


## So You Want to Be a Consultant?

*An Infopeople Webcast*  
Presented by Joan Frye Williams  
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## There's Plenty of Work!




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### In-Demand Specialties

• Technology	• Teen services
• Facilities	• New service models
• Needs assessment	• Staffing & compensation
• Strategic planning	• Fundraising
• Project planning	• Marketing & PR
• Workflow analysis	

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## Libraries are Struggling With

- Project management
- Change management
- Measurement
- Evaluation
- Coaching
- Recruitment
- Board development



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## Advantages



- Feel needed
- Independence
- Variety
- Flexible schedule
- No commute
- No supervisor
- Choose your colleagues

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## Disadvantages

- Solitude
- Variable cash flow
- Deadline pressure
- No benefits
- Demands of travel
- Unclear boundaries
- No direct authority
- Not always considered a “real” librarian



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### Are You Focused?

- Self starting
- Self disciplined
- Organized
- Goal oriented
- Punctual
- Reliable



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### Are You Upbeat?



- Optimistic
- Flexible
- Curious
- Gregarious
- Confident
- Energetic

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### Useful Skills

- Public speaking
- Math/statistics
- Persuasive writing
- Political savvy
- Entrepreneurship
- BS detection
- Tact



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### Typical Activities



- Data collection
- Analysis/interpretation
- Facilitation
- Training
- Troubleshooting
- Review/critique/reality check
- Process management
- Advocacy

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### Typical Deliverables

- Raw data
- Reports/recommendations
- Plans
- Training materials
- Building programs
- Procurement documents
- Political cover
- Hearts and minds



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### You'll Need to Stay Current

- Best and innovative practices
- Which libraries are doing what
- Vendors and products
- Other consultants
- Funding initiatives
- Policy initiatives
- Library legislation



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### Basic Business Requirements

- Cash reserves
- Business license(s)
- Business name/DBA
- Home office permit
- Tax entity – sole proprietor, LLC, S Corp
- Auto/liability insurance - \$2M
- Separate credit, bank accounts
- Accounting/tax software or services



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### Work at Home?



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### Office Startup



- Computer
- Broadband access
- Grounded outlet(s)
- UPS/surge protector
- Printer/fax/copier
- Separate phone
- Voice mail
- Ergonomic chair

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### Other Startup Expenses



- Business cards
- Stationery
- Business photo
- Web design
- Luggage/briefcase
- Business clothes

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### Getting Noticed



- Books and articles
- Conference presentations
- Grant participation
- Web site
- *LibraryConsultants.org*
- *LAMA Consultants Directory*

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### Getting Hired

- Competitive/RFP
- Sole source invitation
- Referral
- Subcontract



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## Agreements



- Formal – their format
- Formal – your format
- Letter/memo
- Purchase order
- Retainer

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- 30-60% billable time
- Current rates: \$75 - \$350/hour
- Payments keyed to deliverables
- Some compensation for travel time
- Expenses separate or bundled
- Invoice required
- Must pay estimated tax



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