This is a product demonstration and marketing overview for consultants.

Complete the survey to be entered to win….

Stay with us to win!

2 Door Prizes!

Survey Prize

A 75% off Discount Code for everyone!
A little about me…

My personal mission is to connect Early Education.

- B.A. & M.Ed Early Education
- Child Care Administrator 15 years
- Marketing & Tech Executive
- ECE Curriculum Publishing
- Engagement Executive
- National ECE Association
- Marketing & Biz Consultant to ECE Sector NPOs & Companies

Early Care and Education

Our plan today

1. Very fast marketing discussion
2. Overview of ECEexperts.com
3. Online Demonstration
4. Door prizes!

The 4 Ps of Marketing

- Product
- Price
- Place
- Promotion

Poll

What is your biggest challenge running your consulting business?
As consultants, we share some of the same challenges.

I don’t like to boast or sell myself.

I don’t often meet potential clients!

You can learn to connect authentically!

If you want to survive, you need to learn some simple techniques!

If you are going to have a business, you must invest in yourself.

Make it your business to network!

I don’t know how to market my business.

I don’t have the time or money to promote my business.

As a consultant, your product is you.

Before you promote...

As a consultant, your product is you.

Define your “brand”, your product, and your target audience.

You have to promote yourself to grow… And there are (almost too) many ways to do it!

You can learn to connect authentically!
Consultants should be specialists, just like doctors.

What is your specialty?

Build your brand

1. Discover
   Find out "who you are."
   Review your mission statement, interview your leaders, talk with your long-time customers.

2. Define
   Put it on paper
   Develop copy and design elements that express your business and reflect your brand.

3. Deliver
   Execute a plan that builds your new brand
   Your brand is a promise to customers, make sure you make good.

8 Questions to ask yourself to help define your brand
What are you most knowledgeable and passionate about? What problems can you help clients solve?

What are your values and how will they shape your work?

What do you hope to achieve with your brand and your work?
What makes your consulting and services different, special, and maybe even better?

How do you define yourself within the industry?

• Who do you know and align with?
• Who do you need to know?
• Who inspires you?
• Who do you inspire?

Who is your ideal client? What are the characteristics of your target audience? What are their challenges?
What services do you provide?

What is your brand personality?

Ta-Dah!

You have your brand! Now what?

How will you attract potential clients?
Once you know your brand, your message, and your target audience, use strategies to tell your story.

POLL

How's your personal branding journey?

Attract potential clients using a variety of strategies.
POLL
Which of these marketing strategies do you use for your consulting business?

Make the most of conferences and meetings
Go to sessions and exhibits to engage! Ask questions, state opinions.
Put in proposals to present. Keep trying.
Make a plan for every minute.
Connect with people you don’t know during meals and breaks.
Collect info from (competitors’ presentations.)

Professional Networking Basics
Be there...
Ask questions
Listen more than you talk
Align yourself
Be present and focused
Elevator pitch only if appropriate
“Give vs. Get”
Invest in the relationship
Reach out with something of value
Where to network

In person
• Conferences
  • National
  • Regional
  • Local
• Local meetings where your target audience convene
• Make an event!
• Opportunities lie everywhere!

Online
• NAEYC’s Hello
• Other organization forums
• LinkedIn and Facebook groups
• Twitter chats
• Anywhere you can “converse”
• Opportunities lie everywhere!

Regardless of the size, presentations draw audiences who are interested in the specific expertise you have to offer.

Tips to get started presenting
• Get on the “request for proposal” lists of organizations that host conferences
• Don’t be shy! They are looking for content.
• Start with local and regional conferences and work up to national conferences.
• If you publish, present on your articles or books.
• Partner with others who are be more experienced or complement your expertise.

If you have a tip or know a GR8 conference for presenters, type it into the Questions Pane.
How ECEexperts.com can help you.

ECEexperts.com

A hub where organizations in the early childhood sector can find the consulting expertise they need and where experts list their services in an easily searchable directory format.

ECEexperts.com

Clients free

Consultants subscribe annually
Our webinars attract people who need expertise

ECWebinars.com Launched 2010

ECWebinars.com: The Engine for ECI Directory

Prospective clients can search in one place where early education experts congregate.
Organizations looking for expertise come to the Directory

Publishing Companies
Product and Service Companies
Non-profit Organizations
Direct Service Organizations

Early Childhood Education Industry

Our goal is to get clients to see your profile

Directory

Advertising
Social media
Email
SEO
Webinars
Articles & blog
Presentations & Exhibits
Word of mouth

Why not just use...

LinkedIn
530,000,000 users
Poll
Do you use LinkedIn to connect with clients? If so, does it work for that purpose?
LinkedIn and the Directory should be PART of YOUR overall strategy.

All you need to subscribe is expertise backed by:

- a college or advanced degree in your specialty,
- at least 6 years’ solid work experience in your area of expertise,
- experience offering consulting services.
Live demo of ECEexperts.com

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**Annual Subscription Fees**

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<td></td>
<td>$180 per year</td>
<td>2 to 5 consultants: $1,100 per year $275</td>
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<tr>
<td></td>
<td>$45 per year</td>
<td>6 to 10 consultants: $2,200 per year $550</td>
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75% off code 75April
Weekends are the best time to get started!

1. Go to this page: bit.ly/eceexpertsregister
2. Enter the Entrance Code
3. Enter contact information and password.
4. Click the activation link in confirmation email. (Check your Spam or Junk folders)

Special! $45 for TWO years!

Register before April 7 AND complete your profile by April 9, 2019...

Get a 2nd year FREE!
Complete the survey to be entered to win.…

Who will win?

2 Door Prizes!

Survey Prize

Everyone wins!

A 75% off Discount Code

april75

Thank you!

ECEexperts.com

Contact us: info@ECEexperts.com

Facebook.com/ECEdirectory

@ECEexperts