



Info-Entrepreneurship: A Resource Guide for the Independent Information Professional

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Introduction

The Info-Entrepreneurship Resource Guide contains selected resources pertaining to running an independent information business.

Its goal is to show the current state of this profession. The focus is on ethical for-profit companies and individuals who sell their expertise in information management, research and retrieval of relevant information for clients. They include consultants, researchers, writers, document delivery providers, public records researchers and freelance librarians – those who work independently of parent organizations such as corporations and libraries.

The main part of this guide is a bibliography arranged in reverse chronology by year from 2008 back to 2002.

Scope

Independent information professionals are referred to in a number of ways and use a variety of titles for themselves. For simplicity, the term info-entrepreneur will be used in this guide.

Info-entrepreneurship is a very broad industry; those in it use many techniques for finding and delivering information to their clients, as well as providing related services. Selecting and compiling the most relevant information to answer a client's need results in customized information products and services. Info-entrepreneurs use the skills of librarians, private investigators, database searchers, market researchers, competitive intelligence researchers, writers, indexers, and other professions in their work.

Sources

Publications, databases and web sources have been searched for this compilation. For updates to this guide, those and other sources will be searched periodically to identify new items for inclusion. See also the Resources section of the AIP web site. If you would like to recommend an additional resource, please email Mary Ellen Bates, mbates@BatesInfo.com

Associations

Where do info-entrepreneurs congregate? Here are a few of the major organizations and directories for this profession.

- Association of Independent Information Professionals www.aiip.org
- Library Administration and Management Association www.ala.org/ala/lama/lama.htm
- Society of Competitive Intelligence Professionals www.scip.org
- Special Libraries Association, CONSULT Online Directory www.sla.org/consultonline
- Special Libraries Association, Leadership and Management Division, Consulting Section www.sla.org/division/dlmd/aboutconsulting.html

Selected Periodicals

- *Connections* (AIIP member newsletter) www.aiip.org
- *Searcher* www.infotoday.com/searcher
- *ONLINE* www.infotoday.com/online

PUBLICATIONS

2008

"An Interview with Amelia Kassel", pp. 224-227 in What's the Alternative? Career Options for Librarians and Info Pros. Singer Gordon, Rachel, Information Today Inc., 2008

"The Evolution of Information Brokering: A Career Alternative for Librarians and Info Pros"
Kassel, Amelia. *InfoCareer Trends*, September 2, 2008.
http://www.lisjobs.com/career_trends/?p=476

2007

"Calling in the Specialists: Enhancing Your Services with Subcontractors" Phelps, Marcy. *Free Pint*, July 26, 2007. www.freepint.com/issues/260707.htm#feature

"Co-Sourcing" Secondary Research: Partnerships Between Internal Researchers and External Information Brokers for Greater Business Value" Szedlak, Jennifer Jenkins and Camille Clark Wallin. Contributed paper, Special Libraries Association annual conference, June 2007.
www.sla.org/pdfs/sla2007/szedlaksecondaryresearch.pdf

The Independent Information Professional: A Survey of AIIP Members Association of Independent Information Professionals, June 2007. Available to AIIP members only through the AIIP web site

Is Consulting For You?: a primer for information professionals de Stricker, Ulla. American Library Association, 2007. 101 pages. ISBN-13: 978-0-8389-0947-8

"Mentors and Mentees: Structuring a Professional Relationship" Carine, Heather. *Free Pint*, May 24 2007. www.freepint.com/issues/240507.htm#tips

"Online Researcher", pp. 81-87 in Career Ideas for Kids Who Like Computers, 2nd ed. Reeves, Diane and Lindsey, Ferguson, 2007.

2006

"Independent Professional Gets the Business to Come to Her" Spencer, Forrest Glenn. *Information Outlook*, October 2006

Rethinking Information Work, Dority, Kim. Libraries Unlimited. Sept. 2006. 200 pages. ISBN: 159158180X

"Transcontinental Teamwork: A Collaborative Case Study in Using Multilingual and Multinational Information Resources" Phelps, Marcy. *Free Pint*, Sept. 21, 2006. www.freepint.com/issues/210906.htm#feature

2005

"Alternative Careers" Kassel, Amelia. *InfoCareer Trends*, March 1, 2005. http://www.lisjobs.com/career_trends/?p=316

"Finding the needle in a haystack of information" Whaley, Charles. *Computing Canada*, May 13, 2005, p. 19-.

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"Mentoring Independent Information Professionals - A Case Study" Kassel, Amelia. *FreePint*, Sept. 29, 2005 <http://www.freepint.com/issues/290905.htm#tips>

"Q&A: finding data for clients" Johnson, James C. *Black Enterprise*, April 2005, p. 46-.

2004

"Colorado Springs entrepreneur Angela Kangiser meets business-research needs" *Colorado Springs Business Journal*, Jan 2, 2004.

The Independent Information Professional – A Survey of AIIP Members Mack, Deborah. Association of Independent Information Professionals white paper, 2004. www.aiip.org

Marketing for the Info-Entrepreneur: Top Techniques to Build Your Business Bates, Mary Ellen. Free Pint Ltd., 2004. www.freepint.com An extract from this paper is available at www.freepint.com/issues/060504.htm#feature

"Most of What I Really Need to Know About Being an Independent Professional I Learned In Kindergarten" Smith, Phyllis and McCutcheon, Christine. *Courier* [publication of the Toronto Chapter of the Special Libraries Association], Spring 2004.

www.sla.org/chapter/ctor/courier/v41n3/v41n3a11.htm

"Now That You've Fired Your Boss: The Five Things Every New Info-entrepreneur Should Know" Bates, Mary Ellen. *Searcher*, May 2004, p. 8-15.

Of Pickup Trucks and Information Services: Conditions of Service and How to Avoid Liability Halvorson, T.R. Association of Independent Information Professionals white paper, 2004.

www.aiip.org

2003

"After the Research: Information Professionals' Secrets for Delivering Results" Kangiser, Angela. *Online*, January/February 2003. p. 30-32.

Building and Running a Successful Research Business: A Guide for the Independent Information Professional Bates, Mary Ellen. Cyberage Books, Information Today, May 2003. 360 pages. ISBN: 0-910965-62-5

"Information Brokers and Cyber-Stalking" Ardito, Stephanie. *Information Today*, May 2003, p.17-
www.infotoday.com/it/may03/ardito.shtml

"Selective Outsourcing: A Tool for Leveraging the Value of Information Professionals" Lesky, Cynthia. *Information Outlook* 7, no. 6 (2003): 24-30.

"What Is an Independent Information Professional?" Association of Independent Information Professionals white paper, 2003. www.aiip.org/Resources/IIPWhitePaper.html

2002

"Client Management and Telephone Research" Kassel, Amelia and Kangiser, Angela. *Connections*, v. 16, no. 3, Fall 2002. Available: amelia@marketingbase.com

"A Day in the Life of an Information Broker" Bates, Mary Ellen. *Searcher*, July/August 2002, p. 24- . Also available at: www.batesinfo.com/day-in-the-life.pdf as "From CEO to File Clerk: a day in the life of an information broker"

"Leaping Off the Edge: Thriving in Ever-Changing Information Futures" Hunt, Debbie and Falanga, Rose. *Information Outlook*, v. 6, no. 10, October 2002, p. 12-

"Market Share and Value Add" Kassel, Amelia. *Connections*. v. 16, no. 1, Spring 2002. Available: amelia@marketingbase.com.

"So, What Exactly Is It That You Do For A Living?" Knight, Jan. Special Libraries Association, Arizona Chapter *Bulletin*, Nov. 2002. available: www.sla.org/chapter/caz/bulletins/nov02.pdf

Super Searchers Make It On Their Own Sabroski, Suzanne. Cyberage Books, Information Today, 2002. 317 pages. ISBN: 0910965595

“Taking the Independent Research Plunge! How I Did It” Thompson, Barbara Fritchman. Available: www.researchsolutions.net/ind-research.html Originally published in *Connections*, v. 16, no. 1, p. 10. Updated June 1, 2002.

“Tales of a Searcher’s Life: A Comedy of Errors or a Test of Patience?” Kassel, Amelia. *Searcher*, September 2002, p. 48-52.

“Value-Added Deliverables: Rungs on the Info Pro’s Ladder to Success” Kassel, Amelia. *Searcher*, November/December 2002, p. 42-. www.infotoday.com/searcher/nov02/kassel.htm

“Wanted: Corporate Sleuths to Watch the Competition” Koprowski, Gene. *Career Journal* from the *Wall Street Journal* March 13, 2002.

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