

“It’s All About Relationships”



Marketing for Consultants

Presented by Christine Lambden and Casey Conner

April 23, 2010

www.ConsultingStance.com



Mandatory Marketing

Resume (bet you didn't think of that)

CHRISTINE K. LAMBDEN

(512) 560-1174
ckl@christinelambden.com

PROFILE

Information technology and consulting executive with a demonstrated ability to develop people through leadership and mentoring that lead to dramatic improvement in organizational performance, customer satisfaction, process efficiencies, and effective ROI.

Skilled at large-scale program management, resource development, managing complex customer relationships, new business development, and fostering improvements in productivity through team-building and strategic relationships.

PROFESSIONAL EXPERIENCE

CONSULTING STANCE, Austin, TX March 2007 – March 2010
Consulting Stance provides consulting skills training and support for management and technology consulting firms, internal consulting organizations and independent consultants through books, workshops and self-paced training kits. www.consultingstance.com

Partner and Co-Founder

Co-founded and self-funded a niche consulting firm. Managed business development, customer value assessment, operations, P&L, public relations, and service delivery. Created marketing collateral, designed and authored presentations and self-paced training materials, managed a high-impact media/public relations campaign, and built Consulting Stance into an nationally recognized brand within the professional services industry. Utilized sophisticated presentation and training skills to present project management and execution processes, strategies and best practices to a wide range of professional and executive audiences.

Notable contributions:

- Created and executed a roadmap for brand building, increasing web presence, and transitioning the business from a high touch initiative to a subscription-based web community.
- Established strategic partnerships with influential professional organizations in the consulting industry, including PSVillage, IEEE Consultants Network and HumanNet.
- Co-authored and published *Everyday Practices of Extraordinary Consultants*, a field guide for consultants and valuable coaching tool for consulting managers, which is currently available on Amazon.com.
- Increased ConsultingStance.com web traffic by more than 1000% as a result of a comprehensive national media and public relations campaign to promote the book.
- Received media coverage for the book and organization on FOX News, ABC, NBC, more than 40 radio stations, and a variety of print publications including *Consulting Magazine*, *Equipage's* magazine and *Profit Magazine*.
- Trained groups ranging in size from 15 to 250 on topics including project management, consulting processes, business development, strategic relationship building, communication skills and general consulting skills.
- Designed and authored self-paced tabletop training courses for small groups of employees which provide cost-effective training with minimal impact on utilization and productivity. All training courses are approved as FDCU hours necessary to maintain PMI certification.

RED LINE CONSULTING GROUP, INC., Austin, TX

March 2007 – October 2009

Red Line Consulting provides project management and implementation services and strategic staffing for both custom and ERP package environments in publicly traded and privately held corporations. www.redlineconsult.net

Former, Oracle Consulting Practice

Practice leader responsible for all business activities, including new business development, customer management, proposal and contract development, utilization and profitability forecasting, partner relations, recruiting, and professional development and mentorship of consulting staff.

Notable contributions:

- Participated in a variety of consulting roles on several different projects, including a one-year engagement at Dell Corporation, where responsibilities included:
 - Developed and executed communication strategy for multiple enterprise-wide programs, with a focus on managing change management risks.
 - Conducted an in-depth procedural analysis of inventory management and supply chain optimization and provided recommendations for process improvements to executive leadership.

Business Cards (not obsolete just yet)



Casey Conner
President

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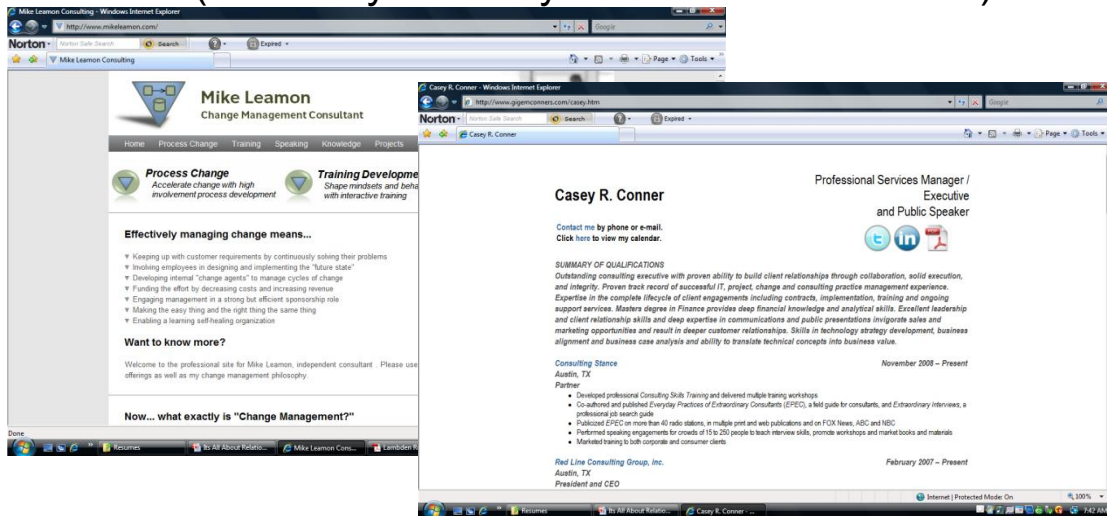
LinkedIn

LinkedIn Home Profile Contacts

Groups Jobs Inbox More...

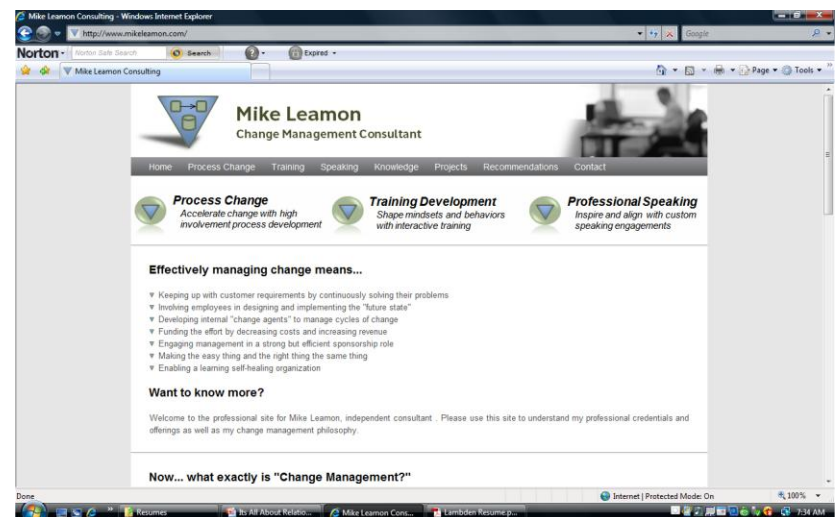
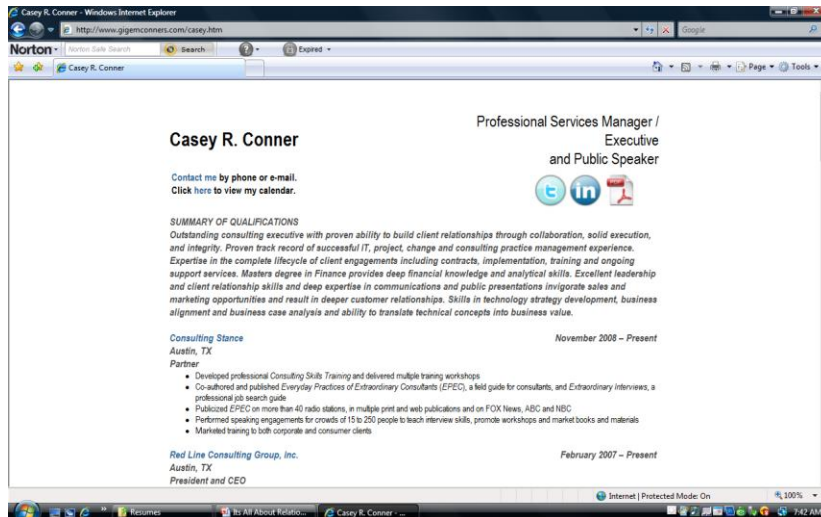
The most important link on LinkedIn:
Add Connections

Web Site (Someday we'll say "That was so 2010...")



Website Minimums

- Contact Info
- Specialties / Target Projects
- Qualifications / Resume
- References / Client Testimonials
- Make your visitors feel welcome; make them want to *meet* you



LinkedIn Guidelines

- Effective Summary – see Brian’s
- Experience – No gaps! (but The Gap is fine)
- Testimonials – Get the hard ones from high quality, impressive people
- Status – What are you up to? Professionally. This isn’t Facebook.
- Network Updates
- Tell a story about you and your profession.

Summary

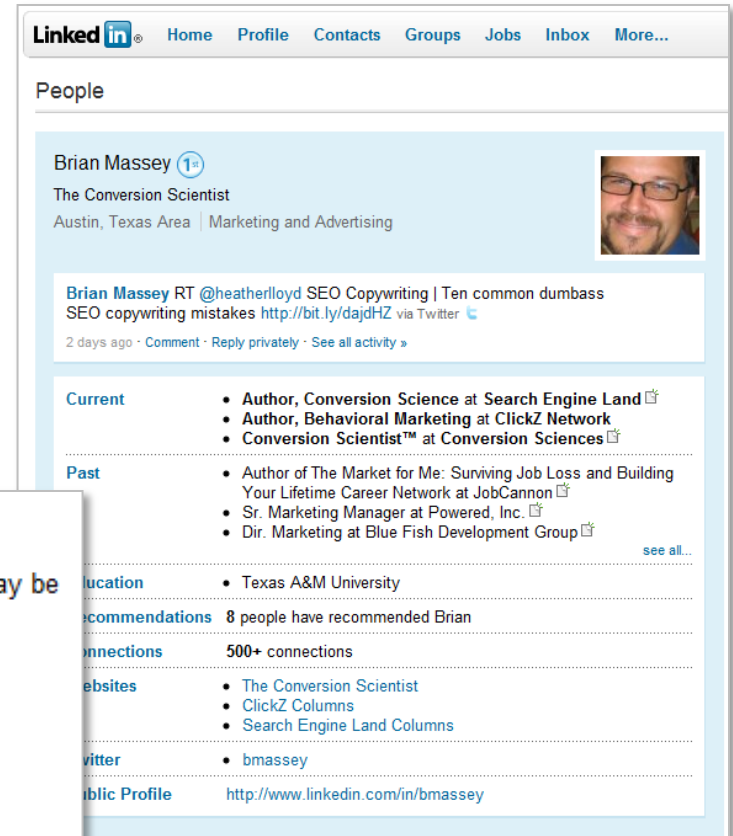
It passes before it's noticed; a slight rising of the eyebrows, a widening of the eyes. It may be accompanied by an almost imperceptible inhalation. The heart adds a beat, like a quiet exclamation point on the experience.

Within a 10th of a second the reaction has passed, but not without leaving it's mark.

Someone found what they're looking for.

Does your Web site generate impulses to act? It can.

If you're in my LinkedIn network, contact me for a free Home Page review.



The screenshot shows a LinkedIn profile for Brian Massey. At the top, there are navigation links: Home, Profile, Contacts, Groups, Jobs, Inbox, and More... Below this is a 'People' section. The profile header includes the name 'Brian Massey' with a verified badge, his title 'The Conversion Scientist', and location 'Austin, Texas Area | Marketing and Advertising'. A profile picture of a man with glasses is shown. A recent post by Brian Massey is visible, mentioning a retweet of a tweet about SEO copywriting mistakes. Below the post, there are sections for 'Current' and 'Past' experience. The 'Current' section lists three roles: 'Author, Conversion Science at Search Engine Land', 'Author, Behavioral Marketing at ClickZ Network', and 'Conversion Scientist™ at Conversion Sciences'. The 'Past' section lists three roles: 'Author of The Market for Me: Surviving Job Loss and Building Your Lifetime Career Network at JobCannon', 'Sr. Marketing Manager at Powered, Inc.', and 'Dir. Marketing at Blue Fish Development Group'. There is a 'see all...' link next to the 'Past' section. Below the experience sections, there are sections for 'Education' (Texas A&M University), 'Recommendations' (8 people have recommended Brian), 'Connections' (500+ connections), 'Websites' (The Conversion Scientist, ClickZ Columns, Search Engine Land Columns), 'Twitter' (bmassey), and 'Public Profile' (http://www.linkedin.com/in/bmassey).



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Christine Lambden
Author, trainer, mentor and manager special
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www.christinelambden.com/ - [Cached](#)

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Authors - PSVillage
Christine Lambden is the co-author of Everyday Practices of Extra
and Extraordinary Interviews (2009). ...
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IAbiz Online - Human Resources
Written by Christine Lambden and Casey Conner. Monday, January 04, 2010. Image Getting
along with people sometimes requires speaking their language, ...
www.iabizonline.com/index.php?content/blogcategory/58/126/ - [Cached](#)

12 Workplace Phrases You Probably Don't Know ... But Should ...
By Christine Lambden and Casey Conner, authors of "Everyday Practices of Extraordinary
Consultants". Getting along with people sometimes requires speaking ...
thaneswar.com/.../12-workplace-phrases-you-probably-dont-know-but-should/ - [Cached](#)

Equumen (Equumen) Account Snapshot - social.implu.com
Login to Follow @tcbradley. Login to Check if @tcbradley is a Friend? or Follow? 325.
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social.implu.com/t/Equumen - [Cached](#)

Creative lessons in lingo, laughs and advertising. – Britannica ...
May 4, 2009 ... In a March 31 posting at EchelonMagazine.com, consulting experts Christine
Lambden and Casey Conner, authors of "Everyday Practices of ...
www.britannica.com/.../Creative-lessons-in-lingo-laughs-and-advertising - [Cached](#)

Bellingham Herald / Blogs / Biz Blog
I'm a fan of lists, so here's one I'm passing one along from Christine Lambden and Casey
Connor, who have written a book called "Everyday Practices of ...



Organization Membership/ Leadership



Relationships...

relationship - 5 dictionary results

re·la·tion·ship  [ri-ley-shuh n-ship]  [Show IPA](#)

-noun

1. a connection, association, or involvement.
2. connection between persons by blood or marriage.
3. an emotional or other connection between people: *the relationship between teachers and students.*



- ...are the key to lead generation. And to finding actual work. (NOT web sites, resumes, Twitter updates, LinkedIn, etc. These are used to find and build relationships.)
- Maintain connections with past co-workers. This is easier, and more fun, than you think.
- Be easy to find.
- Make sure everyone in your network knows what you are interested in doing and how good you are at it.



Q & A



What else do you want to know?

