

Colorado ASI Chapter presents
Let's Get Profitable workshop
by Susan Olason

Please join us on September 18, 1999 from 9:00 to 5:00 at The Depot in Boulder, CO.

Let's Get Profitable workshop stresses that profits are the result of informed decisions at each stage of an efficient indexing and business process. This workshop will assist new indexers in setting up their businesses efficiently and provide experienced indexers with a technique to analyze their indexing workflow and increase productivity. There are many indexers who are good at indexing, but they have not organized their entire working process well enough to become both good and profitable. Unless an indexer can become comfortable with the financial outcome of the endeavor, the work will not be wholly successful or satisfactory. Whether an indexer is full-time or part-time, they want to make the most of the projects they do. Increasing the potential for becoming profitable will benefit experienced indexers, new indexers, and those indexers who anticipate moving from part-time to full-time indexing.

Let's Get Profitable workshop will examine both sides of profitability, income and expenses. For the income side of profitability, the workshop will present techniques for analyzing your indexing workflow along with suggestions on how to improve your efficiency and therefore increase your income. For the expense side of profitability, the workshop will discuss business decision-making in the areas of marketing, hardware, software, scheduling and time management, workstation ergonomics, and financial planning and taxes.

Susan Olason has a Masters degree in Business and is a full-time indexer. In her previous career, Susan spent 20 years as a Systems Engineer/Manager on contracts dealing primarily with how people use information. Her indexing business has been profitable since the first year, and she has been able to increase her profitability to over \$80.00 per hour by using the techniques presented in the **Let's Get Profitable** workshop. Susan is also the Colorado ASI Chapter Chair.

Registration fee: \$20.00 for ASI members
 \$25.00 for non-ASI members
After September 8 or at-the-door, \$30.00