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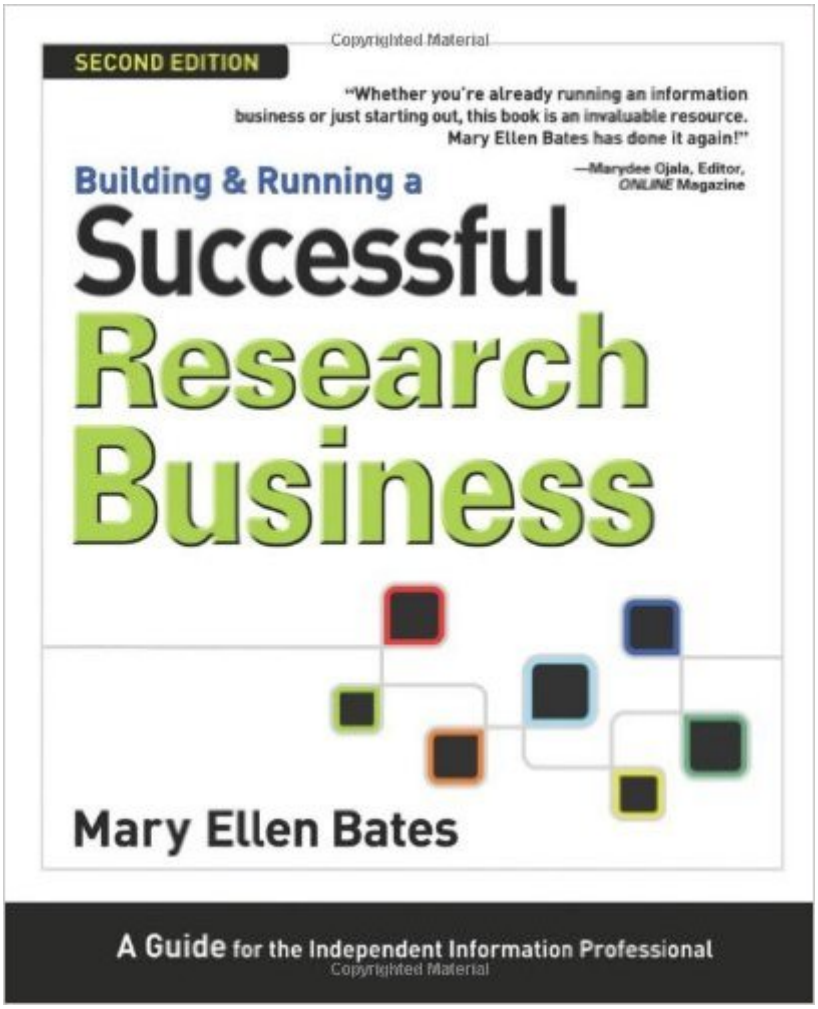
Building & Running A Successful Research Business: A Guide For The Independent Information Professional



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Synopsis

The essential handbook for every information entrepreneur, this is the indispensable guide to launching, managing, and growing an independent research firm. From beginning to end, this newly updated study navigates through every stage of the process—introductory procedures, conducting the company, the ideal marketing methods, and maximizing research. From making key decisions and closing the sale to maintaining good relationships with clients and tapping into powerful information sources beyond the Web, this first-rate collection of tips, tricks, and techniques is the key to building a successful information business.

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Customer Reviews

Working as a sales support person for a consulting firm, I’m often asked to research companies, industries and business topics for other staff. I bought this book looking for a "how to" guide on online research and realized I got something more valuable to boot.This book does not teach mechanics such as putting together complex boolean strings. Instead it does present a great overview of research resources. What I enjoyed most was practical advice on how to make myself a better researcher -- how to define and scope out a research project, how to set realistic client expectations, how to market my services and how to do a better job managing my projects and my internal clients. Recommended. Comprehensive, clear, concise, well organized and documented.

The first edition of Bates’ practical guide has long been required reading for anyone considering this

growing career opportunity. This second edition continues the strengths of the first - practical, detailed, thorough, and written in a wonderfully supportive style - while adding and updating information to reflect the subtantial changes to the profession in the past seven years.Every chapter in the book's three sections (Getting Started, Running the Business, Marketing) provides information critical to succeeding as an information broker or independent researcher, but especially important is the guide's concluding section, Marketing. You simply cannot succeed if you can't market your services, and this is a major perceived obstacle among those who might otherwise follow this career path. In the Marketing section's eight chapters, Bates identifies what to do, how to do it, when to do it, and when to do it again. The message: marketing is critical to your success, it's ongoing, but it's also doable.This new edition of Building & Running a Successful Research Business is a must-have for independent researchers, but it's also valuable for those of us who do more independent information creation than research. Being a good researcher or content developer is one thing; being able to build a successful business with those skills is quite a different challenge. The new edition of this classic work will enable you to successfully meet that challenge.

I read the first edition of Mary Ellen's book and was impressed enough that I wanted to see how she'd updated it. Fortunately, I wasn't disappointed.The book is a great resource, and not just for information professionals. It can be used as a primer for anyone putting together a solo consulting practice, for example. It's been updated with enough ideas for modern web marketing and web site design as well.I particularly found the sections on "deep web" research helpful. These are paid-subscription sites with access to a great deal of material that's not available on public-facing web sites.

Research is not something that will turn a direct profit, but it doesn't mean it can't be profitable. "Building & Running a Successful Research Business" is a guide to running a successful research driven business. Examining the business model needed to be successful in such an environment, the challenges faced, and with plenty of advice drawn on experience, "Building & Running a Successful Research Business" proves to be an invaluable reference for readers and managers, and is a core addition to any business collection.

This book offers valuable information and practical tips for both new and experienced information business-owners. The expanded marketing content in the second edition provides up-to-date coverage on attracting the right kinds of clients, and Mary Ellen's advice on the art of the reference

interview has proven indispensable for project development and management - even after more than a decade in business.

Others have already described the content. I just want to say that I appreciated Bates' clear, straightforward, description of the ins and outs of being an information broker. This is not one of those breathless, "You, too, can be an entrepreneur!" books. She is very clear about the challenges of being an independent researcher and I appreciated her frankness. She has been in business many years, so has plenty of experience to back up her assertions. (No, I don't know her, nor am I in any way affiliated with her business.)

Very few times have I ever picked up a book and not able to put it down, but this book is an exception. Bates does an outstanding job of presenting information, expanding on it, and even making you feel a bit more confident that success as an info pro is obtainable.Highly recommend if you are thinking about entering this line of work.

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