

Surviving as a Solo Practitioner



or

Why I Don't Work for a Living

KD Reep

Flywrite Communications, Inc.

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Resume

- Agency
 - Stone & Ward
 - NKH&W/Nicholson Kovak
- Nonprofit
 - Dress for Success Little Rock



Flywrite

- March 2003
- Clients
 - Entergy Low-Income Customer Assistance Initiative
 - North Little Rock Electric Department
 - University of Arkansas Cooperative Extension Service
- Nonprofits
 - Little Rock Zoo
 - Village Commons



Don't Be Scared

- Know your talents and strengths
 - Writing
 - Planning
 - Relationships
 - Attention to detail
- Sell 'em
 - Let the world know – really
 - Keep reminding them



Be Scared

- Plan ahead
 - Separate and budget for personal life and business
 - Spend well under that budget for both
 - Manage money for lean times
 - Pay off debt as soon as possible – car, cards, equipment, home
 - Buy the best you can and take care of it



Reputation is Everything

- Don't turn down work
 - Every job you do well, on time and with results speaks to your professionalism
- Turn down work
 - Some clients aren't worth your time, effort and energy
- Learn the difference
- Volunteer, volunteer, volunteer



Reputation is Everything

- Cover your ... self
 - Save EVERY e-mail
 - Put scope of work, costs and approval in writing
 - Itemize invoices
 - Communicate billing terms clearly and before work commences
- Get paid
 - Do whatever it takes to get paid



Questions?



Thank You!





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