

Discover your inner consultant!



Battle of the Blades



Purpose of today

- To give you enough information about contracting and consulting as an employment option that you can make an informed decision about whether or not you would like to explore it further.



2011 Global Unemployment

- Canada: 7% unemployment; BC: 6.7% Sept/11
- USA: 9% unemployment
- France: 10% unemployment
- Ireland: 14% unemployment
- Greece: 16% unemployment
- Spain: 21% unemployment



2010 BC Business Stats

- 391,700 small businesses in BC, or 98% of all businesses in BC
- 19.2% of workforce is self-employed (national average: 15.7%)
- 30% of BC's GDP was generated by small business, well above 27% national average
- Micro-businesses, with fewer than 5 employees, were 82% of small businesses
- Women represent over 36% of entrepreneurs in BC
- 1,038,300 people were employed by small businesses: 57% of all private sector jobs
- 31% are 55 or older; 64% are men
- Exporters shipped \$10.9 billion worth of merchandise

Source: Statistics Canada

Source: Small Business Profile 2011: www.bcstats.gov.bc.ca



Definitions

- Consultant: Wikipedia: A consultant is someone who provides expert advice in a particular domain or expertise.
- Contractor: Wikipedia: A contractor is a person, business or corporation which provides goods or services to another entity under terms specified in a contract.



Opportunities for Consultants/Contractors

- Trade with India is expected to reach \$77 billion and create 255,000 new jobs by 2020
- Seaspan Marine: just received an \$8 billion contract to build ships
- Surrey: seriously growing their economy
- Mobile commerce: eg. Food trucks
- Food in general: farmers' markets, 100-mile diets



Business Development Bank of Canada's self-assessment tool

- www.bdc.ca
- Search for “entrepreneurial self-assessment”



Qualities of the self-employed

2 categories:

- Interpersonal skills
- Expertise/knowledge/experience



Interpersonal Skills

- Ability to communicate
- Ability to solve problems
- Ability to market yourself
- Ability to relate well with others
- Ability to start and run a business



Pros of Contracting and Consulting

- Life satisfaction
- Financial security
- Independence
- Creativity
- Opportunity to make high financial rewards
- Variety in daily tasks and responsibilities
- Can sell business
- Write off expenses
- No office politics
- Short commute: up the stairs to your home office



Cons of Consulting and Contracting

- Professional liability
- Financial risk
- Hard work
- Unnerving, unpredictable
- Irregular or non-existent vacations
- Stressful
- You may find you have an idiot for a boss!



Typical Stumbling Blocks

- Lack of knowledge about starting, growing and running a business
- Lack of good communication skills
- Lack of financial resources to last first 6-8 months
- Lack of support from family and friends
- Lack of confidence
- Making transition from employee to contractor
- Lack of preparation for emergencies



Start-up Guides and Checklists

- www.canadabusiness.ca
- Choose “starting a business”
- Choose “checklists and guides for starting a business”



Business Structure

- Sole Proprietorship
- Partnership
- Corporation



Business Name

- www.bcregistryservices.gov.bc.ca
- Name search to see if yours is taken



Register the Business

- www.bcregistryservices.gov.bc.ca
- For provincial registration
- See your local city hall for municipal permits and licences



Business Number

- www.cra-arc.gc.ca
- Canada Revenue Agency
- Number used to identify your company when contacting government
- CRA provides free seminars; keeping accounting records, filing taxes; register online



Accounting Considerations

- www.cra-arc.gc.ca Canada Revenue Agency
- Need accounting system: manual or software
- Expenses: business expenses are write-offs
- PST/GST/HST: transition back to PSt/GST;
- Start simple: accordion file: receipts, invoices
- www.WorkSafeBC.com if employees
- Home Insurance: check with broker if home office
- Difference between employee/self-employed



Legal Considerations

- 3 most critical: business structure, contracts, liability
- When to call a lawyer?
- Where to find a lawyer?
- www.cba.org Canadian Bar Association
- Lawyer Referral Program; Law Students Legal Advice Program; People's Law School



Marketing

- The 4-letter word



Sell, Sell, Sell!



Definitions

- 4 P's: product/Service, Price, Place, Promotion
- Product/Service: what you're selling
- Price: what you're charging
- Place: where you provide the services
- Promotion: how you tell clients about your services
- Target Market: a group of people who want or need your product or service and can pay for it.



Elevator Pitch

- A short compelling sentence to introduce yourself that captures your unique strengths
- Use when networking



Elevator Pitch Formula

- Hello, my name is _____. I help (target market) to (solve problem) by offering (service or result/benefit).
- Need clear, distinct differentiator
- Can include a hook



Target Market

- Who is your ideal client?
- Describe them: demographics, psychographics
- Why might they buy your services/
- What do you offer that they are willing to pay for?



Promotion

- Advertising
- Personal Selling
- Public Relations
- Sales Promotions
- Objective: to create awareness of services, to stimulate demand, to identify prospects, to make sales!



What did we learn today?

- First, we looked at what makes for a successful Contractor or Consultant; the qualities, knowledge, interpersonal skills
- Secondly, we talked about startup guides, checklists, legal and accounting considerations, stumbling blocks
- Third, we discussed marketing and sales



Cute puppy

