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Should You Partner With Your Partner or Your Pal? What Kind of Entity Are You? ; Hired Help or Ad Hoc Subcontracting ; Chapter 8-Before You Launch ; Business Plans and Other Pipe Dreams ; Who Are Your Clients? ; What About My Steady Paycheck? ; Just Do It! ; Chapter 9-Setting Up Your Business ; What's Your Name? ; Are You My Employer? ; Where Am I? ; Office Equipment Checklist ; Your Phone Number ; Your URL ; Paying Your Dues ; Chapter 10-You.com ; What's the Purpose of a Website? ; Choosing a Domain Name ; Creating Your Website ; What About the Content? ; Other Web "Homes"
Chapter 11-Business Apps for Info-Entrepreneurs The Basics ; The Nice-to-Haves ; Other Cool Tools ; Chapter 12-Work and the Rest of Your Life ; Living Abundantly ; Time Management, or "I Think I'll Take a Little Break Now" ; "The Info Pro Is In" or Not ; Creating a Good Office Environment ; Going on Vacation ; Business Coaches: Help, I Need Somebody ; Section Two: Running the Business; Chapter 13-Managing Your Clients ; Monogamy Versus Playing the Field ; Is Any Client Too Small? ; Let's Not Do Lunch ; Handling RFPs ; The Art of Proposal Writing ; Get It in Writing? ; When to Say "No"
Do You Like Me? Really? The Project From Hell ; How to Fire a Client ; Chapter 14- Money, Money, Money ; Financing Your Business ; Accounting 101 ; Billing and Collections ; Cash Flow ; Paying Yourself ; Paying the Tax Man ; Chapter 15-Setting Rates and Fees ; Setting an Hourly Rate ; Hourly Rate or Flat Fee? ; Estimating a Project ; Can You Get the Money Up Front? ; Recalibrating Rates ; Chapter 16-Subcontracting, or I'll Scratch Your Back If You Scratch Mine ; How Does Subcontracting Work, and Why Should I Share? ; The Challenges of Subcontracting ; Following the Golden Rule
Chapter 17-Ethics and Legalities