

RPCN Consulting Business Boot Camp

February 2, 9,16, 23 & Mar 1, 2016

Topics & Presenters

Feb 2, AM

Welcome by **Bob Lurz**, of Consultants Accelerator (and Boot Camp Facilitator) and **David Powe**, RPCN President. **David**, of AIO PX Management Consulting, highlights his consulting success since 2012 Boot Camp.

Consulting Entrepreneur Business Process & Boot Camp Overview

Bob Lurz, Consultant Mentor and Educator, details the business building blocks and strategies that will be interactively developed in the Boot Camp. Successful Consultants market themselves in unique ways that build credibility and trust. They also focus on providing client value.

What Do Consultants Do? (and would I want to be one?)

Bob Lurz helps us understand the value consultants provide and why clients engage them. He also addresses the pleasures and pitfalls of the independent consulting profession.

A Consultant Entrepreneur's Journey

Next, **Mike Riedlinger** overviews his consulting journey prior to joining HighTech Rochester where he is Manager: Bioventure Center; Technology Commercialization; and Lean Launchpad. He recounts his approach to starting, defining and marketing his consulting business.

Defining Your Services, Clients & Benefits

The basics: **Bob Lurz** guides you through Defining your Services; Identifying Potential Clients; Defining the Value you Provide (Work started in Pre-Boot Camp homework). This workshop helps you apply the principles to your own startup or existing consulting practice. You review your consulting business approach with others, and give and receive feedback.

Feb 9, AM

Your 30-second commercial

Participants introduce themselves and tell about the service they provide (or will provide) in a client-value-focused way. (Often called an "elevator speech").

Building a Successful Consulting Practice

Bruce Katcher is a Management Consultant and **author of our Boot Camp textbook "An Insider's Guide to Building a Successful Consulting Practice"**. He covers Choosing a Business Model, Marketing and Selling. He emphasizes the Importance of Focus in our services & clients.

Legal Issues for Consulting Entrepreneurs

Jon Lazenby Esq., a Partner at Kaman, Berlove, Marafioti, Jacobstein & Goldman LLP is an Attorney experienced in small & startup businesses. Jon explains the major decision factors in choosing a Legal Business Entity (DBA, LLC, S-Corp, C-Corp). He shows the interplay among Business Entity, Liability, Taxes, etc.

Feb 9, AM, cont'd (2016 RPCN Consulting Business Boot Camp)

Great Consulting Idea, but Who Needs It? (Client Discovery)

Bob Lurz, assisted in Role Plays by **Barb Moore**, Computer Training & Troubleshooting, shows how (and how not) to interview potential clients about the value *they* see in your service. You should test and refine your assumptions about service and clients *before* wasting precious time and effort on a consulting practice that has little chance of meeting your goals.

Feb 16, AM

Consultant's Business Model Framework

Bob Lurz shows how to use a one-page visual array of the major elements of your consulting practice. Similar to "Business Model Canvas", but adapted to solo consulting, this tool helps you track the necessary changes you make as you develop a viable practice.

Marketing Strategies for Consultants

Bob Lurz leads a workshop for choosing the marketing approaches that suit your unique situation (started in homework). Reputation, relationships, and recommendations play major roles in building the credibility and trust necessary for prospects to engage you. You develop the components of your Marketing Action Plan.

Results of Prospective Client Value Interviews (Client Discovery)

Participants report on real-life interviews they conducted with their target prospects during Boot Camp homework: Learned? Changes indicated? Surprises? Action?

Social Media Marketing & the Consultant Entrepreneur

Laurie Enos, Blue Dog Marketing, shows how to build business relationships and acquire clients through Social Media. You explore LinkedIn, Facebook, Blogging, etc. as marketing tools.

Feb 23, AM

Marketing Methods that Work for Us

A **panel** of successful consultants share marketing techniques that work for them. **Peter Burns**, Burns Digital Imaging, **Beth Sears**, Workplace Communication, **Mary Sperr**, Blue Dog Marketing, and (To Be Named) bring you the real-life approaches that make them successful.

Manage Your Image, Increase Your Credibility

Beth Sears, Workplace Communication Coach, reveals how we appear to others, and how our image influences prospects to do business with us (or not). Once we establish ourselves as experts in our field, other image factors can make or break a deal.

Feb 23, PM and Mar 1, AM & PM

Participants present their **Value Propositions** (10 minutes each, uninterrupted), to a panel of **two Evaluators**. They demonstrate their value in a prospective-client scenario, then receive immediate feedback on their stand-up presentation of services, value, and proposed results. (Participants consider this the high point of their Boot Camp)

Evaluators: **Jim Echter**, Mentor: HTR Launchpad and (TEN). **Bill Jones**, past Director, RIT Venture Creations. **Jean Kase**, Director, The Entrepreneur's Network (TEN) of Monroe Cty. **Doug Mabon**, past Chair of Rochester SCORE. **Steve Nicosia** EIR of Launch NY. (More to be Named)