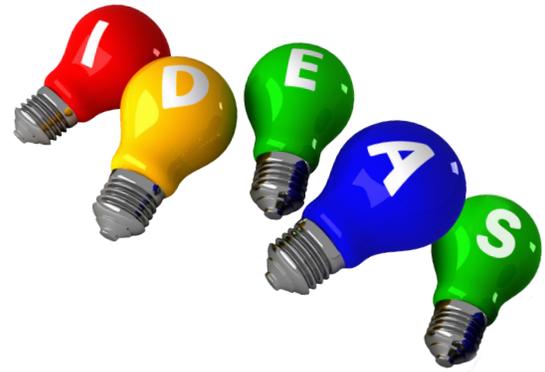


10 TIPS FOR SELF-EMPLOYED CONSULTANTS



- 1. Be flexible and adaptable.** The successfully self-employed are able to play multiple roles, juggle a variety of projects, and graciously adapt to unexpected change.
- 2. Don't be a "one trick pony."** Many consultants are both specialists and generalists. While specializing in one topic or product can simplify your business, it may be difficult to consistently generate enough work. Expertise in a few key areas will broaden your client base and provide opportunities to cross-sell.
- 3. Unpaid work is just as important.** Never hesitate to speak at conferences, publish articles, or attend events that provide opportunities to showcase your talents. Give 110% to everything you do; potential clients base buying decisions on what they've seen you do regardless of whether or not you've been paid.
- 4. Building relationships takes time.** It can take years of connecting with someone before a business relationship develops.
- 5. Be careful who you choose as a role model.** People's lives are complex. What you see from the outside won't tell the full story.
- 6. Be prepared to "let go."** Remember that you really aren't the boss; every one of your clients is. Whatever you produce has to work for them . . . even if you disagree.
- 7. Manage scope creep.** Always expect projects to be bigger than planned. Do your best to allocate additional time and resources when necessary, but know when to draw the line.
- 8. Motor through . . . it will get better.** There are times when work will consume your life. Remember, no project lasts forever. Once complete, take time to reflect on lessons learned.
- 9. Know your limits.** Work-life balance is truly elusive for many of the self-employed. Recognize when to set boundaries with clients, colleagues, staff, and other associates. Say no, when necessary, to opportunities beyond your capacity or those that require you to sacrifice quality.
- 10. Don't forget to laugh.** Self-employment can be lonely, exhausting, and disappointing at times. Keep your sense of humour; find fun in what you do.



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