



Newsletter of the Society for the Advancement of Consulting® - September 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.

A Labor of Love

We're approaching Labor Day weekend in the US, the traditional end of summer and beginning of the Fall business season.

We've all heard the saying if you do what you love, you won't work a day in your life.

Well, we can't guarantee that, but we do know that if you are doing things you *do not* enjoy, it's sure likely to feel like a lot of labor and not much fun.

There are things in your practice you definitely want to keep and others you'll want to jettison, but if you're like most of us, you're probably holding on to some things you've done previously just because you've always done them.

That's why this is such a great time to look at what you're doing for your business and decide what you want your practice to be in 2023. And it's why you'll want to make sure to attend this year's virtual annual meeting, ***Reinvent for Success***. We've put together a top-notch set of speakers who are focused on how you can change things up to make things much more fun and less laborious moving forward. Check out the details below.

Great news! **Our low rates are available for one more week—through Labor Day, September 6th** [Sign up now](#) and fasten your seat belts for a great ride.

Meanwhile, we have two exciting events this month. On September 15th, **Andrew Winig** will help us **create a highly effective elevator pitch**. Yes, you may already have one of these, but when was the last time you really looked at it and made sure it reflects your current value to clients? Attendance is free for members, but **you must register**. Limited spaces available.

When is free highly profitable? When it creates a great channel to attract new clients. On September 20, **Mary Cravets** will share her **secrets for building a successful business primarily through no-fee speaking**. This is a presentation you won't want to miss.

Thanks to all the SAC members who have shared their thoughts on what the organization should look like in the future. We're compiling all of this now and will update you in October about exciting plans and programs for 2023. [Let us know](#) if you have feedback to share.

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

Linda and Lisa

p.s. Have you been quoted in the SAC Release lately? Why not? See below for info and deadline on how to be included in the next release.



Last Chance to Save: Price Break Extended Through Labor Day!

VIRTUAL ANNUAL MEETING
October 11-13, 2022

- How should your practice change to be successful in 2023?
- How will today's global trends impact your business—and that of your clients?
- How can you build trust across cultures when so many things are uncertain?
- Is there a way to make your marketing more effective?
- The next generation is here: Do you know how to reach Millennial and Gen-Z buyers?
- How can you effectively build an audience for your offerings?



Million Dollar Consultant
Alan Weiss



Chip Espinoza



Whitney Johnson

Here's part of what's in store for this year's event:

- Keynote by SAC Founder [Alan Weiss](#)
- Keynote: Disrupt Yourself: How To Reinvent Yourself Before Others Do it For You [Whitney Johnson](#)
- Keynote: Definitely Not Their Parents: How to Work Effectively with Millennial and Gen-Z Buyers [Chip Espinoza](#)
- Build Trust Cross-Cultures and Distance in Uncertain Environments [Darren Menabney](#)
- Wing It to Win It: Increasing LinkedIn Effectiveness Through Applied Improvisation [JD Gershbein](#)
- How to Build an Audience Before You Even Sell A Thing [Robbie Samuels](#)
- What on Earth Will Happen Next? A Look at Global Trends [Barbara Krajnc](#)
- Pod Save Us All! How to use Podcasting to Differentiate Your Business [Pam Harper](#) and [Scott Harper](#)
- Closing Corporate Sales in Today's Changing Environment [Tracy Kay](#)
- Client Panel: In Short Supply: How Today's Supply Chain Issues Create Opportunities for Your Clients [Lisa Anderson](#) (Facilitator)
- Client Panel: We're Not Our Parents: Millennial Buyers Share How You Can Best Support Them As Clients [Lisa Bing](#) (Facilitator)
- Breakout Session: Birds of a Feather - Publicity [Kathleen McEntee](#)
- Breakout Session: Birds of a Feather - Speaking [Steve Markman](#)
- Breakout Session: Birds of a Feather - SME Clients [Evan Bulmer](#)
- Awards: [Vanessa Khan](#), Committee Chair
- SAC 3.0: Don't Miss What's Coming. [Linda Popky](#) and [Lisa Anderson](#)

[Learn more.](#)

Best of all, attend this year's event at 2021 prices! Prices go up on September 6th.
[Register now.](#)

IMPORTANT: MEMBERSHIP RENEWAL INFORMATION...

In most cases, your membership will renew automatically. 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.](#)

SAC Business Accelerator Lab: Introduce Yourself (in 30 Seconds) - Andrew Winig - September 15th

How are you going to introduce yourself, develop trust, highlight your services, encourage referrals, and demonstrate your expertise in only 30 seconds?

In this interactive workshop you'll learn how to create an effective 30-Second Elevator Pitch.



- What fits in 30 seconds (and what's best to leave out)
- How to practice (hint: don't use a mirror)
- One technique that makes you clear and concise (no more rambling!)
- An approach that automatically makes people think of qualified referrals for you

By the end of this 90-minute workshop you'll have two personalized introductions that grab people's attention, start productive conversations, and lead to more qualified leads.

This is a 1.5 hour interactive session. No fee for members, but you must register. Limited space is available.

[More info and to register.](#)

Best Practices Webinar: Speaking for Free - A Surprisingly Profitable Way to Attract New Clients - Mary Cravets - September 20th

Speaking has always been a great client-generation strategy, and with the massive move to virtual meetings, this opportunity has multiplied exponentially. This shift creates endless opportunities to expand your reach without travel costs or the pressure of a live in-person audience!



Mary Cravets

How do you make sure your speaking strategy brings in new clients, instead of being just a frustrating waste of time?

Our presenter Mary Cravets built her multi-six-figure business primarily through no-fee speaking,

and in this engaging talk she'll show participants how to:

- Design a plan of exactly what to do before, during and after a speaking gig to make your audience hungry to work with you (even before you walk through the door)
- Understand the one thing you MUST do to turn no-fee speaking into a steady stream of great clients
- Integrate speaking into a complete client generation strategy so you can build a profitable business, without working nights and weekends

1 hour webinar. Free for members; Fee for non-members.

[More info and to register.](#)

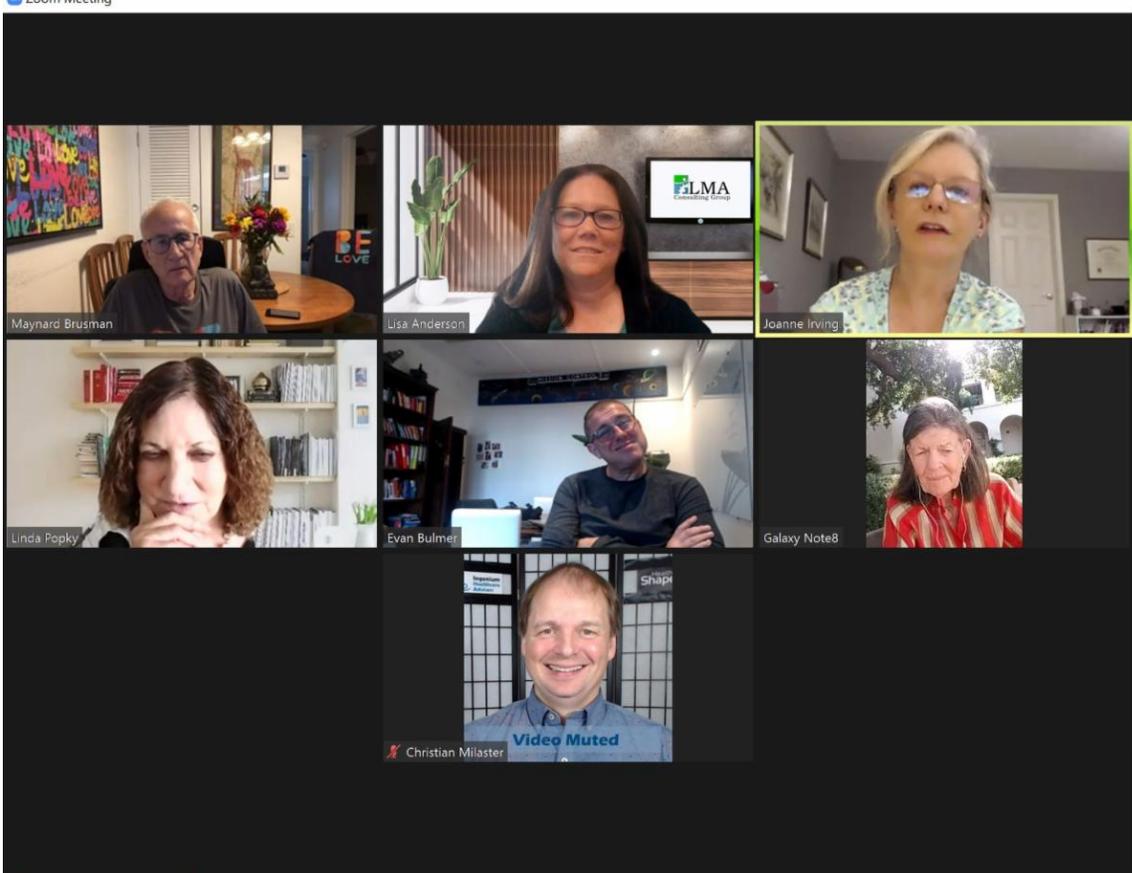
SAC IN PICTURES

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

Supply Chain Panel - July 27



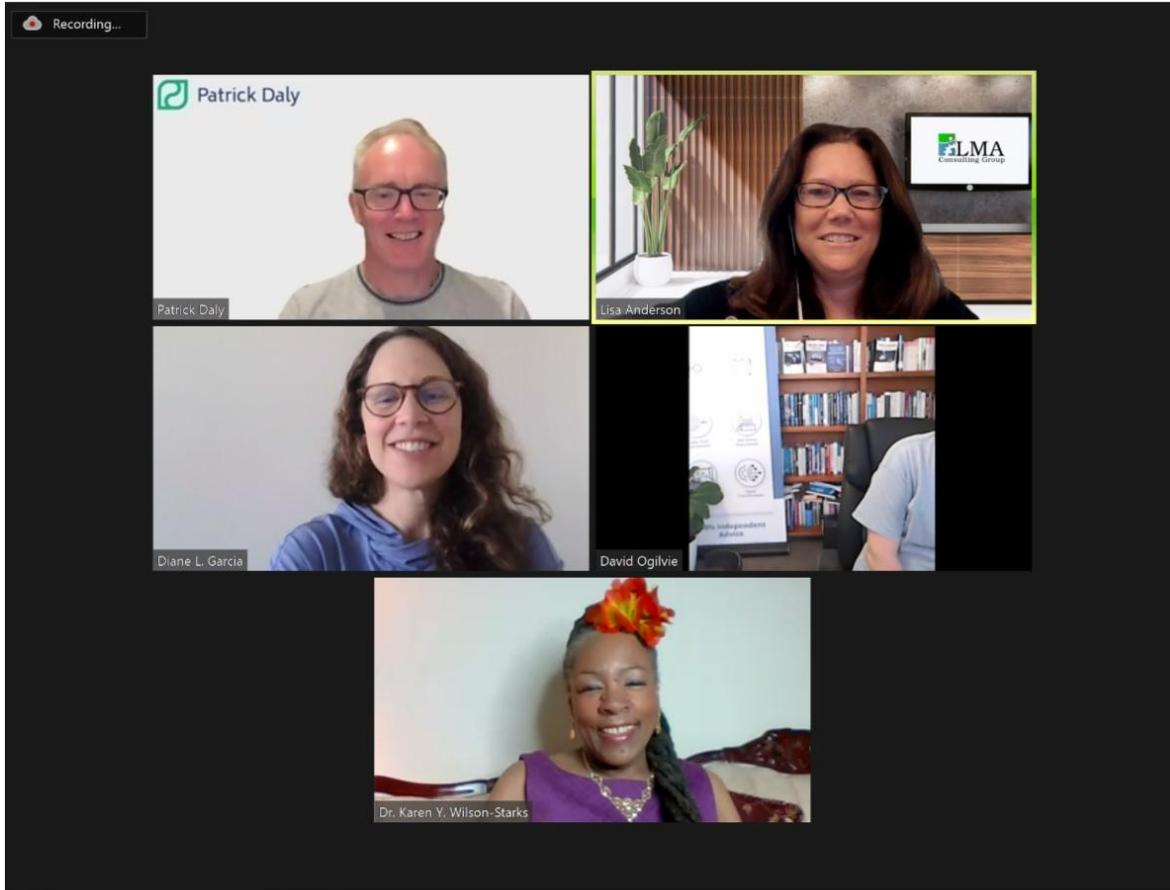
Wine Down / Wake Up - July 28



SAC Coaching SIG - August 2



Supply Chain SIG - August 24



Meet Our Members: Elizabeth Warren

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

Dialed-In Partners is a closely affiliated group of individuals with a long history of collaborative work in construction project management, public policy advocacy and stakeholder engagement. Through individual success with national and international companies, government organized NGOs, regulatory agencies and nonprofit organizations, we bring a wealth of experience in stakeholder management, strategic planning, opportunities development, and project execution for commercial and infrastructure development and public policy issues.



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

One of the most significant differentiators is my varied experience. I have worked for a real estate developer, global consulting engineers, and software developers, and I've led advocacy organizations. Underlying the technical expertise is extensive experience in public policy in the fields of logistics and goods movement, addressing the environmental issues surrounding these industries. Throughout my entire career, I've worked with governments at local, state, and federal levels, public agencies, and community groups.

Another differentiator is my extensive network of experts with whom I have worked over the course of my career. I have worked with industry stakeholders as colleagues and partners all over the U.S. Now, through SAC, I'm able to expand my network domestically and internationally.

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

The number one skill that I encourage next generations to learn and master is communication. Written skills are vital, however verbal and presentation skills, as well as working in live media such as press conferences and interviews, cannot be overstated. Being able to present your ideas to colleagues or your management team and boss will boost your value within your own organization, as well as promote your brand and value to external clients and customers. I used to shy away from being in the spotlight and promoting myself to an external audience, and that is

the one thing I wish my younger self had had the courage to do.

What do you find most valuable about SAC?

SAC has been a game changer in providing value to me in several ways. My international connections have grown significantly, including my knowledge about what's happening real time in various parts of the world. SAC has prompted me to stay on top of developments in other parts of the world and in the supply chain that I may not have otherwise considered. SAC provides opportunities to promote my services to potential clients that I would not otherwise have had available to me. Most important, I have developed close working relationships with other members of my supply chain group—who I likely would not have otherwise known—which expands my portfolio of services to provide to clients worldwide.

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.](#)

September 13th 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 should clients do to successfully prepare for year-end?

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 September 13th**. 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.

SAC Spotlight

Welcome to the 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 are our member accomplishments for this month:

Mark Cioni has been engaged by three public utilities to help enhance their operational technology security posture.

Sarah Hathorn is the keynote speaker for the [Gwinnett Chamber Moxie Awards Event](#). Her presentation is entitled, MOXimize The Future: The Five Traits that Great Leaders Will Exhibit. This event will be attended by 600+ leaders from various companies in Atlanta.

Natalya Yashina, CPA, DASM, recently launched [Your CPA Career Coach](#) Podcast, where she talks about building a career in public accounting and beyond. The podcast is available on [Apple Podcasts](#) and [Spotify](#) platforms.

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



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](#).

Weiss Advice: Social Media's Downward Evolution

On a scale of 1-10, social media have devolved to about a 4 in terms of business utility.

I'd say Twitter is a 6, LinkedIn a 4, and Facebook a 2.

These are not major marketing tools, as I've explained 12,000 times, even for me, and I'm in the retail business. My new business comes from referrals and my books, primarily. How do I know? I ask.



But most of you are in the corporate marketplace, and corporate buyers use peer-level references, just as you do looking for, or helping others with, a doctor, vacation spot, or restaurant. This is not generational, it is not situational. It is rational.

LinkedIn is filled with people bragging about their good feedback and appointments; bemoaning their various setbacks and trauma; and beseeching others to help them for free.

Social media constitute a huge time dump. The people making money are those who claim they can help build your business on social media, even though they've never built one of their own except by offering marketing help on social media. I "respect" Twitter the most, because posts are delimited by characters and you needn't follow anyone. (I follow no one and have 8,400 followers.) I share value on that platform, hoping to help people.

So, the "tocsin" I'm sounding is that you can misallocate very valuable time on what seems simple (and is actually simplistic) while failing to invest sufficiently in networking, referrals, hosted events, and so on.

Social media are easy. Marketing is much more difficult. But, as a colleague said in a book he wrote, "There's a reason they call it 'work.'"

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NOTE FROM ALAN...

Subscribe to my new monthly newsletter, Alan Weiss's Coaching Confidential™ beginning in September. The charter subscription is only \$60 for the year. Every issue will have a case study, a humorous or bizarre coaching adventure, and contemporary coaching methodology. You can sign up here: <https://alanweiss.com/growth-experiences/coaching-confidential/>

Beyond Thought Leadership: Six "stars" from my community from five countries will be interviewed by me in this live, 2.5 day experience in Miami. I'll be introducing new IP, case studies, and role-plays. And the final interview will be with me. This is one-time only, it was difficult to organize, and no one else could ever provide this. Hear from peers how they've built large practices, as both solo practitioners and boutique firm owners. Limited participation, in Miami in November, register now, no one else can offer this experience for your growth.

<https://alanweiss.com/growth-experiences/beyond-thought-leadership/> November 8-10.

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

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](#).

Upcoming SAC Events

September 9

SPC Virtual Networking

Free. SAC members encouraged to attend; 10:30am PT.

[Register here.](#)

September 15

Andrew Winig: Introduce Yourself (in 30 Seconds)

Business Accelerator Lab; 11am-12:30pm PT.

[More info.](#)

September 20

Mary Cravets: Speaking for Free--A Surprisingly Profitable Way to Attract New Clients

SAC Best Practices Webinar; 10am PT.

[More Info.](#)

September 21

4 Steps to Reach More People and Grow Your Income with Online Courses

Free. SPC Virtual Workshop.

[Register here.](#)

September 29

Wake Up / Wine Down

4pm Pacific, 7pm Eastern, 9am Melbourne (Fri)

Contact info@consultingsociety.com

October 11-13

2022 SAC Annual Meeting: Reinvent for Success

[More info.](#)

November 3

Adrian Francoz: How worried should I be? The truth about cybercrime and its impact on consultants and our clients

SAC Practicum Webinar; 11:00am PT.

[More info.](#)

Mark your calendar!

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

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