

Index

- ambition 19–20
- attitude
 - assumptions 25
 - be distinctive 11
 - being hungry 7–8
 - being passionate 8–9
 - belief 30–2
 - can do 10
 - confident 26–7
 - conform 34–5
 - dissatisfaction 35–8
 - don't lie 12–13
 - focus 27–8
 - go for it 17–18, 40, 41
 - initial questions 6–7
 - instinctive 22–3
 - learning 15–17, 23–4
 - negative 19–20
 - perception 13–14
 - realistic 20–2
 - soak up information 14–15
- barriers 26–7
- belief 30–2
- benchmarks 168–70
- brands 54–5, 87–8
- business plan 104–6
- business school 24–5
- catalysts 35–8
- chameleon qualities 66–7
- change 1–4, 89–90
- city trader 32–3
- clients 57–9
 - contact 845
 - knowledge 129–30
 - regular commitments 143
 - troubleshooting 142
 - withdrawal 136–8
- conformity 34–5
- contacts 106–8
- core business 80–1
- decision-making 175–6
- details 138–40
- earnings 75–6
- enterprise
 - bare essentials 94–5
 - basics 44
 - being ready 86–7
 - branding 54–5
 - collaboration 71–2
 - contacts 57–9
 - customer charges 60–1
 - deals 63–4
 - do-it-yourself 46–7

- doing more than one job 67–9
- eureka moment 45–6
- finance 74–80
- flexibility 66–7
- funding 69–70
- introductions 72–3
- juggling 55–7
- keeping in touch 84–5
- know-how 50–2
- making something out of nothing 48–50
- picking a team 92–4
- in practice 65–6
- quick reactions 86–7
- reinventing yourself 89–90
- selling 52–4
- selling your self 82–4
- signature projects 91
- value for money 62–3
- entertainment budget 132
- entrepreneurial spirit 100–1
- entrepreneurs 1–4, 149–50
 - case examples 202–9
- face-to-face contact 116–17
- failure 28–9
- finance
 - accounting mechanisms 75–6
 - budgets 64
 - debt-paying 134–5
 - funding 69–70
 - making money 74–5
 - pricing 60–4
 - profit 78–80
 - prudence 77–8
 - revenue 60–1
 - value for money 62–3
- flexibility 66–7, 102
- focus 27–8, 69, 71, 98
- forward thinking 133–4
- freelance 149–50
- goal-setting 6–7, 20–2
- gut feelings 22–3
- holidays 180–1
- ideas 9, 45–6, 99, 100, 102, 119–22
- impressions 13–14
- intellectual capital 50–2
- introductions 72–3
- involvement 17–18
- job description 113–14
- juggling work 55–7
- lean organization 94–5
- learning 15–17
- lunch 131–2
- management 144–5
- mediocrity 127–8
- mentors 110–11
- motivation 8–9, 164–6
- multi-work 67–9, 171–2
- negotiation 63–4
- networking 108–9
- originality 11
- outsourcing 99
- partners 71–2
- personal profile 82–4
- polymaths 111–13
- portfolio working 46–7
- presentations 124–5
- relationship management 142
- relationships 59
- reputation 12–13, 142
- research 14–15

- rewards 81–2
- risk 38–9

- safe pair of hands 10
- sales 52–4
- self-accountability 48–50
- signature projects 91
- small businesses 145–6
- sole trader 32–3
- specialists 111–13
- stress 160–1
- success 7–8, 97–8
 - added value 125–7
 - avoid faux pas 150–1
 - be intuitive 103
 - client withdrawal 136–7
 - details 138–40
 - don't do mediocrity 127–8
 - don't give too much away 148–9
 - everyday scribbles 121–2
 - face-to-face contact 116–17
 - getting connected 108–9
 - hands-on involvement 146–7
 - having what it takes 100–1
 - job descriptions 113–14
 - keep it simple 104
 - knowing when to shut up 124–5
 - knowledge of client 129–30
 - learning to say no 122–3
 - lucky breaks 115–16
 - lunch 131–2
 - making a difference 152
 - measuring 168–70
 - mentoring 110–11
 - online 140–1
 - regular commitments 143
 - reputation 142
 - simplify management 144–5
 - six-point business plan 104–6
 - small is best 145–6
 - specialists or generalists 111–13
 - starting and finishing 88–100
 - think ahead 133–4
 - think entrepreneur not free-lance 149–50
 - time-wasting 117–19
 - tools needed 102
 - trust 134–5
 - walking away 137–8
 - who you know 106–8

- teams
 - personality of members 93–4
 - picking 92–3
- time management 117–19, 124–5

- under-promise and over-deliver 127–8

- value-added 125–7
- visibility 17–18

- website 140–1
- women 179–80
- work experience 23–4
- work/life balance 153–4
 - being in control 156–8
 - benchmarks 168–70
 - benefits 197–8, 199
 - budgets and business plans 179–80
 - choice 199
 - dedicated workspace 161–3
 - doing the same thing 170–1
 - feast to famine 176–7
 - flexibility 173–4
 - freedom 199–200
 - get stimulated 166–7

- giving up 194–5
- going back 195–6
- good and bad points 155–6
- home time 182–3
- job for life 186–7
- liberate yourself from your
 - desk 163–4, 167
- loneliness 189–90
- making it up as you go along
 - 191
- motivation 164–6
- multi-tasking 171–2
- promotion and job titles
 - 185
- rewards 192–3
- self-sufficiency 187–9
- speed 175–6
- stress 160–1
- taking holidays 180–1
- taking time out 183–4
- what you do not where you
 - are 193–4
- work regrets 159–60
- working day 177–8