

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**13-Point Business Development Plan for IT Professionals**

**By Andrew Neitlich**

**13-Point Business Development Plan for IT Professionals by Andrew Neitlich**

Here is a thirteen-step business development plan for IT professionals and consultants. It will help you become the expert in your field and attract all the clients you need:

1. Identify your niche. Without a niche, it is impossible to aim your business development efforts effectively. You waste time and money chasing too many prospects. On the other hand, by choosing a niche, you can reach your prospects more efficiently, develop more complete solutions, and ultimately become an established expert much more easily.

It may seem counterintuitive, but choosing a niche **INCREASES** the number of clients you attract, while **REDUCING** the number of prospects that you try to reach. There are two parts to a niche. First, identify the services you want to offer. Second, identify the clients you want to hire you. You can identify clients by their industry (e.g. banking), demography (e.g. executives, home computer users), geography (e.g. San Diego), or interests (e.g. travel).

2. Identify the compelling problem you solve. Prospects need a reason to call an IT professional to help them. No problem, no business. Develop a solid understanding of the problems your target market faces, what these problems cost, and your solution.

3. Identify your edge compared to the competition. In most cases, it is nearly impossible for prospects to tell one IT professionals from another. Find a way to differentiate your services by adding more value, being more efficient, offering more complete solutions, being consistent, taking risk away from the client or by providing additional support or guarantees.

4. Compile a mailing list that allows you to stay in touch and follow up. The list should include past clients, current clients, prospects, referral sources, and influential people that can get your name out there (e.g. editors). This database is the most valuable tool in your business development tool kit.

5. Develop a series of informational messages that you can offer to prospects and clients. A web developer might offer a report entitled, "Seven secrets to designing a web site that will triple your

revenue." A systems integrator might develop an audio CD called, "The ten dirty secrets in the integration business that other firms don't want you to know." A networking pro might offer a piece entitled, "Nine ways to prevent a system failure that dooms your business." Make sure that these pieces identify a compelling problem, offer a solution that works, and gives examples of how you have helped in these situations so that the prospect associates you with the solution. Longer pieces, filled with facts, are better.

6. Educate your audience with these informational messages, in any or all of the following ways:

- Articles
- Interviews
- Written guides, papers, and manuals
- E-mail newsletters
- Your web site
- Seminars
- Speaking
- CD audios

7. Continue to follow up with prospects by offering more education and information. Each time you do, you build more trust and credibility. Soon your marketplace will trust and know you well enough to consider you the expert in the field.

8. Be responsive when prospects and clients call. Make it hassle free for clients and prospects to reach you, and get right back to them.

9. When prospects meet with you live to get your advice, don't sell. Instead, ask about their situation, problems, goals, and what they want to achieve by meeting with you. Listen carefully, and check with the prospect to confirm that you understand their priorities. Offer your experience about the prospect's problems and, after you are sure you understand the prospect's situation clearly, suggest potential solutions. At this point, assuming the prospect is intrigued, you can talk about your background and how you have helped others with similar problems. Finally, let the prospect choose what they want to do next, without any pressure.

10. Deliver outstanding results when you are hired.

11. Get testimonials that you can include with your marketing materials from clients, influential people, and colleagues attesting to your expertise and capabilities.

12. Ask for referrals.

13. Keep in touch with clients so that they call you FIRST when they need help. Do this not by selling but by offering valuable support, information, and follow up.

This simple plan will attract loyal clients to you, generate referrals, and establish your reputation as the expert in your niche.

Andrew Neitlich is the Senior Editor of The IT Accelerator, a newsletter that helps IT consultants and professionals attract more clients and projects. Subscribe at [www.itprosucceed.com](http://www.itprosucceed.com).

### **The Importance Of Business Plan**

**By "Dr. Drew Henry"**

Do you need more money to expand your business? If yes, you need a business plan. If you are starting a business, despite the work involved, a business plan can prepare you for the obstacles ahead and help ensure your success.

Creating a business plan forces you to contemplate possible obstacles to your business and prepares you to find solutions that will help you to overcome them. Most of many small companies fail to create, however, many business owners are adamant that having a written business plan is one of the keys to their present success.

In order to find investors or get a bank loan, they will want to see that you have the experience or resources to run the business. They will want to see your projected income as well as your suggested repayment plan already laid out. Taking the time to do this is not only important for them, but it gives you a measuring tool to verify if your business is growing properly. You can gage your success on how close to the plan your business has actually performed. Perhaps you'll do worse, or perhaps you'll do better, either way it helps you determine how well your business is getting on. If you have never seen a business plan before you may be concerned that it is too difficult a proposition for you to manage on your own.

You can hire someone to write a business plan for you, depending on your needs it may be wise to familiarize yourself with a business plan's layout. This will not only help you to provide the necessary information, but may encourage you to try your own hand at it.

Or you can get a free tool on the Internet which will assist you in creating a business plan. Some of the topics you will be required to explain are your Market, Customer, Competition, Marketing Plan, Research and Development along with financial forecasts. You may consider hiring someone to help you with your financial sheets after completing the written part of the Business Plan.

With this business plan, it will help you stay one step ahead of your competition. Your Business Plan will become your guide and silent business partner – indicating where you need to improve. Make it a priority to have this crucial road map for your business.

Dr. Drew Henry maintains a number of websites about Loans, including

,

, and

. Please visit his websites for more detail.



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**