



Table Talk

Consultants Roundtable Monthly Newsletter - James Perkins, Editor

TABLE TALK for JUNE 2006

MEETING TUESDAY 6 JUNE

This is the monthly meeting for lively discussion, this time on the topic of finding specific clients and identifying the right person to approach in the client's organization. Such questions as, How does one deal with "gatekeepers?" How do you get to the person who can say "Yes!?" What about networking, Is it useful? Effective? How does one conduct computer searches for prospective clients? If one is so busy that prospects call, how was that brought about?

MEETING TUESDAY 20 JUNE

Lee Andreae will present Laura Bergells, talking on the subject, "Business Blogging & Internet Marketing." Question: Do you know what a "Blog" is? Attend the meeting in June to get the answer. "Webster" is not familiar with that word as yet.

LAST MONTH

The first meeting of the month saw a spirited discussion prompted by attendees' comments about how they get consulting assignments. As noted in the announcement above about the 6 June meeting, this topic will continue, but in a different format with a line of questions to be answered by those in attendance.

The second meeting's speaker was Brian Rideout, founder of BKR, a web site design firm. Several points were made. The first mission of a web site is to get visitors to it. Therefore, key words in a search engine are requisite. Also important is getting a good ranking on searches which includes links from other web sites. Frequent updating is also necessary. Brian said that defining a firm's services is done best when the definition is narrow. Appropriate key words, of course, tighten up the search. It is apparent that web site design is not a business for amateurs. Also, it is critical for designers to keep current on what is happening in the industry - that of web site design and that of current and potential customers.

WANTED

A good program for July. Contact Bill Brennen with your suggestions.

ALSO WANTED (An editorial.)

New business startups in this area. There is opportunity abounding in this community which requires the attention of knowledgeable people such as those in Consultants Roundtable. Perhaps brainstorming that need would make a great discussion meeting, Tom.