

RPCN Consulting Business Boot Camp

February 7, 14, 21, 28 & Mar 7, 2017

Topics & Presenters

Feb 7, AM

Welcome by **Bob Lurz**, of Consultants Accelerator (and Boot Camp Facilitator) and **Laurie Enos**, RPCN President. **Laurie** is co-president of Blue Dog Marketing.

Consulting Entrepreneur Business Process & Boot Camp Overview

Bob Lurz, Consultant Mentor and Educator, details the business building blocks and strategies that you interactively develop in the Boot Camp. The Boot Camp emphasizes marketing yourself as a consultant, and how successful consultants build credibility and client value.

"So Ya Wanna Consult"

Janet Nelson, of OQL Solutions, and Business Improvement Experts, describes what it takes to start (or refresh) a consulting business. She covers the types of consulting, start-up 'gotta haves' and some of the pros and cons of consulting versus similar types of work.

Defining Your Services, Clients & Value (Workshop)

The basics: **Bob Lurz** guides you through Defining your Services; Identifying Potential Clients; & Defining the Value you Provide (Work you 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 other participants, and give and receive feedback.

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. These interviews 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). For homework, you interview potential clients (then report results on Feb 21).

Feb 14, AM

Your 30-second commercial

Participants learn how to 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 stresses the Importance of Focus in our services & clients.

Legal Issues for Consulting Entrepreneurs

Jon Lazenby Esq., 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. Jon is an Attorney experienced in small & startup businesses and a partner at Kaman, Berlove, Marafioti, Jacobstein & Goldman LLP

Feb 14, AM, cont'd (2017 RPCN Consulting Business Boot Camp)

Value Presentation Guidelines (Preparation for Feb 28 & Mar 7 Participant Presentations)

Bob Lurz helps you understand the principal parts of your Value Presentation and how to construct your Potential Client Scenario. We advise you to quantify your results in terms important to the client. We review the factors Evaluators use to give you constructive feedback.

Feb 21, AM

Consultant's Business Model Framework

Bob Lurz shows how to use a one-page array to visualize and align the major elements of your consulting business. 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 (work 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)

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

A Consultant Entrepreneur's Journey

Mike Riedlinger overviews his consulting journey prior to joining HighTech Rochester where he is Program Manager of Technology Commercialization. He recounts his approach to starting, defining and marketing his consulting business.

Feb 28, AM

Marketing Methods that Work for Us

A panel of successful consultants share marketing techniques that work for them. **Peter Burns:** Burns Digital Imaging, **Robin Dettman:** Coaching for Success, **David Powe:** AIOPX Management Consulting, **Mary Sperr:** Blue Dog Marketing, bring you the real-life marketing approaches that make them successful.

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 28, PM and Mar 7, AM & PM

Participants present their **Value Propositions** (10 minutes each, uninterrupted), to a panel of **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: **Leslie Bamann:** Asst. VP - CN Bank & FL Innovation Hot Spot, **Mary Anne Burkhart:** VP - CN Bank, **Jim Echter:** Mentor - HTR Launchpad & TEN, **Mark Finke:** The Catalyst Perspectives Group, **Jean Kase:** Director, The Entrepreneur's Network (TEN) of Monroe Cty, **Doug Mabon:** past Chair of Rochester SCORE, **Les Moore:** RIT Saunders Consulting, **Steve Nicosia:** EIR Launch NY.