

# Week 5 Lecture 13

Business

# Helpful Resources

- <http://www.evanmiller.org/contracting-advice.html>

# What's in this lecture?

- Understanding your value
- Knowing your competition
- Growing as a business

# Your Value

# The Basics

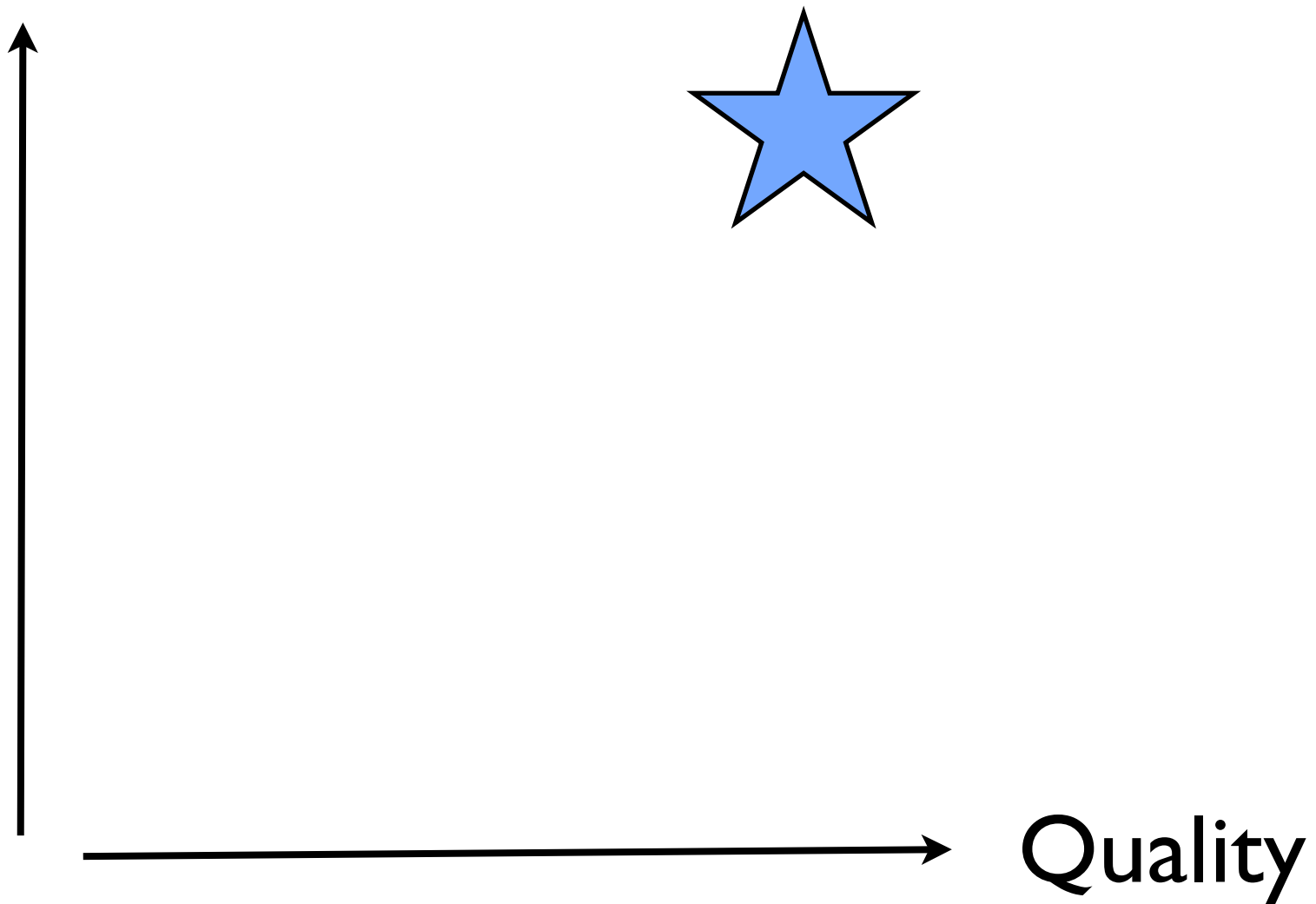
- You are local
- English is primary language
- College educated

# Location

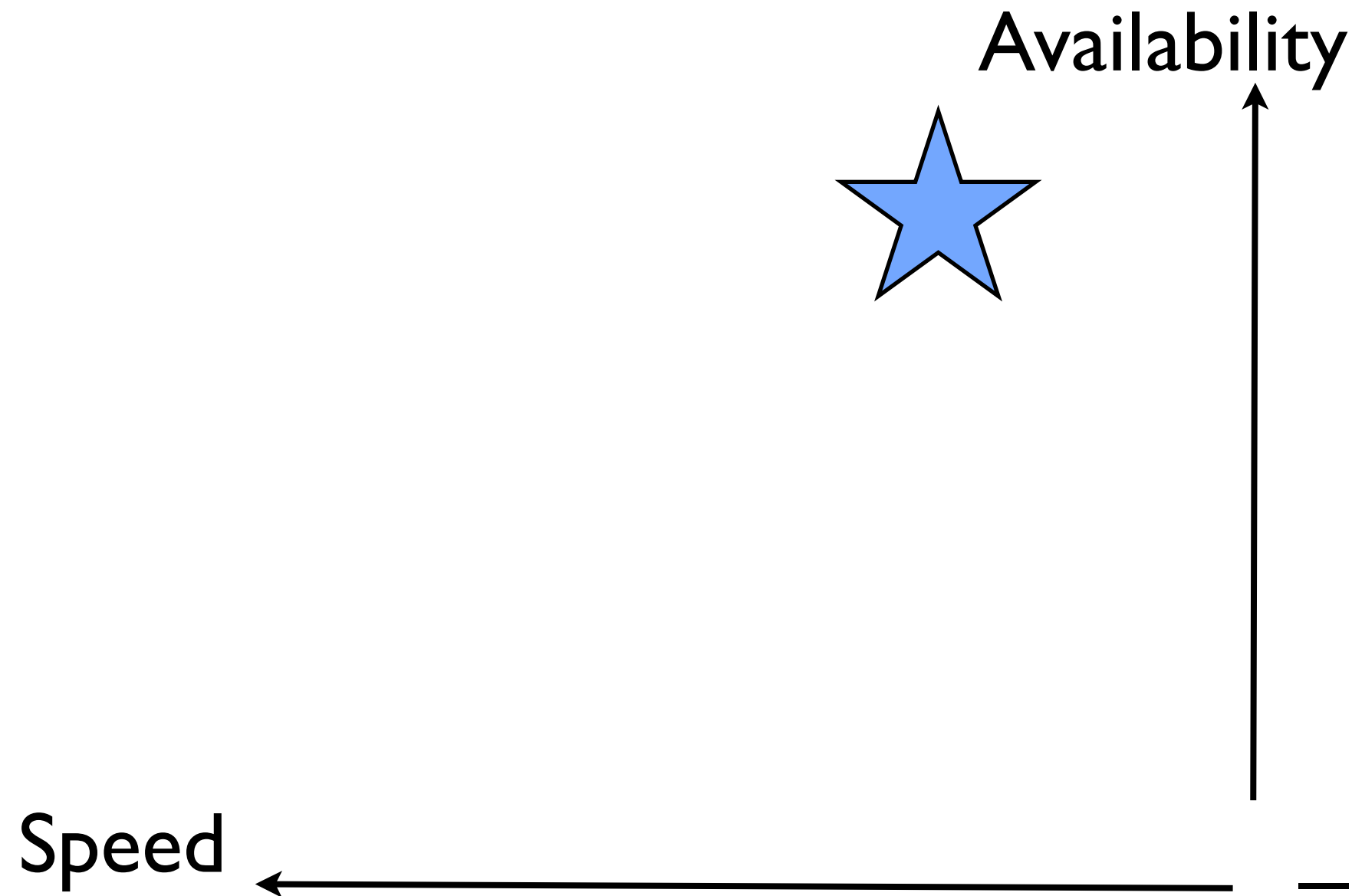
- Companies are high touch when lots of money is involved
- You are:
  - Easily accessible
  - Highly available
  - Spatially well-defined

# Cardinal Qualities

Price



# Cardinal Qualities





# Why low speed?

- Goal is 30 billable hours per week
- Fast projects are typically low value
- Companies desiring speed may sacrifice product, technology, or talent
- (Personal opinion) Ideas need to marinate

# Competition

- Passionate
- Well educated
- Diverse set of talents
- Working with the latest technology

# Not Competition

- ODesk, FreeLancer, or any bidding site
- Searching CTOs
- One-Note-Johnny Consultancies

# Bidding by value add

- Salesmen have higher salaries than engineers -- why?
- Classic explanation:
  - Salesmen think in terms of value they add to company
  - Engineers think in terms of what they need

# Not carte blanche

- Scalping clients != business savvy
- You will always have competition
- The walk needs to match the talk

# Increasing Value

- Never stop learning
- Take projects that challenge you
- Work with the smartest people you know
- Don't be afraid of discovering your price ceiling