

How to Start and Expand a Successful Consulting Practice

by

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The Consultants' Consultant

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**Provides Online & Home-study Review Courses in
preparation for the FE and PE Exams**

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Outline

Preliminary

Introduction/Background

1. Session 1 – How to Get Started
2. Session 2 – How to Set Your Fees
3. Session 3 – How to Win the Contract
4. Session 4 – How to Find Clients
5. Conclusion

Preliminary:

INTRODUCTION/BACKGROUND

- Educational Background
- Consulting-Electronics, Controls, Power
- Engineering Update Institute –Home-Study Video Courses for FE/PE Exams
- Seminars on Consulting (Consultants' Consultant)
- Start-Up Networks

EDUCATIONAL BACKGROUND

- All degrees in Electrical Engineering
- Minors in Mathematics
- B.S. Illinois Institute of Technology
- M.S. University of Idaho
- Ph.D. University of Wisconsin
- All degrees earned before employment/career

UNIVERSITY PROFESSOR (ELECTRICAL/ELECTRONIC ENGINEERING)

1. University of Florida
Part-Time while working full-time [as an employee] in Industry
2. Marquette University
Full-Time Teaching while consulting part-time in industry
3. U.C.L.A.
Part-Time Teaching while working full time [as an employee] and then as a full-time consultant
4. Northern Illinois University
Full-Time Teaching while consulting part-time in industry
5. Illinois Institute of Technology**
Full-Time Teaching while consulting part-time in industry
DOE Grant, develop and conduct training courses for teachers

INDUSTRY

AS AN EMPLOYEE

Ingersoll Milling Machine Co.

Chicago Aerial Industries (Recon Optical)

Honeywell (Florida)

Litton Guidance & Control

Burroughs Corp. (Unisys)

Industry Consulting (part 1)

- Parker Hannifin
- L-3 Communications
- Oshkosh Truck
- Danfoss Drives
- Allied Healthcare Products, Inc.
- MPC Products Corp
- Andrew Corporation
- Recon Optical Inc
- Barber-Colman Co
- Rockwell-Collins
- Lucent Technologies
- Woodward Governor Co.
- Hamilton Sundstrand UTAS
- AnSCO Photo Optical
- Data Specialties Inc.

Industry Consulting (part 2)

- Honeywell
- Northrop Electromechanical
- TRE Electromask
- System Technika
- Pertec Corp
- Micropolis Corp.
- Xerox Corp.
- EMM SESCO
- Terminal Data Corp.
- Hughes Aircraft
- Litton Guidance & Control
- Litton Data Systems
- Unisys Corp.
- Teledyne Systems
- General Motors
- A.O. Smith Co

Who/What is a Consultant?

Choose your answer:

- A. It is someone who is retired or unemployed.
- B. Works for a Consulting Company.
(company finds business and the person works for the company as a salaried employee)
- C. Works through an agency.
(Agency finds a business client and the person works for the agency client)
- D. Works independently.
(Finds business clients for self and provides services directly to client)

SESSION 4.

HOW TO FIND CLIENTS

- How do you FIND CLIENTS?
- A preview of OVER TWENTY UNIQUE AND PROVEN METHODS OF FINDING CLIENTS, without cold calling or mass mailing.



HOW TO FIND CLIENTS

- Inefficient Marketplace
- No Opportunity to Meet
- “Strangers in the Night”
- NO: Flyers, Business Cards, Mail Resumes, Ad in Paper, Ad in Magazine, Yellow Pages, Personnel Department.
- The Snowball Effect
- Repeat Business

Topic 11. “HOW TO” LIST

- How to use want Ads
- How to use Alumni Newsletters
- How to use Government Publications
- How to use Local Business News
- How to use Magazines and Journals
- How to use Newspaper Articles
- How to use & find the Manager
- How to use Attorneys, Banks
- How to use Meetings and Dinners
- How to use Shows & Conferences
- How to use Religious Affiliations
- How to Use Community Activities

“HOW TO” LIST, continued

- How to use University Faculty & Administrators
- How to use Fraternities, Sororities, Social Clubs
- How to use Former Employers
- How to use Former Employee Associates
- How to use teaching (Degree? Pay??)
- How to use Speaking Engagements
- How to use Society Membership
- How to use Consultant Networks
- How to use the Internet
- Other Methods

IEEE-USA Consultants Database (for IEEE Members)

Example: A Client in Industry is Looking
for Help and Wants to Find A Consultant

How Clients Find Consultants on IEEE-USA's Consultants Database

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How Clients Find Consultants on IEEE-USA's Consultants Database

Clients

- Consultant Finder
- Advanced Search
- Simple Search
- Post/Edit Assignment
- Client Help

Consultants

- Register/Renew
- Login
- Manage Profile
- Assignment Board
- Fee Survey
- Consultants Services

How Clients Find Consultants on IEEE-USA's Consultants Database

Client:

Here you can find the world's best electro-technology and information-technology professionals-for-hire. No charge to search the directory or post assignments!

- [Consultant Finder](#) - A sophisticated questionnaire-based tool that matches consultants to your project.
- [Advanced Search](#) - A search engine allowing maximum control over the search terms and results.
- [Simple Search](#) - A quick and easy search form.
- [Post Assignments](#) - Put your project where 20,000 IEEE-member consultants can see it.

Consultants:

**Last year, thousands of clients searched the database.
This year, make sure they find you!**

- [Join the Database](#) - Submit a profile describing your consulting practice. The annual fee is only \$99 for IEEE members.
- [Search for Assignments](#) - Browse our project board for opportunities that match your interests.

How Clients Find Consultants on IEEE-USA's Consultants Database

Here is an example of how a client would find a consultant using the first of the 4 options (1. Consultant Finder, 2. Advanced Search, 3. Simple Search, 4. Post Assignment).

Click on “Consultant Finder”
Then you will see the following:

Consultant Finder

Welcome to the Consultant Finder system. We will ask you a short series of questions to help you find consultants that meet your needs.

Do you want to find a consultant who is local to your company?

Yes

No

CHOOSE YES

How Clients Find Consultants on IEEE-USA's Consultants Database

Please select one of the following locales:

City (Optional)
and State/Province

For this example, choose Illinois (State)

Then click on

“Search in City and/or State”

How Clients Find Consultants on IEEE-USA's Consultants
Database

How will the contract be negotiated?

You will have 3 choices, namely, 1099 Tax Basis, W-2 Tax Basis, or Don't Care

Choose Don't Care

How Clients Find Consultants on IEEE-USA's Consultants Database

Would you like to describe the consultant, or both the project and the consultant?

Choices are

“Consultant” and “Project and Consultant”

Choose “Consultant” for this example

How Clients Find Consultants on IEEE-USA's Consultants Database

Describe the type of consultant for which you are searching. You will have 2 choices of “Must Have Expertise” and “Desirable Expertise”

Note that entering "must have" terms significantly restricts the search results.

Considering the consultant's areas of expertise, select any areas of expertise the consultant must have: (there are dozens of areas of expertise to choose from)

Then, select any areas that are desirable (dozens to choose from)

Then, add any additional keywords or description.

Also you may choose to specify the consultant's software or tool experience, the consultant's degrees, licenses or certifications, and the consultant's foreign language proficiencies.

How Clients Find Consultants on IEEE-USA's Consultants Database

For this example let us choose the area of
“must have” expertise to be “Motors”

And the “desirable area” to be “Electro-
Mechanical”

And consultant’s software experience to be
“Excel”

Click on “Continue” at the bottom of the
page.

How Clients Find Consultants on IEEE-USA's Consultants Database

The next page includes a summary of all the information you have provided for you to review before proceeding.

After verifying the information or making any changes, click on “Search”.

The profile(s) of the consultant(s) will appear on the next screen.

How Clients Find Consultants on IEEE-USA's Consultants Database

For practice, here is the second example.

Go to <http://ieeusa.org>
then choose Consultant services under Career Manager.
Next [IEEE-USA Consultants Database](#),
next [Consultant Finder](#), choose Yes,
enter the Zip Code as 60124, click on “Search by Zip
Code”,
choose “don’t care”,
click on Consultant,
area of must have expertise is “Training”,
desirable area is “Training”,
and additional keywords are “Professional Engineers
Exams” then “search”.

How Clients Find Consultants on IEEE-USA's Consultants Database

Why list with IEEE-USA?

Hiring managers tell us that they are more likely to hire IEEE members than random engineers. And IEEE members have reported to us that being in an online searchable database with other IEEE colleagues lends additional credibility to their skill, experience and background.

How Clients Find Consultants on IEEE-USA's Consultants Database

Here is a third example. This time we will use the “Simple Search” option.

Go to <http://ieeeeusa.org>

then choose Consultants Services under Career Manager.

Next choose [IEEE-USA Consultants Database](#),

Under Clients, click on **Simple Search**,

How Clients Find Consultants on IEEE-USA's Consultants Database

Under Keywords enter FMEAs

Under Technical Category enter Reliability and Availability

Under View Listing choose “Up to 20 Listings Displayed at One Time”

Under Order Results choose “In order of relevance to the search”

Click on Search

How Clients Find Consultants on IEEE-USA's Consultants Database

How much does it cost and what do I get?

For \$99 a year,

1. you may post your professional consulting profile in the IEEE-USA Consultants Database.
2. you will receive a complimentary download of the 2013 IEEE-USA Consultants Fee Survey Report (e-Book).
3. and you will also be included in the forthcoming AICN national affinity group membership.

How Clients Find Consultants on IEEE-USA's Consultants Database

How do I sign up?

Sign up today to become a member of the IEEE-USA Consultants Database.

Go to <http://www.ieeeusa.org/business/consultants/>

To find the archived version of this webinar go to <http://ieeeusa.org/careers/webinars>

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