

Start Your Own Consulting Business

\$99 per person before February 12, 2010 or \$129 after.

If you are thinking about consulting but are not sure where to start, this one-day seminar can start you on your path. You will learn to manage client relationships effectively and achieve results for clients. Build your critical skills to increase credibility, improve communication and manage expectations. Learn every stage of the consulting process, from defining client needs to running a project and reviewing results.

The Effective Consultant knows how to:

- Listen to client requests and ask key questions to help clients discover their real needs
- Gain client confidence and maintain a trusting relationship
- Communicate effectively with clients
- Uncover the common barriers to team success and prevention strategies
- Develop and present convincing recommendations that address key client objectives
- Set appropriate expectations with client and manage them throughout the project life cycle
- Respond effectively to reasonable and unreasonable requests from clients

If you are ready to take that next step, then register today. Early bird discount rates apply until February 12, 2010.

Start Your Own Consulting Business

Small Business Development Center 2471
University of Wisconsin-Green Bay
2701 Larsen Rd.
Green Bay, WI 54303

Connecting learning to life

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Funded in part through a Cooperative Agreement with the US Small Business Administration (SBA). The support given by the SBA does not constitute an expressed or implied endorsement of the opinions, products, or services of the SBDC. The Small Business Development Center is part of the UW-Green Bay Division of Outreach and Adult Access. We are also a partner in education with the University of Wisconsin-Extension. SBDC programs are nondiscriminatory and available to individuals with disabilities. AA/EOE.



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Start Your Own Consulting Business

How to Start, Grow and Succeed as a Consultant

Tuesday, February 23, 2010
8:30 a.m. to 4:00 p.m.

Business Assistance Center
2701 Larsen Road
Green Bay



Start Your Own Consulting Business

Registration Form

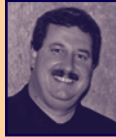
Outcomes

- Who hires consultants and Why (target market)
- Things to consider before becoming a consultant
- Getting started
- Administration and rates
- Marketing Your Consulting Business
- Packaging / Product Offerings
- Writing a Consulting Proposal
- Secrets to Consulting Success

Small Business Development Center

The UW-Green Bay Small Business Development Center (SBDC) is your business resource. We have helped thousands of entrepreneurs in the New North successfully start or grow their business. The SBDC offers a full range of business management programs and seminars year-round for both established businesses and start-up companies. Business advisors teach business owners about best business practices. An advisor shares information and expertise with business owners or managers so that they can make changes. There is no charge for these confidential services.

Instructor: Al Lautenslager



Author and Consultant

Al Lautenslager is an award winning marketing/PR consultant, direct mail promotion specialist, author, speaker and entrepreneur. His business have helped hundreds succeed in their own businesses. He is the principal of Market For Profits, a Chicago-based marketing consulting firm and also the president and owner of a small business, The Ink Well, a commercial printing and mailing company in Wheaton, IL. Al's latest book, Guerrilla Marketing in 30 Days, is co-authored with Jay Conrad Levinson, the father of Guerrilla Marketing.

Personal Information

Detach form and mail with payment to:

SBDC
2701 Larsen Road
Green Bay, WI 54303

Name: _____

Job Title: _____

Company Name: _____

Address: _____

City/State/Zip: _____

Work Phone: _____ Home Phone: _____

Fax: _____ E-mail: _____

Payment Information

Early Bird Registration (Before February 12, 2010) **\$99**

Standard Registration (After February 12, 2010) **\$129**

Check or purchase order enclosed PO# (*Payable to UWGB*)

VISA MasterCard

Credit card number: _____

Card expires: _____

Print cardholder's name: _____

Cardholder's signature: _____

Seminar Site

Business Assistance Center
2701 Larsen Road, Green Bay

Seminar Meeting Time

8:30 a.m. - 4:00 p.m.

Confirmation

Prior to the seminar, you will receive a letter with directions to the seminar site.

Accommodations

If you need an accommodation for a disability to fully participate in this program, please call 920/496-2114 at least three weeks prior to the program.

Available at Your Site

Customized, in-house presentations of these seminars are available. Call (920) 496-2117 to discuss potential professional development and leadership options. Additional topics are available. Content will be tailored to meet your needs.

Cancellation/Refund

To receive a full refund, you must cancel no later than seven (7) business days prior to the start of the program. Cancellations after this time will be responsible for the full program fee.

Substitutes are welcome. Walk-ins are welcome — please call 24 hours in advance to ensure space availability. If you wish to transfer your registration to another seminar, a \$50 transfer fee is applied.

Contact Us

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