

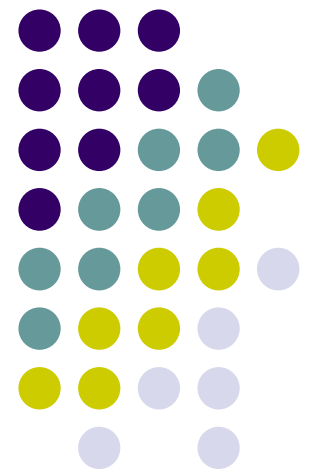
# *MEB's 123s*

## 10 ways to tell if you're a contractor or a consultant

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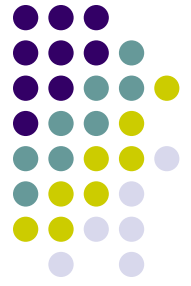


No good or bad answers

How you are seen determines how  
you will be valued

How you are valued determines  
how much you will be paid

# How do you see yourself?



Are you a hired hand, brought in  
when needed?

or

Are you a new set of eyes, brought  
in for new insights?



**CONSULTANTS** see their time  
and insights as highly valuable

# Do you share or hoard?



Do you share your expertise and insights freely

or

Do you worry about giving away your secrets?



**CONSULTANTS are compulsive sharers... They can't help it!**

Do you price by the hour or  
by the project?



Do you put your value on activity  
and working cost-effectively?

or

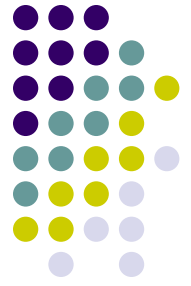
Do you price your work based on  
the value delivered to the client?



**CONSULTANTS price their projects based on results, not activity**



# Is your work ongoing or result-oriented?



Are you seen as *someone who takes overflow work?*

or

Are you brought in to solve a problem?



**CONSULTANTS address  
strategic issues, not day-to-day  
problems**

# Are you a peer or a pest?



Are you afraid to call your client  
because you'll be a pest?

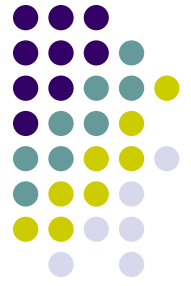
or

Do you see these calls as  
collaboration?



**CONSULTANTS view clients as  
peers and actively collaborate  
with them**

# Do you take orders or negotiate the project?



Do you accept a client's description and scope of a project as is?

or

Do you always look for ways to add value?



**CONSULTANTS see every  
project as a joint effort**

# Do you talk about what you do or why you do it?



Do you describe yourself by your activities - researcher, analyst?

or

Do you describe yourself by your client's results - enabled better decision?



CONSULTANTS focus on *why*  
they work rather than *what*  
they do



# Are you chasing clients or are clients chasing you?



Are you doing broadcast marketing,  
like cold calls or bulk mailings?

or

Are you marketing by building your  
brand and reputation?



**CONSULTANTS** get their clients  
through content creation and  
word of mouth

# Are your deliverables original material?



Do you deliver what you found to your client?

or

Do you write customized reports?



**CONSULTANTS** are paid for  
their own insights, not what  
others say

**Are you getting paid enough  
to have free time?**



**Are you reducing your regular rate  
for this job?**

**or**

**Are you happy with what you are paid  
and want more clients like this?**



CONSULTANTS negotiate every project for profitability *and* *enjoyment*



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