WHAT I WILL COVER

• How I got started
• What is subcontracting?
• Why subcontract?
• Who should and should not bring on subcontractors?
• What are the pros and cons of subcontracting?
• How to start subcontracting

HOW I STARTED
SUBCONTRACTING
MY STORY

Rudimentary 6-Week Course + More work than I could handle

A LITTLE MAGIC
INCOME VS ASSET VALUE

WHAT IS SUBCONTRACTING?

Client

Nascent Medical, LLC

Subcontractor
WHO SHOULD BRING ON SUBCONTRACTORS?

Too much work or very consistent work
WHO SHOULD BRING ON SUBCONTRACTORS?

Strong medical writing ability

Adequate cash flow and reserves
WHO SHOULD BRING ON SUBCONTRACTORS?

Anyone wanting to create a saleable business

WHO SHOULD BRING ON SUBCONTRACTORS?

Able to handle complexity
WHO SHOULD NOT BRING ON SUBCONTRACTORS?

People wanting to keep things simple
WHO SHOULD NOT BRING ON SUBCONTRACTORS?

People who are risk adverse

WHO SHOULD NOT BRING ON SUBCONTRACTORS?

People who much prefer medical writing to managing
WHO SHOULD NOT BRING ON SUBCONTRACTORS?

People who dislike negotiating

People not able to delegate
PROS OF SUBCONTRACTING

Unlimited growth potential
PROS OF SUBCONTRACTING

Potential to work fewer hours and more regular hours

PROS OF SUBCONTRACTING

Serve your clients in a much more impactful way
EXAMPLES

• Multiple news articles on demand
• Summaries of over 300 news stories each week
• Multiple component projects within tight deadline
• Always available with a writer that is a good fit

PROS OF SUBCONTRACTING

Generating income for others
**PROS OF SUBCONTRACTING**

Creating something that will survive without you

**CONS OF SUBCONTRACTING**
CONS OF SUBCONTRACTING

Less control but increased responsibility

CONS OF SUBCONTRACTING

You can end up making less personal income
CONS OF SUBCONTRACTING

More financial and legal risk

HOW TO START SUBCONTRACTING
HOW TO START SUBCONTRACTING

You must have a clearly defined process for identifying
1) writing skill
2) work ethic

HOW TO START SUBCONTRACTING

At least 3-5 years of being a one-person shop
– Build up clientele who trust you
– Get really good at what you do
MANAGING THE PROCESS

Client prices project → We tell SC how much → SC accepts project

Client requests a quote for a project → SC tells us how much → We tell client how much

AGREEMENT WITH SUBCONTRACTORS

• Confidentiality agreement
• Non-compete agreement
• Use of projects as samples
• Discussion of plagiarism
• Payment procedures
ETHICS

• Expected from our subcontractors
• From us to our subcontractors
• From our clients to us and our subcontractors

FINAL THOUGHT

“Complexity must be grown from simple systems that already work.”
-- Kevin Kelly
ACCIDENTAL SUBCONTRACTING

BRIAN G. BASS, MWC

NOT FOR THE FAINT OF HEART
MY SUBCONTRACTING RECIPE

I WAS SURE IT WOULD NEVER WORK
THE VALUE PROPOSITION

- Skill
- Reputation
- Consistency
- Dependability
- Convenience

THE ADVANTAGES OF SUBCONTRACTING
MEET MORE OF YOUR CLIENTS’ NEEDS

Subcontracting makes your freelance business a bigger solution; say YES to more assignments and make more of your clients’ lives easier.

EXPAND YOUR REPUTATION AND YOUR REPERTOIRE

The more great work you do, the more word gets around.
LIGHTEN YOUR LOAD

Take on less work without turning away work, and keep more people busy and making money.

MAKE MORE MONEY

More people working means more money coming in, even if you only own a piece of it; project pricing is the key.
MAKE MONEY WHILE YOU SLEEP

Time zones are your friend; team members also work while you vacation, care for loved ones, and battle natural disasters.

BUILD YOUR BUSINESS INTO AN ASSET

A freelance business with both clients and subcontractors is bigger than the person who owns it; maybe retire or start a new adventure.
THE DISADVANTAGES OF SUBCONTRACTING

WORK HARDER AND EARN LESS

If you think you’re busy now, just wait…the workload grows exponentially.
RISK YOUR REPUTATION

Your reputation is on the line with everything everyone on your team does.

RISK YOUR CASH FLOW

Your subcontractors are your responsibility.
RISK YOUR EXPOSURE

Liability exposure also increases exponentially when you subcontract.

INCREASE POTENTIAL CONFLICTS

More people and more projects means you need to be more careful.
10 SUBCONTRACTING TIPS

#1: ALWAYS BE SUCCESSFUL

If you don’t already have a thriving freelance business, don’t start giving away your work to subcontractors. Your success comes first!
#2: ALWAYS BE TRANSPARENT

Clients need to know who’s working on their projects, and not all clients want you to use subcontractors.

#3: DON’T GET IN THE WAY

Let your subcontractors have a direct line of communication with your client, but make sure you’re always in the loop.
#4: STAY ON TOP OF EVERYTHING

Your job is to make sure both your clients and your subcontractors are getting what they need, and to stop problems before they start.

#5: ESTIMATE CAREFULLY

When working with a subcontractor, you’re estimating for two. Make sure there’s money in the project for both of you!
#6: MAINTAIN YOUR VISIBILITY

This is your company, your clients, your team, and your reputation!

#7: KNOW YOUR LIMITATIONS

Subcontracting gives you more capability, but it doesn’t make you invincible. Don’t be afraid to say no!
#8: ACT LIKE A BUSINESS

When you subcontract, clients expect you to act like a full-fledged business instead of a “business of one,” because you are.

#9: BE RESPONSIVE

The busier you get, the more vital it is that you respond quickly and thoughtfully to all emails and phone calls.
#10: OWN EVERY MISTAKE

Errors don’t belong to the people on your team who make them, from the client’s perspective they belong to you. Learn from them fast!

BONUS!
#11: BE GRATEFUL

Be the first to give credit to the people on your team for a great idea or a job well done. Without the orchestra, a conductor is just a person with a stick!

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QUESTIONS?