



## Newsletter of the Society for the Advancement of Consulting® - January 2022

*Founded by Million Dollar Consulting guru Alan Weiss, the Society for the Advancement of Consulting® is the premier association for independent consulting professionals who subscribe to an industry code of ethics and provide significant consulting results among their clients.*

### Hitting the Ground Running

Here we are at the start of another year.

For many of us, the last two years have seemed to both go by incredibly quickly and also slog on forever. We all wish the pandemic was behind us and we could go on with our normal lives.

Guess what? You're living your "normal" life now! While others wait for things to settle down, variants to die off, or vaccine and mask mandates to be sorted out, successful consultants are focusing on how to help their clients build successful businesses in today's environment—with whatever constraints are out there.

We believe conditions are right for us to innovate and change the way we look at the world—and our businesses, too. Our theme for 2022 is **Reinvent for Success**, and our programs this year will be focused on how you can make the most of this time of change and upheaval.

Feeling overwhelmed? Then you'll want to join us on January 7<sup>th</sup> when **Simma Lieberman** leads a Meetup focused on sharing best practices for being successful in today's environment.

You've probably heard that in this world content is king—but only when the content is compelling and on message. On January 13, **Val Swisher**, founder of Content Rules, will share her thoughts on how to quickly create compelling content that resonates with your clients and builds your thought leadership.

Want to brush up on the basics of being a successful consultant? Know someone new to the consulting world? Check out our new webinar series *So You Want to be a Consultant: Everything you wanted to know but weren't sure who to ask*. We'll cover networking, marketing, setting profitable fees, and more. This series is free to all—so let your friends and colleagues know not to miss this. See below for more information.

We're also planning a virtual regional event for late April focused on helping you leverage that book you've published or are writing now. Look for more information on this soon.

As always, please feel free to [reach out to us](#) with thoughts, questions, comments, and just to say hi.

Here's to a happy, healthy, prosperous, and safe 2022 for all of us.

Linda and Lisa

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**NEW WEBINAR SERIES:**

So You Want to Be a Consultant -  
Everything you wanted to know but  
weren't sure who to ask.



One reason why there are so many jobs open at senior levels in corporations is because seasoned professionals have decided they've had enough of the corporate world. These folks may be "retiring," but that doesn't mean they're going out to pasture. Expect to see many of these people decide to try to build a consulting practice.

What makes the difference in who will be successful? Knowing how to network, to differentiate yourself with marketing, and how to set profitable fees. We'll cover each of these topics and more in our new webinar series.

**January 20: Best Practices for Getting Clients through Effective Networking**—Lisa Anderson, President LMA Consulting Group and Executive Director of SAC

**February 3: Standing Out Above the Noise: How to Build a Consulting Practice that Gets Attention**—Linda Popky, President Leverage2Market Associates and Executive Director of SAC

**February 22: Tips from the Top: Secrets to Building a Successful Consulting Practice**—Constance Dierickx, President of CD Consulting and winner of the 2021 Consultant of the Year Award.

**March 17: Setting Profitable Fees**—Phil Symchych, President of SME Business Wealth Corporation

These sessions are open to all at no charge. However, you must register in advance to get the Zoom access codes. [More information.](#)

## IMPORTANT: MEMBERSHIP RENEWAL INFORMATION FOR 2022

Although we are hoping to hold the annual meeting in New York City next October, all of our other programs will be offered online for the foreseeable future. Therefore, as of January 1<sup>st</sup>, membership for international members will be at the same fee level as North America (\$375/year).

### To renew (and to update your credit card):

- [Log in](#) (If you have any issues, just reset your password. It will reset easily since it is tied to your email.)
- Go to My account (in the top menu)
- Go to My Payment Methods and add/ update your credit card information.
- Go to My Subscription
- Click on renew now

[More information.](#)



## RESCHEDULED: NorCal Meetup – January 7th Growing Business In 2022

Hosted by Simma Lieberman

Will we be working in person? Will we be on Zoom? Or will we be hybrid with Zoom and in-person work? No one knows for sure, but preparing for the next phase of doing business during COVID or its aftermath can be overwhelming.

**Join us on Friday, January 7th, from 10:00- 11:15 PT** where we can share hacks to meet challenges and employ best practices to manage time, increase focus and productivity, and prevent overwhelm in 2022.

**Open to all SAC members.** SAC members will receive zoom codes via an email from SAC. If you are not a SAC member and want to attend, please send an email to [info@consultingsociety.com](mailto:info@consultingsociety.com).

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## Best Practices Webinar: Creating Compelling Content - Val Swisher - January 13th

Content is a critical component for effective customer acquisition and retention. It is also a reflection of you and your brand. This means that creating good content, and lots of it, is an imperative for your business. In this webinar, Val Swisher will talk about the five dimensions of good content. She will show you how large enterprises produce enormous amounts of content and deliver personalized experiences at scale. She'll show how you can take the same principles and put them to work for you. You'll create more compelling content, more quickly. You'll spend less time creating content and more time working with your clients.



**Val Swisher**

### About the Speaker:

Content Rules founder **Val Swisher** has predicted a number of important content trends. She runs the content strategy, global content strategy, and content optimization service lines for contentrules.com. Val has more than two decades of experience and is a well-known expert on global readiness, intelligent content, and technology solutions. In her view, content should be easy to read, cost-effective to translate, and efficient to manage.

Val is the author of four books including *The Personalization Paradox and Global Content Strategy: A Primer*.

One-hour webinar; FREE for SAC members.

[More info and to register.](#)

Have a topic or speaker you'd like to see in the future? [Let us know](#) and we'll try to make this happen.

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## UPCOMING SIG NEWS

### Interested in Advocacy?

As our collective social consciousness continues to evolve, advocacy is becoming more mainstream. Some clients and business partners are deciding if they want to work with us, based in part on how we demonstrate an awareness of and response to others' needs and situations.

We are gauging interest in a SIG for like-minded consultants to discuss topics such as advocacy/ activism and how this can contribute to business growth. We will discuss how advocacy could bring benefits to our businesses and will consider it as part of the overall legacy we are seeking to create.

If interested in joining an advocacy SIG, please complete [this form](#) (Please check "Advocacy").



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## SAC IN PICTURES

Have photos of a SAC event? [Send them](#) to us and we'll share them with the community!

## SAC Wine Down Meeting - December 16th



## SAC Supply chain SIG - December 8th



## Meet Our Members: Clifton Warren

This month we're profiling Clifton Warren. [Contact Clifton.](#)

**Clifton Warren** helps financial services firms and professionals drive growth through better marketing and selling. In this [video](#), Clifton Warren sat down with Money Management to discuss the secrets of effective client management and the importance of cross-selling.

**What is the one thing that most differentiates you from others in your field?**

My approach to proactive approach marketing that helps professionals better attract, retain, and develop commercial clients.

**What is something you've learned about business that you would have liked your younger self to know?**

You need to give before you can get by continually sharing your knowledge and insights to your clients, prospects and influencers in your marketplace

**What do you find most valuable about SAC?**

The opportunity to rub shoulders with best of the best.



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**NEW! All Featured Member profiles are now available on our website. [Check them out!](#)**

### ***Want to Be Featured?***

*Complete your profile on the SAC website! Set up your profile now! If you don't remember your password, go to the Member Login and ask for a password reset. Any questions? [Contact us.](#)*

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## **January 12th Deadline for Next SAC News Release**

**Topic ideas for upcoming releases? [Let us know.](#)**

Have you been quoted in a recent SAC press release? Why not? Here's the information for our next release. Join us!

**Topic: *What leadership challenges do you foresee in the new hybrid working environment?***

Use this [link](#) to submit your input of less than 150 words formatted into 2-3 paragraphs in the same format as the prior releases **no later than January 12th**. Please remember to check your grammar and provide your name with attribution!

Note that the word count **includes** your personal information. In order to keep the releases concise and readable, we are unable to accept contributions that are longer than the guidelines.

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## **SAC Spotlight**

Welcome to our new feature—SAC Spotlight. Each month we'll highlight the big wins of our members: new books published, awards won, etc. These events will also be promoted on our LinkedIn and Facebook pages and in social media.

Here's our list of member accomplishments for this month:



**Dan Weedin** is thrilled to announce the release of his 4th book titled, *Back Nine Walking: A Guide to Living Life Unleashed*. The Back Nine is the place on a golf course where we make the turn back to the clubhouse. It's a place of transition where we can apply what we learned and experienced on the Front Nine to finish strong on those inward nine holes. Business and life are no different.

In ***Back Nine Walking: A Guide to Living Life Unleashed*** Dan Weedin discusses the important topics all of us experience in the second half of our lives. These issues affect how we run our businesses, success and rewards we experience in our professional careers, and how we enrich our personal lives. Dan shares personal stories from both his career and personal life to illustrate how mindset, health, resilience, and relationships all shape how we can unleash our own best potential and most enjoy our lives. The book is available on Amazon, as well as at [www.Back9Walking.com](http://www.Back9Walking.com).

**Cheryl Williams** of Hudgins Williams Associates is announcing the launch of the follow up to "**WMNM: What's My Next Move**" **Goal Setting program**. Designed for Black women, the new programs, launching in January, will provide expertise, networking and support for women deciding where to go next ("Moving on Out") or working toward promotion with their current employer ("Moving on Up"). For more information on these programs and to register, visit <https://cghwilliams.com/whats-my-next-move-january-2022/>. If you don't identify as a Black woman and are interested in a cohort for your identity group or for mixed groups, please fill out the brief survey found here <https://www.surveymonkey.com/r/WMNM-2022> and you will be notified when additional groups are launched.

Have something we should be highlighting? Fill in our [SAC Spotlight Contribution Form](#).

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## **SAC Members Save on ExpertClick.com**

The New York Times calls Expert Click, "Dial-an-Expert" and PR Week

calls it "A Dating Service of PR."

[ExpertClick.com](https://www.expertclick.com) helps consultants create press room pages and send news releases, as well as creating profiles about their businesses in the annual directory. Your news release is sent out ten ways, including Google News. Unlike Facebook or LinkedIn, ExpertClick screens and vets those allowed to join for news media visibility.



**SAC members can get a 15% discount** on ExpertClick services by [clicking here](#).

Or contact Mitchell Davis directly at [mitchell.davis@expertclick.com](mailto:mitchell.davis@expertclick.com) or (202) 333-5000.

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## New Member Benefit: Podcast Central

Are you the host of a podcast? See our [growing list](#).

Want to be included on the Podcast Central page? Fill in our [SAC Podcast Form](#).

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## Weiss Advice:

*I wish you all a healthy, peaceful, and prosperous 2022!*

### BACKGROUND

I'm weary of people insisting they provide me with "background." If I don't stop them, they'll rattle on for 20 minutes to tell me how they arrived at whatever point they've arrived at.



Some protest my insisting they stop. "But I'm different from others, and it's important for you to know my story."

No, it's not.

As much as we take pride in our individuality, most people are herd animals. The same issues of esteem, ego, fear, guilt, and so on are affecting them to varied degrees. Most people who don't progress sufficiently are simply not trying hard enough to do the right things. They're afraid of failure, or critique, of embarrassment.

When your buyers (or others) rattle on, they are usually articulating their cognitive processes. In other words, they're verbally reviewing their own "story," decisions, and beliefs in a public self-examination. That may be interesting therapeutically for a clinician, but it's not interesting to me. It's not that I don't care about people, it's that I can't help them if they insist on self-analysis instead of some tough love from an expert.

Stop the spoken auto-biographies. They're all about the rear-view mirror and the wake of the boat.

It's not about how you got here, it's about where you want to go.

## Developmental Opportunities from Alan Weiss

**Hosting Revenue-Generating Meetings:** Join me for this live event from 9 to 4 in Boston on **January 27**. We'll focus on how to set up a meeting with prospects, how to improve your lists and leverage others' lists, the proper content, how to involve "attractors" in your publicity, the three sales-potential areas to pursue, provocative content, and we'll practice and create a plan, too! I'll take six hours to show you how to create a dynamic, revenue-generating 90 minutes (and the weeks of preparation). **\$1,500 for a full day with me. Register here:** <https://alanweiss.com/growth-experiences/hosting-revenue/>

**Million Dollar Consulting® for the World:** I've provided 14 modules with videos from me, from

your colleagues globally, slides, and text. They include everything from launch to self-esteem, proposals to fees, closing business to creating a brand. No upsells! **It's only \$115.** What do you think about a 10,000:1 ROI? <https://milliondollarconsultingcourse.com>

**Six Figures to Seven (627):** I haven't run this in several years, and then only twice in the US and once in London, once in Sydney. It's occurred to me that I now know additional and faster ways to reach seven figures, having helped hundreds of people to get there. And the pandemic experience has major implications. Million Dollar Consulting and "seven figures" are metaphors for achieving the lifestyle and true wealth (discretionary time) that you desire. This experience, which I may never repeat at this stage, will get you there.

**February 10-11, 2022** (two full days) Las Vegas, Nevada

**Fee: \$3,500 through December 31, 2021, \$4,500 as of January 1, 2022.** Register here:

<https://alanweiss.com/growth-experiences/six-figures-to-seven/>

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*Stay in touch with Alan Weiss's events [here](#).*

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## Follow Us On Twitter - We're Following You!

Our twitter handle is @consultingassn. Our goal is to follow all of our active members and to retweet your posts when appropriate. If we're not yet following you, it's because we don't have your Twitter handle. Send us a DM and we'll add you to our list. [Follow us](#).

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## Upcoming SAC Events

**January 7**

**Norcal Meetup**

10am PT. Hosted by Simma Lieberman.

[More info.](#)

**January 13**

**Val Swisher: Creating Compelling Content**

SAC Best Practices Webinar; 11am PT.

[More info.](#)

**January 20**

**Lisa Anderson: Best Practices for Getting Clients through Effective Networking**

SAC Webinar; 11am PT.

**January 27**

**Wine Down /Wake Up for SAC members** - at 4pm PT.

[info@consultingsociety.com](mailto:info@consultingsociety.com)

**February 3**

**Linda Popky: Standing Out Above the Noise: How to Build a Consulting Practice that Gets Attention**

SAC Webinar; 11am PT.

**February 15**

**Nancy MacKay and Alan Weiss: The Modern Trusted Advisor**

SAC Best Practices Webinar; 11am PT.

[More info.](#)

**February 22**

**Tips from the Top: Presented by Constance Dierickx, Consultant of the Year award winner**

PRACTICUM Webinar; 11am PT.

[More info.](#)

**March 17**

**Phil Symchych: Setting Profitable Fees**

SAC Webinar; 11am PT.

**March 30**

**Russell Trahan: Cut the Crop and Harvest Publicity You Can Use**

PRACTICUM Webinar; 11am PT.

[More info.](#)

*Mark your calendar!*

*Webinars are included in your SAC membership. **Join or renew** your membership now.*

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