



The 10 ways in brief



Here are some gems on promoting your consultancy. Most of the ideas are around using media and the web.

The 10 ways I look at here are:

1. Survey people
2. Promote a charity
3. Write an e-book
4. Publish an e-zine
5. Make sure you can find yourself
6. Start a web ring
7. List with smaller search engines
8. Keep in touch with your network
9. Get yourself in the media
10. Maintain a newsroom.

I illustrate each of these points with stories and examples. I have also developed some worksheets so you can translate the conceptual to the do-able.

