

The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

" Does consulting preclude other activities?"

March 2011

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March ... what can I say it's still winter (but closer to spring), unfortunately the Steelers lost the Superbowl and a HUGE birthday for me in a few days. One of those birthdays that unfortunately ends in a BIG, FAT "0"! 😞 Other than that things have been wonderful this year and keeping positive all the rest of you are enjoying the year as well!

Also, as you recall last month I changes the format of the information I provide in the monthly newsletter and have received some pleasant comments and thank you to those you have provided input.

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

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](#).



My consulting career is going pretty well, with a full book of business and a growing staff. It does occupy a lot of time and there are times when I feel like I am giving up on other experiences. Does consulting preclude other activities?

Consulting can be time consuming, but doesn't have to overwhelm other aspects of your professional life. In its traditional form, consulting involves building relationships, developing professional skills and technology, and applying them through time spent solving problems. As a professional who brings together experience, skills and perspective, it doesn't have to all be time intensive one-on-one consultation with a client.

There are a range of opportunities to use your expertise in other ways:

1. Writing - Take on a column, blog, book, white paper, etc. to bring new perspective to your practice, build your visibility and create some lasting value from your expertise.
2. Speaking - At any level, speak to trade associations, business or consulting conferences, or to community groups about topics related to your area of expertise.
3. Research - Conduct some data collection, surveys, analysis or other approach to generating new information about your area of expertise or interest.
4. Volunteering - Give back to your community by offering your management and consulting skills to local nonprofit organizations.
5. Productizing - Turn your expertise into tangible products such as book or DVD "how to" guides.
6. Starting Another Business - There is no reason why you can't extend your work into non-consulting businesses related to your area of expertise, as long as you manage conflicts of interest.
7. Partnering With Other People - Find individuals with whom you have not worked before and who you respect to develop new partnerships with, getting out of your comfort zone and perhaps discovering a new way of practicing your consulting.

Any of these approaches are ways to freshen your consulting business and develop some new approaches outside of the traditional day to day advice business.

Advertise here



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