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Nota di contenuto	Cover ; Copyright ; Dedication ; Contents ; Foreword, by Amelia Kassel ; Acknowledgments ; Introduction ; Section One: Getting Started ; Chapter 1-What's an Independent Info Pro? ; What's This Business All About? ; So What Do You Do, Anyway? ; Focus, Focus, Focus ; Where Will I Find My Clients? ; Real-Life Examples ; Frequently Asked Questions ; Chapter 2-A Day in the Life of an Independent Info Pro ; My Typical Day ; Your Typical Day ; Issues We All Face ; Chapter 3-The Joys and Frustrations of Being an Independent Info Pro ; The Thrills of Being an Independent Info Pro The Chills of Being an Independent Info Pro Chapter 4-Are You a Potential Independent Info Pro? ; The People Skills ; The Entrepreneurial Skills ; The Business Skills ; The Information Skills ; Where Can You Get Help? ; The Imposter Syndrome ; Chapter 5-Who You Are and What You Do ; Who Needs You? ; Offering What the Client Needs ; Think Globally, Not Locally ; Chapter 6-Understanding Your Competition ; Who Am I Up Against? ; Working With Your Competition ; Looking for Competition ; Making Yourself Competition-Proof ; Chapter 7-Structuring Your Business ; Incorporating or Keeping It Simple

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
