

Building Your Consulting Practice

Join us for a special workshop event! Discover how you can position your expertise, set yourself apart from your competition and command higher fees, including scaling your revenues.

REGISTER at www.imcncr.org



Mark LeBlanc

Saturday, April 22

**Member Rate \$159
(\$99 by 3/31)
NonMember \$159
(\$99 by 3/31)**



Henry DeVries

As a result of putting these practices and principles into action, consultants and professionals of all types report being more focused on a daily basis, able to attract more “right-fit” prospects and stimulate more referrals by design and, ultimately, create a path and a plan for generating more business.

Come discover how to overcome the following problems:

- 3 – Over Reliance on Word-of-Mouth Marketing and Networking
- 2 – Ineffective Use of Social Media and New Contact Strategies
- 1 – Riding the Revenue Roller Coaster

In this special event, you will walk away with proven-to-work, strategies and tools for growing your revenues, putting more money in your pocket as an owner and doing more of the good work your expertise is called for.

When: Saturday, April 22, 2017
9:00 AM to 3:00 PM (Lunch on your own at nearby restaurants)

Where: UNIVERSITY of VIRGINIA | SCPS
Northern Virginia Center
7054 Haycock Road, Falls Church, VA 22043
Phone: 703.536.1140 | Fax: 703.536.1111
MAP: <http://www.scps.virginia.edu/locations/location-detail/falls-church>
(Free parking & across from the West Falls Church / Dunn Loring Metro)

How Much: \$159 (\$99 if registered by March 31, 2017)

This workshop is for people starting a consulting practice and independent consultants who are serious about taking their practice to the next level.

After this all-day interactive workshop, participants will be able to:

- Take control of money, focus, and marketing
- Utilize the 9 best practices for building an independent consulting business
- Generate leads with the top 7 strategies for attracting high-paying clients
- Craft educating-expert based marketing material to effectively get booked as a speaker and fill their workshops, retreats, and seminars
- Follow the number one client-attraction strategy perfected by a Harvard Business School professor who is also a \$15,000-a-day consultant to big consulting firms

Workshop leaders are **Mark LeBlanc** of Small Business Success, author of the underground bestsellers *Growing Your Business* and *Never Be the Same*, and **Henry DeVries**, co-founder and CEO of Indie Books International, who speaks to thousands of consultants each year on how to attract high-paying clients. Henry is the author of eight books including *Marketing With a Book*, *How to Close a Deal Like Warren Buffett*, and *Client Seduction*. Together they have coached thousands of independent consultants.

Workshop Bonus: Everyone in attendance will receive a copy of Henry's and Mark's new book: ***Building Your Consulting Practice: How Independent Consultants Grow their Business and Deliver Value to Clients***. Based on research, the code has been cracked. This book is a how-to guide that takes the mystery out of business development with pragmatic advice in three areas: money, focus, and marketing. Follow the nine best practices in this trio of activities and you will succeed.