



FIVE TIPS FOR CONSULTANTS

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- 1. KNOW YOUR TARGET MARKET:** Every consultant should articulate in one sentence the markets he or she operates in.
- 2. SPECIALIZE:** As consultants, our greatest temptations are to generalize, casting the widest possible net. However, whether we are talking to a casual acquaintance, or a very serious prospect, they want substance, not nebulous platitudes. The best way I know of to effectively communicate substance is by describing specific skills, experiences and successes. By my standards, your specializations are your differentiators.
- 3. BECOME KNOWN AS AN EXPERT:** I personally have had fantastic return on investment as a speaker at seminars and user group meetings. Many prospects have turned into clients by walking up at the conclusion of a presentation and inviting me in to do business with them. The way to become recognized as an expert is to accomplish something noteworthy, then share your experiences with others (white papers, articles and seminars). Believe me when I say that the pay back is worth the effort.
- 4. DON'T HARBOR YOUR EXPERTISE:** You should be very open and share your experiences. You have to take the risk that a prospect might hear something you say and conclude they may not need you any more. Sharing information is part of our job. If you do it well, the listener will recognize that they need your personal consultation to fully exploit the wisdom behind your statements.
- 5. ALWAYS PLAN FOR SUCCESS:** Most consultants produce strategies and plans for our clients, for which we are paid very well. But very few consultants plan for success within their own business. As a group, we consultants violate basic business principles – never getting around to “planning your work and work you plan”. Hire yourself! Schedule a meeting time and dedicate all your brilliance to planning for success. If you do it well, your probability of success will increase dramatically.

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