2026 Edition

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HOW TO BE A BETTER TECH CONSULTANT

Presented by Derris Boomer

Available on our Blogs: www.btgsi.com

AGENDA

- Opportunity
- Answer the important questions (Who, What, When, Where, How, Why?)
- What are you selling?
- Pricing Strategy & Grade
- How do you acquire new customers?
- Who do you work for?
- W-2 vs 1099 vs C2C
- Contracts and Insurance
- Billing and Cash flow
- Consultants Lifecycle of Work
- Time vs Money

Appendix

- ***Business Startup Check Lists***
- ***Tools of the Trade***
- ***Sites to Bid on work for FREE***
- ***Robert Half HOT JOBS***
- ***My Favorite Companies for outsourcing***

OPPORTUNITY

- **As of January 1, 2025**, there are approximately 485,236 IT consulting businesses in the United States, representing a 1.6% increase from 2024.
- **Growing Independence**: The number of independent contractors (across all sectors) jumped 13% in 2025, with 5.6 million independent workers reporting annual earnings over $100,000.
- **High Demand for IT**: The IT consulting industry is experiencing high demand due to digital transformation and AI, leading to strong growth for independent professionals.
- **Market Growth**: The US IT consulting market size is expected to reach $759.6 billion in 2025, driven by 7% growth in technology consulting.
- **AI Adoption**: 74% of independent workers are using generative AI in 2025, up from 65% in 2024, utilizing it for research, idea generation, and data analysis.
- **Utilization of Platforms**: By 2025, nearly 49% of service-providing independent professionals are using online talent marketplaces (e.g., Toptal, Upwork) to find work.

ANSWER THE IMPORTANT QUESTIONS

- Who am I as a consultant?
- What services or products do I offer?
- When do I offer these services?
- Where do I go to provide these services?
- How do I provide these services or products?
- Why do I do this - Because of ?

- Explain your business in key words in 2 min elevator pitch.
- Focus your costs of services\products in a grade level (low, med, high)
- The Why is as important as the how.

HOW TO BILL FOR SERVICES\PRODUCTS

Services\Products defined as what?

- Time and Materials
- Fixed Price
- Fixed Bids
- Retainer
- Recurring Service Subscription
- Value-Based/Outcome-Based Pricing
- Hybrid or Tiered Billing
- Managed Services
- Products (Wholesale\Retail)

What are the Units of Measure?

- Hourly Rate
- Daily Rate
- Weekly Rate
- Project Rate
- Formula (40 hours per week x 50 weeks = 2000 hours) Assumes you are on vacation for 2 weeks per year.

- **Request Deposits**: For long-term projects, ask for a 25–50% upfront deposit to secure the engagement.
- **Use Milestones**: Rather than waiting until the end of a project, tie payments to deliverables (e.g., 30% on kickoff, 40% on draft, 30% on final).

PRICING STRATEGY & GRADES OF SERVICES

What is your Pricing Tier?

- There are levels to hourly rates. As you have middlemen between you and the end customer. Each layer reduces margin for the total billable rate.

- Price your hourly rates on level of quality and service you plan to provide. Are you the Walmart of consulting based on volume? Versus the Neiman Marcus of consulting - based on high quality & scarcity.

3 Tier Concept for Hourly Rate

- Tier 1 = Top Pricing ($150-$500+)
- Tier 2= Medium Pricing ($75-$150)
- Tier 3=Low Pricing ($25-$75)

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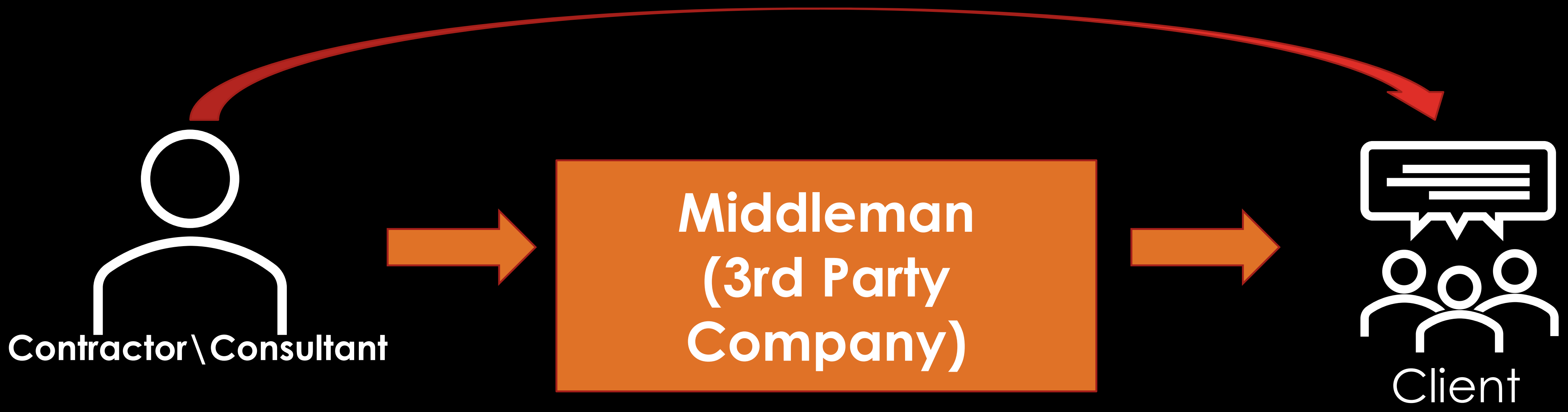
HOW DO YOU ACQUIRE NEW CUSTOMERS?

- Marketing plan
- Sales plan and sales cycle
- Internet Marketing (SEO)
- Social Media & Content Marketing
- Hyper-Local Partnerships
- Cold Calling
- Networking
- Mailers
- Advertising
- Publicity
- Distributors
- Bidding on Work
- Community Involvement
- Referral Programs
- Word of Mouth

- How do customers find you?
- How do you find customers?
- How do you define your ideal customer?
- How much does it cost to acquire a customer?
- Is your business recession proof?
- Do you work for a middlemen companies as a sub-contractor?
- Which business sectors or industries do you service?
- Are you a member of business chambers?
- How much do you plan to spend on marketing?
- Do you give colleagues referral fees?

WHO DO YOU WORK FOR?



- Middlemen takes a high % of your margins because they have direct contract with client.
- **Goal is to get direct clients whenever possible.**

W-2 VS 1099 VS C2C INVOICING

- Consult an **Accountant or Bookkeeper , Tax Attorney** to decide which best fits your lifestyle and business setup.
- More advantages for **LLC's, LLP's and Corporations**. Also more headaches and tasks.
- **C2C (Corp-to-Corp)** when your business is an entity that bills customers.

Pay Type	Pros	Cons
W2	**Taxes taken out on your behalf**	**Lower hourly rates**
1099	**Higher hourly rates**	**You must make tax payments**
C2C Invoicing	**Higher hourly rates**	**You must make tax payments**

CONTRACTS AND INSURANCE

- Do you have business insurance?
- Do you have an attorney to review contracts?
- What legal actions can you take for non-payment?
- How do you resolve contract disputes? Arbitration or small claims court?

- Workers Compensation
- General Liability
- Errors and Omissions Insurance
- Cyber Liability Insurance
- *BOP-Business Owners Policy*
- *Fidelity Bonding*

https://www.techinsurance.com/professions/it-consulting

BILLING AND CASH FLOW

- Seed capital
- Working Cash Flow (monthly)
- Emergency Funds
- Credit Cards and Debt Service
- Savings Acct 20-25% for rainy day fund
- Pay Day Loans
- Advances on Invoices
- Invoice Pay Early Discounts

Best Practices

- Keep 4-6 months of salary in your payroll account.
- Keep Corporate funds separate from Personal funds
- Use Electronic Funds Transfers (Direct Deposit) instead of paper checks from clients
- Enable clients to pay via credit card
- Move your Fiscal Year from Jan-Dec to Mar-Feb or Feb-Jan

CONSULTANTS LIFECYCLE OF WORK

Sell Services

- Marketing Materials
- Sales Cycle
- Prospecting

Sell and Interview

Acquire Client

- Contract Negotiation
- Signed Contract
- Statement of Work

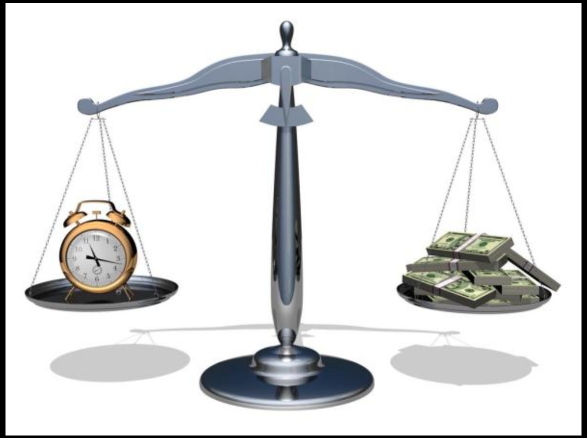
Do the Work

Billing

- Billing NET30 or NET15
- Accounts Receivable Tasks
- Company Books Reconcile

TIME VS MONEY PARADIGM

1. As a tech consultant you want to MAXIMIZE your potential to make money. Focus your efforts on your "Core Competency" to make the highest hourly rate. Alternatively you can spread yourself thin trying to chase every job opportunity thrown at you. ***Don't say YES to every client that wants to pay you $.***
2. Focus on the accounts that pay 75%-80% of your annual revenue. The accounts that do not meet that criteria should be a secondary effort. *(Example: Company A will pay you for 3 months of work. While Company B will pay you for 12 months of work).* ***Part time work gets Part time attention!***
3. Lastly outsource menial tasks that prevents you from focusing on High Profit Margin accounts. ***Why spend 10+ hours per month on billing and accounting tasks? Just outsource it!***



APPENDIX
RESOURCES AND TRICKS OF THE TRADE

Business - Start-Up Checklist:

- Describe your business, its services, and its products.
- Identify your market.
- Analyze your competition.
- Assess your skills.
- Name your business.
- Determine your financial requirements (budget) and your pricing structure.
- Identify start-up costs.
- Select an accountant and bookkeeper.
- Determine your business structure.
- Check on zoning laws, licenses, and taxes.
- Select your location.
- Apply for a fictitious name (called a DBA for "doing business as").
- Hire a CPA, Bookkeeper, Lawyer as needed!

Develop a business plan that includes:

- Business description
- Marketing plan
- Management plan
- Financial plan
- Obtain a tax ID number from the IRS.
- Apply for a city business license or home occupation permit if necessary.
- Select a banker, attorney, and insurance agent.
- Open a business banking account.
- Arrange for financing (or set aside capital for a worst-case scenario).
- Obtain business insurance.
- File legal documents to register your business.
- Set up your financial records.
- Select a logo; order business cards and stationery

BIG 6 – OPPORTUNITY TO SUB-CONTRACT

HOT JOBS 2026

AI Consultant/Strategist:
Scaling AI-driven transformation.

Cybersecurity Engineer:
Securing cloud solutions and digital infrastructure.

Data Scientist/Analyst:
Driving decision intelligence and data activation.

Cloud Architect/Engineer:
Implementing sustainable, scalable cloud solutions.

DevOps Engineer:
Managing automation and software delivery pipelines.

https://www.roberthalf.com/us/en/insights/salary-guide

What annual salary do you want?
(Low, Moderate, High, Very High)

JOB TITLE	LOW	MID	HIGH
IT Operations Manager	$160,729	$198,266	$235,804
IT Manager	$147,420	$171,308	$195,195
Help Desk Support Manager	$114,319	$140,936	$157,658
Help Desk Tier 3	$81,559	$96,915	$111,589
Help Desk Tier 2	$65,179	$80,876	$91,114
Help Desk Tier 1	$55,965	$67,909	$77,123
Instructor/Trainer	$95,550	$115,001	$135,135
Desktop Support Analyst	$75,758	$91,114	$106,811
Product Support Specialist	$69,274	$84,971	$106,129
Cable/Computer Technician	$58,695	$69,956	$78,829

WORK SMARTER WITH BETTER TOOLS

- SmartPhone \ SmartTablet
- Laptop with Virtual Machines
- G-Suite (E-mail, Calendar, etc)
- Office 365 \ CoPilot \ ChatGPT
- Zoom, FreeConferenceCall
- Slack, WhatsApp,
- CRM Tools (HubSpot)
- LinkedIn Sales Navigator
- AI Tools
- QuickBooks or Digits
- Cloud Storage (OneDrive, Google Drive, iCloud)
- OneNote, EverNote
- Travel Apps (Expensify, TripCase, Airline App, Rental Car App, Parking App, Transit App, Map App, etc)
- Corporate Credit Cards
- DISCOUNTS: AAA card or FoundersCard.com

FIND WORK ON BTG CONTRACTOR SITE FOR FREE!

BTG

BUSINESS TALENT GROUP

https://businesstalentgroup.com/

Offerings:

- Provides a "FREE" Portal for you to bid on work from various global companies
- They provide billing and collections on your behalf for a % invoices
- They provide contracts to clients and you
- They offer other services

FIND WORK ON MBO CONTRACTOR SITE FOR FREE!

https://www.mbopartners.com/
Now owned by PWC
https://talentexchange.pwc.com/

Offerings:

- Help establish your company (if necessary)
- Guide you through PwC's on-boarding
- Cover you under our business insurance
- Invoice PwC on your behalf
- Pay you as you work
- Give access to medical, retirement, and other benefits
- Provide personal, helpful support

FIND WORK ON BCG CONTRACTOR SITE FOR FREE!

https://supplier.coupahost.com/sessions/new

Offerings:

- Coupa Supplier Portal (CSP), provides a centralized, no-cost digital platform designed to streamline interactions with BCG. It is the mandatory, preferred method for onboarding, managing transactions, and invoicing, aimed at increasing efficiency and speeding up payment cycles for suppliers.

FIND WORK ON EY CONTRACTOR SITE FOR FREE!

EY GigNow

https://app.gignow.com/

https://www.gignow.com/

Offerings:

- EY GigNow is a proprietary platform that allows contingent workers to directly access contract opportunities at EY.

FIND WORK ON ACCENTURE CONTRACTOR SITE FOR FREE!

accenture

https://www.accenture.com/us-en/careers/career-stage/contractor-exchange

Offerings:

- Opportunity finds talent at Accenture contractor marketplace
- Welcome to the Contractor Exchange Marketplace. Tell us about yourself and we'll match you with open projects—and send opportunities directly to you.

FIND WORK ON DELOITTE CONTRACTOR SITE FOR FREE!

Deloitte.

https://opentalent.deloitte.com/

https://vendorconnect.gps.deloitte.com/

Offerings:

- Welcome to Deloitte Open Talent
- A community of professionals who apply their experience to project-based, contract work with Deloitte. Deloitte Open Talent offers access to challenging work and a collaborative environment – giving you the opportunity to grow and develop new skills.
- Your opportunity. Your choice. Your impact.

FIND WORK ON KPMG CONTRACTOR SITE FOR FREE!

KPMG

https://us.kpmg.talentnet.community/auth/login

https://www.kpmguscareers.com/contractor/

Offerings:

- **KPMG Assignment Select**
- KPMG Assignment Select (KAS) is your gateway to endless opportunity for professional growth and exposure to a diverse range of career experiences. Join a network of independent professionals and take advantage of a new way to work… outside the box! Because at KPMG, independent professionals don't just own their careers—they upgrade them, one project at a time.

MY FAVORITE COMPANIES FOR OUTSOURCING!

- https://www.techinsurance.com/professions/it-consulting
- https://gusto.com/tools
- https://www.pclinkup.com/
- http://carewconsultinservices.com
- http://www.easyprepcpa.com/
- https://digits.com/
- https://quickbooks.intuit.com/
- https://www.chetu.com/
- https://shebangdesign.com/

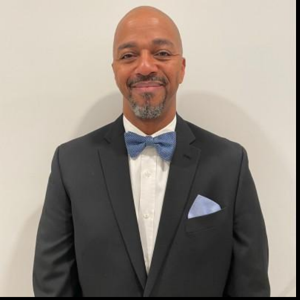
Discounts with Founders Card

https://founderscard.com/inquiry_new/FCELITEDERRIS191

Book:
"The Business of Consulting"
by Elaine Biech
https://elainebiech.com/media

MY FAVORITE COMPANIES FOR OUTSOURCING!

- Accountant\Bookkeeper
- Website Developer
- HCM Services
- Networking and Cloud Services
- DevOps Outsourcing
- Payroll & HR Services
- ***TELL THEM I SENT YOU!***



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