

Chapter 8: How Should I Market Myself?

You and your name must be in front of people if you want to get work. This means attending conferences (as a speaker whenever possible, at least two a year), writing articles for industry publications, cultivating reporters for the industry press as a source so you get quoted, sending out mail, having a great web site, calling and then following up.

- **Conferences:** Industry conferences offer an opportunity to see many potential customers at one place at one time. No phone mail messages, expensive trips, or unanswered mail here. It's personal, face-to-face, and often in a social context. What could be better? Being a presenter in one of the breakout sessions or main sessions would be a good start. It's a way to get instant publicity (the conference web site, brochure, etc.). The conferences are even covered by the industry press. Conferences are not cheap. You have to join the group or pay a higher conference attendance fee. But when you join you can get lists of the other members (many of them prospects) and a listing in their "yellow pages" directory under your specialty. As a consultant, you cannot be successful unless you go to the conferences that are relevant to your area of expertise.
- **Articles:** If you are an expert, you should have something to say that could be published. There are two ways to go – get quoted as an expert in news articles or write articles that get published under your by-line in industry publications. Getting quoted is hard to do. You have to have a good relationship with the reporter and be consistently quotable. Writing articles is hard work and very time consuming, but there is an excellent chance you will be published. The trick is to get published in the right publications (articles are only good for one publication, then others won't touch them).
- **Off-The Shelf Presentations:** A key marketing tool is presentations that address issues that are likely to be of interest to prospective clients (could be the same as used as a conference presentation). PowerPoint is the best vehicle. The presentations should include enough "meat" to illustrate the value and complexity of the work (why they need you), but not give away your value added. These presentations can be grouped and used for paid overview sessions, can be E-mailed for review over the phone as a door opener for key major prospects, or can be introduced from time to time with current clients as a value-added service.
- **Your Brochure** You will need a simple tri-fold brochure that explains who you are and what you do. This is what you hand out at conferences, enclose with prospecting correspondence, and carry with you to hand out with a calling card when the occasion arises. Here's a sample layout:
 - Top Fold: Your logo and tag line on top of a picture that shows two professionals talking (or any other picture you think works).
 - Back: Smaller logo and all your contact information.