recovery FAQ
- Web Development
- Web Design
- E-commerce Solutions
- Privacy Control - Product Review
- E-commerce Software
- Adware, Spyware & Windows Registry
- Web Traffic Analysis
- Website Creation and Promotion
- PLR Ebook
- E-Mail Marketing Fundamentals
- Google Analytics Reports
- Getting Started in Advertising

Ian Ippolito
CEO of Rent a Coder

Suggested Interview Questions and Answers

What is this book about?

Who is this book going to benefit?

Why was it written?

What is your relationship with RentACoder?

Why does being a freelancer qualify you as an outsourcing expert?

What prompted you to freelance?

Why RentACoder and not, say, Odesk, Elance, or any of the other freelance job sites out there?

What about all the criticisms surrounding outsourcing and RentACoder in particular?

What aspects of outsourcing does the book help people with?

How is the book set up? In other words, how much of the stuff in the book is applicable to the outsourcing industry and how much is specific to RentACoder?

What about management and employees bringing RentACoder into the work place? What's up with that? Isn't that like some kind of oxymoron because you're talking about outsourcing and employment. Isn't that contradictory?

So let's say I'm interested in outsourcing a few jobs I don't want to do or I just don't know how to do. How does your book help me with the process?

What about the companies you've approached with your book's idea. How many have you contacted and what has been the response so far?

What's the one thing you want your readers to learn after reading the book?

Tour Schedule

List of Interviews

[TBD]

Book Signings

[TBD]

Speaking Engagements

[TBD]

Contact Information



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