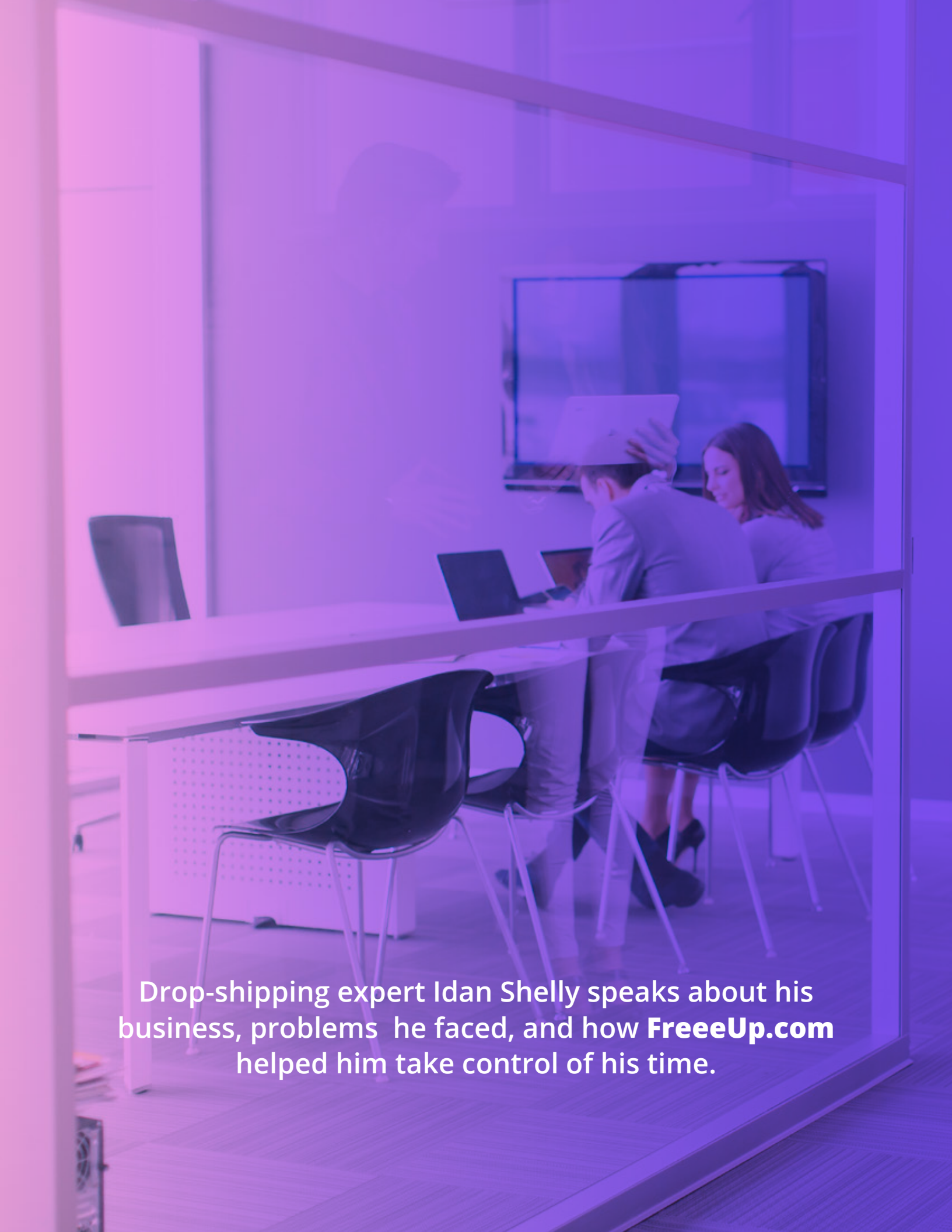


**A CASE STUDY FEATURING
IDAN SHELLY**

FREEUP

www.FreeUp.Com



Drop-shipping expert Idan Shelly speaks about his business, problems he faced, and how **FreeUp.com** helped him take control of his time.

SOLUTION OVERVIEW

CUSTOMER PROFILE

Idan Shelly is a 26 year old entrepreneur, and an experienced Amazon and eBay drop-shipper. He became very successful after his start 2 years ago. However, this left him barely any time to expand his business further and took time away from his family.

OBJECTIVES

FreeeUp's goal for Idan was to comfortably detach him from the menial tasks he had to do, alleviating his time for bigger, more important things.

SOLUTION

Nathan found workers for Idan to cover the following areas:

- Inventory
- Document Updating
- Customer Service
- Vendor Management

BENEFITS

- Idan feels safe with FreeeUp workers handling his work
- Idan has more time for his family
- Expansion efforts are much easier with more free time.

EXECUTIVE SUMMARY

Idan Shelly is the owner of an eBay and Amazon drop-shipping business. To save on time he went on the hunt for freelancers. Idan quickly realized how tedious it can be to find freelancers, interview them, and then put them through the necessary training. Luckily, Nathan, the owner of FreeUp.com, approached him and proposed a better solution.

CHALLENGES

Before FreeUp, Idan was handling everything in his business. While this gave him control over every aspect of his work, it left him drained and unable to spend time with his family or on business expansion efforts. This is a very frustrating position to be in for an entrepreneur. Expansion is a necessary part of any business, and free time is a big part to any person's mental health. He knew he needed help, but even the process of finding workers proved to be a counter-intuitive process.

NATHAN'S GOALS FOR IDAN

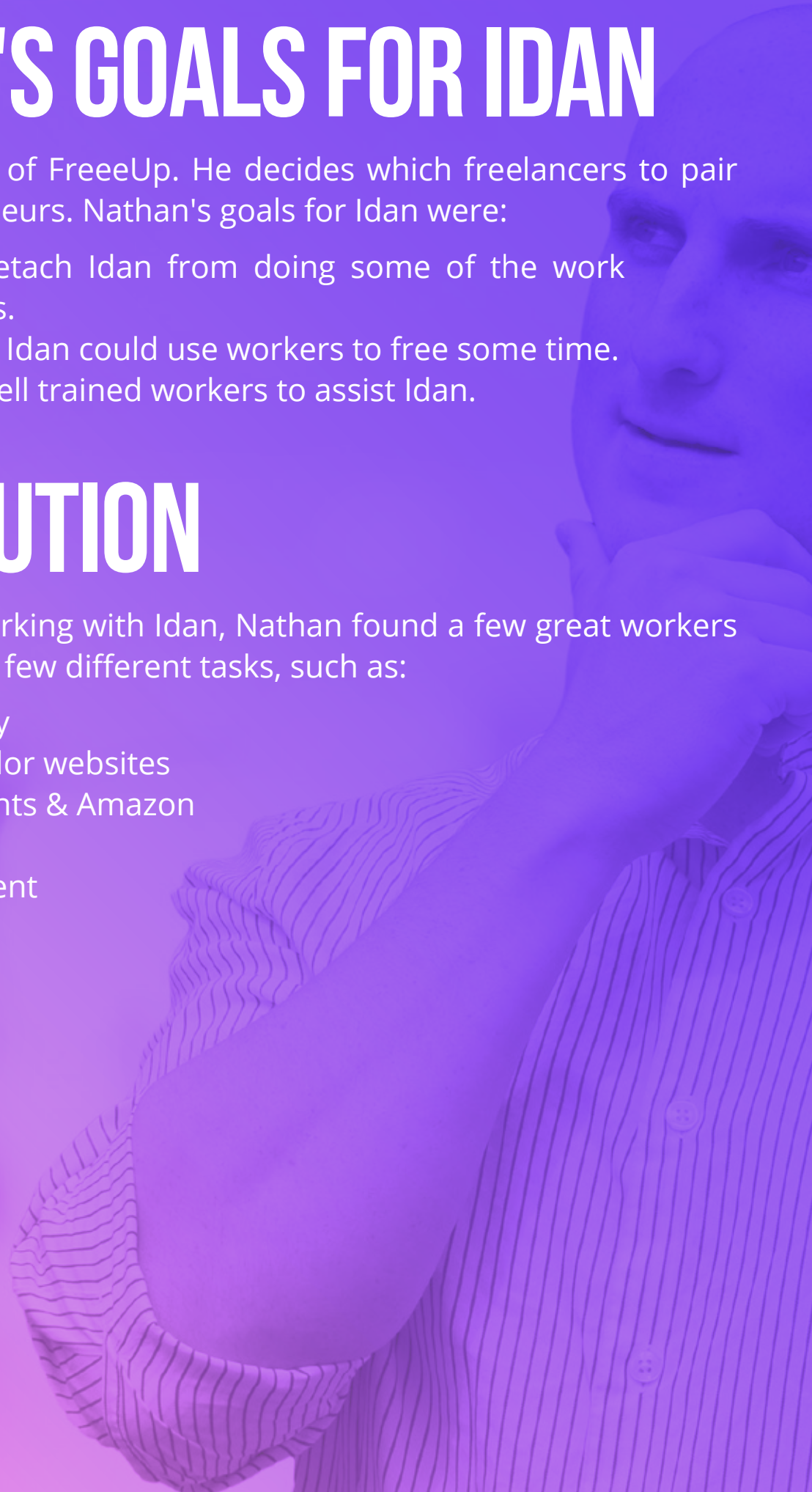
Nathan is the brains of FreeUp. He decides which freelancers to pair with which entrepreneurs. Nathan's goals for Idan were:

- To comfortably detach Idan from doing some of the work within his business.
- To pinpoint where Idan could use workers to free some time.
- To find suitable, well trained workers to assist Idan.

THE SOLUTION

After a bit of time working with Idan, Nathan found a few great workers for him. They cover a few different tasks, such as:

- Checking inventory
- Looking after vendor websites
- Updating documents & Amazon
- Customer service
- Service management



We asked Idan how this helped alleviate his challenges. He told us that finding experienced workers was a big pain point for him. Nathan was able to find workers with the right experience level for the right amount of money, which saves time. And, in the words of Idan and many people before him, *“time is money, and when you have time you can focus on things that matter.”*

He went on to say that the main reason he chose FreeUp is Nathan. He mentioned that Nathan always has an answer, and he's always there for him. *“He's very client oriented,”* Idan said. This was a big part in alleviating stress and pain points in Idan's business life. Feeling like you'll be taken care of and actually cared about is a big issue with a lot of entrepreneurs.

Idan's first worker took a few days to set up, but things are looking a bit different for him today. *“Now it's faster,”* Idan told us. *“I asked Nathan for a worker recently, and he had one for me about an hour later.”* FreeUp is finding more and more skilled freelancers every week, so it's only going to continue to get faster as time goes on. Idan is currently up to 5 workers found and hired through FreeUp. He uses a combination of US and non-US workers. That allows him to utilize a US-based project manager along with cheaper international workers. This cuts costs while remaining effective.

QUESTIONS AND ANSWERS

1. How is FreeUp different than other alternatives you've used?

Experienced workers with scaling price points depending on needs is a great feature of FreeUp. And having someone there to help me along the way is a big plus you don't get on other sites.

2. What is your favorite part about FreeUp, and why?

Nathan and his team. They always have a solution for every problem. Whether I get a bad review on a product, or get suspended on Amazon – whatever the issue – I always have a consultant.

3. Tell me a bit about the most positive experience you've had using FreeUp.

I had a big glitch in my inventory – I got orders for products at a big loss. I had to cancel many orders, contact the customers. It was a mess. The customer service manager I hired from FreeUp really helped me get everything sorted. It was a relief.

4. What is the single biggest reason you would recommend FreeUp?

To FreeUp your time! [Idan laughs]

All joking aside, time is money, and when you have time you can focus on the things that matter- friends, family, expanding business, anything you want. Without automation, there isn't time to do all that.



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