

Consultants' newsletter 12

Personal branding – we need to give the marketing target something tangible that represents us and what we stand for – here are some ideas for you to contemplate! They are all easy to achieve – after the first two. If you have a web site they are all easy to achieve!

1. Take www.yourname.com.au

Our web sites are our immediate brochures. It is so easy for clients to have a cursory glance before they engage us, that they do! No web site? "Let's have a look at who else we might use". A one page site is often sufficient.

2. Put your photo on your website

There are plenty of professional photographers who can do a good job. They are fee charging professionals and live by doing good works, repeat business and referrals. Undertake to do some promotion for your photographer if you are very happy with the photo.

3. Observe conventions in writing your phone numbers

The format for mobiles (in Australia) is 0419 593 167 (ie: 4 3 3) and for land lines, 07 5441 2918 (2 4 4). The spaces are essential. They make it easier for people to phone you!

Pass this to the printer of your private stationery, your friends who are starting or running their own businesses and to others in your circle of influence.

If you want callers to use your mobile, give it the most prominent position on your business card. Make the font slightly larger and consider making the number bold.

4. Invest in sufficient e-mail box space so that your correspondents can have their messages delivered. Free email addresses suggest under investment in your business and may create doubts about the confidentiality of your electronic communications.
5. Put your contact details as footers in your emails. These should have your name, Mobile number, email address, web address if you have one and perhaps, your address. If your address is obviously a residence in suburbia, then for \$60 per annum, take up a post office box in a 'commercially oriented location'.
6. Put headings in the 'subject' space on your emails.
7. Answer your phone in business like manner. See my book – page 87.
8. Have proper voice mail on your mobile.
9. Seek to find a private place to make your call. Others at your table should not have to listen to your phone conversations. Similarly, callers should have confidence that their call is private.

Best wishes and good consulting! – Ian

This newsletter is for independent consultants. If you are in a larger consulting firm or a corporation, then please contact me to receive the newsletter written for your situation.

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If you received two or more copies, or if you wish to have your name removed, please type "FINITO" in the header and return by e-mail. Thanks.