

## Consultant Newsletter

## Positioning

### A start-up guide to Positioning... Ian Benjamin's reasoning on the indicators

#### About

This article is for intending and newer consultants. It is particularly relevant for those of you who have no commercial experience.

**On June 1, 2 and 3 three separate one-day public workshops will be held. The first two are for start-up consultants. Day 1 is also useful for people contemplating consulting. More information is available at [www.consultantraining.com.au](http://www.consultantraining.com.au) and follow the links.**

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

Please visit the web-site

[www.consultantraining.com.au](http://www.consultantraining.com.au)

for information on

- » public workshops for consultants and contractors -  
**Sydney June 1, 2 & 3, 2010**
- » consulting related articles
- » registering to receive future ones
- » consulting books

#### Enquiries and course bookings

Contact Ian Benjamin of Consultant Training Australia to discuss your requirements.

**Telephone: 1800 266 266**

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[info@consultantraining.com.au](mailto:info@consultantraining.com.au)

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In Newsletter #29, I contended that:

- Each of these indicators listed below, will reduce the number of engagements for any consultant who is offering their services to business and government clients.
  - Multiple 'scores' on this list, will have a compounding effect.
  - Some are relatively minor and in part may be fine if you have minimal expectations about the amount of work you want to do and the fee rates you are prepared to accept.
  - It also won't matter if you're not endeavouring to make a business from your consultancy – if it is simply a hobby.
1. Promoting or informing your target market that you are 'home based' – better to say 'I am an independent consultant – working from Sydney and delivering to clients ... (wherever)'
  2. Publicly calling yourself a 'Sole Trader' – as for 1 above - 'I am independent'. Consultants advise rather than trade!
  3. Email protocols:
    - a. No footer in your emails showing your name, your business name, mobile number and email address – violates the 'make it easy for your clients to do business with you' rule.
    - b. Sending emails without 'Subject headings' – suggestive of disorder or not much going on!
    - c. Using a free email address – suggests underinvestment in your own business, may raise doubts about confidentiality of communications and about your professionalism. It may also mean you travel a lot! G-mail preferred.
  4. Having as your published business address, one which is obviously residential – as for 1 & 3c. A PO Box in a business location is preferable and costs less than \$70 pa. Invest more in your web-site to compensate.
  5. Home-made promotional materials including business cards, web-sites and other. As for 3c.
  6. Telephone protocols: answering the phone simply by saying 'hello', and having "I'm sorry I can't take your call right now ..." as part of your voice-mail message – see my book, page 142
  7. Spelling errors, particularly people's names. (Crossed fingers here)!

The workshops in Sydney in June will address more complex set-up and marketing issues.

Chapter (7) in my book "Consulting, Contracting & Freelancing - be your own boss" (Allen & Unwin, 2007) is on marketing your consultancy. Workshops (in Sydney in June 2010 and other states later in the year also deal with these issues). The book is in most libraries in Australia as well as from Borders, the AIM, CBD Dymocks, and McGill's. In Brisbane it is also at Riverbend Books in Bulimba and Qld Governments' Smart Business offices in Spring Hill. In Perth, from the WA Government small business bookshop in Hay Street. It is also available on-line at the address to the left of this article.

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Best – wishes, Ian Benjamin