

# **CONSULTING 101**

## **CONFAB USA 2009**

**Silver Legacy Hotel and Casino  
Sunday, October 25, 2:30 till 3:45 PM  
Hall A**

**Dr. Gayle Carson CSP CMC, Carson Research Center, 2957 Flamingo Drive,  
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- I. Mastering your Time**
  - A. Prioritization**
  - B. Rank**
  - C. Daily Schedule**
    - 1. Marketing calls**
    - 2. Networking events**
    - 3. Online groups**
  - D. Other**
  
- II. Niche vs Generalist**
  - A. Skills**
  - B. Ideal Client**
  - C. USP**
  - D. Brand**
    - 1. Website**
    - 2. Card**
    - 3. Single sheet**
    - 4. Connectivity**
    - 5. Blog**
    - 6. Ezine**
    - 7. One minute tips**
    - 8. Podcasts**
    - 9. References**
  
- III. Marketing/PR**
  - A. Press releases**
  - B. Radio/TV**
  - C. Article writing**
  - D. Community events**

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