

Consultant Newsletter

Clients from scratch

When you really need some clients ...

About

This article was distributed in September 2007 as Newsletter # 24. It has relevance for both external and internal consultants, and to anyone in the fee based professions.

These articles are a marketing communication technique used by Ian Benjamin at Consultant Training Australia to build and maintain profile in its target market.

Please feel free to forward this article to those who may be interested.

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Will you ever be in the situation where you need (some) more clients?

Does anyone at your organisation have an expectation that you will bring in more business?

Do you have staff who are relying on you to create work?

Do you want your staff to bring in business?

Here are some suggestions to get going from a standing start!

1. Arrange to catching up with people – premise is to find out what they are doing and what they are focusing on at the moment, rather than to say that you are looking for engagements. Always focus on them and have the discussion about their needs, not yours. If they are good conversationalists, they will ask you what you are doing.

2. Define this group – your network – very broadly. Include anyone who has ever engaged you, involved you in a project, or come to you for assistance. Also include people you have met professionally and had some form of contact with over the years.

3. Make commitments: then you can tell your network that you have a lot on – “I’m meeting with people in North Sydney next week to discuss some opportunities, ideas, then going up to the Central Coast – to see people that I have worked with on some key projects; always looking for more, how about you, what are you doing at the moment?”

4. Write up your list of ‘products’ – your services in their most tangible form – see my book – in most libraries in Australia. This is most important as you have something to show off your expertise and your various approaches. This is one of the biggest discriminators between successful and unsuccessful consultants.

5. When you are ready, set up www.yourname.com.au. This applies to firms and to individuals. Brochures are not necessary any more, just print pages from your web site. Internal consultants and professionals need a web site or an intranet site as the case may be.

6. And finally, keep the contact up – contact this network every 90 days if you can by sending them something that they will be interested in. Do something like I do at the start of my newsletter.

Book details: ‘Consulting Contracting and Freelancing – be your own boss’, Ian Benjamin, Allen & Unwin, Sydney 2003, 2007