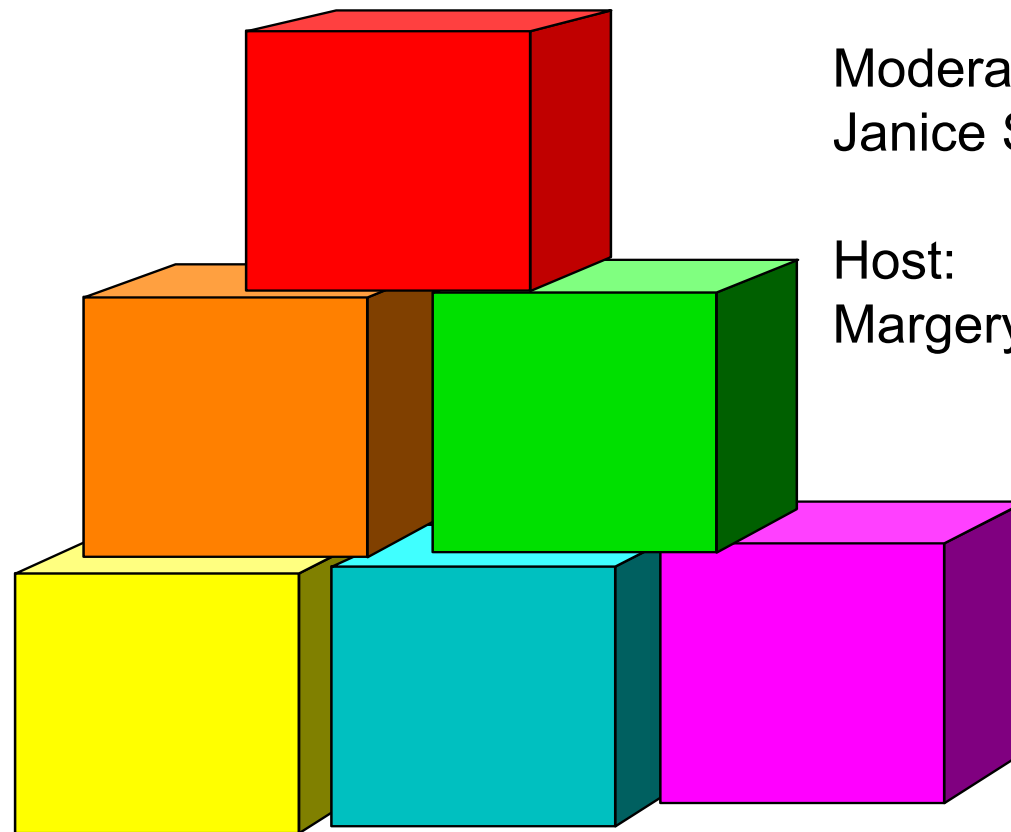


# Building Blocks for a Successful Consulting Practice: **Session 1**

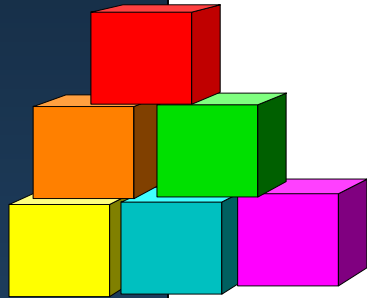
Moderator:  
Janice Scanlan CMC

Host:  
Margery Mayer CMC



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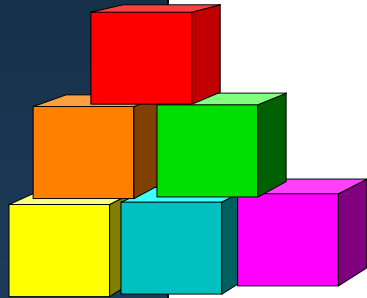
## Session Includes

- Using Key Building Blocks for Success, Jumpstart Your Consulting Practice
  - High impact marketing on a shoestring budget.
  - How to bring buyers to you; expand your business.
  - Create a sizzle statement that positions you for success!
  - How to get your advice used, followed and used again—from someone who has bought \$14 Million + in consulting services.
  - Practice and feedback about you!



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# High Impact Marketing on a Shoe-string Budget

## Building Blocks for Success:

How to be More Effective and  
stand out from the “Pack”  
*without Giving Away the Store  
or Mortgaging the House*

Elliott Black CMC  
[www.embainc.com](http://www.embainc.com)



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# Three Ways to Grow a Business

- Increase the number of clients
- Increase the average transaction value
- Increase the frequency of purchase



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# Getting the Prospect's Attention

- The Rule of 7 - gaining an unfair share of their mind set
- It takes at least seven impacts to change a prospect into a client



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4      7      12      ?

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# Trade Shows/Expos/etc.

- As an exhibitor
  - Purpose is to get leads and invite interest - NOT to make a sale
  - You need to pull attendees into the exhibit to generate leads
  - Attendees are people and, as such, will respond to everyday common stimuli



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# Trade Shows/Expos/etc.

- As an attendee
  - “NEGATIVE MARKETING” - a positive tool to open doors and develop relationships



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# Communicating Your Message



- Be as targeted as possible
- Benefit rather than feature driven



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# Advertising

- Make an offer
- Who you are
- Call to action
- Headline
- The right type
- Frequency! Frequency! Frequency!



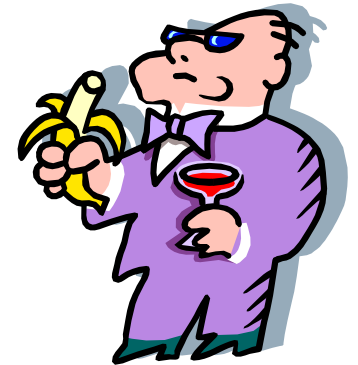
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# Publicity/Public Relations

- Develops name recognition
- Viewed as more believable; an endorsement
- Develop lines of communication with key editors
- “Take an editor to lunch”



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# Speaking Engagements

- Establishes you as an expert
- Develop list of topics
- Offer them to many groups



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## “How-To” Booklets

- Informational/Educational booklets of interest to your target customer
- Long shelf life
- High readability



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# “How-To” Booklets

- Not a direct sales piece
- Size
  - 5 1/2 X 8 1/2 (fits 6 x 9 envelope)
  - 8 pages minimum
  - 2 color cover - B & W inside



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# Newsletters

- Reinforces your message
- Maintain contact with customers and prospects



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## Newsletters

- Should be on a regular basis (at least quarterly)
- Two-color for impact
  - 1, 2 or 4 pages
- Send to customers, prospects, associates, referral sources



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# Getting Past the Gatekeeper

- Direct mail – white vs blue vs goldenrod
- Telemarketing
- Post Cards – 5” X 7”
- Attention-getting devices
  - Puzzles
  - Dollars

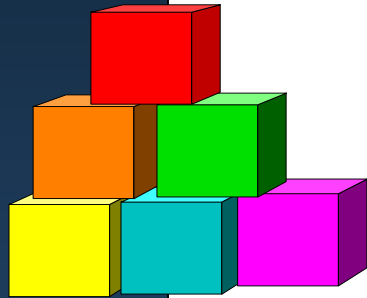


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# Selling Your SIZZLE!

## Building Blocks for Success: Positioning Yourself for Success

Rosemary Walter  
[www.MosaicMM.com](http://www.MosaicMM.com)



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# Selling Your SIZZLE

## ■ What is SIZZLE?

- Clearly and creatively **POSITIONING** yourself
- What others think of when they think of you or your practice.



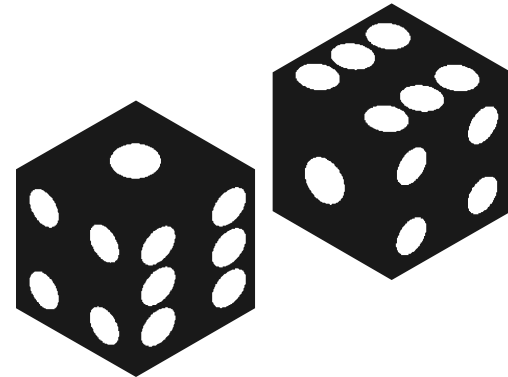
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## Why Bother?

- **SIZZLE increases the probability of business success.**



**(Source: Jump Start Your Brain, by Doug Hall)**

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## 4 Ingredients to Red Hot SIZZLE

- **Overt Benefits -  
38% better**
- **Reasons Why –  
42% better**
- **Uniqueness –  
53% better**
- **Creativity –  
Infectious Memes**



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## Overt Benefits

- **The answer to “WIIFM”**
- **Not features, not processes, not patents!**
- **Solutions to clients’ problems**
- **The value you add to your clients’ lives**



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## Reasons Why

- **Supporting evidence**
- **Features**
- **End-User research**
- **Patents**



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# Unique Selling Proposition (USP)

- **Separates you from the pack**
- **Unique AND meaningful to customers**
- **Dramatic differences**
- **Reason for referrals**



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# CREATIVITY

- **Memes – Memorable and infectious**
- **Where's the beef?**
- **Don't leave home without it**
- **Takes a licking and keeps on ticking**
- **Million Dollar Consultant**
- **What's Your SIZZLE?**



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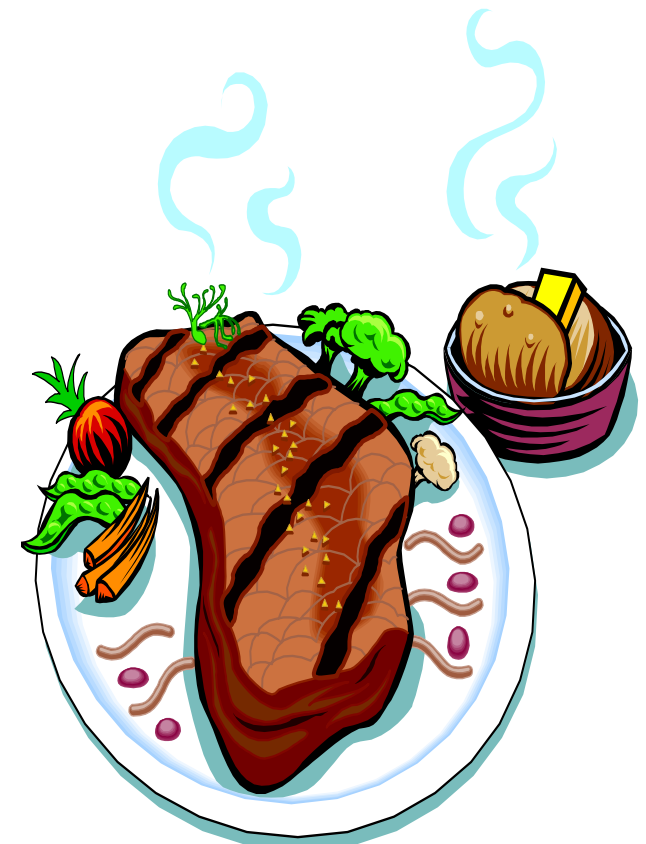


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# SIZZLE Worksheet

- **Overt Benefits**
- **Reasons Why**
- **USP**
- **Creativity**

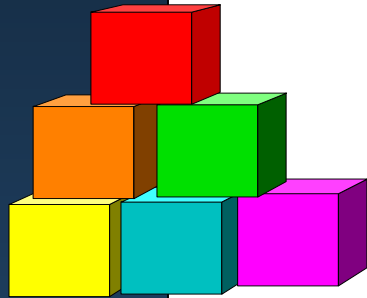


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# Managing Your Projects

*To keep your clients!*

Building Blocks for Success:

Successful Engagements

Byron Streit CMC

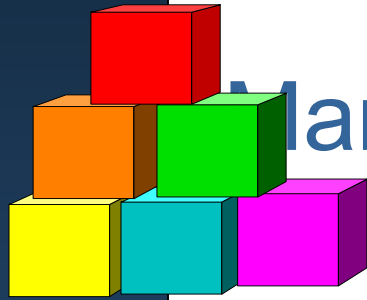
[www.SynchrosConsulting.com](http://www.SynchrosConsulting.com)



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# Managing Your Projects to Keep Your Clients

- Has anyone ever had a schedule change?
- How about the scope of the project?
- Anyone ever had trouble getting the support they needed from their client or their client's organization?
- Anyone ever have trouble declaring the project is done?
- How about knowing how the project went from your client's perspective?



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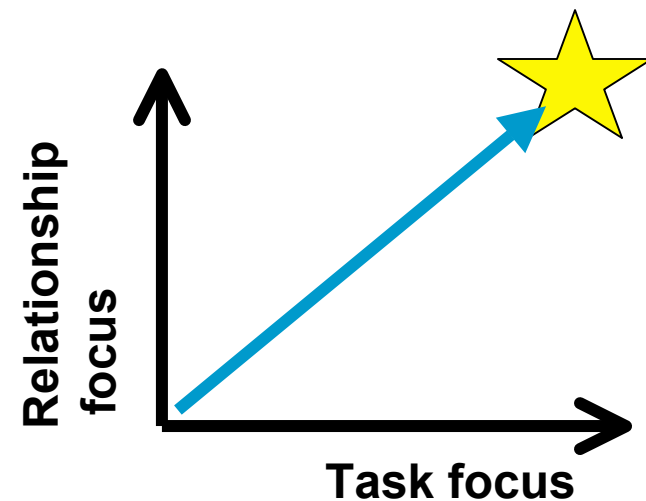
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# Managing Your Projects to Keep Your Clients

**Two keys to successful projects:**

**Balance**



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# Managing Your Projects to Keep Your Clients

**Two keys to successful projects:**

**KISSENS**

**Keep It Simple Smitty**

**Ensure No Surprises**



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# Managing Your Projects to Keep Your Clients

- **Tips for managing relationships:**
  - Agree on how to communicate status with your client and them to you at the get go.
    - How often - by what medium?
    - Make it easy for your client to talk with you.
    - Provide the feedback they need to hear, as a peer in a constructive, helpful way.



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# Managing Your Projects to Keep Your Clients

- **Tips for task focus:**
  - Use a good scheduling tool that works for you, not the other way around.
  - Shoot for measures that are either already in place, or easy to set-up.
  - If a new measure is needed – get to it early.



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# Managing Your Projects to Keep Your Clients

- Exercise:
  - ***Come to the microphone to:***
    - ***Share what's worked for you in managing relationships***
    - or
    - ***Share what's worked for you in managing tasks***



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# Answers to YOUR Questions

- Time for Q&A in Session 2
- Please jot down your questions to jog your memory!



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