

**GPA WEBINAR
SO, YOU WANT TO BE A
CONSULTANT?**

LINDA LYSAKOWSKI, ACFRE
& SUSAN SCHAEFER, CFRE
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POLL

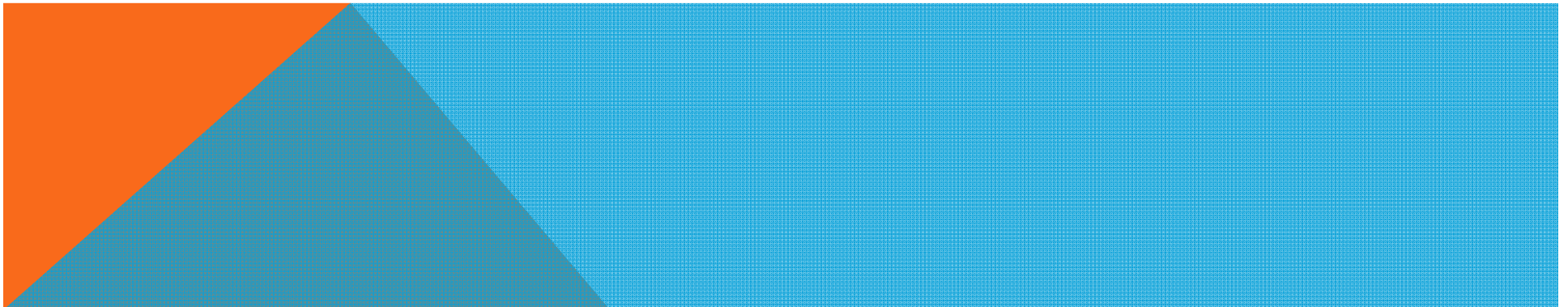
How long have you been consulting?

More than one year

Six months to one year

Less than six months

Just thinking about it



WHY CONSULTING?

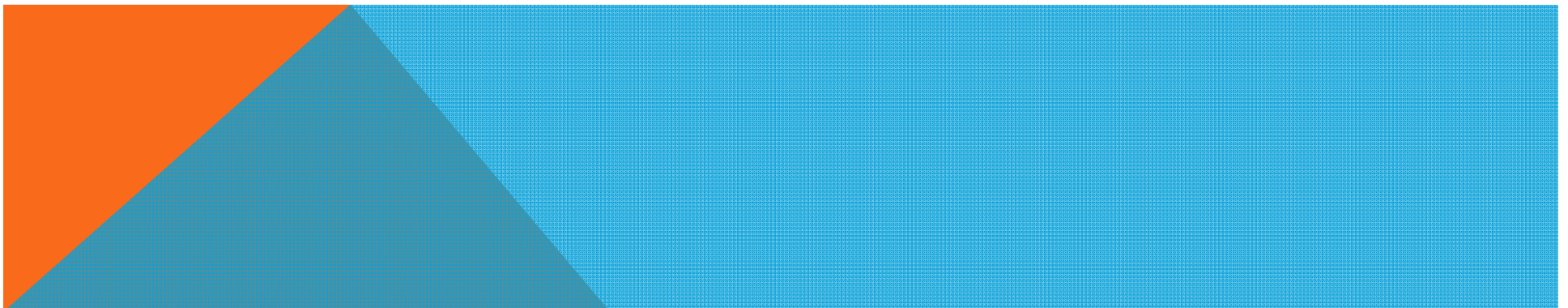
Better hours?

More pay?

Freedom to set your own schedule?

Ability to work at home?

Variety of work?



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Why Did/Do You Want to Consult

Better hours

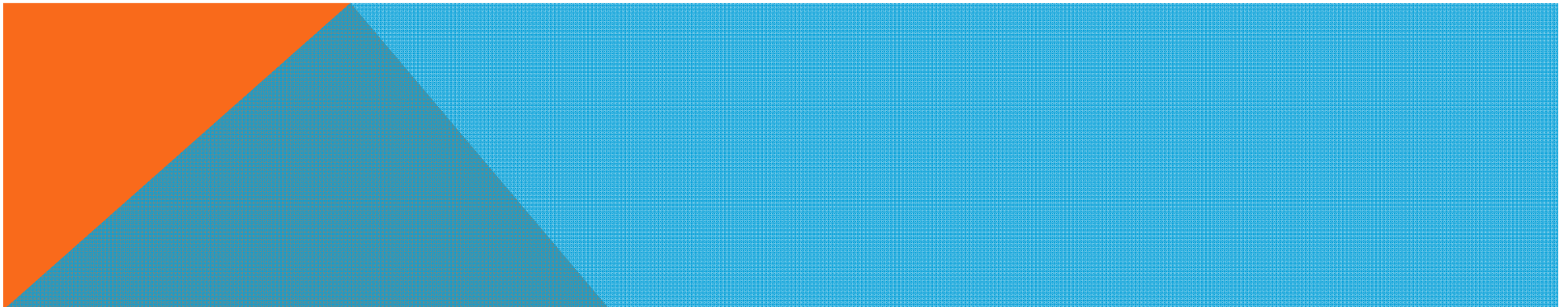
More pay

Freedom to set your own schedule

Ability to work at home

Variety of work

I'm between jobs



ARE YOU CUT OUT TO BE A CONSULTANT?

Can you work independently or do you need a “team” to support you?

Can you live with the fear of famine or fluctuating income? Do you have another source of income?

Can you multi-task? Balance multiple clients? Shift gears easily? Manage deadlines?

How much travel do you want to do? Local, regional, national, international?

Can you work long , and often strange, hours? Your schedule will be more flexible, but....

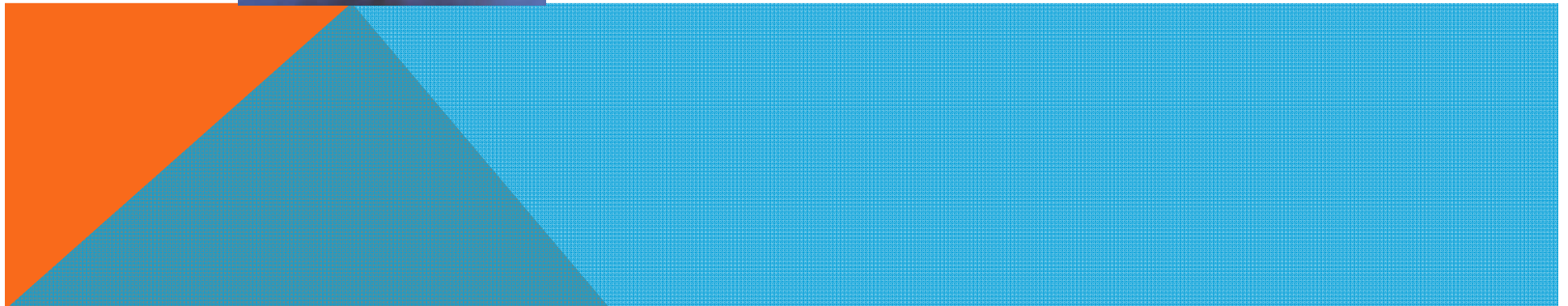
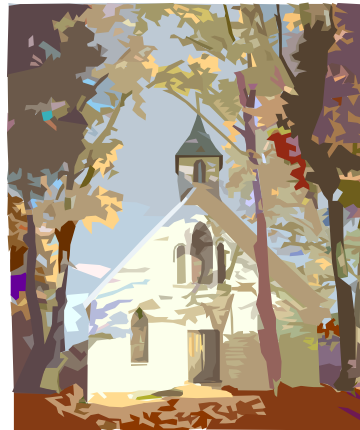


THERE ARE MANY TYPES OF CONSULTANTS

Single focused—i.e. capital campaigns, grant writing, planning?

Single focus clients—i.e. human service, the arts, education?

One-person shop, medium or large firm?

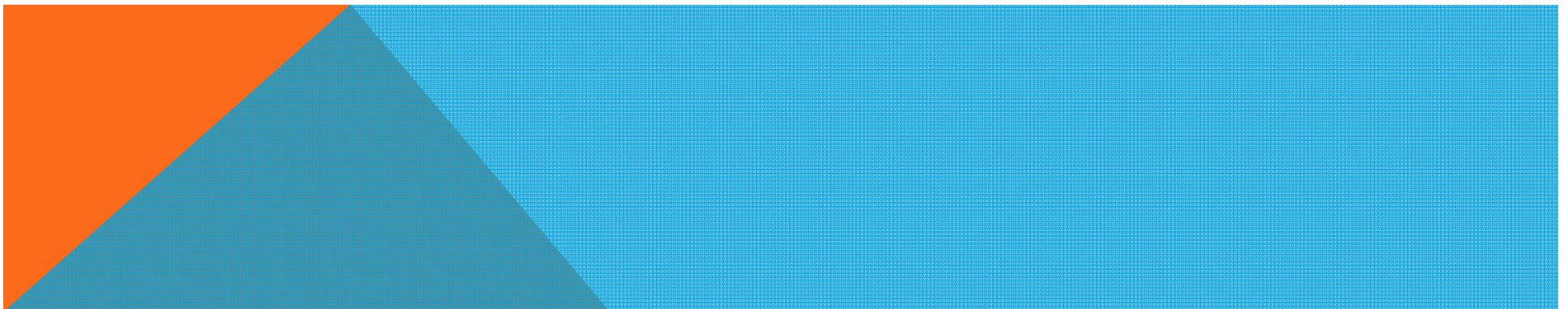


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What Kind of Consultant Do You Want to Be?

Grants only

Full service

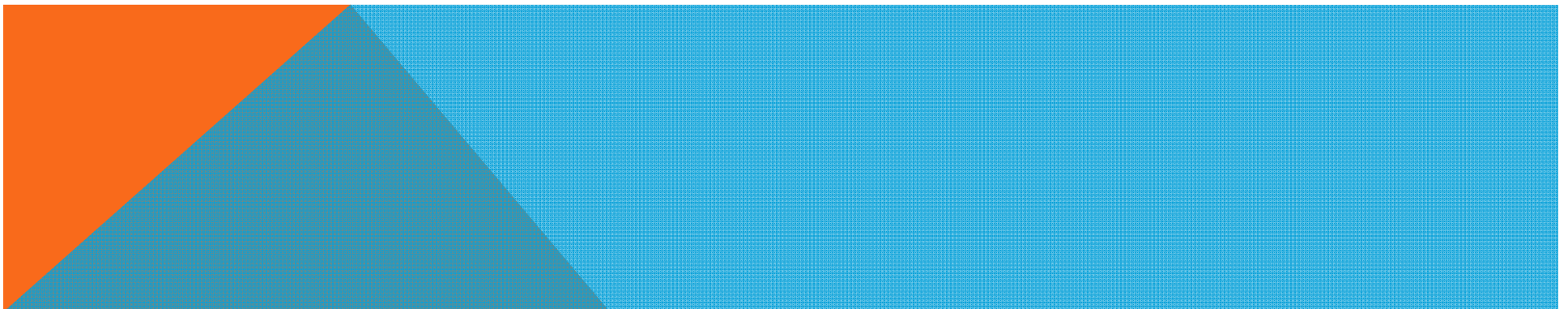


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What Kind of Consultant Do You Want to Be?

Single focus

All kinds of organizations



WHERE DO YOU WANT TO WORK?

The advantages /disadvantages of a home office

- You're always there (an advantage and a disadvantage)

- You can work in casual clothes (or your pj's)

- Saves money, travel time

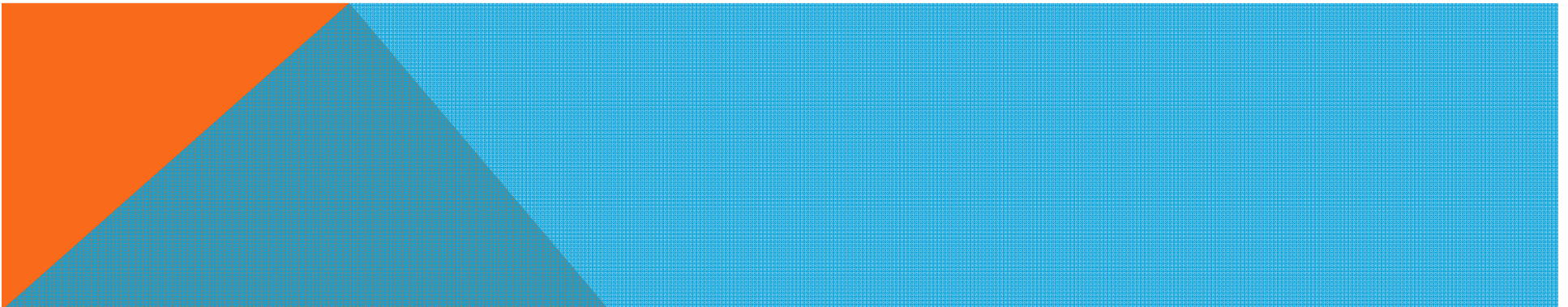
The advantages/disadvantages of a "real office"

- Prestige

- Cost

- Ability to meet clients in a professional setting

Another option: the virtual office



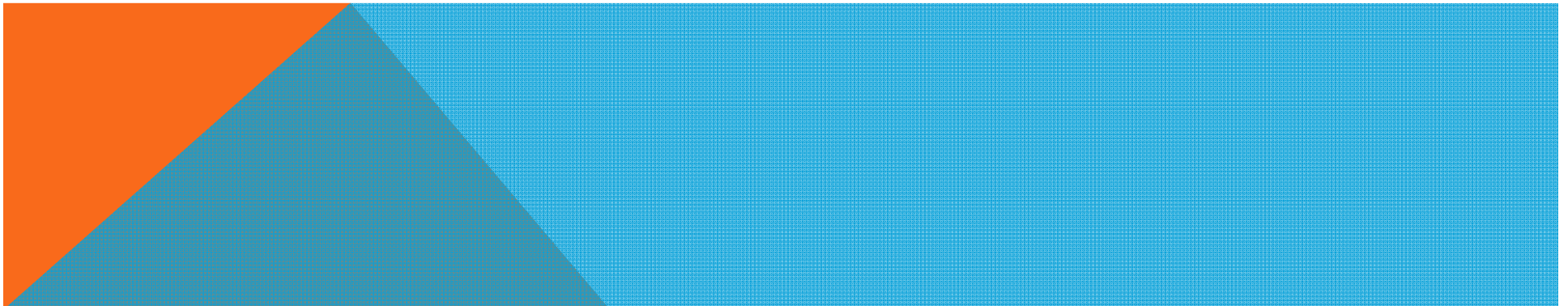
HOW DO YOU WANT TO STRUCTURE YOUR COMPANY?

Sole proprietorship

Partnership

LLC

Corporation (C or S)



LEGAL ISSUES YOU NEED TO KNOW

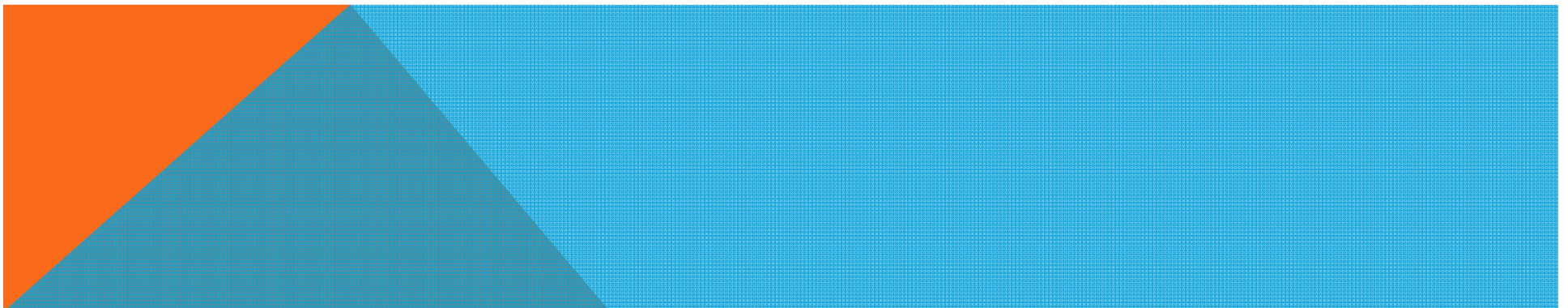
State registration

IRS regulations about contractor versus employee

Tax laws

Liability issues

Date	Amount
10/20	\$ 738.97
10/21	526.82
10/22	590.53
10/23	524.21
10/26	362.24
10/27	308.42



MARKETING YOUR BUSINESS

Your website

Collateral materials

Social media

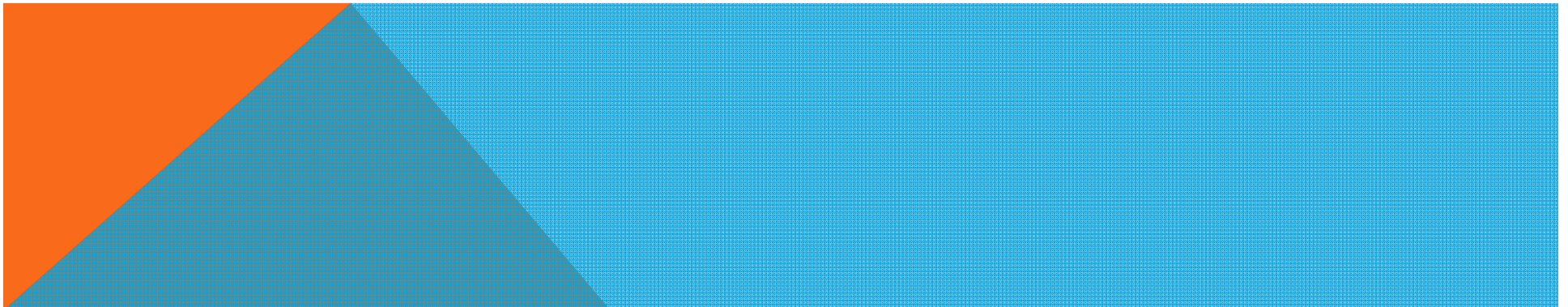
Professional organizations

Networking

Advertising

Speaking

Writing



SETTING FEES

Personal expenses

Health care

Retirement

Savings

Start-up costs

Travel

Experience

Competition

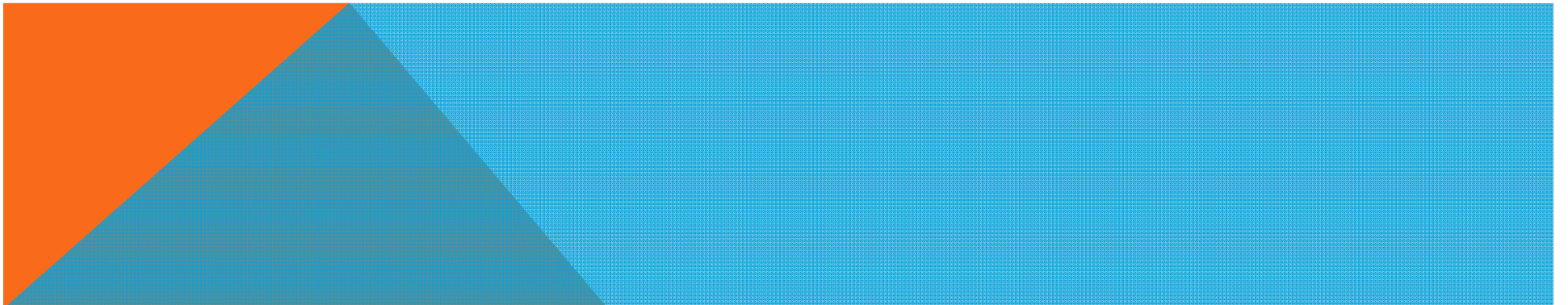


Hourly

Daily

Project-based

Retainer



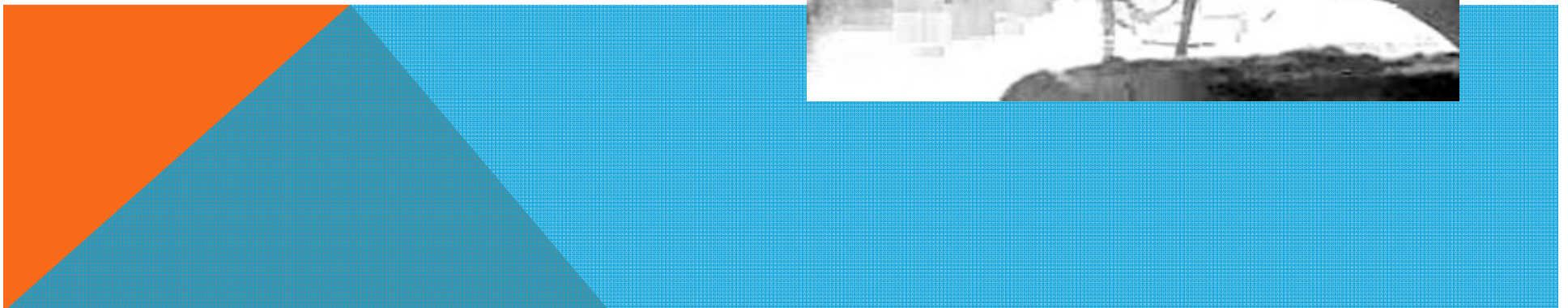
SURVIVING AND THRIVING

Being flexible

Mentors and coaches

Adding/eliminating/changing services

Taking on or becoming an associate



SPECIAL OFFERS

Be one of the first to own our book, *The Nonprofit Consulting Playbook: Winning Strategies from 25 Leaders in the Field*.

Anticipated publication date June 1, 2013.

Consultant to Consultant: Hourly, customized, **one-on-one** coaching in all areas of consulting for aspiring, new, and veteran consultants.

Email us to learn more about Consultant to the Consultant or for information on the book:

lysakowski-schaefer@charitychannel.com

