

# The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

"Collaborate With Other Consultants Working For Your Client  
and Being Thorough in Your Diagnosis"

January 2012

The Write Plan, LLC, 104 Renee Drive, Mars, Pennsylvania 16046  
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**HAPPY NEW YEAR!!!**

With one year finished and another beginning I think we are some-what on the road to recovery (economy wise). Even though there are people saying 2021 is the end of the world I see a bright light ahead with lots of opportunities for all to share. :o)

I think if we all put our minds/thoughts together we can beat the economic slump ... here is to a prosperous 2012 for all and thank you for being there with me through the thick and thin!!!

Happy Networking !

*Chad*

"The NetworkKING 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](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](http://www.thewriteplanllc.com/Request_Form.html)

### GUESTBOOK

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



**Prospects are sometimes reluctant to start an engagement until they see the full scope of the process but can't see the scope until they start and complete some diagnostics. How can I get past this constraint?**

This is always in a manager's mind but probably more so in these risk-averse times. From the manager's perspective, he or she wants to assure that money and staff time are well spent and wants to know the scope, sequence and content of consulting tasks. From the consultant's perspective, we want to conduct some diagnostics first before laying out the full scope of the engagement, even though we have a pretty good idea of how we would proceed. In management, as in medicine, prescription without diagnosis is malpractice.

The building industry figured this out years ago when building slowed down. They developed the design/build concept, where a single firm would do the architectural design work prior to building. Once the project was clear, the buyer could go out and find the best builder. However, the buyer had already established a trust in the design phase and was familiar with the design itself. More often than not, the buyer would select the firm it knew. By offering both services, the project was both more efficient and better for the builder.

**Tip:** Offer to provide both design and build services for consulting work. Approach a prospect in need and offer to scope out the work using fast track diagnostics and limited interviews. For a low price and risk, you can provide the prospect an objective and independent view of what might be needed in an improvement project. They are under no obligation to use your services but you reserve the right to bid on any request for services they issue. The client receives valuable perspectives from you, gets a chance to know you without any obligation, and you get insight into how best to serve. Sounds like a good plan all around.

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**As a consultant, I have been giving speeches and briefings for more than 30 years and considered myself pretty good in front of a group. I recently joined Toastmasters after discounting it for years as unnecessary. It is one the best things I have ever done for my consulting career.**

As consultants, we are committed to being able to express ourselves well in writing and orally. However, talking your way through a briefing is not the same thing as communicating effectively. To do that, you may need command of skills that don't come naturally. Compare the impact of the oratorical skills of Ronald Reagan to other US presidents in his ability to convey ideas and inspire confidence. Are you grabbing your audiences or just talking at them?

There are a range of learned behaviors of effective speakers. These include knowing when to talk and when to pause, how to make eye contact, speaking to individuals vs. the entire group, effective repetition, asking questions, segmenting and structuring, chunking your message, and knowing the difference between preparation and practicing. These skills are not just for platform speaking. Every encounter as a consultant demands that your message be clear, trusted, memorable, and convincing. Your delivery and style mean as much as the content of your message. If you don't actively develop these skills, they are unlikely to come to you naturally.

**Tip:** There are a range of public speaking learning resources. You can read books and listen to webinars, but the best way to get better at speaking is to practice. Groups like Toastmasters are great ways to go from whatever experience level you are to being an effective and comfortable speaker. Spending time with your peers who are also trying to sort out where they are strong and where they can improve is essential to building your confidence and skills.

# Advertise here



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