

FREE WORKSHOP

Tuesday, February 21, 2012 6:30 pm

Parkway Central Library
1901 Vine Street • Philadelphia PA 19103

CONSULTING 101

Topics will include:

- What it means to be a consultant
- Evaluating what you can sell that is of value to paying clients
- Starting an independent consulting practice
- Formulating how much you should charge and how to charge
- Marketing your expertise and selling yourself effectively
- Dressing and behaving like a professional consultant
- Earning trust and respect from potential clients
- Handling the “feasts and famines” that punctuate all consulting businesses
- Making your practice last

The lecture requires no prior knowledge of consulting.



Presenter: James Chan, Ph.D., president of Asia Marketing and Management, has 29 years of experience as an independent consultant. He is also the author of the book, *Spare Room Tycoon: Succeeding Independently, the 70 Lessons of Sane Self-Employment.*

Registration at:

<http://consult101.eventbrite.com>

or 215-686-5394



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