

CONSULTING TIP OF THE MONTH

Six Proven Ways to Market Your Services

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Perhaps the most difficult aspect of consulting is marketing your services. For the fortunate few, the work may come in plentiful quantities with little convincing. But for the rest, the challenge is to overcome that “marketing hill”. The culture among scientists and engineers discourages “blowing your own horn”. However, if you wait for clients to come to you, you may not get much consulting work. So, what marketing activities should you do?

Surveys done by the [Chemical Consultants Network](#) (CCN), articles, books and presentations by consulting experts have narrowed down the six marketing activities that can help you create a successful consulting practice:

- **Do a Self Analysis.** Think through what you are good at. Why would someone hire you as a consultant? Who are your potential clients? Then reflect your conclusions in all of the following:
- **Personal Networking.** Stay in touch with professional contacts. Actively participate in organizations such as ACS, AIChE, CCN, business associations, church groups, etc. Nothing works better than personal contacts and relationships.
- **Maximize Internet Networking.** Get a webpage and make sure you can be found via online search engines, by including the jargon and acronyms synonymous with your specialties. LinkedIn.com is probably the most effective social network for finding opportunities and getting found by clients. Be sure to link with groups in your specialties, and other networks such as the Chemical Consultants Network LinkedIn group, your alumni association, as well as with individuals.
- **Provide Good Literature.** Start with a good résumé. Many clients will not even interview a consultant until they see his/her résumé. Next month’s article in *The Distillate* will explore this topic in more detail. And of course, just as in employment searches, your résumé should be accompanied by a cover letter specific to the client’s need. Finally, while the traditional tri-fold mailer may be passé, a good business card is always helpful.
- **Get Published and Give Presentations.** Books, articles in professional publications, talks, seminars, courses, all are ways to establish your “brand”, that is, get known for your expertise.
- **Join Networking Organizations.** Such as [CCN](#), [The CECON Group](#), Experts.com, ACS, and many others.

These points and more will be highlighted in an upcoming free [ACS Webinar on resources for consultants](#), on March 3rd, 2-3pm ET. You might also want to listen to an archived webinar on [how to create a successful consulting practice](#).