

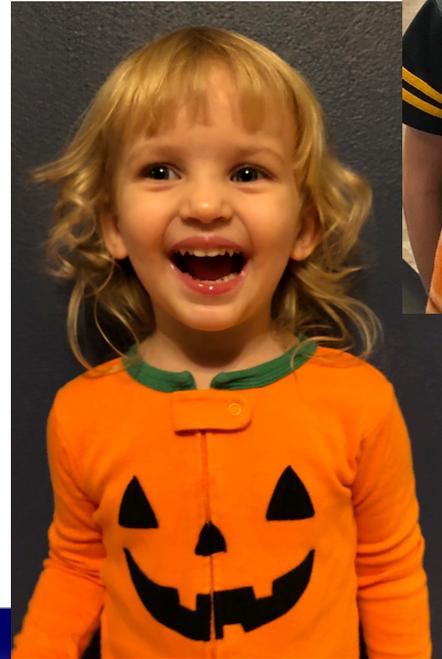
# Consulting: Coding Is Only Half the Work

Beth Tucker Long

# Who am I?

## Beth Tucker Long (@e3betht)

- PHP Developer
- Stay-at-home mom
- User group leader
- Mentor & Apprentice



@e3betht

# Who am I?

Beth Tucker Long (@e3betht)

Open Sourcing Mental Illness

<http://OSMIHelp.org>

- Handbooks to help improve workplaces
- Research/Resources



@e3betht

# Audience Participation?

- Completely fine. Ask me questions any time.

Why?

# Before You Begin

# Things to Investigate

Current employer

# Things to Investigate

Startup costs

# Things to Investigate

Governmental Requirements

# Things to Investigate

Business Identity and Services

# Starting Out

# Starting Out

Paperwork. So. Much. Paperwork.

# Starting Out

## 1. Business Plan

- a. Description
- b. Who are your clients? How will you find them?
- c. What do you provide?
- d. Who are your competitors? Why are you better?
- e. Operations and Financial processes and needs

# Starting Out

2. Business Name
3. Domain Name
4. Logo

# Starting Out

5. Incorporation documents
6. EIN Number
7. Incorporate

# Starting Out

8. Choose accounting platform
9. Open financial accounts

# Starting Out

## 10. Transition schedule

- work load
- pay rate

# Hourly Rate

# Hourly Rate

Need to know:

1. How many hours you want to work
2. How much you need to earn
3. Expected expenses

# Hourly Rate

- How much will you work?
  - 40 Hours per week
    - 7 Hours of email
    - 2 Hours for administrative meetings
    - 3 Hours of administrative time

# Hourly Rate

Billable Hours:

30 per week

120 hours per month

# Hourly Rate

- New client acquisition / slow times:
  - minus one week

# Hourly Rate

Billable Hours:

30 per week

90 hours per month

# Hourly Rate

- PTO:
  - 3 weeks of vacation
  - 3 sick days

# Hourly Rate

Billable Hours:

26 per week

78 hours per month

# Hourly Rate

- Taxes
  - Income taxes
  - Business taxes
  - Social Security
  - FICA

# Hourly Rate

Billable Hours:

30 per week

78 hours per month

20% in taxes

# Hourly Rate

- Monthly wages
- Retirement

# Hourly Rate

- Health Insurance
- Dental Insurance

# Hourly Rate

Billable Hours:

26 per week

78 hours per month

\$7800 per month -> \$100 per hour

# Hourly Rate

Other things to consider:

- Business Insurance
- Filing fees
- Business licensing
- Marketing

# Hourly Rate

- Accountant fees
- Vision insurance
- Paying off a business loan
- Buying an office, supplies
- Future equipment

# Hourly Rate

- What is everyone else charging?

# Finding Clients

# Finding Clients

- Advertise
- Business/Chamber listings
- Referral program
- Marketing firms

# Finding Clients

- Job Ads
- Networking events
- Volunteer
- Speaking

# Estimating

# Estimating

Guess and Double

# Estimating

Earn to Learn

# Estimating

Paid Exploration

# Estimating

- Process for changes
- Break it up
- Adding Devs

# Estimating

- Planning Meetings
- Tech Support Calls
- Learning/research time
- Accounting/Billing
- Updating emails

# Estimating

Lots of details

# Estimating

Expiration Date

# Contracts

# Contracts

- Protect You
- List Rate
- Explain change procedure
- Define ownership

# Red Flags

# Red Flags

Exposure

# Red Flags

No Contract

# Red Flags

No Down-payment

# Red Flags

Unsure of outcomes

# Red Flags

It's Easy

# Red Flags

Complaining

# When Things Go Wrong

# When Things Go Wrong

- Report Quickly
- Be Honest
- Provide Remedies

# Resources

- US Small Business Administration  
<https://www.sba.gov/>
- Writing a Business Plan  
<https://www.entrepreneur.com/article/247574>
- IRS Self-employed Resources  
<https://www.irs.gov/businesses>

# Find Me

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