

Introduction

Introduction

- Jesse Warden

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- Jesse Warden
- Flex & Flash Architect

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- Jesse Warden
- Flex & Flash Architect
- Blog: jessewarden.com

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- Flex & Flash Architect
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- Company: Multicast Media Technologies

What I'll Talk About

What I'll Talk About

- How to be independent

What I'll Talk About

- How to be independent
- How to make money

What I'll Talk About

- How to be independent
- How to make money
- Build your personal brand

What I'll Talk About

- How to be independent
- How to make money
- Build your personal brand
- How to use Flex to make it happen

Why be independent?

Why be independent?

- Freedom

Why be independent?

- Freedom
- Choice of work

Why be independent?

- Freedom
- Choice of work
- Variety of work

Why be independent?

- Freedom
- Choice of work
- Variety of work
- More money

Cons of being
independent

Cons of being independent

- Less time

Cons of being independent

- Less time
- More work

Cons of being independent

- Less time
- More work
- Less respect

Cons of being independent

- Less time
- More work
- Less respect
- More respect

Types of independence

Types of independence

- Contractor: Hired Muscle

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- Contractor: Hired Muscle
- Consultant: Hired Professional

Types of independence

- Contractor: Hired Muscle
- Consultant: Hired Professional
- Spare Time

Requirements: Getting Started

Requirements: Getting Started

- Work

Requirements: Getting Started

- Work
- Network

Requirements: Getting Started

- Work
- Network
- References

Requirements: Getting Legal

Requirements: Getting Legal

- Tax Person / CPA

Requirements: Getting Legal

- Tax Person / CPA
- Lawyer

Requirements: Getting Legal

- Tax Person / CPA
- Lawyer
- Company (LLC, S-Corp, etc.)

Requirements: Place of Work

Requirements: Place of Work

- Office: Where?

Requirements: Place of Work

- Office: Where?
- Home

Requirements: Place of Work

- Office: Where?
- Home
- Rental / Lease

Requirements: Place of Work

- Office: Where?
- Home
- Rental / Lease
- Starbucks / Coffee Shop

Requirements: Skills

Requirements: Skills

- Time Estimations

Requirements: Skills

- Time Estimations
- Project Planning

Requirements: Skills

- Time Estimations
- Project Planning
- Cost Assessment

Nice To Have's: Persona

Nice To Have's: Persona

- Talk the Talk

Nice To Have's: Persona

- Talk the Talk
- Presentation

Nice To Have's: Persona

- Talk the Talk
- Presentation
- Experience

Nice To Have's: Roles

Nice To Have's: Roles

- Mediator

Nice To Have's: Roles

- Mediator
- Architect

Nice To Have's: Roles

- Mediator
- Architect
- Manager

Leadership



Leadership



Work Life Balance

Work Life Balance

- On-site Consulting

Work Life Balance

- On-site Consulting
- Telecommuting

Work Life Balance

- On-site Consulting
- Telecommuting
- Family

On-Site Consulting

On-Site Consulting

- Traveling to, and working from, Client's location

On-Site Consulting

- Traveling to, and working from, Client's location
- Temporary Office

On-Site Consulting

- Traveling to, and working from, Client's location
- Temporary Office
- Living out of a hotel

Telecommuting

Telecommuting

- Proximity \neq Productivity

Telecommuting

- Proximity \neq Productivity
- Travel + Accommodations paid for by the client $==$ norm

Telecommuting

- Proximity \neq Productivity
- Travel + Accommodations paid for by the client $==$ norm
- Time Working \neq Travel Time

Telecommuting Savings

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- $\$250 \text{ night hotel} * 5 \text{ nights} = \$1,250$

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- $\$250 \text{ night hotel} * 5 \text{ nights} = \$1,250$
- $\$30 \text{ a day food} * 5 \text{ days} = \150

Telecommuting Savings

- $\$250 \text{ night hotel} * 5 \text{ nights} = \$1,250$
- $\$30 \text{ a day food} * 5 \text{ days} = \150
- $3 \text{ month gig} = \$16,800$

Compromises

Compromises

- Leave early Fridays to catch plane home

Compromises

- Leave early Fridays to catch plane home
- Leave Thursday, work from home Friday

Compromises

- Leave early Fridays to catch plane home
- Leave Thursday, work from home Friday
- Come in late Monday (I don't like this)

Working From Home

Working From Home

- Is it really work?

Working From Home

- Is it really work?
- Is it really your home?

Working From Home

- Is it really work?
- Is it really your home?
- Do you have the support of your family?

Working From Home

- Is it really work?
- Is it really your home?
- Do you have the support of your family?
- Negative Energy

Why make money?

Why make money?

- Ambition

Why make money?

- Ambition
- Greed

Why make money?

- Ambition
- Greed
- Personal Challenge

Why make money?

- Ambition
- Greed
- Personal Challenge
- Means to an end

Love

Love

- “If you love what you do, the money will follow.” -- Donald Trump

How NOT to Make Money

How NOT to Make Money

- No planning

How NOT to Make Money

- No planning
- No caretakers

How NOT to Make Money

- No planning
- No caretakers
- Accumulate too much debt

How NOT to Make Money

- No planning
- No caretakers
- Accumulate too much debt
- No credit history / Bad Credit

How NOT to Make Money

- No planning
- No caretakers
- Accumulate too much debt
- No credit history / Bad Credit
- House poor

How NOT to Make Money

- No planning
- No caretakers
- Accumulate too much debt
- No credit history / Bad Credit
- House poor
- Living above your means

How to make money as a contractor

How to make money as a contractor

- Determine your rate

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- Determine your rate
- $\text{desired yearly gross salary} / (\text{days willing to work} * \text{hours willing to work per day}) - (\text{vacation})$

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- $\text{desired yearly gross salary} / (\text{days willing to work} * \text{hours willing to work per day}) - (\text{vacation})$
- Compare to others

How to make money as a contractor

- Determine your rate
- $\text{desired yearly gross salary} / (\text{days willing to work} * \text{hours willing to work per day}) - (\text{vacation})$
- Compare to others
- Use good context

Adjust(?) Your Rate

Adjust(?) Your Rate

- Your location

Adjust(?)Your Rate

- Your location
- Your clients' location

Adjust(?)Your Rate

- Your location
- Your clients' location
- Economic Climate

Adjust(?) Your Rate

- Your location
- Your clients' location
- Economic Climate
- Expenses and overhead

Adjust(?) Your Rate

- Your location
- Your clients' location
- Economic Climate
- Expenses and overhead
- Your target market

How to make MORE
money?

How to make MORE money?

- Raise your rate

How to make MORE money?

- Raise your rate
- Lower your overhead

How to make MORE money?

- Raise your rate
- Lower your overhead
- Increase your hours

Jesse's Contractor Survival Guide: Part I

Jesse's Contractor Survival Guide: Part I

- Do not work for friends or family

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- Do not work for friends or family
- Do not negotiate price

Jesse's Contractor Survival Guide: Part I

- Do not work for friends or family
- Do not negotiate price
- Do not do fixed-bid projects

Jesse's Contractor Survival Guide: Part I

- Do not work for friends or family
- Do not negotiate price
- Do not do fixed-bid projects
- Hybrids? Sliding scale?

Jesse's Contractor Survival Guide: Part 2

Jesse's Contractor Survival Guide: Part 2

- Do not do low price projects

Jesse's Contractor Survival Guide: Part 2

- Do not do low price projects
- “I want to create a website for \$200.”

Jesse's Contractor Survival Guide: Part 2

- Do not do low price projects
- “I want to create a website for \$200.”
- Trust your gut: If a client makes you nervous, say no

Jesse's Contractor Survival Guide: Part 3

Jesse's Contractor Survival Guide: Part 3

- disclaimer: I am not a lawyer, consult your own legal counsel

Jesse's Contractor Survival Guide: Part 3

- disclaimer: I am not a lawyer, consult your own legal counsel
- The <\$20k legal recourse decision

Why build a Personal Brand?

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- Personal Branding is the process to market and sell you as a brand in order to gain success in business.

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- Helps you stand out in globalization
- Get noticed

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- Helps you stand out in globalization
- Get noticed
- Be recognized / associated with something positive, of your choosing.

Example Brands: Doug McCune

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- Free Flex Components

Example Brands: Doug McCune

- Free Flex Components
- FlexLib

Example Brands: Doug McCune

- Free Flex Components
- FlexLib
- No Sugar Coating

Example Brands: Grant Skinner

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- Knowledgeable of Flash Player Internals

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- Good designer, good programmer

Example Brands: Grant Skinner

- Knowledgeable of Flash Player Internals
- Good designer, good programmer
- Useful tools & techniques

Example Brands: Juan
Sanchez aka “ScaleNine”

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- scalenine.com

Example Brands: Juan Sanchez aka “ScaleNine”

- scalenine.com
- good designer

Example Brands: Juan Sanchez aka “ScaleNine”

- scalenine.com
- good designer
- illustrates power of Flex skinning

Personal Branding Checklist: Part I

Personal Branding Checklist: Part I

- Know what you want

Personal Branding Checklist: Part I

- Know what you want
- Be able to articulate what you do

Personal Branding Checklist: Part I

- Know what you want
- Be able to articulate what you do
- Elevator pitch

Personal Branding Checklist: Part I

- Know what you want
- Be able to articulate what you do
- Elevator pitch
- Be positive

Personal Branding Checklist: Part I

- Know what you want
- Be able to articulate what you do
- Elevator pitch
- Be positive
- Have a Blog / Website / LinkedIn, or other online presence

Personal Branding Checklist: Part 2

Personal Branding Checklist: Part 2

- Business Card

Personal Branding Checklist: Part 2

- Business Card
- Multiple Email Addresses

Personal Branding Checklist: Part 2

- Business Card
- Multiple Email Addresses
- Phone

Personal Branding Checklist: Part 2

- Business Card
- Multiple Email Addresses
- Phone
- Signature

Personal Branding Checklist: Part 2

- Business Card
- Multiple Email Addresses
- Phone
- Signature
- Logo

Personal Branding Checklist: Part 3

Personal Branding Checklist: Part 3

- Personal Goals

Personal Branding Checklist: Part 3

- Personal Goals
- More than one resume

Personal Branding Checklist: Part 3

- Personal Goals
- More than one resume
- Mentor

Personal Branding Checklist: Part 3

- Personal Goals
- More than one resume
- Mentor
- Networking Outlets / Contacts

Personal Branding Checklist: Part 3

- Personal Goals
- More than one resume
- Mentor
- Networking Outlets / Contacts
- Wardrobe Style

Personal Branding Checklist: Part 4

Personal Branding Checklist: Part 4

- Multiple IM Accounts

Personal Branding Checklist: Part 4

- Multiple IM Accounts
- Alias

Personal Branding Checklist: Part 4

- Multiple IM Accounts
- Alias
- Mantra

Personal Branding Checklist: Part 4

- Multiple IM Accounts
- Alias
- Mantra
- Speaking & PowerPoint Template

Personal Branding Checklist: Part 4

- Multiple IM Accounts
- Alias
- Mantra
- Speaking & PowerPoint Template
- Passion

Open Source is you!

Open Source is you!

- If code is yours, and out on the web, it better have your name and contact information in it

More on Open Source

More on Open Source

- Get involved

More on Open Source

- Get involved
- Releasing code on your blog / forums / email lists

More on Open Source

- Get involved
- Releasing code on your blog / forums / email lists
- Speak at industry events, don't just attend them

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- Get involved
- Releasing code on your blog / forums / email lists
- Speak at industry events, don't just attend them
- Same goes for online events (like Aral Balkan's Singularity)

Why Open Source?

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- “I had this exact same problem, looked on Google, and BAM! There was your blog with a solution. I love you!”

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- “This code is exactly what I needed for my project.”
- “You just taught me a new way to approach that problem.”

Why Open Source?

- “I had this exact same problem, looked on Google, and BAM! There was your blog with a solution. I love you!”
- “This code is exactly what I needed for my project.”
- “You just taught me a new way to approach that problem.”
- Your code causes people to love you

Using Flex to make it
happen

Using Flex to make it happen

- Why Flex?

Using Flex to make it happen

- Why Flex?
- It's fun

Using Flex to make it happen

- Why Flex?
- It's fun
- It's in demand

Using Flex to make it happen

- Why Flex?
- It's fun
- It's in demand
- Flex is varied

Flex Industry Needs

Flex Industry Needs

- Enterprise Flex (online and off)

Flex Industry Needs

- Enterprise Flex (online and off)
- Widgets

Flex Industry Needs

- Enterprise Flex (online and off)
- Widgets
- Emerging: Embedded Apps (in page and in device)

Flex In Demand Roles

Flex In Demand Roles

- Enterprise Architects

Flex In Demand Roles

- Enterprise Architects
- User Experience (UX, IA, etc.)

Flex In Demand Roles

- Enterprise Architects
- User Experience (UX, IA, etc.)
- Flash Designers

Flex In Demand Roles

- Enterprise Architects
- User Experience (UX, IA, etc.)
- Flash Designers
- GUI specialists

Contractor / Consultant

Roles: Leads

Contractor / Consultant

Roles: Leads

- Architect

Contractor / Consultant

Roles: Leads

- Architect
- Team Lead

Contractor / Consultant

Roles: Leads

- Architect
- Team Lead
- UX Lead

Contractor / Consultant

Roles: Leads

- Architect
- Team Lead
- UX Lead
- Manager of outsourced team

Contractor / Consultant Roles

Contractor / Consultant Roles

- Mediator

Contractor / Consultant Roles

- Mediator
- Team Augmentation

Contractor / Consultant Roles

- Mediator
- Team Augmentation
- Freelance Contractor

Contractor / Consultant Roles

- Mediator
- Team Augmentation
- Freelance Contractor
- Desired but yet to be seen: Usability Engineer

Flex Roles I'm Not Seeing

Flex Roles I'm Not Seeing

- Flash Developer

Flex Roles I'm Not Seeing

- Flash Developer
- Designers; typically dumped on one of the UX / IA's

Flex Roles I'm Not Seeing

- Flash Developer
- Designers; typically dumped on one of the UX / IA's
- That assumes design is even considered

Conclusions

Conclusions

- Become independent for more freedom and more money. Continually build a network, get a CPA, and a lawyer. Choose your projects. Choose your life.

Conclusions

Conclusions

- Make more money to enable happiness. Plan ahead, spend wisely, and charge for what your worth.

Conclusions

Conclusions

- Continually build your personal brand. Make yourself recognizable, make your potential clients desire your skill set, and be perceived as an expert by the community.

Conclusions

Conclusions

- Find your niche in the Flex world. Be the best you can at it... or all of it; either will do.

Conclusions

Conclusions

- Have fun. Being successful usually results from enjoying what you do. If you don't love it, don't do it.

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