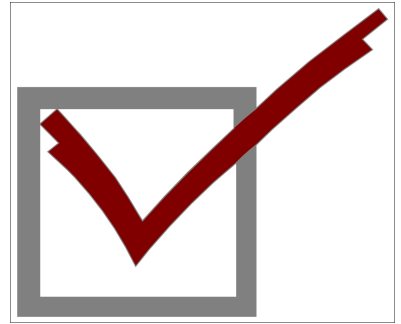


Launching, Marketing and Growing Your Consulting Practice

THE CONSULTANTS BUREAU
The National Trade Association
for the Consulting Profession



Overview: For most consultants, doing the actual consulting is easy. It's promoting and marketing your consulting practice that's the challenge! That's why **THE CONSULTANTS BUREAU** developed this seminar – which has been continually updated – back in 1996! This seminar has been offered live at locations around the U.S., but to reach more consultants and make the seminar more affordable, we put it on DVD. The live seminar was \$495, but the DVD seminar is just \$175!

- ▶ **A Comprehensive Learning Experience:** *Launching, Marketing and Growing Your Consulting Practice* takes you through the entire process, from defining the services you will offer and selecting a name for your consulting practice to developing the marketing and support materials you will need, from marketing your services to the most likely prospective clients to closing the deal, from invoicing your clients to developing third-party income sources. Based on input from actual consultants who successfully started and grew their own successful consultancies, *Launching, Marketing and Growing Your Consulting Practice* includes no theories and no hypotheses. It is 100% real world – based totally on what works and what does not work so you will not waste your time and resources on unproductive activities.
- ▶ **DVD and Workbook:** You receive a workbook that includes the entire seminar curriculum in outline form as well as samples of marketing materials, client contracts and other helpful items, plus a DVD. You watch the seminar while you follow along in the workbook. And there is a special mechanism so you can ask questions!
- ▶ **Seminar Curriculum:** *Launching, Marketing and Growing Your Consulting Practice* covers the entire process – from setting up your consultancy and developing your first generation of clients to billing them for your services and making sure that you get paid!
 - ◆ **Defining Your Practice:** Determine what your “pajama skills” are, if they are marketable, and who the best prospects are for your consulting practice.
 - ◆ **Project versus Task Consulting:** Most new consultants focus on “Project Consulting,” but the larger potential for start-up consultants is “Task Consulting.”
 - ◆ **Setting Up Your Business:** You need to select the right name, website domain and business structure for your consultancy, and you need to establish a business address and telephone service for your new business. And do so in such a way that it reflects positively on your practice.
 - ◆ **Creating a Business Entity:** Learn how to give your consulting business a corporate feel and look so prospective clients take you seriously.
 - ◆ **Putting Together a Corporate Communications Package:** You will need business cards, stationery and a prospectus, your key printed marketing tool. How do you create these quickly and affordably, but end up with a world-class package that impresses prospective clients?
 - ◆ **Developing a Website:** Learn how to set up a professional, informative, state-of-the-art website that reflects positively on your business and becomes the centerpiece of your marketing – *for just a few hundred dollars!*
 - ◆ **Who Are Your Best Prospects?** You will spend less time and money finding clients – *and getting revenue flowing into your consulting practice much faster* – if you put your resources toward those companies and organizations that are far more likely to need your services and engage you. Learn the “Sweet Spot” for start-up consultants, and avoid the “Sweat Spot” that so many new consultants find themselves in!
 - ◆ **Promoting Your Consulting Practice:** There are proven marketing programs that **DO** work, and many more that simply **DO NOT** work! Learn what does work as well as what does not work, so you will not waste time and resources on unproductive – *sometimes even counter-productive* – activities!
 - ◆ **Fast-Track Client Development:** Learn about two techniques – “Back Track” and “Ad Track” – that can land you clients in just a week or so! Also learn about “Reverse Trade Show” marketing that is highly effective, yet very economical!
 - ◆ **Making the Client Presentation:** This is where many new clients drop the ball. They finally get those few minutes in front of a prospective client, and they squander the opportunity! Presenting to a client is always a two-step process, and each process is critical to a successful outcome!
 - ◆ **Closing the Sale!** There are two key techniques, “Project Phasing” and “Preemption,” that will help you close more projects – and close them faster!
 - ◆ **Getting Paid:** How you report on your activities, and how you invoice your client for your services, will have a profound impact on **IF** you get paid and **HOW QUICKLY** you get paid!
 - ◆ **Third-Party Revenue:** Do not overlook the many sources of third-party revenue – that are all ethical and accepted business practices – that are available to consultants and that can dramatically improve your earnings!

- ▶ **Tricks of the Trade:** Since the *Launching, Marketing and Growing Your Consulting Practice* seminar curriculum is based on the real-world experiences of actual consultants who started and successfully grew their consulting practices, it includes the techniques, tactics, strategies, methodologies and tricks-of-the-trade that they learned over their collective 100+ years of consulting!
 - ◆ **Common Misconceptions:** One of the most valuable benefits of this seminar is that it dispels the commonly held misconceptions that so many start-up consultants have.
 - ◆ **Avoiding Having to Provide References:** A major hurdle for new consultants is providing references, which the start-up consultant simply cannot do! This seminar covers how to recruit new clients without having to provide references.
 - ◆ **Learn the “Sweet Spot” for New Consultants:** There is a precisely defined group of businesses that are the most likely to need the services of the independent consultant. Learn what that group is, how to market directly to it, and how to turn them into your first generation of clients!
 - ◆ **Create Just the Right Image for Your Consultancy:** You never want to lie to a prospective client. However, there are ways that you can create an image for your consulting practice that gives prospective clients the distinct impression that you've been in business for years and have several active clients.
 - ◆ **Cost versus Profit Center:** One of the most common mistakes that new consultants make is that they present the services they provide rather than the benefits they deliver. The seminar teaches how to turn your practice from a Cost Center into a Profit Center!
 - ◆ **Every Type of Marketing:** This seminar covers every type of marketing and promotion – networking, direct response, association marketing, website marketing including SEO and PPC, public relations and a many other passive and active marketing activities – with an analysis of what works, what does not work, what each costs, and how to make the most productive activities work for you!
 - ◆ **Free and Low-Cost Marketing:** Discover the many **FREE** or relatively low-cost (less than \$50 a year) marketing opportunities that are out there!
 - ◆ **Learn the Dos and Don'ts:** An incredibly valuable benefit of this seminar is that covers not just what works and what you need to **DO**, but what does not work and what you definitely **DON'T** want to do – and why!
- ▶ **Who Needs This Seminar?** *Launching, Marketing and Growing Your Consulting Practice* was designed for three distinct constituencies.
 - ◆ **New Consultants:** If you just started – or are about to start – your consultant practice, this seminar is absolutely essential! It will serve as a reality check to make sure that you have laid a sound foundation for your consulting practice and that you are focusing on the most productive client-recruitment activities. This seminar will save you literally thousands of dollars and months or years of wasted efforts!
 - ◆ **Consultants Who Have Failed to Flourish:** If you have a consulting practice, but you have not built the client base that you hoped you would have at this point, this seminar will show you exactly where you went wrong – what you did that you should not have, and what you need to do that you did not! *In fact, this seminar may be painful when you discover all the mistakes you made!* But the sooner you fix those mistakes, the better.
 - ◆ **Those Considering Starting a Consulting Practice:** If you are considering a career change, and starting a consulting practice is a business option you have considered, this seminar will help you definitively determine if a consulting practice is for you – if you have the skill set and the resources to set up, build and grow a flourishing new business! After the seminar, you will either be prepared to charge ahead and start your consulting practice with a clearly defined plan for success, or you will know that independent consulting is not for you.
 - ◆ **Consultants with Successful Practices:** If you own and run a successful consulting practice, you probably do NOT need this seminar. You are welcome to purchase it, and you may pick up a few tips and new strategies, but most of the seminar will cover what you already learned via trial and error.

Please Ship Me *Launching, Marketing and Growing Your Consulting Practice*

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Mail this form and a check or money order for \$175 payable to “**The Consultants Bureau**” to:

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