



Packing Your Parachute

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BatesInfo.com

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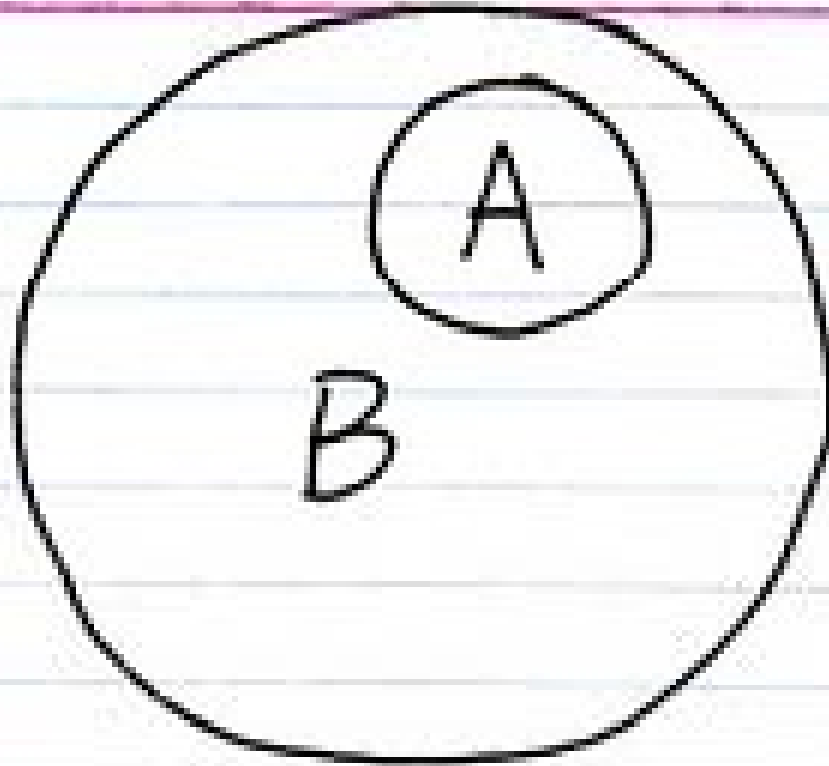
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A = What your
job description
says

B = What you
can do

Jessica Hagy is very funny. See thisindexed.com for these and other fun graphics.

Yes, you can!



What makes an info pro successful?

Smarts

Creativity

Persistence

Self-starting

Value-adding approach

Strategic perspective

Tolerance of wing-nut clients

What makes an info-entrepreneur successful?

Smarts

Creativity

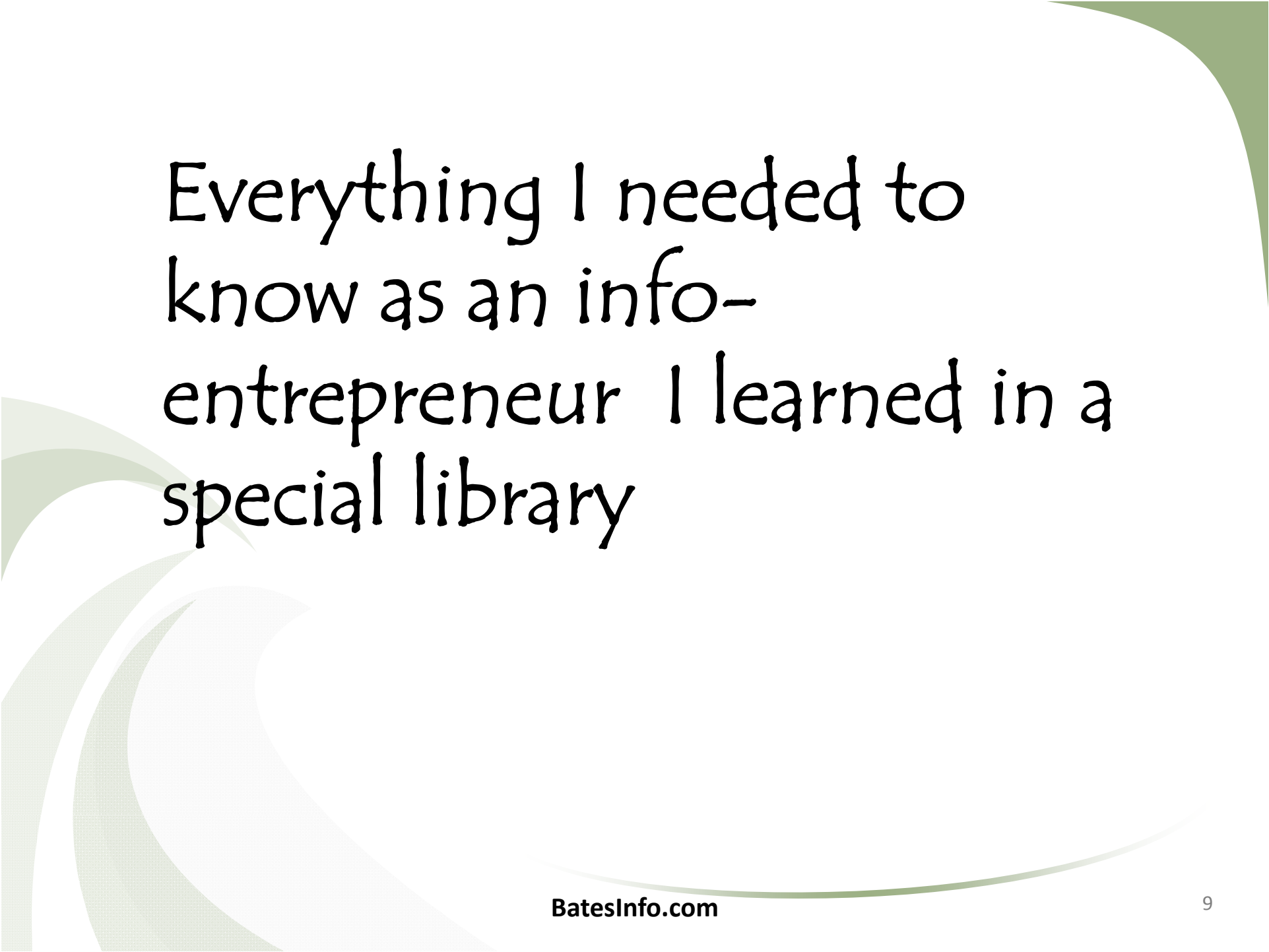
Persistence

Self-starting

Value-adding approach

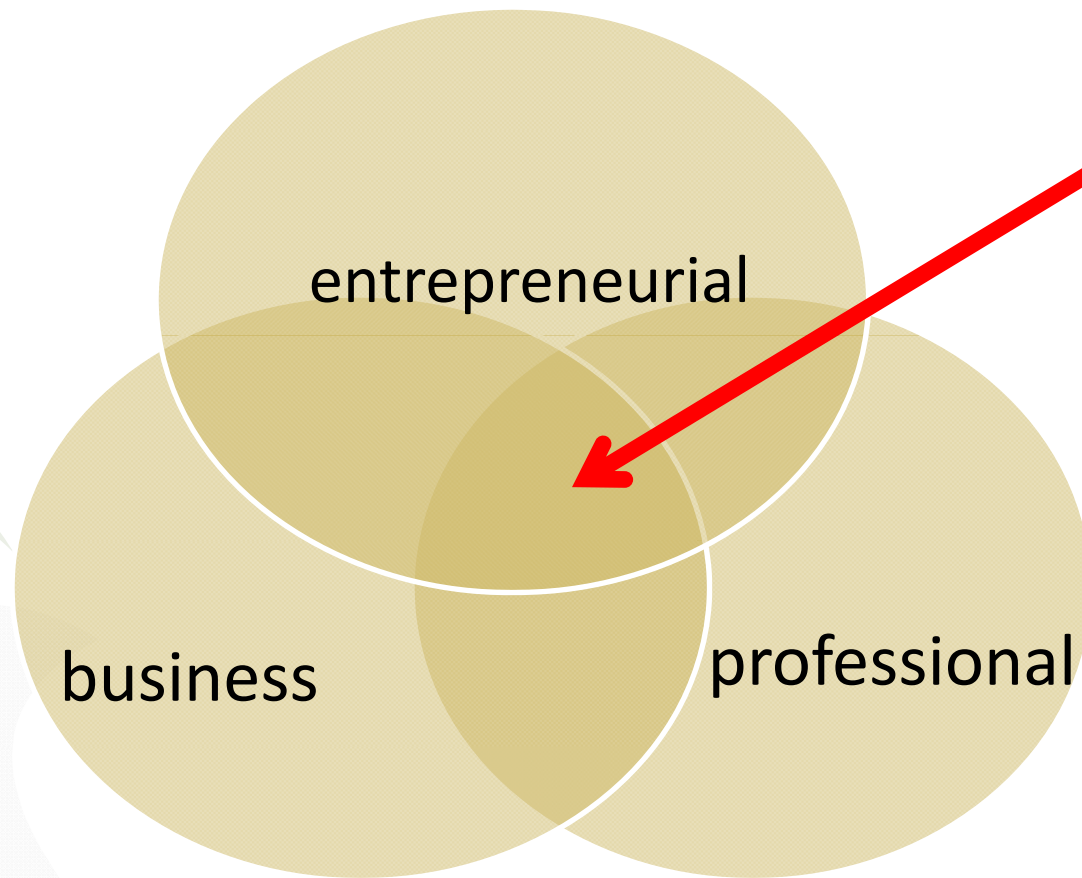
Strategic perspective

Tolerance of wing-nut clients



Everything I needed to
know as an info-
entrepreneur I learned in a
special library

Skill sets of info-entrepreneurs



Entrepreneurial skills

Tolerance for risk and ambiguity

100% client-focused

Always learning what your clients want *now*

Move out of employee mind-set

**100% responsibility for all aspects of your
business**

Entrepreneurial skills

Strategic perspective

Self-discipline, self-confidence

Self-starting

You can *build* your entrepreneurial muscles

Business skills

View yourself as a business

Close a sale

Talk about money

You can learn these skills!

Professional expertise


Research or other service skills

Network of colleagues

Investing in prof development

ID opportunities to add value

(Sound familiar???)



The Chills and Thrills of Info-entrepreneurship

The Chills

24/7 schedule

Live in your office

You have to find clients

You make all the decisions

The Thrills

Flexible schedule

Work from home

Your clients love you

You love your boss

The Chills

You only have X hrs/yr

You have to find clients

Ca\$h flow

Life-long marketing

The Thrills

You can try anything

You can fire clients

Can be lucrative

Pride of ownership

Transforming from librarian to info-entrepreneur





Learn to love uncertainty

Embrace ambiguity



**100% client-focused means open to
anything**

Self-management

Time management

Only 1,000 billable hours/year

Procrastination management

Budget management

Perfection is the enemy of good (enough)

Cash flow insights

Have 6 months' living expenses

Don't fund operations w/ credit

**Set your rates as someone *in* business,
not *just starting* a business**

HELLO
my name is

Mary Ellen

and I'm faking it

www.batesinfo.com

The Imposter Syndrome

*If they only knew how _____ I am...
Once they find out I don't know this...*

**99 compliments, and I hear the 1
criticism**

De-fusing the Imposter Syndrome

Take feedback gently

Cut yourself slack as you would a friend

Learn self-appreciation

Let go of knowing it all



Fake it 'til you make it!



Promise yourself you'll have fun!

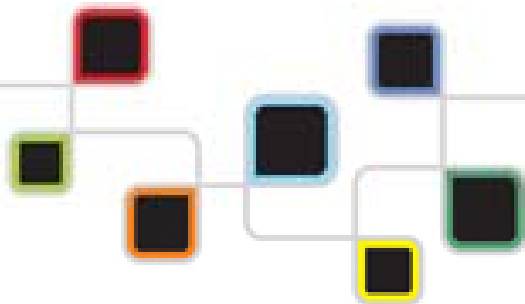
SECOND EDITION

"The most comprehensive manual on one of the most desired home businesses we know."

—Paul & Sarah Edwards,
authors, *Working From Home*

Building & Running a

Successful Research Business



Mary Ellen Bates

A Guide for the Independent Information Professional

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