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# Will Reed's Guerrilla Marketing GENIUS

*"Wake up your brain, learn how to earn!"*

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August 2005

*In every society  
some men are  
born to rule and  
some to advise*  
**Ralph Waldo  
Emerson**



*The best servants  
of the people, like  
the best valets,  
must whisper  
unpleasant  
truths in the  
master's ear.  
It is the court  
fool, not the  
foolish courtier,  
whom the  
King can least  
afford to lose.*  
**Walter Lippmann**

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B-SMART Systems

## Marketing for consultants

**Best advice for consultants,  
coaches, and professional advisors:  
learn how to market yourself.**

A consultant offers professional advice or services for a fee. A consultant is an expert, but *what a range of hats they wear*: accountants, lawyers, investment counselors, executive coaches, professional speakers, industry experts, web designers, and wedding consultants!

It is a crowded field, plagued by fierce competition, sluggish growth, canceled projects, and broken promises. Moreover, there is growing dissatisfaction among clients with project results.

The critical challenge is to set yourself apart from the pack as the *obvious expert*—learn how to market yourself.

### **1. Stand out from the crowd**

Crowds breed clones. *Look alike marketing will camouflage your expertise.*

In *Guerrilla Marketing for Consultants* (see Resources), the authors point out 8 differentiators that don't work: *quality service; best price; methods, tools, and ap-*

*proaches; service responsiveness; credentials; importance of the client; testimonials and referrals; and FUD (fear, uncertainty, and doubt).*

But what is left? Are these not tried-and-true marketing methods for consultants? *But, if everyone does them, don't they become tired and untrue?*

The Guerrilla Marketer moves at 90-degrees to the pack, using 9 differentiators that do work: *category authority; simplicity; a real guarantee; giving something away; honesty; highly recognized third-party testimonials; being first; innovation; and defying conventional wisdom.*

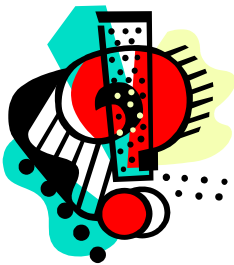
### **2. Write powerful proposals**

Consultants' jobs are created through proposals. But proposals often fail to close the sale. To win the sale you must credibly address the client's concerns, and make yourself an integral part of the solution.

Bill McKinley, Professor at the University of Washington School of Business, is an expert on writing successful proposals. He has a 25-year track record in turning areas of concern into solutions.

Roger C. Parker has captured Bill McKinley's advice in an excellent report

**Experts often  
possess more data  
than judgment  
Colin Powell**



**The Question  
is the Answer**

**Good counselors  
lack no clients  
William  
Shakespeare**



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on how to write better proposals:  
[http://www.onepagenewsletters.com/  
PDF/53WritingEffectiveProposals.pdf](http://www.onepagenewsletters.com/PDF/53WritingEffectiveProposals.pdf)

### **3. Become the obvious expert**

The difference between the expert and the *obvious expert* is that the latter is also an expert *communicator*.

Many people pursue expertise in the form of advanced credentials or further schooling. This means less to the client than it does to the consultant.

The *obvious expert* becomes so by writing books and articles, through public speaking and seminars, newsletters, content-rich websites, and dynamic networking (see Resources).

### **4. Get things done**

Resist the temptation to watch from the sidelines. It is easy to get caught up in the world of ideas. Get off square one. Don't bite off more than you can chew. Be concise. Focus on results. Get things done.

*Set an example by how efficiently you manage your time, and respect your prospect's time.*

### **5. Learn from real world success stories**

Find out how others have done it—not to copy them, but to discover your own success patterns in the mosaic. By learning from others, you will also develop a

repertoire of stories that will enhance your own credibility. Remember that your goal is to create *your own* real world success stories.

### **Resources**

*Guerrilla Marketing for Consultants*, co-authored by Jay Conrad Levinson and Michael W. McLaughlin, reveals breakthrough tactics for winning profitable clients. For additional information, visit: <http://www.guerrillaconsulting.com/bios-longer.html>

*How to Position Yourself as the Obvious Expert*, by Elsom Eldridge, Jr. and Mark L. Eldridge, shows you how to Turbocharge your consulting business. Contributions from over 150 successful obvious experts. Visit: <http://www.obvious-expert.com>

*Get Slightly Famous*, by Steven Von Yoder, written by a seasoned journalist, shows solo professionals, professional service firms, and CEOs how to attract clients by becoming well-known in your field. <http://www.getslightlyfamous.com>

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### **Guerrilla Marketing Your Advice**

- *Marketing for financial advisors (July)*
  - *Marketing for consultants (August)*
  - *Consultative selling (September)*
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