

## Part Two: Getting business



Are you coming out of a job where you haven't had to directly sell your own work? Maybe someone else did this for you or the clients came to you. If so, then this could be the most important part of this book for you.

Have you been running your own business for some time, and relying on one or two ways to find new business? If so, you could find a few more ways to market yourself in this part.

Although it is possible to get business by cold calling most people are as afraid of cold calling as they are of public speaking. Help is at hand. This part is about setting yourself up to begin making money.

It would be nice if being a consultant was all about being clever, looking intelligent, having fantastic hardware and software, an impressive title, helping people and changing the world.

Actually it is.

It is also about finding clients, having clients engage you, keeping them, and then finding more.

So this part of the book lists ways to get business without cold calling.

For each method I go through:

- why use it
- how it works
- how to do it, step by step.

To know if you need to read this part, try this little questionnaire. Do you know:

- What a broker or agent can do for you?
- How to make sure all of your referees say nice things about you?
- How to create a support circle for you and your business?
- How to get business without cold calling?

- How to put together a profile on yourself and your consulting services which will be easy for computers to read?
- How to promote yourself professionally?
- How to put together a tender?
- The advantages of using brokers and agencies?

If you answered no to any of these questions then read on. If you're just browsing through this book you need to know what services you sell to get the most out of this chapter. You will also need to know:

- Whether you are in this for the long haul or the short haul
- What are your immediate needs, and what are nice-to-haves
- If you need money now to pay the rent, or can wait a little for the right client and the right assignment.

These are among the questions you answered in Chapter 2 two on personal business planning, and in Chapter 6, knowing what to charge.

The answers to these questions are different for every consultant and different answers create different marketing priorities and performance indicators, so I have organised this part of the book by 'theme'.

In Chapter 7 I look at ways to get business which are fast and require a low time investment. Chapter 8 examines cheap methods that rely on your existing contacts. Chapter 9 covers methods for getting business which build new contacts. Finally, in Chapter 10, you will read about the methods of getting business which are more expensive in time and money.

Clearly, some of the methods in Chapter 7, which are fast, are also cheap and could go into Chapter 8. To make it easier for you to target your reading, the summary table on the next page shows each of the methods and its attributes.