

## Some primary rules for people going into business for the first time ...

### About

The messages in this email have often been distributed to new consultants.

These articles are a marketing communication technique used by Ian Benjamin at Consultant Training Australia to build and maintain profile in its target market.

Please feel free to forward this article to those who may be interested.

Please visit the web-site

[www.consultantraining.com.au](http://www.consultantraining.com.au)

for information on

- » consulting related articles
- » registering to receive future ones
- » in-house workshops for consulting firms and units
- » occasional public workshops for consultants and contractors
- » facilitation services
- » consulting books

### Enquiries and course bookings

Contact Ian Benjamin of Consultant Training Australia to discuss your requirements.

**Telephone: 1800 266 266**

**Mobile: 0419 593 167**

**[info@consultantraining.com.au](mailto:info@consultantraining.com.au)**

**[www.consultantraining.com.au](http://www.consultantraining.com.au)**

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](http://www.yourname.com.au)

Our web sites are our immediate brochures. It is so easy for clients to have a cursory glance before they talk to 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. If you don’t think you take a good photo, then find a cartoonist to draw you.

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, 03 9593 1678 (ie: 2 4 4). The spaces are essential. They make it easier for people to phone you!

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. 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 \$80 per annum, take up a post office box in a ‘commercially oriented location’.

5. Always put headings in the ‘subject’ space on your emails.

6. Free email addresses suggest under-investment in your business and may create doubts about the confidentiality of your electronic communications and about how well you generally do things, including your service delivery.

7. Answer your phone in business-like manner. See my book – page 142.

8. Have proper voice mail on your mobile.

9. In case it wasn’t clear above, your name must be on your website.

10. What you wear is also ‘your branding’.

11. 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.

These are the opinions of Ian Benjamin, trainer of consultants in business skills and consulting skills.

Best wishes and good consulting! – Ian

Subscribe to these newsletters at [www.consultantraining.com.au](http://www.consultantraining.com.au)