

The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

"Think Of Your Website As A Watering Hole and Consulting Terminology."

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This month instead of talking about what is new I thought I would share some history about the day known as April Fool's instead ...

April Fool's Day, or All Fools' Day, is a holiday celebrated in many countries on April 1. The day is celebrated by the execution of hoaxes and practical jokes of varying sophistication with the goal of publicly embarrassing the gullible. Pranks are suppose to end by noon and those done afterwards are suppose to bring bad luck to the perpetrator.

Some April Fool jokes that hinge on technological advances have become reality. For example, in the late 1980s a British television Saturday morning kids' program ran an April Fool hoax about a device named Chippy (the name is a give-away, a "chippy" is a common term for a fish and chips takeaway). It was a new type of walkman, which they claimed could hold hundreds of songs on a microchip, thus rendering CDs and radio obsolete. Fast forward to the 2000s, and MP3 players...

Happy Networking !

Chad

"The NetworkING of Pittsburgh"

About Us

To encourage and promote the growth and success of other business owners. We offer the benefits of years of experience creating the solutions to the problems that are often roadblocks on the path to success.

Instead of enjoying their professions, many business owners are feeling overworked and understaffed. **The Write Plan, LLC** can help you reclaim your original vision by offering friendly, collaborative assistance on large and small projects.

NEED HELP PROMOTING A NETWORKING EVENT?

If your event would be of interest to entrepreneurs and small business owners please submit your event information for inclusion on the monthly networking events calendar by [clicking here](#).

HAVING TROUBLE TELLING OTHERS YOUR BUSINESS EXISTS?

If you would like **over 2,400** other businesses to find your business monthly, why not [advertise](#) within this newsletter.

HOW DO I SIGN-UP TO RECEIVE MY OWN COPY OF THE NEWSLETTER?

If you are looking to receive your very own copy of this newsletter each and every month please submit the form on our webpage http://www.thewriteplanllc.com/Monthly_Newsletter.html

FEEDBACK, QUESTIONS, OR COMMENTS?

Please submit feedback, questions, or comments on the Request Form webpage http://www.thewriteplanllc.com/Request_Form.html

GUESTBOOK

Tell us what you think of our services, newsletter and networking calendar by [clicking here](#).



Websites take a lot of time to maintain. For a consulting practice, how important is that my site be more than just describe my services?

What constitutes an effective website has evolved over time. A decade ago, a website that was, as you described, an electronic brochure, was good enough. A set of static pages with your experience, qualifications, approach to consulting and a list of clients might do the trick. As both technology and website user sophistication increased, the standard for what a good consultant's site looked like also increased. People have come to expect knowledge generators like consultants to provide a fresh set of content. Maybe you aren't expected to provide a steady stream of content like large consulting firms, but your services are expected to evolve along with business and management.

Take some of the biggest news stories or trends in your industry. How would a prospective client know that you are on top of these issues? What new services have you developed that are different from those of your competitors? What content are you providing, for free, that is client-oriented? What mechanisms are you creating that continuously engage clients? Would clients in your industry consider your site one of many substitutable information sources or would they think of it as the equivalent of a "watering hole" to which they would regularly return, expecting useful content relevant to their emerging needs?

Tip: Talk to your current clients about what they need as managers to stay ahead of their competition.

Managers generally appreciate content in any of three areas:

- (1) tips on how to improve some process aspect of their operations
- (2) trends in the industry
- (3) your opinion or insights about organizations like theirs

The first is what your consulting service is about, and is best provided as a custom service, although case studies of your prior projects are a great way to get the message across that you can solve their problems. The second and third examples are best provided by a regular blog or newsletter expressing your unique insights into the industry. **Whatever you do, keep your site fresh to keep up with the industry.**

I recently heard a term with which I am unfamiliar. What are work streams in an engagement?

In planning a consulting engagement or project, work streams are logical collections of activities aimed at a discrete outcome. Generally, a work stream is designed to assemble resources (usually people and information) in a sequence of related activities that result in a project deliverable or milestone. Work streams may even constitute subprojects of the overall engagement. Examples would be organizational diagnosis, communication plan development, execution of a training program, or a market test. Taken at a high level, work stream outputs will tell the project management story of an engagement.

Tip: As part of your engagement project plan, consider using work streams for two reasons. First, it will improve your ability to logically allocate the right people and information at the right times. Second, it will allow you to more easily communicate the plan, progress and outcomes to your client.

Advertise here



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