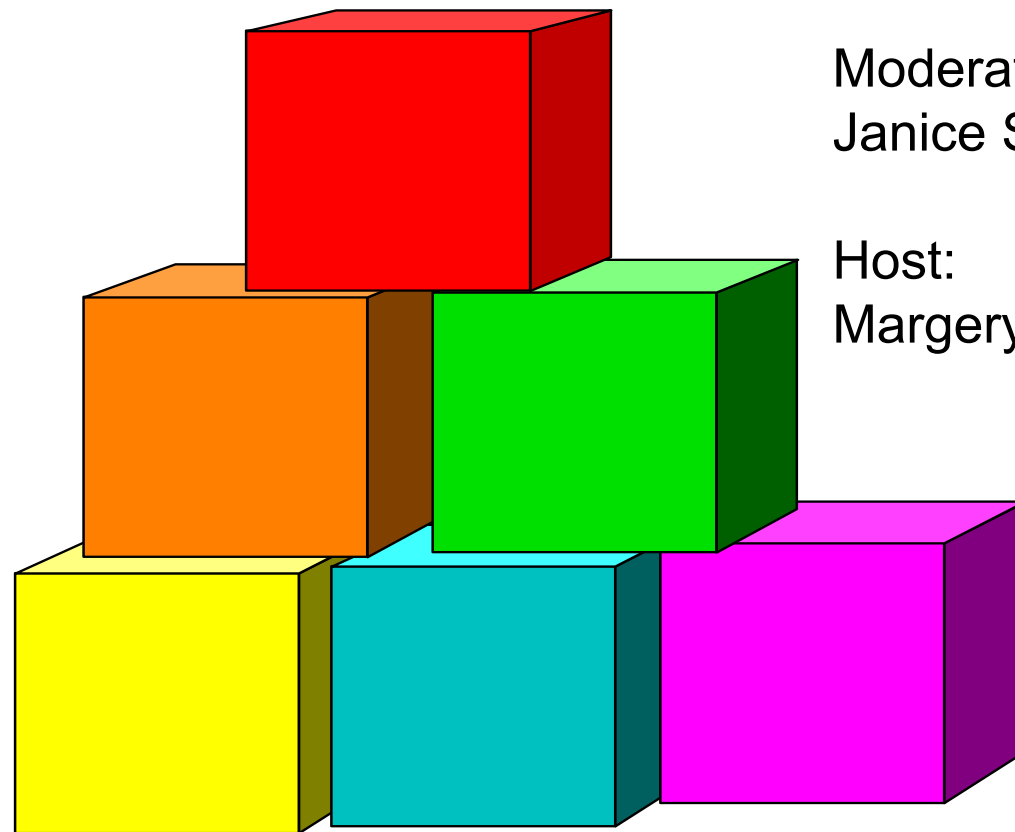


Building Blocks for a Successful Consulting Practice: **Session 1**

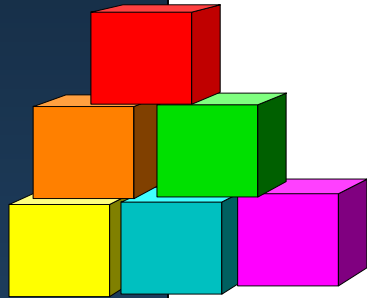
Moderator:
Janice Scanlan CMC

Host:
Margery Mayer CMC



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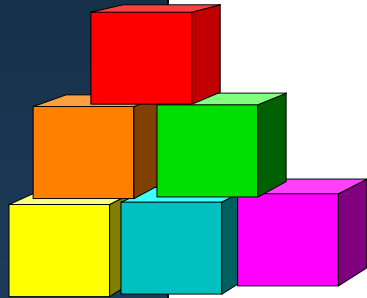
Session Includes

- 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



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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!



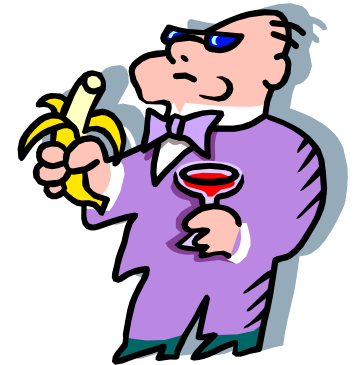
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Publicity/Public Relations

- 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

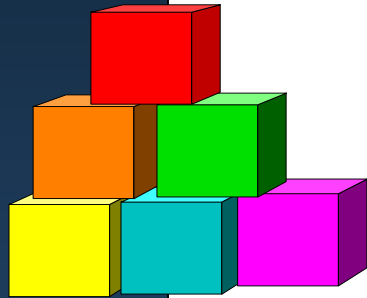


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Selling Your SIZZLE!

Building Blocks for Success: Positioning Yourself for Success

Rosemary Walter
www.MosaicMM.com



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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.



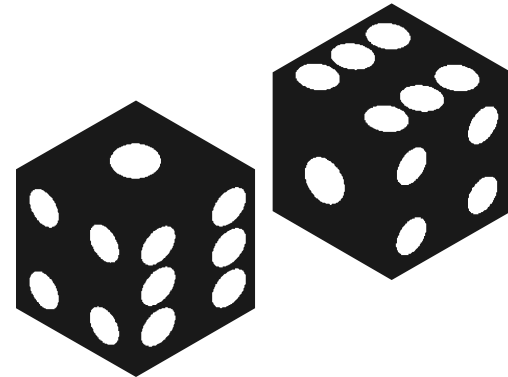
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Why Bother?

- **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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SIZZLE Worksheet

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

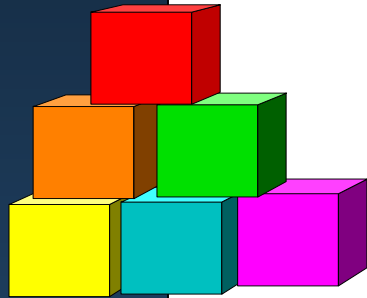


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Managing Your Projects

To keep your clients!

Building Blocks for Success:

Successful Engagements

Byron Streit CMC

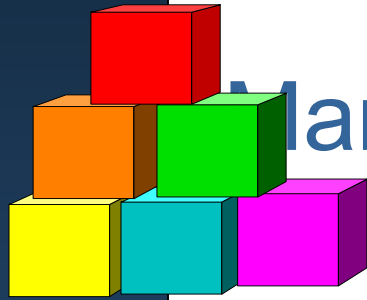
www.SynchrosConsulting.com



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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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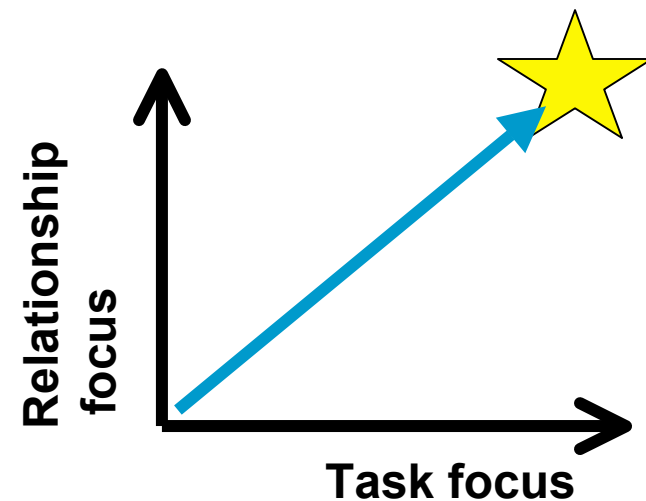
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Managing Your Projects to Keep Your Clients

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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