

# **BECOMING AN INDIE**

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# **WHY BECOME AN INDIE?**

**Frustration?**

**Not enough freedom?**

**Think you can do things better?**

**Want to specialize in something you love doing?**

**Now or never moment?**

# MY FIRST EXPERIENCE

**3 partners with an idea**

# **WHAT WE DID WRONG**

**No signed contract**

**We were relying on someone else to do the marketing**

**Didn't maintain a sales plan**

**Couldn't all commit**

**No contingency**

**More interested in the technology – didn't understand the customer**

# MAKING THE LEAP

**Partner?**

**Contract or freelance?**

**When do it?**

**Find the work *first***

**Sign those contracts!**

# **BUILD A PRODUCT?**

**Business case and a budget**

**Need marketing and sales plans**

**Understand the use-cases**

**Listen to your users**

**Be prepared to fail – but fail fast**

# RATES

**Be realistic**

**Factor in:**

- Vacation
- Training days
- Unplanned events such as illness
- Overheads – need office space
- Non-working days

**Know what you need to charge to survive**

# **TAKE ON STAFF?**

**Contractor or employee?**

**Huge responsibility**

**They come first**

**Got to have things for them to do**

**Got to get the rates you charge right**



# ALTERNATIVELY

**Sub-contract**

# **MAINTAINING THE WORKLOAD**

**Allow for time to market yourself and your services**

**Big yourself up – but be humble**

**Share what you do**

**Don't undersell yourself**

**Treat your clients well – manage them**

# **MAINTAINING THE WORKLOAD**

**Word-of-mouth counts for a lot – but it can't be everything**

**Specialize**

**Train yourself**

**Don't overcharge – be competitive**

# **WORK/LIFE BALANCE**

**Separate your work from your life**

**Don't be afraid to time-box your work**

**Try and leave your work in your office**

**Finish work at a sensible time each day**

# **THERE WILL BE LOWS**

**You will mess up**

**Business is hard – but fulfilling**

**Things go wrong**

**...BUT...**

**Remember why you became an Indie**

**Don't panic or beat yourself up**

**Believe in yourself**

**Be agile**

**Treat an issue as any other problem you see every day**

# **THERE WILL BE HIGHS**

**You are your own boss**

**You can earn more**

**No more 'Sunday night dread'**

**You can pick and choose what you work on**

**You will learn a lot**

# **WHAT HAPPENED WITH THE MAPS?**



**THANK YOU  
ANY QUESTIONS?**

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