

RPCN Consulting Business Boot Camp

February 3-March 3, 2015

Program Overview

Day 1

What Do Consultants Do?: Bob Lurz, consultant coach, covers the value consultants provide, why clients engage them, and the pleasures and pitfalls of consulting.

A Consultant Entrepreneur's Journey: Mike Riedlinger overviews his consulting journey prior to joining High Tech Rochester. He recounts his approach to starting, defining and marketing his services.

Defining Your Services, Clients & Value: Bob Lurz helps you define your services, potential clients and value you bring. You review your consulting approach with others, and give each other feedback.

Day 2

"An Insider's Guide to Building a Successful Consulting Practice": Bruce Katcher (by Skype), our Boot Camp textbook author, overviews focusing, choosing a business model, marketing and selling.

Legal Considerations for Consulting

Entrepreneurs: Jon Lazenby, Esq., reviews the major factors (liability, taxes, etc.) in choosing a legal business entity (DBA, LLC, S-Corp, C-Corp).

Consulting Business Framework: Bob Lurz demonstrates a business framework to organize your consultancy, understand your potential clients, and market yourself. (Before writing your business plan).

Day 3

Marketing Strategies for Consultants: Bob Lurz helps you plan a combination of marketing approaches and build your reputation, relationships, credibility and trust so that prospects engage you.

Managing Your Image as a Consultant: Beth Sears, workplace communication coach, reveals how we appear to others, and how our image influences prospects to do business with us (or not).

Marketing Methods that Work for Us: A panel of successful consultants share their marketing techniques and advice. They bring you the real-life marketing approaches that make them successful. Among others, the panel includes: **Laurie Enos** of Blue Dog Marketing; **Graeme Roberts**, SBIR consultant; **Beth Sears**, Workplace Communication.

Day 4

Social Media Marketing & the Consultant:

Deborah Mourey, strategic marketing consultant, shows how to build business through social media, including LinkedIn, Facebook, Twitter, etc.

A Boot Camp Success Story: David Powe, process improvement consultant (and RPCN vice president) relates his business experiences since attending the 2012 Consulting Business Boot Camp.

Great Consulting Idea, But Who Needs It?: Bob Lurz (assisted in role-plays by **Barbara Moore**) shows a process for interviewing potential clients to test and refine your assumptions about your service and value.

Days 4 & 5

Presenting Your Value Proposition: Boot Camp participants present to a panel of evaluators. You explain your value in a prospective-client scenario, and get immediate expert feedback on your presentation (the high point of the Boot Camp).

Combined with the homework, you can get a solid start on your consulting journey, or refreshing your existing practice. [Click here](#) for more information and to register. Questions? Contact Bob Lurz, RPCN Boot Camp Leader, RFLurz@ConsultantsAccelerator.com, 585-544-2387.