Consultant Business Development Guide: Call for Authors

Starting and Succeeding with an SH&E Consulting Practice

Call for Authors

Many professionals considering a consulting practice are looking for guidance. To fill that need, the Consultants Practice Specialty (CPS) is developing a Consultant Business Development Guide: Starting and Succeeding with an SH&E Consulting Practice. The book will provide comprehensive guidance for anyone contemplating entering into consulting in safety, environmental, industrial hygiene or any of the related fields. It will also serve as an excellent refresher text for those already in practice who want to revisit their current situation and to revise or reaffirm their current model of service. It will be written in a workbook style and will provide plenty of resources, checklists and practical guidance. Potential authors need to be able to draw upon these types of resources in their respective chapter.

This book will be written by CPS members and published by ASSE. Three members of the CPS Advisory Committee will serve as editors: Pam Walaski, Carol Keyes and J.A. Rodriguez, Jr.

We are looking for authors for each of the specific chapters and are hosting an open call for those who are interested in participating in this project to submit an application of interest. Attached is the working Table of Contents; however, we are open to suggestions for additional chapters along with modification of the current set. If you have another chapter/modification to propose, please let us know that in your application. Applications are due no later than April 15; no exceptions.

This book’s success will rest with the selected authors’ expertise. Therefore, we are specifically looking for those with expertise in the chapter topic they select as well as experience in writing. For the latter, we are in search of those who have authored other books, newsletter articles, book chapters or other extensive work, beyond the writing that they may have done as part of their consulting practice.

Since we will have numerous authors all collaborating with separate chapters, the style and formatting of each chapter will need to be consistent throughout the book. To accomplish this important goal, each author will need to agree to use several style guidelines, which will be provided to them prior to starting their assignment.

Before submitting your interest in participating in this project, we request that you carefully review the expectations below. We have established deadlines and requirements so that the book is able to be submitted in draft and to meet a general publication schedule. If selected to author a chapter, you will be asked to sign a Letter of Agreement.

The book will undergo several levels of editing. When you submit your application, you will be asked to provide the names of at least two professionals who are able and willing to serve as content editors of your first draft. All edits suggested by this level of review will need to be accepted by you or you will need to provide specific justification as to why not. Following the
first level of review, your chapter’s editor will conduct a second level of review; the same requirement for accepting or rejecting editorial remarks is in place. Finally, an editor will review the book in its entirety to ensure that consistency is assured across all chapters with regard to style and other substantial format issues.

Because this book is a CPS project, all authors will be required to be CPS members. You need not be a member at the time you submit your application, but you will need to join by the time you sign your Letter of Agreement.

**Expectations of Authors:**
- Follow ASSE author’s manual and guidelines outlined by the editors (this information will be provided when the authors are notified of their approval to write a specific chapter).
- Provide a final first draft within 4 four months of accepted assignment (see tentative time schedule below).
- Release all copyright to ASSE.
- Be prepared to obtain permission to reprint any copyrighted material (photos, illustrations, tables or more than 300 words of text).
- Accept editing review recommendations.
- Provide names of professionals who are willing and able to conduct peer reviews on your work.
- Sign a letter of agreement prior to final acceptance as an author.

Preference will be given to professionals working in consulting.

**Tentative Schedule**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>April 15</td>
<td>Author’s interest applications due</td>
</tr>
<tr>
<td>May 1</td>
<td>Notify authors of acceptance</td>
</tr>
<tr>
<td>May 15</td>
<td>Author acceptance letter agreements due</td>
</tr>
<tr>
<td>June 26</td>
<td>(Tentative) Author’s meeting at ASSE PDC and names of peer reviews due</td>
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<tr>
<td>September 30</td>
<td>First complete drafts due</td>
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<tr>
<td>October 30</td>
<td>First edit completed and back to authors by peer review (technical content must be verified)</td>
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<tr>
<td>December 15</td>
<td>Second complete draft due</td>
</tr>
<tr>
<td>January 15</td>
<td>Second edit completed and back to authors as needed</td>
</tr>
<tr>
<td>January 31</td>
<td>Final chapters completed</td>
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Thank you in advance for considering participation in the exciting project. If you have any questions or need additional information, you may contact any of the editors as indicated below. Send you application/letter of interest with supporting documentation to one of the following editors:

Pam Walaski  Carol Keyes  J.A. Rodriguez Jr.
412.414.4769  651.481.9787  540.287.0483
pam@jcsafety.com  carkey@chess-safety.com  JA@MakeMyDayStrategies.com
Call for Authors

If you are interested in authoring a chapter, please provide the following:

Name:

Company Name:

Address

Phone Number:

Additional Phone Number (if applicable):

E-mail:

Website (if applicable):

Chapter you are interested in:

Include the following information in your proposal:

Proposed chapter outline: Make sure to discuss how you will address what is already covered in the proposed Table of Contents.

What areas do you practice in/what are your qualifications for this chapter?

References: Professional and personal, but we are specifically looking for references who can address your expertise in your chapter area and your qualifications in writing.

Peer reviewers: Because all information in your chapter must be technically correct, please provide two to three names of people who are willing and qualified to conduct a peer review. These should be people whom you have asked to review for content. Only one peer review will be requested; however, we require more names to be submitted to ensure that at least one person will be available when the time for review of the draft occurs.

You can submit applications for more than one chapter, although each author will write only one chapter. If doing so, please note if you have a preference for a chapter.

Are there other chapters (not listed) that you would propose? If so, please give us an outline of what you would include.

Include your CV with specific publication experience.

E-mail your application and supporting documentation by April 15 to any one of the editors noted above. Only electronic submissions will be considered.
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Proposed Table of Contents

As noted in the proposal, each chapter will open with questions designed to get readers thinking about areas they need to evaluate as they begin the process of setting up their practice. The main text of the chapter will explore areas for considerations, best practices and key decisions that need to be made. The end of each chapter will provide closing questions designed to ensure that the reader has fully evaluated the topic and understands what areas may require further review, research and decision-making. Additional resources may be offered.

Each chapter will also feature worksheets to help guide the reader through the practical aspects of making necessary decisions.

1. Introduction
   - Answer key questions about why you want to pursue development of a consulting practice.
   - Addresses layout and functionality of the book.
   - Addresses why the book is being written [to address an unmet need for those specifically wanting to begin (or improve) their SH&E consulting practice].

2. Entrepreneurship/Assessing Your Ability to Be a Consultant
   - Identify your strengths and weaknesses before you start.
   - Help determine whether your personality is a good fit or perhaps whether you should consider some type of partnership where you can find one or more people who can balance out the necessary skills.

3. Business Plan
   - Essential components of a business plan, including how you will finance the initial startup, identifying competition, creating a niche market based on your skills and bringing in outside professional to assist, such as an accountant, lawyer and IT specialist.

4. Insurance Needs
   - What insurance do you need and how do you go about finding a carrier and necessary coverage?
     i. Includes professional liability, general liability, health insurance, life insurance and workers’ compensation/disability.

5. Legal & Regulatory Issues
   - Identifying the proper business structure for your endeavor (sole proprietor, LLC, corporation).
     i. Organize your business—business entity types.
     ii. Writing and using contracts.
     iii. Subcontracting.
6. Marketing & Sales
   - Developing a specific marketing plan.
     i. Finding clients and keeping clients.
   - Marketing/advertising resources from traditional to more contemporary (i.e., social networks).
   - Websites.

7. Networking & Developing Professional Relationships
   - Focuses on the advantages of using this method for client development.
   - Also focuses on the need for developing your own professional development plan that assists in individual professional development, typically handled by an employer.

8. Financial/Accounting
   - Setting rates.
   - Invoicing and collecting.
   - Taxes.
   - Accounting systems.
   - Use of professionals to assist.

9. Other Legal & Ethical Issues
   - Addresses areas, such as what to do when a client asks for something outside of your expertise and how to handle situations when a client does not follow through on recommendations that may present an imminent danger to their workforce.
   - Identifies potential conflicts of interest.

10. After the First Year
    - This chapter will go beyond the basics outlined in the above chapters and will discuss how to strategically place the consulting practice in line for continued growth and development as well as how to identify situations that might indicate potential problems and address them before they pose a real danger to ongoing operations.
    - It will also address questions that arise about expanding the business and how to manage growth.