

# The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

"Are You A Karaoke Consultant?"

June 2011

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Memorial Day over and an extra day off (not really, LOL) means SUMMER is just around the bend with many activities to clear our minds of running/operating our business ... hopefully! :o)

Speaking of business I have been asked to help 2 separate businesses raise private equity so if anyone of you has extra money burning in your pocket or you know of anyone interested in lending private money please let me know. Other than that for new news I do not really have any so enjoy the summer and keep on networking.

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 2,000** 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](#).



**There are times when a conflict arises with a prospect about the methodology we propose to use. Some clients are uncomfortable using an approach we have developed and successfully used and prefer we use approaches that are more widely recognized in the management literature or popular books.**

The work of a professional management consultant extends to more than just dispensing common sense advice. Although it is possible to create some value by applying principles and practices developed by others, this relegates you somewhat to the role of a contractor or, at most, a journeyman. Traditionally, a journeyman was one who had completed a period of apprenticeship but had not developed the skill, independence and creativity of a master craftsman.

This is a two-part problem. First, it sounds like the prospect is more enamored with the "trusted" books and literature than with the approaches and processes that have successfully applied with your clients. You will have to make a more compelling case for how your approach would work and why it should be preferred over the popular one. Second, more subtle though not less important, is that you have not made a convincing case that the prospect should trust your judgment to select the most appropriate approach, whether yours or someone else's.

This discussion is one you first have within your team and with yourself. Are you satisfied carrying out someone else's processes and ideas or are you a master craftsman who creates new value? Are you comfortable using a process that may be the latest fad but that you know doesn't always work as proposed? Don't you have an ethical responsibility to stick to your guns and tell the client that it is not in their best interest to use a technique that, despite the number of books written about it, is really nothing new or is a departure from good "first principles" business practices?

**Tip:** There is a difference between a cover band and the real deal, between a karaoke singer and the original artist. The former are usually enjoyable enough (and sometimes dreadful) but they are not the value creators and rarely in a position to innovate and lead a profession. Those creators, the "master artisans," are where we all aspire to be as management consultants. Are you going to be an innovative and creative consultant, or a "karaoke consultant"?

# Advertise here



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