

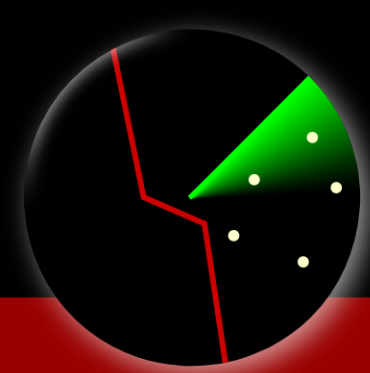


# So You Want to Be an Independent Project Management Consultant

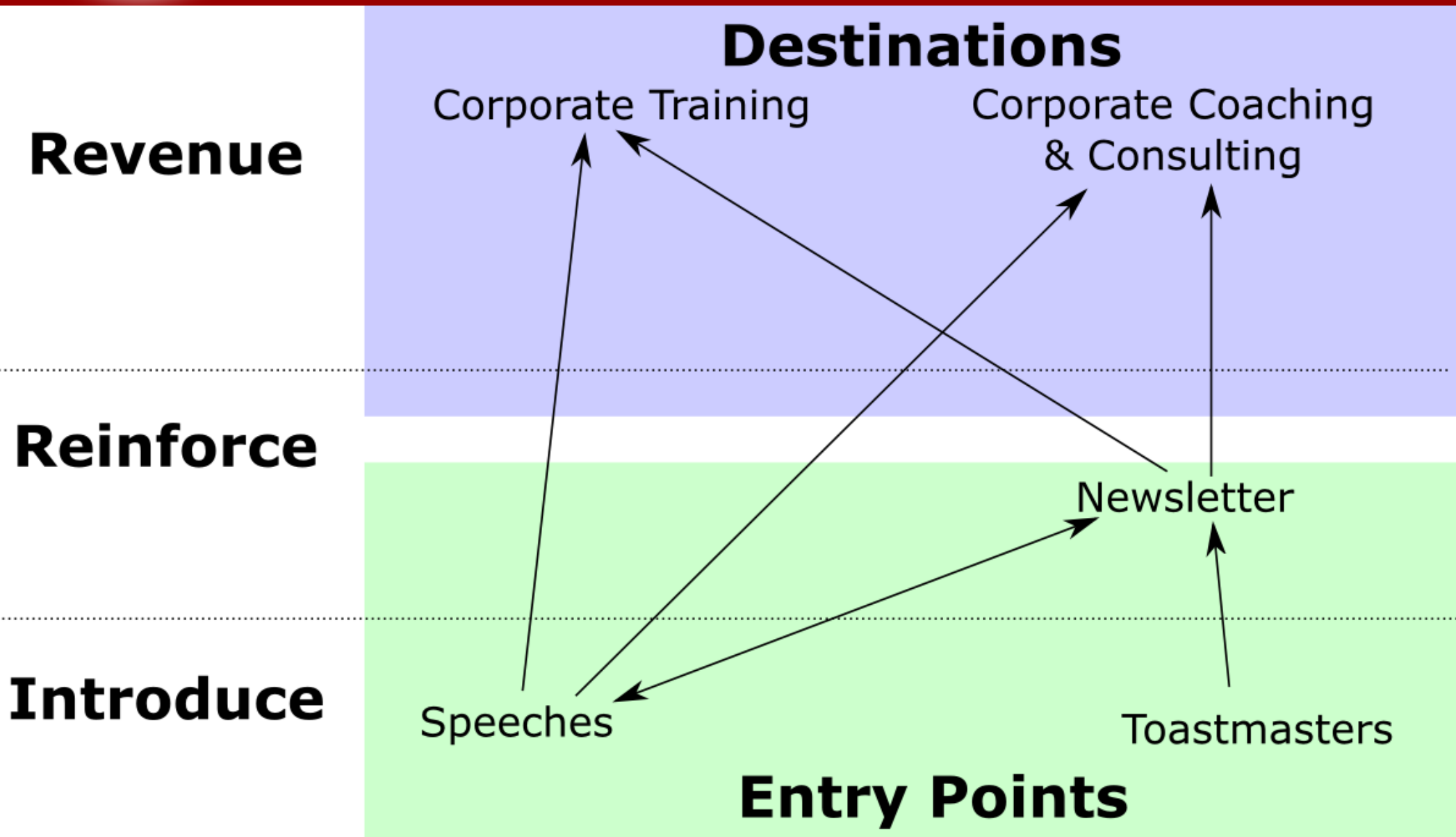
Alex S. Brown, PMP IPMA-C  
The Strategic Project Manager

CEO (Chief Everything Officer)  
Real-Life Projects, Inc.

[www.rlprj.com](http://www.rlprj.com)  
[www.alexsbrown.com](http://www.alexsbrown.com)



# Product Map 2007

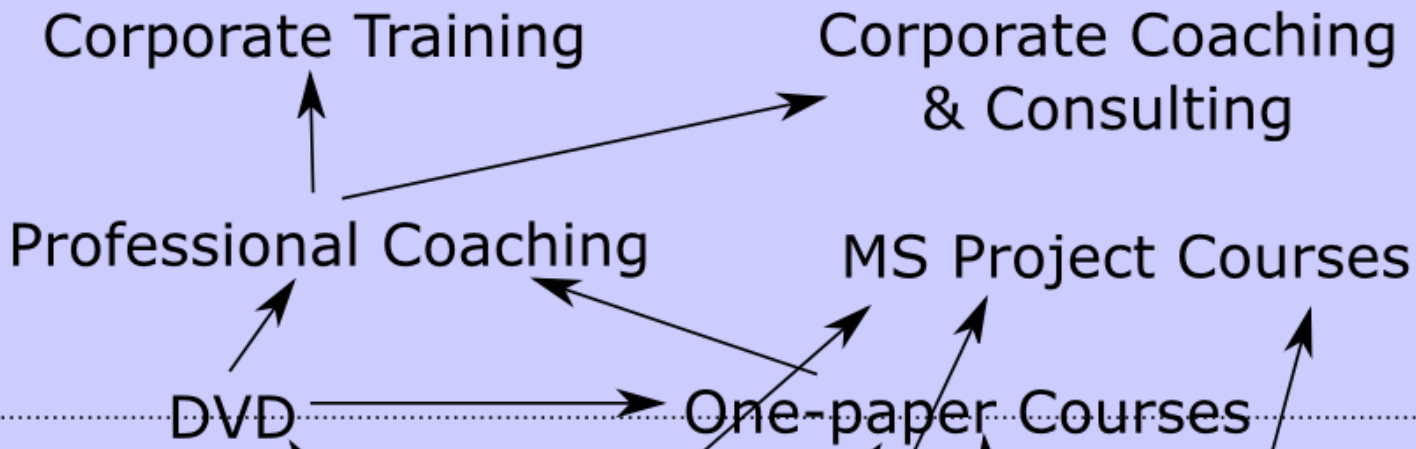




# Product Map 2008

**Revenue**

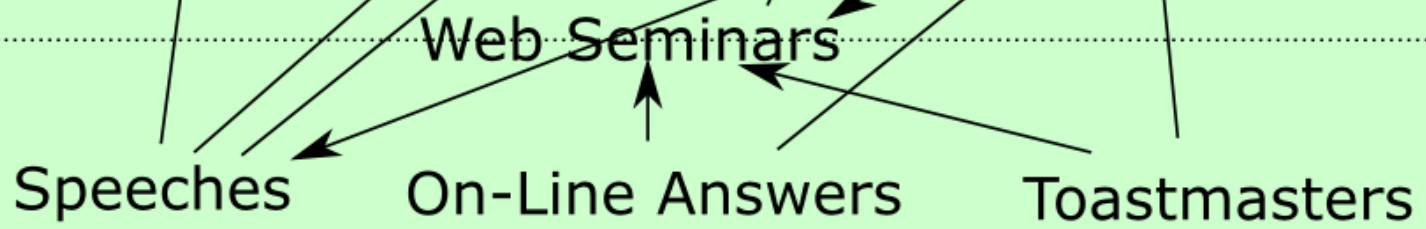
## Destinations



**Reinforce**

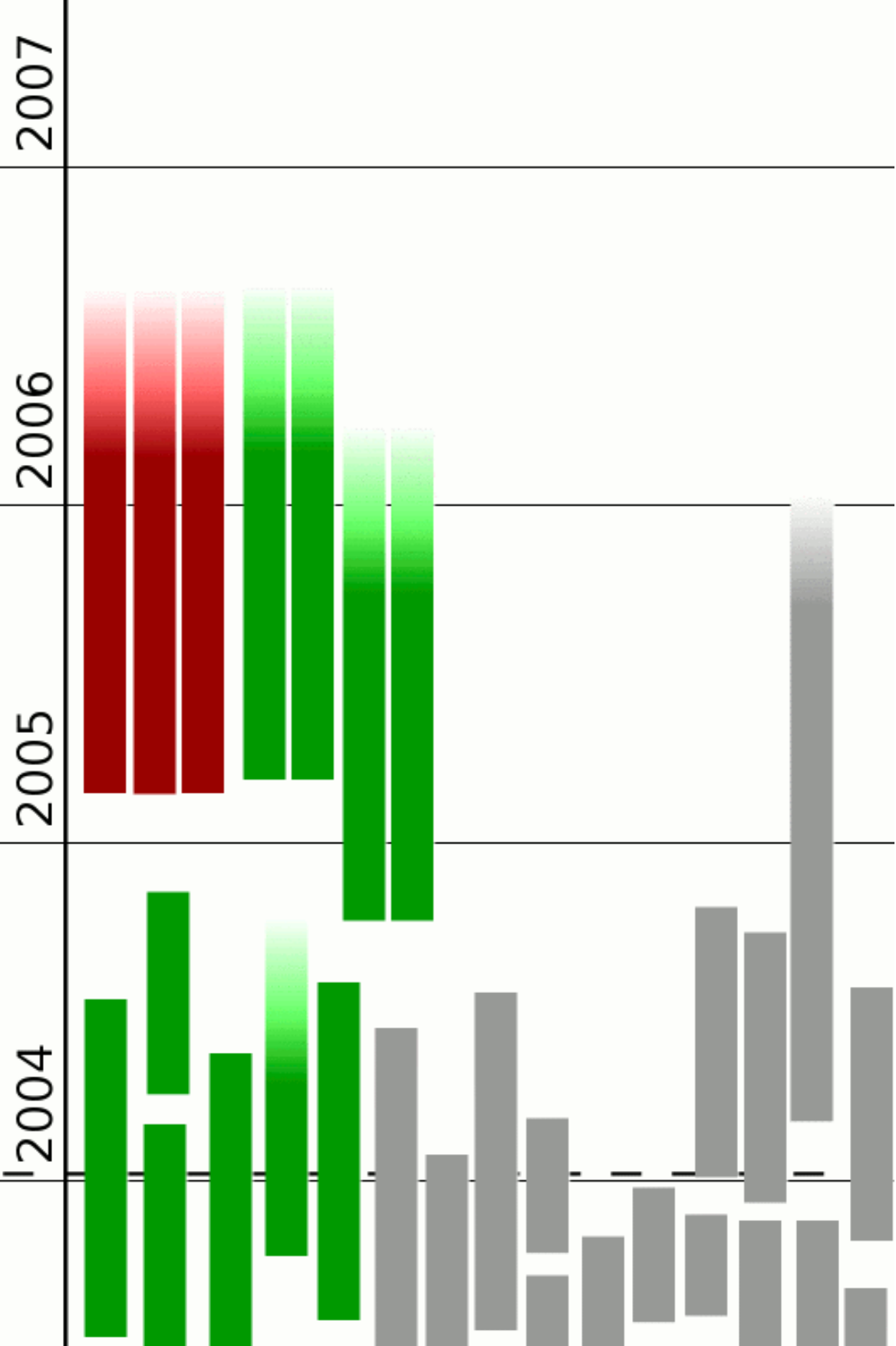


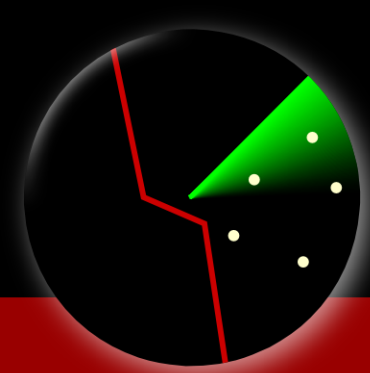
**Introduce**



## Entry Points

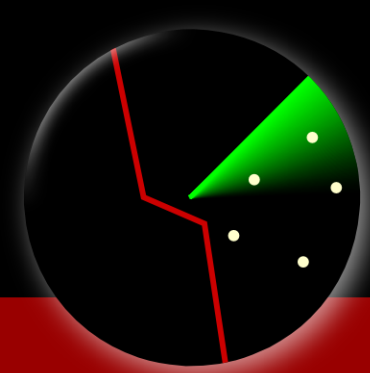
# Strategic Projects





# Industry and Competition

- International Institute of Learning
- ESI
- PM Solutions
- AME Group
- Interthink Consulting
- AMA



# Range of Business Models

Traditional employee

Employee of consulting company

Contract through recruiter

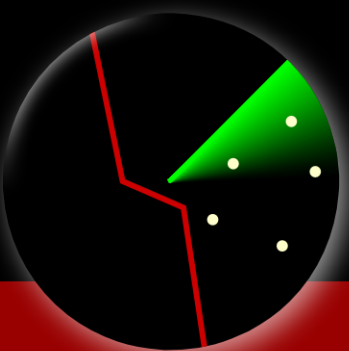
Commissioned reseller or recruiter

Hourly contract with direct clients

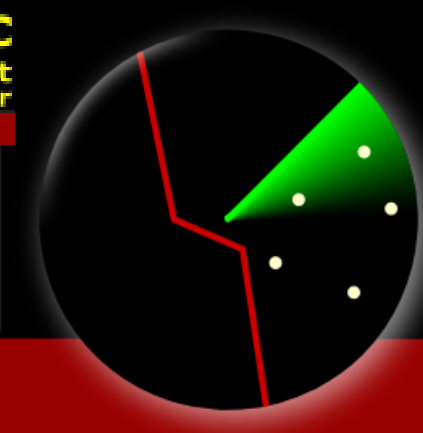
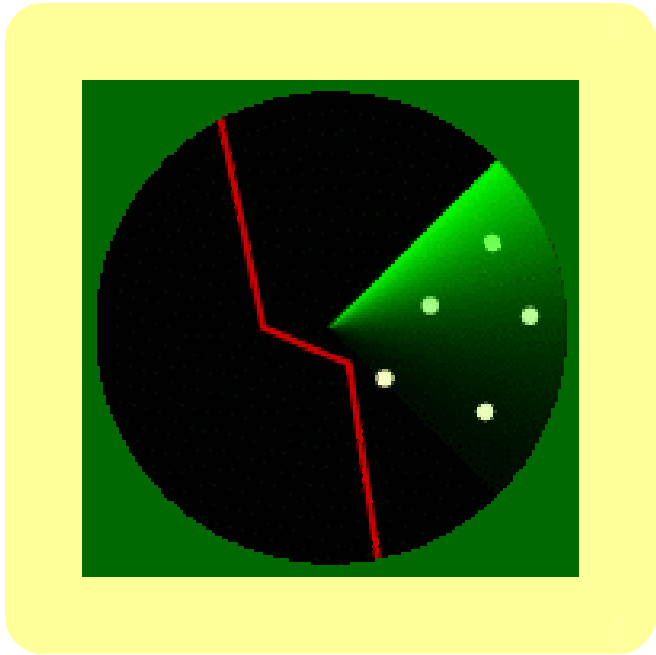
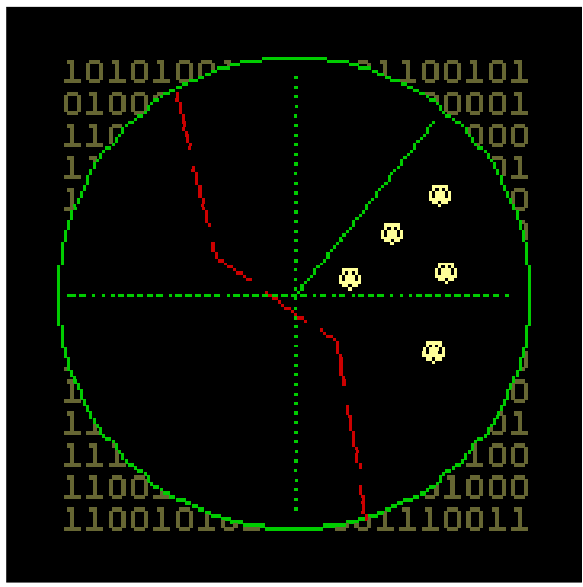
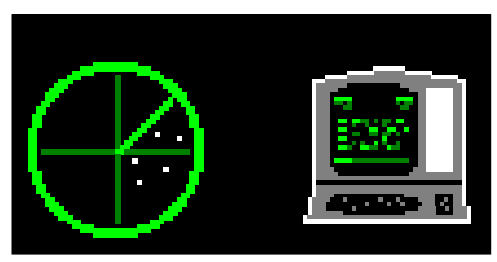
Fixed-price contracting

Low-investment products

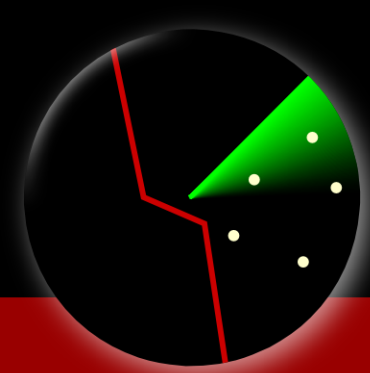
High-investment products



# Evolution of an Brand



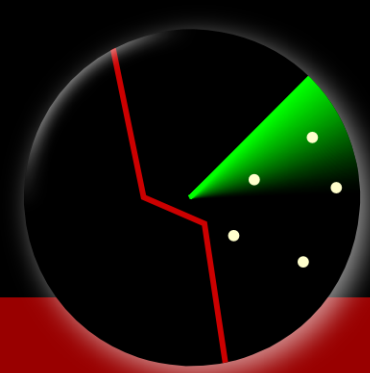
**Real-Life Projects, Inc.**  
*When you don't have time to waste...*



# What Makes Me Different?

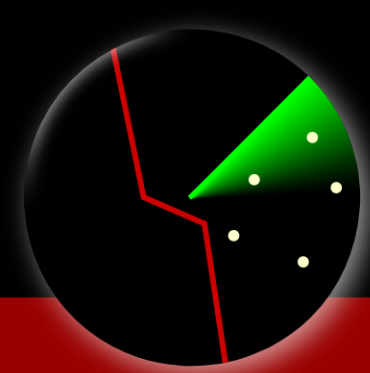
- Practical
- Hands-on
- Experienced
- Trusted
- Smart, but not too bookish
- Warm (and funny)





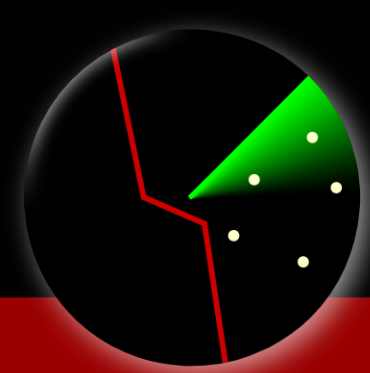
# Some of My Branding Phrases

- “When you don't have time to waste”
- “No BS in my WBS”
- “No Strategy? You're Fired!”
- “Strategic Project Manager”
- “Jump in”



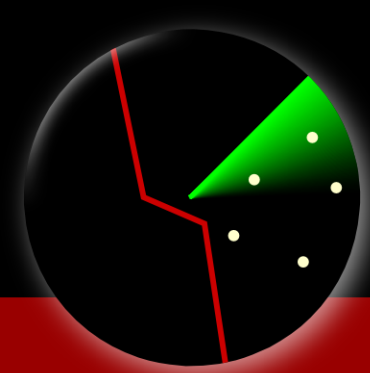
# Branding Ideas Tested – Round 1

- "Helping companies whose project leaders who are confused, confusing, or out of control"
- "Practical, Simple, Down to Earth"
- "Getting companies in the habit of project success"
- "Helping companies whose project managers are spinning their wheels or going madly in the wrong direction"



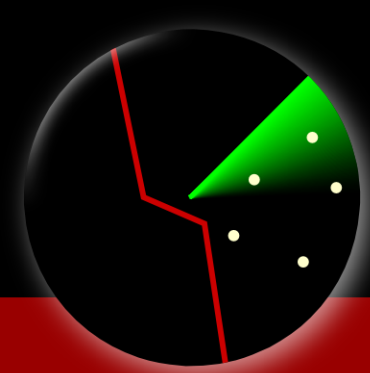
# Branding Ideas – Round 2

- Practical, down-to-earth project management
- Get into the habit of project success
- Stop project confusion. Get project control.
- Projects in motion, always moving in the right direction
- Bottom-line project management
- When there is no time to waste
- Make your projects make sense on the executive floor
- When your projects are too important for executives to misunderstand
- When Gantt can't do it all for you
- Make your resource plan match your strategic plan
- Follow your business's critical path
- For projects that earn value with less overhead



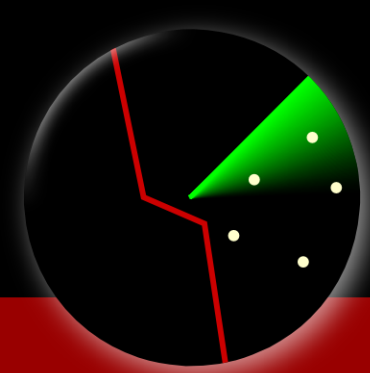
# Google AdWord Results

1. When there is no time to waste
2. Bottom-line project management
3. Make your resource plan match your strategic plan
4. When Gantt can't do it all for you
5. Make your projects make sense on the executive floor
6. Practical, down-to-earth project management
7. Projects in motion, always moving in the right direction
8. Follow your business's critical path
9. When your work is too important for executives to misunderstand
10. Stop project confusion. Get project control.
11. For projects that earn value with less overhead
12. Get into the habit of project success



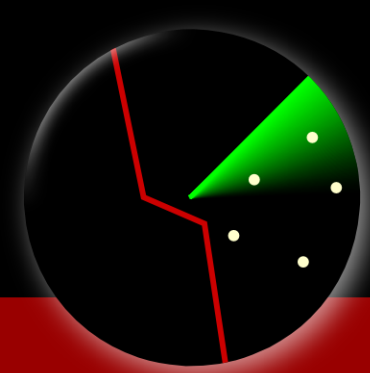
# Challenges of Marketing PM to Small Business

- Don't understand PM
- Not investing in training
- Little money
- Difficult collections
- Confusion with an executive or virtual assistant



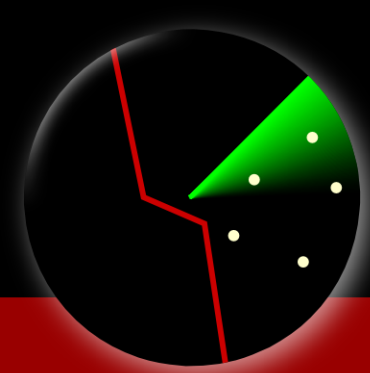
## Current Idea – “Part-Time COO”

- Think people will “get it”
- Reinforce the brand – trust, practical
- Avoid “project management” branding issues
- High-level advice and price



# Challenges of Large Business

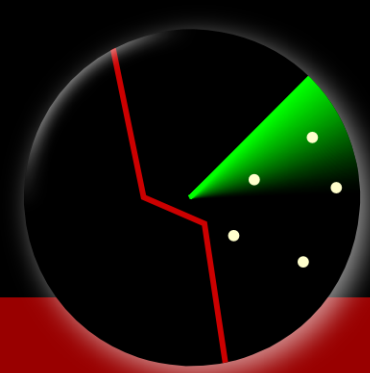
- Many, many competitors
- Competitors have
  - Wide product offerings
  - Deep relationships
  - Locked-in contracts
- Hard to find decision-makers



# On-Line Marketing

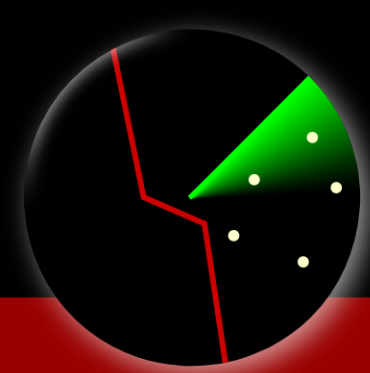
- Ads
- Social Networking
- Discussion Boards
- Paid Search Results
- “Squeeze Pages”
- Corporate-Style Web Sites
- Blogs and Newsletters





# Match Your Marketing to Your Capabilities

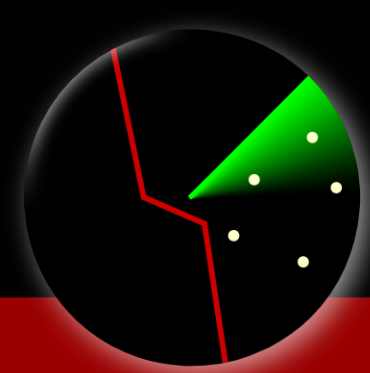
- How many “impressions” can you afford to pay for?
- High-contact or low-contact style needed to close sale?
- What do you have access to
- Test, test, test



# Speaking and Writing

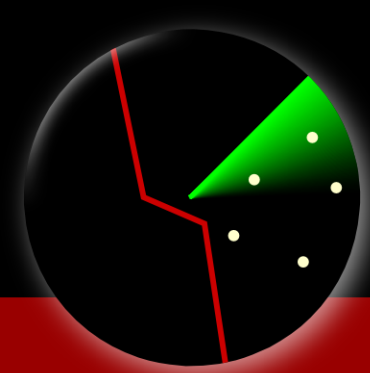
- For exposure
- For money (not so much in PM!)
- For reputation

*Can be critical or irrelevant,  
depending on your business  
model*



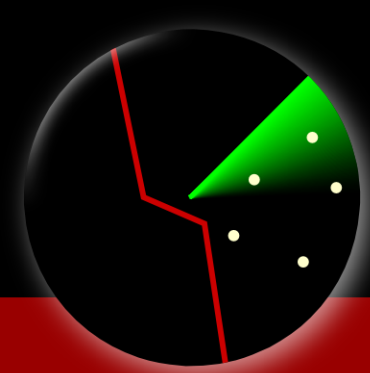
# Why PR over Ads?

- More credibility
- Less cost
- Exposure that grows over time
- One article leads to another, but the second ad costs as much as the first



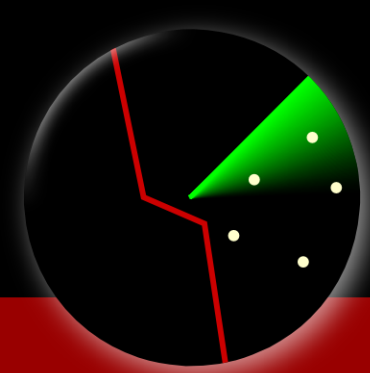
# Get Creative – Revenue Sources from Speaking

- Direct payment for the speech
- Sell books/CDs (yours or not)
- Subscription services
- Commissioned sales
- Sponsored speeches
- Training



# Associations

- Project Management Institute
- PMI Consulting SIG
- Industry association chapters
- Chamber of Commerce
- National Speakers Association



# WATCH OUT!

- You are vulnerable
- People will prey on you
- Get trusted advisors and suppliers
- Even trusted advice is not necessarily going to work for YOU
- Get references
- Insurance, bank account, personal assets



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