

The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

"Bartering Your Consulting Services & How Well Do You Know
The Foundations Of Your Discipline?"

February 2012

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So it is February in Pennsylvania, home of the famous Ground Hog, and the weather at 60 degrees ... crazzzzzy!!! (but I do love it).

What will this famous Ground Hog deliver tomorrow ???



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](#).

Do you know whether it is possible, or does it make sense, to barter my consulting services?

Bartering is a process where two people or companies trade services instead of paying cash for a transaction. When you need a service but can't or prefer not to pay for it, and have a skill or other asset someone else wants, you may be able to barter. The goal is to trade something on which you place a relatively low value in exchange for receiving something of relatively high value to you. In a perfect world, both parties feel like they got a great deal.

That said, management consulting, a traditionally B-to-B transaction, is a challenge to barter, for two reasons. First, finding someone with services you need and also willing to sell it in exchange for consulting services is really hard. At worst, it is hard to trade groceries for a strategic plan; at best, you might be able to barter management consulting services for accounting work. Second, it is hard to equate the value of the two providers. Is hour for hour the right balance, or should services be traded on the basis of hourly rates? What if the nature of your services requires a longer time than the service provider you want to barter with? When you want to barter a service for a product it gets more complicated.

Tip: One of the best bartering possibilities might be consulting for marketing. Consider whether providing consulting services to improve the effectiveness or operations of a marketing firm can be exchanged for advertising or a marketing plan. Consider what creative possibilities exist but just don't count on bartering being the foundation of your consulting business development strategy.

P.S. Recognize that even though no cash may change hands, the IRS considers it taxable and you are obligated to file a 1099-B, Proceeds from Broker and Barter Exchange Transactions.

I admire consultants who know more than just technique. If you don't know the history or theory of a discipline or the major thinkers, how can you create the right approach for your client?

Managers are often disappointed with consultants who apply techniques that don't fit with the client's specific needs. We all use our experience as the basis of our designs for diagnosis, findings and recommendations. We add to this the benefit of our conversations with our colleagues, research we do and books or journals we read. But some of our best learning can come from looking into how various practices came about. When were they developed, who developed them and why, what caused them to rise and fall from favor, what replaced them and who are the dominant practitioners today?

This kind of deep understanding is what large consulting firms look for in case interviews and IMC requires in certification panel interviews for the Certified Management Consultant (CMC) designation. You may not need an academic grounding in the full history of the discipline, but you do benefit from knowing enough how it is applied in many settings to be a capable user.

Tip: One of the best ways to hone your understanding of the nuances of your discipline is through case discussions. Gather a half dozen of colleagues you respect with varied backgrounds by industry, age, and perspective (some consultants and some executives). Pick a relevant case study or example from the newspaper and debate and discuss it. Having to defend your position in vigorous debate really deepens your understanding of your discipline.

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