



McHUGH EXPERT INTERVIEW

McHugh Interviews McHugh on Consulting

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QUESTIONS AND ANSWERS

Q What can I find at your website?

A **25 McHugh Selects:** These are free papers on various aspects of publishing management. Most Selects are short, ranging from 250 to 500 words. McHugh Selects answer questions asked by my clients and share what I have learned advising clients. McHugh Selects cover these topics: Association and Society Publishing; Book Publishing; Management and Executive Recruiting; Product Development; Rights and Permissions; and Social Media.

16 McHugh Expert Interviews: These are in-depth interviews with experts on these subjects: Association Publishing; Book Publishing; Copyright; Digital Innovations, Executive Recruiting; Libraries; and Social Media.

My Services: Here you will find brochures and a FAQ on the services I offer publishers.

Other: You will find information about the Association and Nonprofit Publishing Group, a LinkedIn™ group that I manage. You will also find a link to participate in a short survey on social media.

Q How do you establish your fees?

A I charge an hourly rate for small jobs, usually under five hours. I charge a flat fee for larger projects and that fee is fixed. All other costs are assumed by me except for any travel requested by the client. I require a percentage of fees upfront to start the assignment.

Q Do you prepare proposals?

A Yes. After an initial conversation with a client (no charge), I will prepare a proposal if I understand the needs and feel I can be of service.

Q What questions will you ask in an initial conversation?

- A**
- What is to be accomplished?
 - What is the scope of the project?
 - What issues do you want to resolve?
 - What major outcomes do you want to achieve as a result of this assignment?
 - What is your schedule for completing this assignment?
 - Do you have funds available for my fee?
 - Is the decision to make this expenditure your decision or does it involve others?
 - How will you evaluate and measure your satisfaction with my work?

Q How are you different from other publishing consultants?

A You won't be working with a neophyte, needing on-the-job training, when you work with me as I have proven processes, templates, and a bank of tested audit questions. At the front-end of our relationship, I will spend time discovering your needs and whether or not I can serve you.

I also bring to every assignment an in-depth knowledge of rights and permissions. I make suggestions on how to improve rights management, review licenses, point out potential legal exposure, and most importantly suggest when you need to consult with a qualified copyright attorney. Copyright and licensing issues pervade most aspects of today's publishing and successful executives understand this fact.

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Q What is your typical process for working with a new client?

My process starts with a careful listening to your needs. My modus operandi is participative: the more you and your staff participate, the better the chance that I will succeed in meeting your needs. Then my process is generally the following: I will prepare a draft consulting proposal containing project scope, deliverables, schedule, and fees. After you review the proposal, we may revise. Once the proposal is agreed upon, you sign and we go to work.

Next is data gathering, which usually consists of a combination of interviews and your written responses to a custom questionnaire. Depending on the situation, I may visit your office. I then submit a draft report for our discussion. I revise as needed, resubmit to you, and then we discuss the report and a possible implementation plan. You and your staff can then call me on an unlimited basis to discuss anything related to the assignment.

Q What do you enjoy most in your work and why?

A Two things that I enjoy most are management audits and executive recruiting.

Management audits of publishing programs are enjoyable because of the contacts with staff, volunteers, authors, editors, vendors, etc., assembling information and then making constructive suggestions that will help the client improve its publishing program.

Executive recruiting has always been at the top of my list. I enjoy interviewing job candidates as it is stimulating and always broadens my perspective. Helping the client find the best qualified candidates is gratifying.

Q What is Association and Nonprofit Publishing, the LinkedIn™ group you founded and manage?

A Association and Nonprofit Publishing is a closed group and is open only to publishing managers, editors, association executives, librarians, and McHugh advisors. Your request to join will not be approved for membership if you are not in one of the above categories.

Our intent is to educate and inform our members on the publishing business without blatant sales pitches or spam. We want to spare our members from wasting their time on spam, sales pitches, and inane, pointless discussions.

As we view publishing broadly, we want to provide beneficial information for all association and society content producers including: certification, conferences, education (professional development), standards, E-learning, and symposium.

Topics: association/nonprofit publishing, book publishing, copyright, executive recruiting, marketing, product development, periodicals, RFPs, social media, and new ventures

To join: Association and Nonprofit Publishing

ABOUT JOHN B. MCHUGH, PUBLISHING CONSULTANT

John B. "Jack" McHugh, a 40-year veteran of the publishing business, is a successful long-time publishing consultant. He is the author of the McHugh Selects—25 practical papers on all aspects of publications management that are available free at his website. He also publishes the McHugh Expert Interview Series, 16 interviews with publishing leaders on various publishing specialties, also available free at www.johnbmchugh.com.

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In the book publishing business, McHugh has worked as an executive for Houghton Mifflin, Wadsworth, and Saint Mary's Press. McHugh is also an experienced association publishing executive. For seven years, he was Publisher and Director of Programs at the American Society for Quality. For a two-year period, McHugh served as the Interim Publisher at the Project Management Institute.

McHugh has advised a variety of association publishers including: AASHTO, Alliance for Children and Families, ASCD, ASM International, ASTM, AWHONN, Boy Scouts of America, International Employee Benefit Foundation, NSTA, Police Executive Research Foundation, SAE, SMACNA and SNAME. McHugh has also worked for commercial publishers such as Butterworth Heinemann, Cardiotext, Kendall Hunt, and Llewellyn Worldwide.

Jack McHugh's specialties include association/nonprofit publishing, book publishing, executive recruiting, journal publishing, rights and permissions, organizational design, and startups. McHugh is the manager of a LinkedIn™ group, Association and Nonprofit Publishing. To join: Association and Nonprofit Publishing

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