

The Independent Perspective

Newsletter of the Consulting and Independent Contracting Professional Interest Committee

New Marketing Resource Guide Coming

By Charley McWha

Are you looking for new or more effective ways to market your business? Do you have ideas you'd like to share? Do you have a marketing problem you'd like a second opinion on?

Because of the response at the "Marketing Yourself as an Independently Employed Professional" panel discussion at last year's ITCC, members of the C&IC PIC are working on a *Marketing Resource Guide* and they need your help.

Joyce Woods is coordinating a team of C&IC PIC volunteers who are building on the panel discussion and on the question-and-answer session that followed to produce the guide. Sandra Browne is writing a section on "pitching your service." Cynthia Kolnick's section will cover "making cold calls"; Mac Katzin will give important tips on how to "qualify prospects." Dart Peterson will describe some of the key aspects of "getting yourself on paper." Joyce, in addition to coordinating the project, will share what she's learned about "finding and tracking leads."

Scheduled for a May, 1990 completion, this first C&IC PIC project will be available at the 1990 ITCC in Santa Clara. (Copies will also be available

from Joyce Woods beginning in June, 1990.)

But before the guide can be completed, Joyce's project team needs your input. Please contact Joyce with your suggestions, ideas and marketing experiences. Her address is:

Joyce Woods
Cactus Software & Communication
3151 Main Street NE
Blaine, MN 55434
612-757-6916 (h)

She and her team are looking forward to hearing from you. ♦

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C&IC PIC Membership Directory Available

What good is having a group of other independents to talk to if you don't have telephone numbers or addresses for them? Not much good at all, right?

Right! So, the all new *C&IC PIC Membership Directory* is now available for your telephone and correspondence enjoyment.

To help save costs, the directory will not be mailed out to the entire membership of over 250 C&IC PIC members. Instead, copies can be obtained by

- Attending the C&IC PIC meetings at the 1990 ITCC in Santa Clara, or,
- Contacting C&IC PIC manager Christopher Juillet at 313-996-0287.

The directory provides the addresses of all PIC members (and telephone numbers for most), as well as the names of all C&IC PIC Area Coordinators.

In addition, another part of the directory lists the names of PIC members by city and state, so you'll be able to call, catch dinner, and swap stories with other members wherever you travel. ♦

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In addition, another part of the

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From the Editor

In the long year since the Consulting and Independent Contracting Professional Interest Committee was formed, much has happened, but little of that activity has been visible, even less shared with the members of the PIC.

Now, to keep members informed of PIC activities and, more importantly, to provide a public forum for issues relevant to the practice of consulting and independent contracting in technical communication, C&IC PIC proudly offers this, the first issue of *The Independent Perspective*.

I hope you find this newsletter interesting and useful, worthy of your support. More than that, though, I hope you find the time to use it yourself as a way to share your knowledge and experience of independent consulting with its pages, and so, with others in our group.

Christopher Juillet
Editor

The Independent Perspective is published quarterly by the Consulting and Independent Contracting Professional Interest Committee (C&IC PIC) of the Society for Technical Communication. Address correspondence to:

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10-Year C&IC PIC Anthology In-the-Works

by Charley McWha

Each year, more and more technical communicators are becoming independent consultants (ICs). Some of us choose the independent route for ourselves, while others have IC status forced upon us by former employers seeking ways to cut costs.

Regardless of how we become independent consultants, however, it is clear that as our numbers increase, so too does our need for information about how to conduct our trade in a business-like and profitable way. We need information like:

- How to recognize and meet our new responsibilities.
- How to conduct our business.
- How to budget time to help ensure our product meets our clients' expectations for quality, budget and deadline.

Mostly, we need insight into how others have solved these very same problems that we now face. We need to learn how to do a million things that we've never considered when we were direct employees. We need facts and we need them fast.

At the 1989 C&IC PIC meetings, established ICs and the newly-independent alike kept asking the same question: "Where can I find a single source of information about conducting an independent consultancy?"

One source is the *Freelancing and Consulting* information kit published by STC several years ago. Another, when it is finished, will be the all new *Ten-Year Anthology on Consulting and Independent Contracting*.

Managed by PIC members Anita Leininger and Tom Underwood, this publication will be developed in coordination with the STC Professional Publications program. Between its covers will be ten years worth of conference proceedings papers, journal articles and chapter newsletter articles addressing a wide variety of topics and issues germane to independent consulting.

To bring this information into sharper focus, Anita and Tom will survey and review ITCC proceedings and other materials for possible inclusion.

It is no small job, so if you know of an article on independent consulting appearing in *Technical Communication* or in your chapter newsletter, or a paper presented at ITCC or at a local or regional conference, don't hesitate to contact Anita or Tom and get a copy of them. Send copies to:

Tom Underwood
2122 South Grand Avenue
Suite L
Santa Ana, CA 92705

The anthology project, begun in September of 1989, is expected to take two years to complete. Of course, Anita and Tom encourage PIC members to call with their suggestions, as well as to offer any assistance they can on this important PIC project. ♦

Do you have a new address or telephone number? Let us know by sending it to:

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Post Box 1725
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A Call to Arms of a Sort

By Christopher Juillet

We're looking for a few (actually, many) good, professional, independent-minded people to contribute to *The Independent Perspective*. If this newsletter is to be a successful venture, it will not be because one person or a small group of pals do it all and have all the fun.

It will be because a team of interested, dedicated individuals each contribute a small amount of effort to a cause in which they believe.

Our success depends upon every STC member who belongs to the C&IC PIC. If you have an issue of import to independent contractors and consultants that you want to address, a gripe or beef, or just want to tell the world what a good or bad job you think

the group is doing, I NEED TO HEAR FROM YOU.

I'd especially like to have someone develop an idea for a regular feature, but I'll settle for a letter or two to "the editor." I'm looking forward to the first year of our PIC newsletter, and mostly, I'm looking forward to hearing from you all. ♦

Mark Your Calendar

The 1990 meeting of the C&IC PIC will be held at the ITCC in Santa Clara on **Tuesday, May 22nd at 3:30 pm**. At that meeting, we'll discuss the status of current PIC projects, consider new efforts, and probably adjourn to the closest pub for libations within the hour. ♦

Coming Attractions...

Never before have there been more ITCC presentations about the business of conducting business as an IC than at the upcoming ITCC in Santa Clara.

In the next issue of *The Independent Perspective*, we'll have a preview of who's presenting what of interest to consultants and independent contractors at the Santa Clara conference.

If you can make the ITCC, you'll have a better idea of how you might want to schedule your time.

If business prevents you from attending, this round-up of presentations will no doubt provide good grist for your own presentation mill. ♦

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