The W✓ite Plan, LLC Newsletter

\- A Technical Writing Solutions Company

" Jump Starting Engagements & The Follow Up Call"

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What's New …

Even though most of celebrated the Holiday as a day off lets PLEASE not forget the true meaning of the extra day off. Those in Military or have been in the military I THANK each and EVERYONE of YOU for keeping this country safe and more important FREE!!!

Did you know ...

June 14, 1777, the Continental Congress, looking to promote national pride and unity, adopted the national flag. "Resolved: that the flag of the United States be thirteen stripes, alternate red and white; that the union be thirteen stars, white in a blue field, representing a new constellation."

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 2,100** 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 have any advice to jumpstart consulting engagements? It seems like, even with a reasonably well defined objective, the windup period is too long for my sense of urgency.

The responsibility for how long it takes a consultant and client team to hit their stride is the responsibility of both the consultant and the client. What you call the windup period is probably the least value producing period in an engagement. This is the period where you get to meet the client, get to know the culture of the organization, get caught up on company history, and become trusted enough by staff to hear the back-story on the specifics of your engagement. Unless you are starting an engagement with a past client, this stage, however long or short, is inevitable in each engagement.

If you think your are itching to get started with the engagement, imagine what your client must be feeling. The best thing you can do is to come to each engagement with a plan of action to get to work providing value as quickly as possible. The plan should include your best guess of what people, information, relationships, and authorities you need to get to work on day one.

Tip: Provide to your client a two-week (or whatever period makes sense for the startup phase) plan of what you need up front, what you want from the client as to ongoing support, and when you need it. Provide a written explanation that you don't want to waste anyone's time and describe the reasons you need specific types of data, facilities, support staff, access to prior internal or consultant analysis reports, etc. If staff interaction is a major part of the project, ask that your presence and role be announced before you arrive, that you be introduced to staff as soon as you arrive, and that staff have access to you as soon as possible. This comes off as thoughtful and professional, and gets you through the windup period a lot faster.

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I am building a prospect pipeline with a contact application and have prepared for a series of networking events to attend to kick off my initial contacts. Other than capturing the names and relevant information from people I met and consider potential leads, what else do I need?

You are off to a good start. Capturing leads in a formal way, whether it is on a ruled sheet of paper or in a software contact manager, is essential to managing a prospect pipeline. A box of scraps of paper and business cards as a strategy for getting clients is looking for trouble. Let's not get into how the contacts make it into your list, but the critical next step after first contact ... **the follow up call**.

Following up means doing it before the memory fades (yours and theirs) and doing it in a way that leads to a higher probability of a good business relationship. Once you have identified a person who is marginally qualified, you should follow up to set a time to discuss a mutual business relationship. This is your chance to decide whether and how you commit valuable time to pursue the relationship or you will drop them in the "cool" (as in not worth pursuing right now) contact list.

Tip: The follow up call should be done within 3-5 days, preferably the next business day. You should have a follow up call script that includes a reiteration of the circumstances that brought you together, the premise of why your two businesses might productively work together, your interpretation of pressing needs of the other person (and questions you could ask to verify), an example of work you have done that relates to this need, an offer of a contact or piece of information of value to the other person (goodwill), a possible working relationship you could mutually benefit from, and suggested next steps to move toward a working relationship. Preparation and some forethought, along with not letting the prospect get cold, are the keys to turning a business card stuffed onto your pocket into a live prospect.

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