

# The Write Plan, LLC Newsletter

- A Technical Writing Solutions Company

" Emerging Trends and Developing New Services "

September 2011

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Hopefully all of you ready for a busy September ... kids back to school, Labor Day Holiday, end of summer 😞 and of course working on continual growth of our business!!!

### Did you know ...

Speaking of business I am **VERY** happy to announce that in October I will be speaking @ at networking event put on by TIE Pittsburgh. To find out more follow the link provided below.

<http://pittsburgh.tie.org/event/43/entrepreneurs-base-camp-2011-entrepreneurs-rescue>

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 2,200** 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](#).



### What are some places to look to stay on top of emerging trends?

As the saying goes, if you can't start trends, then at least keep up with those started by others. Where to keep up with trends depends on your industry or profession. Each industry and profession maintains a number of publications, if not full associations for practitioners. Most of these are known to the [American Society of Association Executives \(ASAE\)](#).

But maybe more important than accepting what other people consider are important trends, why not look through materials that will allow you to divine some emerging trends based on your expertise? You do have expertise and perspective as a consultant to management in specific areas. It is reasonable to conclude that, presented with certain facts, you could just as easily spot a trend that others, lacking your perspective, would miss. Let others read about **your** vision of what's to come. At a minimum, when you publish a well articulated prediction of the future and justify it with your own reasoning and facts, you will get both support and rejection. However, at least you will have created visibility for yourself (and a new network of people also engaged in the future of the industry or discipline about which you wrote).

**Tip:** Make a habit of regularly browsing through general magazines, especially at year end, when many publish "top trends," "what's coming next year," or "people in the news" type articles. You are not necessarily looking for items exactly about your profession or industry but rather for those parallel or connected trends that might have an impact. Whether it is Popular Mechanics' Tools and Gadgets for the coming year or Harvard Business Review's Breakthrough Ideas for the coming year, keep a list of publications and websites to look through every few months to keep yourself looking beyond the horizon. If you are really ambitious, spend an afternoon some time browsing through market research sites like Plunkett's or data sites like [StateMaster](#) to look for trends in the economy or demographics related to your industry.

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### What should I be concerned about when developing new services in response to new client needs? I don't know where to start.

Business changes fast and consultants need to change with it or, better yet, stay one step ahead of it. This means working hard to develop new products and services in response to evolving client needs. Green technologies are quickly becoming the foundation of business investment. Cash and credit management are new essentials for most businesses. Talent management is increasingly critical for organizations whose executives are retiring. How will your practice respond to these trends?

Are there risks to developing new services that may not be effective? Is it wrong to roll out new services without testing and confirmation of their effectiveness? Should you do a lot of research and development before using your ideas on clients? The answer to all these questions is a resounding yes. However, this doesn't mean the alternative of using outdated methods or techniques is not also counterproductive.

**Tip:** The rule for developing new products, in business as well as in consulting, is to "fail fast and cheap." Identify emerging challenges facing your clients, lay out some ideas about how you might better serve your members, do some research on how these services might work, run it by some of your current clients for their reaction and, for those ideas that have merit, test them in practice. If your research or testing (done carefully and usually at no incremental cost to clients) has merit, then continue to develop them. If not, take good notes and move on quickly to try other ideas.

# Advertise here



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