



Infopreneurship in a COVID-19 World

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SLA
Connecting People
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**NEW
ENGLAND**



Flash survey of AIIPers*

Most AIIPers have been affected by the pandemic

32% expect a minor decrease in revenue

29% expect a significant decrease in revenue

24% expect no impact or an increase in revenue

* conducted May 7-13; 59 responses from members of the Association of Independent Information Professionals (aiip.org)



Flash survey of AllPers

What kind of effects are you seeing?

Postponement of projects in the pipeline

Lower volume of work from clients

What are you doing now?

Building my business (social media, writing, new skills, etc.)

Making changes to my services



Flash survey of AllPers

Has covid-19 affected how you work with clients?

50% saw no effect

39% saw minor effects (some positive)

Most of our interactions are virtual anyway

Touching base is important now



Flash survey of AllPers

Other comments:

"I wish that I had all that 'free time' that people are talking about"

"I have to rethink a lot of my business strategy"

"It's had its positives: opportunities to reconnect with past clients; time to focus on business-building projects, organizing, and professional development; quiet space to write and create new content"



5 Tips for Pivoting Like an Infopreneur

1. Focus on outcomes of your work; talk about WHY, not HOW or WHAT

Seth Godin: Your customers don't care what it took for you to make something. They care about *what it does for them*

2. Make yourself frictionless, whatever the situation
You're providing a service they *can* find elsewhere



5 Tips for Pivoting Like an Infopreneur

3. Diversify! Cultivate library champions, never take a client/user for granted
4. Always be thinking about where you need to pivot
5. Become comfortable with uncertainty



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