

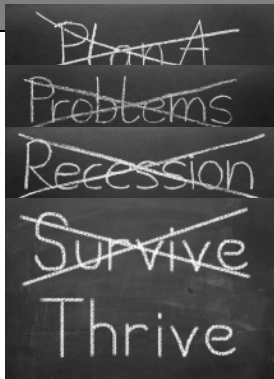
Welcome

Change the Rules and Thrive in Today's Economy

No more business as usual!



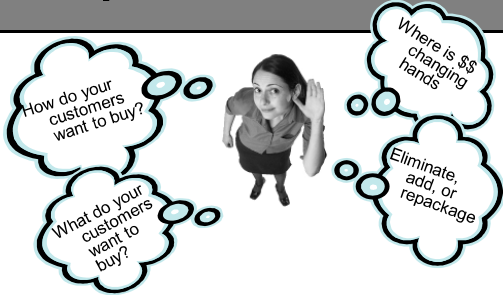
No More Business as Usual



Be the Voice of Reason



Re-Purpose, Re-Tool, Re-Position



What can you do to stay relevant, connected, and engaged?

Kathie Nelson LLC
Connectworks

Get Un-Stuck Being Stuck Costs You



- What's stopping you?
- Who can help you?

What is the cost of lost opportunity while you wait for a catalyst to move you forward?

Kathie Nelson LLC
Connectworks

Focus Formula for Busy Professionals



Kathie Nelson LLC
Connectworks

Ready, Set, Action!



Kathie Nelson LLC
Connectworks

From Survive to Thrive

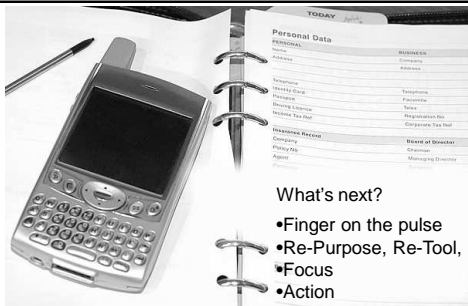
- Market Research
- Re-Purpose, Re-Tool, Re-Position
- Re-Think
- Consistently Connect



Be the voice of reason. Keep your finger on the Pulse.
Stay un-stuck.

Kathie Nelson LLC
Connectworks

Let's Get Personal



Kathie Nelson LLC
Connectworks

Questions for you

- What is the voice of reason in your niche?
- Re-Purpose, Re-Tool, Re-Position
- Ease & flow – operations, marketing and sales
- Power Partnerships
- What's important now?



Audience Q & A

Eighty percent of success in life is showing up.
Woody Allen



Thank You!

Mastering the Art of Consulting
IMC Confab 2009
Reno, NV



**What is the cost of lost opportunity while
you wait for a catalyst to move you
forward?**

www.KathieNelson.com



There is a lot going on in the market today.

No matter what your business, I guarantee, you are currently adjusting to or resisting the change. While the volatility of the market is real, your own mindset affects your business outcome in very significant ways. Check your mental chatter.

What is the truth here? Yes, costs are increasing and prospects are buying a little differently but for most of us, there is still an active market in need of our services. Reacting without planning can increase costs even more and result in opportunities lost.

Those who will ride the wave of this current economy are in the process of changing what matters...that means adjusting what matters to increase profit.

What are the current fears of my ideal client segment?

If I were to create or update my offering to make it easy for my customers to buy now, what would it look like?

Thinking about my current operations, marketing and sales processes, what compromises my service, my opportunity development, or growth?

Who are complementary service providers, competitors, or other related services providers I might collaborate with to increase the value to my prospects and clients, boost my exposure, and generate new opportunities?

In the next 90 days, what are my highest payoff activities to jumpstart 2010?

Action Plan

Let's start with a quick assessment:

What matters? On a scale of 1-5 rate your level of confidence in each area.

- _____ **Your brand.** I am not talking about your logo or your look. I'm talking about your internal brand. How you do what you do. Your internal brand differentiates you from the competition. *Do you know what makes you different? If not, ask yourself "What do I do that my competitors don't?"*
- _____ **Your business model.** I am talking about how you make money. The economic engine of your business. *Are you priced in a way that makes it easy for your customers to buy from you? Are you priced in a way that creates a sustainable profit for the company? When you evaluate the trends of how your customers want to buy in this current environment, are you adjusting to serve them?*
- _____ **Your marketing.** I am talking about marketing strategies that increase exposure, build credibility, and create opportunity. Specifically with your bulls eye market. You need more customers who value what you offer. You can't afford to be investing time or money in marketing tactics that don't support your overall mix. *Do you know which of your marketing tactics create the best results? Are you leveraging those activities to maximize lead generation, exposure, and opportunity?*
- _____ **Your sales activities.** I am talking about those activities that land you or your sales team new clients. It is critical that your sales activities lead to results. Time is money. Increasing the quality of your leads, getting more first appointments, qualified proposals, and selling your premium packages are metrics worth continuous improvement. *Do you know your sales process? Do you measure the activities that generate results? Do you have systems to support consistent activity?*

So how do you know if you need to change anything?

- Are you losing sales to the competition?
Work on: Differentiation, Packaging & Pricing/Business Model
- Are spending time with contacts that don't lead to new business?
Work on: Sales & Marketing
- Are you generating enough leads?
Work on: Marketing
- Are you making money?
Work on: Business Model/Packaging & Pricing

While you may want to change more than one thing that matters, focus on one area at a time. You will find refining the individual areas impact your bottom line and together they can exponentially increase results.

You may find you need work in all the areas listed above...that is OK! Understand you will never be done refining your business model. Regardless of how well you plan, the market is always changing. A successful technique to stay ahead of the game is to create systems to keep your finger on the pulse of your customers.

What next?

Check your business model. Is there something that needs to change in order to maximize your revenue potential?

Check your customers. Are you picking low-hanging fruit because it is easy but not as profitable?

Check your process. Are your systems working for you? Do key activities fall through the cracks or bottleneck?

Check your calendar. Does it reflect my highest payoff activities and values?

I commit to the following actions by _____.