



2010 Women in Consulting Compensation Survey

Key Findings and Conclusions from 9th Annual Survey

Revenue/Rate Trends

- Median gross revenue: \$120,000, up from \$115,000 in 2009
- Median net annual gross revenue after subcontractors/employees: \$154,000 vs. \$171,000 in 2009 (mean), \$101,000 vs. \$118,000 (median)
- Median gross revenue for top 20% of respondents: \$300,000 vs. \$299,000
- Median net annual gross for top 20% of respondents: \$392,000 vs. \$336,000 in 2009
- 49% of participants saw an increase in revenue over the past 12 months
- 69% of participants expect revenues to increase over the next 12 months

Overall Key Trends

- Optimism is in the air; consultants are taking action and “in it for the long haul”
- 84% of respondents are long-term consultants with no plans to stop; 6% recently launched their business; only 1% recently stopped consulting due to the economy
- Social networking is widespread: 92% LinkedIn, 72% online communities, 69% Facebook, 59% Twitter, and 53% blogging
- Social media effectiveness up across the board, except for Twitter—general consensus is that social media is best for building awareness vs. generating specific business
- Traditional networking is seen as the most effective way to generate business, followed by establishing strategic relationships and asking clients for referrals
- Confidence cited as the number one reason consultants were able to charge more over the past 12 months
 - Value-based pricing, diversifying services, and improving expertise, messaging, and marketing materials also ranked high
- Consultants are doing a variety of things to keep their businesses thriving, including improving their expertise through certifications and doing a better job of highlighting their expertise and certifications

Demographics

- **Total participants:** 179 after removing unqualified individuals—89% female, and 73% from the WIC Community
- **Experience:** 94% with 10+ years experience in their field and 60% of total 20+ years; 70% in consulting 7+ years and 48% in for 10+ years
- **Education:** 47% with a masters degree or higher
- **Legal structure:** 63% sole proprietor, 36% incorporated or LLC
- **Location:** 79% Bay Area, 21% outside of the Bay Area
- **Client location:** 91% Bay Area, 76% California beyond Bay Area, 33% Mid-Atlantic, 29% Pacific, 28% Mountain, 27% New England, 27% South Atlantic, 20% Europe, 17% West South Central

