

The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

"Low Budget, High Effectiveness Visibility and Getting Visibility
For Your Blog Or Content

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What's New ...

As the summer continues with warmer temperatures entrepreneurs are taking their families on vacations and not spending the time attending as many networking events, etc so I thought this month's newsletter would be a perfect time to talk about less expensive ways to get the word out about your business and what it does to help others.

Also, since it is the month for celebrating our freedom I want to thank all of you who have had a part in keeping this country free from the bottom of my heart THANK YOU!!!

Fun Fact ...

On June 24, 1826, Thomas Jefferson sent a letter to Roger C. Weightman, declining an invitation to come to Washington, D.C., to help celebrate the 50th anniversary of the Declaration of Independence. It was the last letter that Jefferson, who was gravely ill, ever wrote.

Happy Networking !

Chad

"The NetworkING of Pittsburgh"

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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](#).



What are some moderately priced ways for consultants to increase visibility and connect with customers?

Slow markets are exactly the time to step up your marketing efforts. Customers want more information about what kind of services and skills you have than in the past. A list of past clients, and services offered don't seem to differentiate you enough. Given that list and description of your "approach" to providing services is "what you do," it is critical that you find a way to help customers understand "who you are."

You know the long-standing methods: advertising, membership in networking groups, attending conferences, etc. These don't give a prospect much insight into who you are. You've also heard of high-tech approaches that some praise as the "wave of the future": airline radio, teaching, YouTube videos, and CDs by mail. What seems increasingly clear, however, is that some of these methods are questionable as to their effectiveness in today's business culture. Much of the problem with these is that they are too fixed in how they present your qualifications.

Tip: Customers look for someone with insight into their emerging problems. Show them how you think, not just what you do. This puts a premium on regular blogging, public speaking, workshops on current topics in the industry, vidlogging (video blogging) giving your ideas about trends in the market, and writing white papers. With these approaches, you can refresh your content and respond quickly to current events. **Pick a format that fits with your capabilities and keep up with it.**

The blogosphere is getting crowded and I'm at a loss of where else to promote my website, blog or written material.

There is probably no one "best" target for getting your message out, since it depends on the industry, what type of information you are promoting, and the type of response you are seeking. I do have a tip for you, however, on one approach to setting up a comprehensive strategy for any specific type of content. Draw up a schematic on how your target audience gets its information and what ways you are most comfortable in sending it out. This may seem overly simplistic but it quickly gets complex as you realize how many possible vectors there are (website, blog, audio or video, webinars, Twitter, social networking, disciplinary or industry forums, online affinity groups, etc.). Start crossing off the routes that you consider ineffective or methods you prefer not to engage in. Eventually, you will come up with a "best" strategy for you, for the reaction you want and for the current time.

The graphical exercise is important and one that many consultants will refuse to do, considering it easier to do a list. But forcing yourself to think through the spatial representation of the universe of possible routes to get noticed is the key to this exercise. You may have to test the routes you have selected to see if they indeed get you the response you expect, but you will have a graphic that will allow you to see your options.

Tip: Use **compilations of publicity and networking lists** to help you get started. As you go through these suggestions, place them on your schematic in a way that is most understandable to you. Build the consulting practice universe that works for you.

Advertise here

