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Anyone Can Consult

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CONTENTS

Introduction	4
Acknowledgments.....	8
Consulting For Everyone.....	9
1: The First Steps.....	15
2: Your First Clients.....	20
3: Using Direct Mail	25
4: Fees	28
5: Adding To Your Knowledge Base	33
Conclusion: Anyone Can Consult!.....	36
Introduction To Research For Everyone	37
Part 1 The Mental Attitude To Go Searching!	38
Professional Online Services	39
Part 2 Research Tools Everyone Can Use!	42
Helpful Pointers for Working With Search Engines	45
<i>Name Your Terms</i>	46
Summary	47
Part 3 Real Life Research	48
Drilling Down	49
Part 4 Gear Up For Power Searches And Put It All Together	54
You've Already Paid For Research	55
If You Have Your Health... ..	56
Addendum - Why Search Engines Fail	60
Part 5 It's All About Information.....	63
Questions You Must Ask Yourself	64

<i>What Am I Trying To Accomplish?</i>	64
<i>What Is This Really Worth?</i>	64
<i>What Else Do I Need?</i>	64
<i>Will I Find What I Want Online?</i>	65
<i>What Have I Already Found?</i>	65
More Simple Research Techniques	67
“Researching For Everyone” Resources Index	69
<i>About The Net/Staying Current</i>	70
<i>Art, Literature and History</i>	70
<i>Business, Finance and Economics</i>	71
<i>Document Delivery Services</i>	72
<i>Gated Sites</i>	72
<i>Government & Law</i>	73
<i>Libraries, Schools and Universities</i>	74
<i>Magazines and Journals</i>	74
<i>Navigation Aids and Organizing Tools</i>	75
<i>News</i>	75
<i>News Magazines</i>	76
<i>Wire Services</i>	76
<i>News Media Mega-Sites</i>	76
<i>Reference Books</i>	77
<i>Research Groups</i>	77
<i>Specialized Search Engines</i>	77
<i>General Subject Catalogs</i>	78
<i>Guru Pages and Mega Sites</i>	79
Postscript on the Sources Index	80
Introduction to Your "Anyone Can Consult" Bonuses	81
Getting Organized Once And For All!	85
There is No Such Thing As Affordable Time!	86
<i>Stay Cool, Not Crazy!</i>	88
The Bio-Clock	90
I’m Perfect!	91
I Don’t Want To Do It!	92
<i>Simpler Than ABC, The Magic Time Maker: NO!</i>	93
In Conclusion	94
4 Steps To Uncover Your Hidden Ideas	96
Step 1 PREPARATION	96
Step 2 INCUBATION	97

Step 3 ILLUMINATION 98
Step 4 VERIFICATION 99
The Truth About Assertiveness 102
“The CREATORS Consulting Sessions” #1 107
Getting To Know You..... 116

Introduction

This book could have been called "The New Consultants Toolkit" instead of "Anyone Can Consult". It has that many useful tools for the budding entrepreneur that wishes to get started in this exciting and lucrative career. Inside these pages you'll have all the ground floor material you'll need to begin your consulting business.

But it's not called "The New Consultants Toolkit" because I realized the really hard part would be to convince readers, hardworking knowledgeable folks just like you, that they CAN consult, using what they already know to help others and make a substantial income for themselves.

That's the true challenge.

But it's not insurmountable, especially if you broaden the scope of defining a consultant as we will in this book. I make no assumptions in "Anyone Can Consult", other than the assumption that you know next to nothing about consulting. I assume you're a total beginner and if you're not, there is still enough true 'meat' in these pages to satisfy the hungriest independent professional.

After all, what is consulting, anyway?

Consulting is an enterprise of ideas, thoughts, plans and innovations. It's a field that utilizes your full array of experience and knowledge. It's like being the Kings Advisor, One Of the Presidents Men (or Women) — a consultant is paid for his/her advice.

Advice that he/she sells.

This expertise is based on years of experience in a given area which has been developed, researched and applied countless times with success.

Once you consider your individual background and decide on your area of specialty and convince yourself that you are truly ready to consult, the rest is a cakewalk.

You wouldn't have bought this book if, on some deeper level, you didn't already know you could consult. If there wasn't a desire, an emotional "yes, I would love to consult others, help them and prosper from my knowledge"— then you'd simply stay with a 9-5 job, working for someone else the rest of your career, never knowing the adventure and joy of being your own 'boss'. A consultant.

You CAN consult.

My job is to clear away the dust and confusion and give you a clearer, more succinct view of yourself in this magnificent arena. Before you're done reading this book you'll understand the ways to go about getting clients, displaying your 'wares', how to inject original ideas into projects and present them for profit.

I'll give you a set of integral tools that get you started in this amazing profession.

First, we'll convince you that you CAN consult, no matter what field of endeavor you're currently proficient in. Once you know— in a "rock solid" way— that you already have the ability to do this thing called 'consult', then I present your 'tools of the trade'.

You'll get my extensive 5 part research course. You'll use this tool constantly as a working consultant. Let's face it, none of us have all the answers instantly at our fingertips, no matter how much of a "master" we are in our area of expertise. Sometimes we have to do extra research to stay up-to-date and increase the value of our advice to clients.

This course comes with an index that is fully 'clickable' and will be a godsend the first time you turn to it for research. Every conceivable field has been included. You'll love this tool!

A little apprehensive (even nervous) about stepping out on your own?

Of course, you are. That's completely natural. Although you may consult part-time in the beginning, and still have the comfort and support of a full-time job, eventually,— and once you get a 'taste' of this freedom we consultants experience every day we wake up,— you'll want to join our ranks. That requires courage and desire. It requires assertiveness, too.

I've included "The Truth About Assertiveness" in this book as another invaluable tool for the budding consultant. You'll feel much more independent and powerful once you take its advice to heart.

But we're not done yet.

Since consulting is truly an arena of 'ideas', 'concepts', 'advice' and 'original thinking' you must be able to foster creativity on a daily basis. That's what divides the 'everyday',— some would say expendable— consultant, from the true innovator that is never at a loss for clients.

I will arm you to the teeth in this vital area of creativity. When you apply "The Creative Process"- A 4 Step System To Uncover Your Hidden Ideas in this book, you'll be a one-person army of constantly fresh, dynamic solutions that your clients will fall all over themselves to acquire from you.

One thing you'll surely experience, especially if you start out part-time, is the increasing demand on your time. Being organized is not a luxury for a busy consultant. It's the very lifeblood of proficient service.

If you're working with 2-10 clients at once you had better be organized. Otherwise you'll be easily swamped , totally overwhelmed by the demands on you. The tool I've included here to help you in this vital area is titled: "Getting Organized Once & For All!"

Finally, I'll introduce you to my original, one-of-a-kind "CREATORS Consulting Sessions" in case you want to take this whole enterprise into the stratosphere and become a 'legend' in your field.

I'm thrilled for you!

I know that consulting is a growing field with over 40 Billion Dollars already being scooped up in the U.S. alone by enterprising, independent individuals that are much like you. I know once you expand your image of yourself, free yourself to delve more deeply into an area you've already spent much time and effort in, and then give yourself permission to consult and help others with your own, unique knowledge,— you'll never be the same again.

Thank-you for taking this journey with me.

Victor K. Pryles

<http://www.creativepops.com>

Creative Pops/Media Blitz Consulting

Acknowledgments

This book would not have been possible without the support I received from many people including the following.

Paul Drew, George Johns and Lee Abrams the first consultants I ever knew and who, each in their own way, inspired me to become one myself.

Finally, I must always mention my original mentors, Ann-McGee Cooper and George Ivanavitch Guirdjeiff for their life-changing wisdom and teachings. The former for her belief in a young man who always thought he was a 'square peg' in a round universe, and taught me that creativity was a life I could truly live and the latter, for showing me what the real Work of importance is.

Yours truly,

Victor K. Pryles
Media Blitz Consulting

Consulting For Everyone

Your timing could not be better if you start consulting today as the new millennium dawns. Consultants are needed in vastly greater numbers than ever before in every area of commercial enterprise.

Consultants are not looked at as mere attenuations of a corporate structure any longer. They are now recognized as being *integral* to it functioning effectively. If you had started down this path just ten years ago, you would have met resistance in almost every major corporation, enterprise or endeavor.

Not today!

Though consultants have been around for as long as people have been willing to pay for advice, it was during the major downsizing of the corporate world in the 80's that this profession took on a far more visible presence in every part of business.

You are fortunate to enter this field now because managers and business owners turn to a consultant as frequently as kids turn to MTV; they flick on the remote, sign the contracts for your services, and sit back to enjoy the show!

It wasn't nearly as friendly a field when I started in this business. Owners and managers felt insulted, somehow diminished or inept, if they were forced to turn to me for advice. Other clients, while not feeling diminished, thought that hiring a consultant was a luxury or worse, frivolous. Both groups would invariably 'buck you' all the way since they felt that hiring you was an unspoken admission of failure or a terrible waste of money.

Not so today. When all the downsizing, unemployment, corporate loss and skidding returns on investment rolled through the 1980's, our profession came to be seen as essential and integral.

By 1997, U.S. revenue for consulting was over \$23 Billion, which was close to 50% of the world wide total. By 2001 the total reached close to \$40 Billion. Yes, "work for hire" consultants have become the mainstay for all levels of business

from small chains through mid-sized companies and larger corporations to huge corporate giants, as well as our Military Forces and the U.S. Government.

Consultants are involved, in fact *dominate*, information technology (IT) projects in almost all Fortune 500 corporations. When Nations Bank announced it would merge with Bank Of America Corporation in 1998, the largest National bank in terms of both deposits and branches was created. Consultants became critical behind-the-scenes partners in consolidating operations and other activities related to the merger. Most people didn't know that it wasn't their friendly neighborhood banker dealing with the transaction when they made their weekly deposits and withdrawals anymore.

I have given you all this background information just to show you that consulting is a booming enterprise. You are entering a field that has metamorphosed into a global requirement for any size of business or endeavor. *It is a profession that is accepted fully for its ability to effect change in all manner of enterprise.* You can now find yourself in a position of **freedom** and **independence** while you greatly influence, direct, and help others to succeed.

A consultant uses all of his talents and abilities. *He grows exponentially in his constant effort to find solutions.* He's part "old west gunslinger" looking to ferret out the bad guys while the townsfolk cower behind their curtains and also part "knight in shining armor" that rushes in on a steed of dazzling white to extricate failing, or at least faltering, efforts and rescue the damsel of success and achievement.

In the "old days" (pre-1980's) a consultant worked with the management of a business to improve the profitability of the business. Consultants worked with the top management and were very highly paid individuals;

Some consultants charge \$100 or more per hour.

Some charge \$1,500 per day for their services

Some work on an annual retainer fee of \$12,000 to over \$30,000 per year from any number of large corporations.

And it goes up from there depending on your expertise and the rarity of your knowledge.

As I've related this background information on consulting, you may have noticed that I've used the masculine pronoun "He". That's because it was traditionally a male dominated industry, but it has changed now!

As women have broken through the glass ceiling in almost every industry and enterprise over the last 20 years, so has the consulting business become more accessible to the fairer sex. I wouldn't dare proffer the case that ANYONE can consult and leave out half of the population!

Until about a decade ago, the title "consultant" was more or less limited to retired diplomats and top corporate officers, recruited more because of their "contacts" rather than their practical knowledge. In other words, until recently, the consultant's position was more honorary than actual. *But that has also changed dramatically.*

The number of consultants for almost any problem in life has increased tenfold or more during the past ten years and the field of consultants is continuing to grow. In fact, independent consulting is one of the **fastest growing businesses in the country today!**

Let me give you a simple and easy to understand definition of a consultant:

A consultant is an **expert at recognizing problems and shaping solutions** to those problems. The need for problem solvers among large and small businesses worldwide has never been greater. The ever-changing moods of the buyer plus the myriad of crisis situations that business people face almost daily, have created a "seller's market" for the alert consultant.

I have my own company, called "**Media Blitz Consulting**", under which **Creative Pops** is formed. Our function is to guide and direct profitable ventures for those in the performing arts. It's also a **Public Relations** company that gets the attention of the media about my artist clients.

I spent over 25 years as a manager in broadcasting before I started as a consultant. This was the basis for my becoming a successful consultant. I learned many things during those years "in the trenches" which were useful for helping others to find solutions to their problems.

What area of work have you been involved in over the years? Remember, you don't have to have a quarter of a century of work behind you in order to consult. As you will discover in this book, consultants come in *all sizes and with all manner of backgrounds*.

I will prove to you that it's true; anyone (YOU) can consult, using what *you already know* to help others and make a substantial extra income!

Remember, you can 'consult' on any subject that you have top-notch experience in. Maybe you know how to sew with great precision; you have tons of tips and tricks that others seamstresses can take advantage of. You may start to consult clients on a **part-time** basis. You could offer a booklet of those sewing tips and tricks to clients.

In other words, if you're an expert in **any** field, you can 'farm out' your expertise and gather increasing amounts of revenue in the process.

Reaching for a consultant when problems arise is as natural as looking for the sun to come up every morning. When you're not feeling well, you call for the services of a doctor. If your car isn't running right, you take it to a mechanic. And so it is with a businessman when he encounters a problem - whether it is in the field of accounting, legal, sales or customer relations.

Your field of expertise is valuable to some person or company **right now!**

Let's stretch the commonly assumed boundaries of what a 'business consultant' is and realize that experts are needed for almost everything a person tries to accomplish in life:

Car Repair

Homemaking

Studies

Travel

Employment

Hobbies

Another side of this **need** for consultants is in the case of the over-enthusiastic entrepreneur who rushes headlong into a business where he has little or no experience. Many such dreamers invest their life savings in questionable projects without even considering the idea of bringing in a competent business consultant to analyze and evaluate their plans.

Even **experienced people** are prone to **over-rate their own ideas**. The image of the end result, and dedicated enthusiasm toward the attainment of one's goal are the prime prerequisites for success; however *un-merited* enthusiasm and dedication can also be very dangerous; if it is not based on solid research, it may cause people to chase headlong after non-existent rainbows.

And that's where you can fit in as a business consultant.

It is not necessary for you to have owned or operated a successful business to become a successful business consultant. Nor is it imperative that you have been in management or have held a titled position. You will, however, need the ability to sell yourself, and an up-to-date understanding of the area in which you intend to assist others.

Finally, I'd like to paint a picture of what the consultants' life can be like. Though each consultancy is unique, just as each human being is different, there are some things that you can look forward to experiencing.

Another title for a consultant is: an 'Independent Professional'.

Let that title roll around your lips for a moment, say it out loud. It has a nice ring to it, don't you think?

That all-important independence is delicious. You are truly your own boss. While others may have to punch a time clock, adhere to many frivolous company policies and find themselves in a rut of sameness, the independent professional never does!

You don't have to play 'office politics' because you're independent.

You never have to go against your own inner truth to placate some 'boss'.

In fact, you will be paid to 'speak your mind'.

You can shock, surprise and discover whole new areas of development for your clients.

You never get bored because you're always finding yourself in a fresh environment with new faces, new personalities and new projects.

The independent professional finds deep satisfaction in the work he or she does because each idea, projection, and solution comes from within them and; has his or her unique style and content stamped on it.

Finally, as I will show you, consulting can be taken as far, or as little, as YOU decide to go with it. You may find yourself on the international stage traveling extensively, or you may work right in your own back yard a mere stone's throw from your client base. You will set the perimeters of your lifestyle; no one else will control your destiny.

1: The First Steps

Make an honest evaluation of your own training and experience: You might be an ambitious tax consultant who was never recognized for your abilities. You might be especially good in such general areas as systems design, marketing, advertising, distribution, sales or even efficiency, time management, scheduling, expediting or productivity. There are hundreds of consultants across the country that specialize in Direct Mail and Mail Order operations.

Most of these people enjoyed some measure of success in those fields, and then discovered the **easier** way; **advising others** how to operate successfully.

There are consultants for people who want success with a **garage sale, party plan merchandising** or even **multi-level operations**. The important thing is to choose an area in which you've had some experience; an area that you have spent some time learning about and of course, an area of work that you enjoy.

Almost everyone is afraid of the responsibility involved. They claim they don't have the experience or the knowledge. Such was the case of a young lady we know who was seeking work as a personnel clerk. She had worked five years as assistant to the personnel manager of a large manufacturing plant, yet when we advised her to become a consultant to people looking for work or to start her own resume writing service, she pleaded lack of knowledge, experience and ability.

She could have easily done any or all of the above, but she just couldn't 'see' herself as a consultant in the very same areas she had spent five long years working for someone else!

Just about everyone has had special training in a certain line of work and they've gone on to absorb special studies or education along the same lines. Most people have worked **all their lives along, or very close to, a specific line of endeavor**.

So, why shouldn't a woman who has worked 20 years as a waitress represent herself as a consultant to the training program for waitresses within a restaurant organization? A shipping and receiving clerk would be a 'natural' for setting up efficient operations and solving problems for businesses that are either just beginning or expanding their production output.

The point is that most people don't realize how much expertise they really have, or the probable marketability of their training, knowledge and experience. It is important to look over your educational strengths, combine them with any special training or on-the-job experience, and then offer your expertise to help others with their problems in the areas you know best.

So the first step is to clearly assess your current abilities and past training. Get out your resume and look it over. What strikes you as the main theme running through it all?

Did you take special classes or instruction during your career?

Are you 'famous' around the water cooler for some attribute that others always take note of?

Decide now;

Do you envision a large or small practice? (in consulting we call our work a 'practice', much like a lawyer or doctor - because consulting is a 'profession')

Do you know who your best clients would be? Those that would benefit most from your 'insider' knowledge?

Write down the three strongest attributes that you bring to the table when working in your field?

Detail work?

Innovation?

People skills?

Long range planning?

Short term and fast 'fix-it-now' solutions?

Firmly envision yourself as a consultant. What do you see?

Are you dressed up in an expensive suit?

Do you approach clients casually?

Are you free-spirited and full of inspiration?

What does being a consultant feel like to you?

Imagine the kinds of problems you will be solving and the expressions of gratitude from your clients.

Perhaps you already have a field in mind that you'd enjoy consulting others about? Wonderful! You're ready to go.

Just let the realization unfold that you're knowledgeable enough, and have enough experience to open shop. Above all, **don't under-value** what you have accomplished already.

You don't need a big, fancy executive-type office to get started either, especially if you start your consulting business on a part-time basis;

a spare bedroom,

a section of the basement or even

a corner of the dining room will do very nicely.

If you handle your own bookkeeping and filing, you will need a ledger of some kind and a filing cabinet or two. You will need a good typewriter or word processor if you plan to do your own correspondence.

An alternative is to do all your letters, etc. in longhand and hire someone to put them in final form for you. Check the local high school or college. They may be happy to post your advertisement for a young person who is looking for part-time work.

Instead of going to the expense of paying for a business phone, use your residence phone and train all members of the family to answer it in a business-like manner during normal working hours.

Save copies of all the sales letters that you send out and, of course, all job proposals you submit.

Set up your file system with your final plan in mind, and you'll save a lot of time as well as frustration.

Get some suspension file folders that hang from the metal frame inside the file cabinet's drawers, allowing you to position the title of the file folder anywhere across the top of the folder. Then, as you add clients to your file, you can keep them in alphabetical order without having a jumbled file drawer where you have to search for a title each time you need one.

It's also a good idea to keep your active accounts in one drawer, your "hoped for" accounts in another, and master copies of all your letters, proposals, business contact information and records in still another drawer.

You'll also need business cards (more on this vital tool later). Your nearest quick-print shop can usually order these and help you in selecting wording and design.

It is up to you whether you rent, lease or buy a copy machine but virtually no business can get by without file copies. Carbon paper means a loss of efficiency and running to the corner shop to get copies is going to cost you time and money, so be sure to fit some sort of copier into your business start-up costs. If impossible at the very first, use the old carbon paper - you must have a copy for your file.

You can write sales letters and use that college kid I mentioned earlier if you need to. Your own competence as a typist and how busy you want to be should be the deciding factors about the typewriter. Later on, when you do move into that "dream" office, it will be one less piece of equipment that you will have to be concerned about.

Of course, all this talk about typewriters is a bit **antiquated** with the advent of the **modern computer**. It is the 'wonder of wonders' in organizing and developing your own business as a consultant. I only mentioned the above to prove that **anyone can consult**. You don't have to have a huge start-up budget.

However, if you can;

Invest in a computer and make sure it has a good word processing program. You'll be miles ahead and ready to conquer the world.

Learn all you can about how to operate your computer and word processing program. Many local community colleges offer excellent part-time courses in computers.

Develop your inter-personal skills. Take a course in public speaking or read a good book about communication and success in life.

Once you've decided what area of business consulting you want to be in, and have your office or working-space set up, the next thing is **to let people know you're available** for work.

Use some common sense and applied knowledge before spending any money on advertising. The single most effective way to advertise is the simple **business card**. Believe it or not, in consulting, unlike any other field I've been in, **it has been my most important investment**.

WHY?

A business card is short, fast, direct and gives all the vital information to a potential client. I even know someone who *consults consultants* on business cards (and imaging their business).

Your calling card is a small piece of paper that announces you to each person you wish to have as a client. Take your time designing it and make sure it reflects your personality and field of expertise.

2: Your First Clients

Which brings me to the **best** form of advertising for a potential consultant - **‘word of mouth’ and direct person-to-person contact.** There is simply no substitute.

My experience has shown that your **first customers** (in consulting we always call them clients) will be someone you know or have met through someone you know;

your former (or present!) boss colleagues in your industry, your neighbors and people you know through social and civic organizations.

One thing you can start doing today to help move you closer to your goal of becoming a working consultant is to simply ‘get out there’ a bit more than you may have in the past. By this I mean, now is the time to find a few organizations you can join. Look for groups that meet regularly in your field of expertise. They will often be your first ‘networking’ opportunities.

Become more active in your church or religious organization. Let friends and neighbors know you’re planning on becoming a consultant. Of course, tell them about it when you actually open up shop. Plan a simple direct-mail piece announcing you are open for business and mail it to everyone on your contact list.

Remember, you never know where your next client is coming from. It could be a neighbor, the corner grocer or through the dozens of casual meetings we all encounter every week.

Now is the time to ‘raise your antennae’ when you meet people. Become a great ‘listener’ and try to pick up subtle clues in a conversation that lead you to the opportunities to ply your craft.

I have consulted radio personalities on performance on the air. There is a book that is required reading for each of my clients in that business. **“How To Get Your Point Across In Thirty Seconds Or Less”** - you can order it on-line at Amazon. www.Amazon.com Obviously people who make their living

performing on the radio or TV have to express their main point efficiently and dramatically. If you wish to become a consultant- you have to as well!

I can't tell you how many short and long-term assignments I've got with only my trusty business card and my thirty-second long, pre-planned selling spiel (**This is a tiny goldmine that you carry around in your head and use whenever a potential client presents his problem**).

Here is an example of mine:

“Well, Joe that’s exactly the kind of problem I tackle with Media Blitz Consulting. Our specialty is communication and developing systems to allow those in business and the performing arts to make more money! It’s a problem like (restate the problem in one sentence here) that proves my point. With my workshops, newsletters and consultation we could come up with several options for you. I charge \$125 per hour for hands on consulting and offer reports and resources at reduced rates. Would you like me to work up a short proposal for you? It’ll contain all the specifics and several solutions to (final restate of problem).

Take a stopwatch to that puppy and you’ll see it’s thirty seconds ---flat!

Here’s why it works.

It’s brought up **casually** in a spirit of conversation.

I’ve used the **client's name** (the sweetest sound) right away.

I’ve mentioned **my company name** (it’s not just me but a whole company he’s talking with here)

I always say it **with pride!**

I tell him exactly **what my company does** (my specialty),

I’ve restated **his problem** (which is really all he’s focused on anyway).

This shows that I care.

I then tell him I can get him a solution and quickly tell him it isn’t for free!

BUT, you will notice that I have given him an "out" (because he'd likely scream in agony if I just stopped at \$125 per hour!); I tell him there are **several ways** I work on problems like his (reports, etc....) the key three words are '**at reduced rates**'. Notice how this leaves **room for negotiation**.

Finally, I've done what master salesmen have always told me to do; **CLOSE!**

I've offered, in a non-threatening way, to give him **a proposal** on the project, notice I say short - **this is non-threatening and sounds painless**. I tell him that it offers **SEVERAL SOLUTIONS** to his problem (the one thing he wants solved, desperately).

How do I know that I can give him several solutions?

Because I was smart enough to read my *own book*: "*The Secret Creator Within*"-23 Ways To Awaken Your Creative Genius, of course!

This is when you present your business card (even if you've given one to this person before) because that little scrap of paper **makes it official**.

This is a business meeting. Even if you're like the seamstress that I mentioned before and your business card just says:

Sally Jones

Professional Seamstress

"10 Ways To Sew Better Than Betsy Ross"

Tel: 555 123-4567 10 Boylston St. Boston, MA. 02114



And, though you may be talking to aunt Hilda, -this card announces **consultant. I get paid for my knowledge!**" without you ever having to utter another word.

Finally, let's discuss where to advertise.

Generally speaking, you will pick up some customers, regardless of the problem area you specialize in, by advertising in your area's most popular newspaper. However, I wouldn't recommend much more than **a small ad** in the Sunday

editions unless you're a direct mail, multi-level or you already have access to a wide range of potential customers through your own personal or business network.

Check with your Chamber of Commerce for a list of trade and specialized business publishers in your area. Either pick up a sample copy of each relevant business journal at the local newsstand or write to the publisher and ask for a sample. Look through those that cater to the **type of business** you want to serve. Check the editorial styles and types of advertising that they carry, and then select the one that most closely corresponds with your needs. Basically, **unless a publication reaches the people you are trying to sell to, don't advertise in it regardless of style, quality, or advertising rates.**

Radio or television would probably be a complete **waste** of advertising dollars, (my radio and TV buddies want to kill me for saying this, I know!) unless you're offering help with large groups of mainstream clients. The best time for any broadcast advertising to reach your best prospects seems to be in the evening hours after the late-night news, when these people are either still laboring over their special projects or relaxing before going to bed.

If you do use broadcast advertising, the commercial is very important. Really concentrate on this, and use a lot of common sense in writing the message. Even if you engage the services of an experienced broadcast copywriter, **make sure the message speaks to your potential customers and convinces them that you can help solve their problems or improve the profit picture of their business.**

You can go with a quarter-page ad in the yellow pages of your telephone directory (when you can best fit it into your budget, of course - they can be very expensive). The space salesman will help you with the ad. The main points are that you want it to catch the eye of your particular client and promise an end to his problems. **Always talk to your kind of people, emphasizing the benefits of your services.**

It's not good practice to quote or even discuss prices in **either your advertising or on the phone** when people respond. Some of the enquiries that you get may well be from your competitors who would love to know the rates that you charge! Print advertisements and web pages persist for some time. Interested people may tear out and file your print advertisements and even copy your web

pages to their computer for later reference. If you display your current prices, people may still expect to pay those earlier rates long after you have been able to push your fees up to much better levels.

Always get the enquirer's name, address and telephone number, and then explain your services in general. **Set up an appointment** to look over their operation, analyze their needs and make a written proposal to solve their problems.

Again, both broadcast and yellow pages ads work only for consulting firms that have a wide audience. They are fine (though expensive) if you deal with the general public and want to let the World know you exist. But if your clientele is a more specific grouping, then business publications and journals (both online and offline) are the best media to take.

Writing articles and offering tips booklets are other valuable ways to let people know that you're a consultant. Remember, you must 'give' in order to 'get' and offering good free information to potential clients is invaluable. Always place a "resource box" with contact information at the end of each article.

Another great vehicle for getting clients is the 'talk circuit'. Giving a speech to your local Rotary Club or church group puts you in the 'expert' spotlight immediately. It doesn't need to be an elaborate affair, either. You can bring a 'show & tell' performance to your speech or simply recount real life experiences you've enjoyed success in. I took the Dale Carnegie speech classes in my local area and they proved immensely valuable to my consultancy. Your local ToastMasters is another fine group that can teach you, in a non-threatening way, how to give an entertaining speech.

Always bring a lot of those trusty business cards and be prepared with a thirty-second speech too!

3: Using Direct Mail

There's still another very important method of finding new clients, and that is by Direct Mail solicitation, with either postcards or sales letters. Check the yellow pages of your telephone directory, under the heading "Mailing Lists", for a supplier of mailing lists of local businesses and other organizations.

Tell the supplier the kind of mailing list that you need - if they don't have it, ask them for the names of suppliers who might be able to supply you. Alternately, you could compile **your own mailing list of prospects** that are most likely to be interested in your services. Mark the names you want in the area business directory, and pay someone to input these names in to a computer for you. The office supply store or list supplier should be able to supply you with peel-and-stick address labels at a nominal cost. **Putting your list on computer from the start will save you thousands of dollars and countless hours of work.**

My favorite contact manager program, that I love and couldn't live without, is called "**Time & Chaos**". It lets me to keep track of my clients and **their** clients, all of my projects and commitments from writing assignments to a daily to-do list, as well as track my billable hours. If you're interested in contacting them, send me an email!

Your **postcard solicitation** should basically be an elaboration of your printed advertising. In other words, an advertisement or a Direct Mail Consultant's information might be transferred to a postcard along these lines:

ARE YOU HAVING TROUBLE GETTING RESULTS

WITH YOUR DIRECT MAIL BUSINESS???

I can help you - show you how to double, maybe even triple the response from your mailings! Expand your market! Increase your profitability!

Whatever your needs, I can HELP!

Whatever your problems, I can SOLVE THEM!

Call now, and let me explain.

After the message on the postcard, add your telephone number and your name, followed by your identification as Direct Mail Consultant.

A direct mail **solicitation sales letter** simply uses more words than the postcard, reads more smoothly and forces the reader to respond as you direct him. Your sales letter can be any length needed to tell your story and achieve the objective.

To be successful, though, it must embody and follow the "AIDA" form:

A = Attention;

I = Interest;

D = Desire;

A = Action by the reader.

Another point to remember when writing sales letters;

Always appeal to the needs and wants of the person who's going to be reading the letter. He starts reading to see if your services can benefit him.

He is greatly interested in more profits, reduced production costs and higher efficiency.

He is looking for answers to his most pressing problems.

Keep these elements in mind when you write a sales solicitation letter, whether for yourself or for a client.

People receiving sales letters are somewhat more responsive to a letter that is typed, as opposed to one that is typeset. But the typed letter must be "letter perfect" and not have an unusual style of type. As a consultant, your letterhead should be simple while still conveying a sense of class to the reader. Your paper should be the best quality that you can afford; not flamboyant, but sending a subtle message of success. Direct mail surveys show that slightly better numbers of responses are received when a light beige or off-yellow paper is used.

Basically, your **letter** should do what the **postcard** does for you; move the recipient to call you and allow you to set up an appointment to discuss his needs

as your client. Whether you're writing an advertisement or a sales letter, it's important that you have the objective clearly in mind - **what you want the reader to do**. With this in mind, you needn't use the "hard sell" approach quite as forcefully as someone who needs to ask for money on the first contact.

All that's left is meeting with the prospect, listening to his problems and hearing what he wants, then **writing out a proposal to solve his problems and satisfy his wants**. This means selling yourself to the prospect - assuring him you know what you're talking about, and that you can make him more successful.

Once you have started to use the above ideas and put these plans into action you'll need a little further guidance. I suggest "*The Consultant's Guide To Winning Clients*" by Herman Holtz. It's a sourcebook that I've used in my own consultancy, **Media Blitz Consulting**.

4: Fees

There may be **a number of factors** involved in establishing your fees but when you start with beginning and small businesses - until you line up 50 regular clients - a fee of about \$50 per hour is probably about right. Count on two to three hours per client per day, and devoting 10 days per month to work on their needs; you're talking about \$1,000 to \$1,500 per month from each client. Multiply that by 50 clients, and you'll be grossing \$5,000 to \$7,500 per month. As a one-person operation, you'll be plenty busy. Remember, of course, that **each project is different** between a consultant and his client and **you may be able to analyze and fix some problems in one day!**

I understand those figures may seem **outrageous** to many of my readers. You can adjust them to fit what makes YOU comfortable. I only use these as a way to inform you that you should never UNDERSELL yourself.

Value what you have to offer.

That's always the best route to take in consulting. People may even pay you more because you put a premium on your time and service.

Insiders in this business say a person can leave his regular job on Friday, start a consulting business on Monday and have an income of more than \$100,000 per year within six months. A beginning business consultant should earn from \$30,000 to \$60,000, before taxes and office expenses, in his first year in the business.

Think big!

Many people get very nervous in approaching the "money" issue.

They are usually afraid of three things:

Really know the value of my services

I My potential client will turn me down if I ask too much

I don't don't know the best way to bring the subject up

Would you feel comfortable setting your fee if you could get the answers to these three questions?

Then, by all means, let's get comfortable.

The fear that your client will turn you down comes from *the natural* human propensity to be 'shy' or the fear of looking 'too brazen'. We were taught as children to be 'nice' and 'don't brag!' These admonitions are deep-seated within us.

Our parents and guardians didn't mean to make us fearful of expressing ourselves; they just wanted us to 'behave' properly and with modesty. I have written extensively about this and offer you an article I wrote about this subject titled: "The Truth About Assertiveness". Your FREE copy is just one of the Bonuses that I have included at the end of this ebook. Please tell your friends and colleagues that they can get a free copy by sending an e-mail to: assert@creativepops.com

Once you become comfortable with asserting yourself, the first issue will be resolved. You won't be fearful that your client will 'turn you down' for asking too much.

I'll say here that, if this is the worst thing that happens - if your client DOES turn down your offer, so what!

You can then move on to another client that really values your contribution. They will probably benefit more and actually USE your recommendations and plans for success.

Knowing the value of your services *is vital* to you becoming comfortable when setting a fee. The majority of new consultants highly UNDERVALUE their expertise. They lack confidence in what they are offering simply because this enterprise is quite new to them. I understand that. Seasoned consultants can proffer a dollar amount that will make your head spin and they'll do it without flinching for a moment.

Let me tell you a story about a consultant I know and how he operated in relation to this issue of setting fees.

As I mentioned, my field is broadcasting and this particular consultant worked with broadcast stations to develop their programming - what went out on the airwaves. His job was to get the station the maximum 'ratings' he could. He was very, very good at doing just that! He was also very confident in his abilities.

Now, as you will probably experience yourself, clients often don't 'listen' to your advice and adamantly continue to 'do it their way'. *Many times, you'll have to simply accept this and realize that not all clients are serious about being helped.*

This had happened to our confident broadcast consultant too. But he found an answer to it.

While negotiating his services, he would take the owner of the business out to a Jaguar car dealership. He had already visited earlier and had all the paper work done by the lot salesman. Now, with his prospective client standing near by he signed papers for the automobile in the name of the owners business, with one stipulation.

"Mr. Owner, I'll give you the ratings that you crave. I'll do it for the amount we've already discussed. However, the first time you fail to institute my recommendations I will come here and pick up my Jaguar and drive back to California!"

There would simply be no 'deal' until the owner agreed to this outrageous requirement.

Do you think this consultant was assertive? Do you think the owner instituted his ideas EXACTLY? Do you think the stations he consulted became successful? Answer to all three - a resounding YES!

I'm not saying that you should ever hold your clients hostage like this. In fact, I personally take the approach that if the client wishes to ignore my very best advice, then he is the one who will lose, not me. In this way, I stay truly independent. My advice is my stock and trade. Accepting it or not is the client's prerogative. If he wishes to pay good money to get my help and then refuses to use it to become more successful, then so be it!

You see, setting fees is not a do-or-die proposition. It is merely a way for you to remain 'independent'. It requires that you stand your ground firmly and with confidence. Do not be fearful that your price may be too high. Besides, the marketplace will help you determine what clients are willing to pay.

But please, start high! Choose a price level that almost takes your breath away! It can always be adjusted down at a later date.

This brings us to the other uncertainty that most new consultants have about setting fees; they aren't sure how to bring the subject up.

Well, if you have been paying attention (and I know you have) this problem has already been answered. Do you recall the thirty-second speech that I asked you to develop? You'll notice that there is a *built-in mention* of your charge for services rendered. It's already been brought up in the first 30 seconds of meeting your potential client!

Will you have to bring it up again? Did the client not hear your figure in that short speech you made? Probably not! The one thing you can be sure that potential clients always hear is how much you are going to cost them.

But should it need reiterating, just give your thirty-second speech again! You may change a couple of words or deliver it exactly the same way; whichever is most comfortable to YOU!

There is another school of thought about this issue of setting fees. This particular 'method' requires that you never, ever bring up your fee until you have exhausted the initial conversations with your client. By this I mean, you are required to ask questions, explore problems and develop a deep and abiding understanding of your clients needs before setting a fee!

This branch of consulting feels that you do a great disservice to yourself AND your client by 'blurting' out a fee or solution before dissecting the problems that the potential client has. Instead, you ask questions and keep asking questions of your client. The object here is to make sure every conceivable avenue of difficulty has been explored and understood before any priorities or solutions are offered.

I must tell you that this approach does work. However, it takes nerves of steel to pull off. You must not 'cave in' to the natural tendency of any client to 'get to the bottom line' and demand a price, quote or set of solutions.

Every time a client tries to pigeonhole you into revealing your solutions and providing a figure for your services, you simply ask another question and explore the problem(s) some more.

You may think this is a 'sneaky' game or an unnecessary strategy, but I assure you it is not. Those that have the ability to use this form of 'exploration' in setting fees are some of the most successful consultants I know.

They, not the client, are setting the stage, directing the play and deciding the priorities right from the beginning. Unknown to the client. this master strategy of uncovering often 'hidden' agendas and real needs is what makes a consultant valuable to a client in the first place!

Those consultants that belong to this school of thought tell me that they are able to deflect the natural inclination of clients to 'second guess' their contribution. By this I mean that almost any client, once given the 'keys to success', will naturally decide to judge them as being workable or unworthy. By setting the timing and fully exploring the issues first, the consultant is usually able to set a higher fee and allow the client to assist in his own recovery and success.

If you have the essential 'toughness' and 'confidence', I strongly suggest that you add this negotiation technique to your repertoire in setting your fees.

5: Adding To Your Knowledge Base

A consultant is in the information business. It doesn't matter whether you're a mechanic who is showing a client how to put a new transmission in his car or a seamstress trying to show the best way to sew. It's always **what you know** that people are paying for.

That's why it's critical for you, as a consultant, to regularly add to your knowledge base. *This takes exhaustive research.* If you allow yourself to rest on what you already know, then you may find it is not enough. It is vital that you remain on the cutting edge of your field to sustain a consulting practice.

That's why I've included my course on research in this book about consulting. If you follow the guidelines and suggestions that I present, you'll be able to find answers **fast!**

You'll consistently add to your knowledge base and use it to:

Write reports

Give speeches

Find solutions

Attract new clients and

Stay competitive

The best consultants write articles regularly. They develop reports, some as short as just a few pages. *It is vital to do your own research in this area.* You can write about the very newest technologies, methods and plans that are being used around the world if you know how to research properly. Many business owners just don't have time to do this kind of research and they will pay you handsomely because YOU do!

As I mentioned earlier, giving speeches is another excellent way to build a following. By researching a relevant and interesting topic, your performances

will be useful and exciting to your audience. You can even do some research about

How to give an informative speech,

How to use humor in your presentation or

What speeches others have given successfully.

Perhaps most importantly, you will be able to find solutions. Research is the only way you can tackle some problems that your client is encountering. If you don't know the answer yourself, have no fear ... you know how to find it. Someone once said that the true sign of genius is not so much HAVING all the answers, as it is knowing where to FIND them.

Again, "word of mouth" is everything in this business. People-to-people communication will secure your client base. Clients will gladly tell others about how you were able to solve a problem and increase their profits or enjoyment. Don't be afraid to promise a helpful solution when you are in a conversation. If you learn to research like the PROS (and you will, just by reading this book and using the techniques and resources that we discuss), then your confidence will grow and so will your reputation. Your capacity to help others will flower as you become known as the 'answer man/woman'.

Research acumen is one of your strongest assets as a consultant. By the way, you should never tell them HOW or WHERE you got your answers. **That's your little trade secret.**

Finally, being able to research like a professional helps you to stay competitive. There is always someone else out there that knows what you know. They too would like to consult your client. This competition is healthy and should spur you on to becoming the very best at what you do.

That's why I'm offering this special section on research to you. It is the best gift I could find for you, as an aspiring consultant.

This key will open the door of power consulting like none other. With it you will find answers, develop solutions and attract new clients.

Without it, you will remain locked away with just what you already know, and become an obsolete consultant over a very short time. Nothing is more deadly than that!

Conclusion: Anyone Can Consult!

There you have it - a plan that can lead you to success as a Consultant. Remember though, no amount of research, reading, listening or investment can make you successful until you do something with them. **Action on your part is the essential ingredient that must be added, and that's up to you.** Your future is in your own hands.

Go for it! You can be a working consultant that makes a sizeable income, doing what you love and sharing what you know.

ANYONE can be a consultant!

To your success,

Victor K. Pryles

Introduction To Research For Everyone

This next section was originally prepared as a separate five day course that I developed for a wide audience that might find research a valuable, useful ability to develop in their everyday lives. After all, everyone has questions about the world around them that need answers. If you find them, then you will live a richer more meaningful life.

As an aspiring consultant, this 'ability' becomes absolutely vital to you. While finding an answer to Uncle Fred's or Aunt Hilda's trivia question (does anyone really have an aunt named Hilda, anymore?) may be a delightful diversion for others. YOU, as a consultant, will be paid handsomely for your ability to research solutions.

I'm hopeful that you will find these specialized research tools helpful. I encourage you to put them to use right now - pick a subject and go-a' searching. Save the lessons in a special folder so that you can refer back to them later, and use each resource that you couldn't test while reading them the first time around.

Each lesson BUILDS on the one before so make copious notes, try the links and explore each section fully. Make these tools a part of your everyday consulting business. You'll find them invaluable over time.

Drop me a note and let me know how you're doing as a Master Researcher! I'd love to hear from you.

Also, if you have a mind to, please feel free to recommend this eBook to friends, colleagues and family members. Use this information to help other people FIND what they are looking for - that's friendship of the highest order.

Good searching to you!

Victor K. Pryles

Researching For Everyone!

Part 1 The Mental Attitude To Go Searching!

Here's a real life example of how I got *excited* about learning to use the amazing research resources of the world wide web. It's a true story and shows that this material is useful in actual searches for information.

About fifteen years ago, a dear friend of mine in Houston let me borrow **a rare book** he had owned for over a decade. It was a precious book to him, yet he liked me and trusted me enough to let me 'borrow' it. I felt honored and **promised to return it to him** when I finished reading it.

Well, the worst imaginable thing happened. I misplaced the rare book -- I lost it!

I looked feverishly everywhere but couldn't find it. I went to the library and called bookstores to get another copy, but it had been out of print for decades! My heart sank as I realized the book that my friend had loaned me in confidence was so old that **it was no longer available** (this was before the Web entered my life), so I had to beg forgiveness to my friend.

To his great credit, he forgave me and said he understood. But I knew deep down that someday, some how, I would return that book to him.

Now rush ahead fifteen long years. I learned the tips and tricks of researching the web that you are getting in this course and I went online to search for that long out of print, rare and much sought after little book.

I placed the title in quotation marks ("like this") as I had learned, then placed a plus sign (+) with the authors name after it -voila!

RESULTS: one source for this rare book in far off South Africa. I couldn't believe it!

The bookseller didn't even take credit cards and only had a few copies but I rushed a personal check off to him and got two copies (one for me and one for my long suffering friend in Houston). When I mailed that book to him, **my debt that had weighed me down for over fifteen years old lifted from my shoulders.**

It doesn't matter what you are looking for. You will probably find it if you know how to search the web. Let's make this journey of discovery fun and useful!

You can do this! Anyone is capable becoming a great researcher if they just combine a little logic with a bit of creativity to track down whatever information that they need.

I'll give you some tools and techniques in this lesson and a couple of links to check out.

Professional Online Services

Let's get this out of the way first. There are services that are **fee-based**. In other words, you have to set up an account, and then supply a user ID and password before you can search their huge databases.

They often contain information that you won't find **anywhere else** on-line, such as legal cases, conference papers and special journals. Here, you can find under one roof, sources that you'd have to really search long and hard over the whole web to uncover.

But they are not free.

Companies like Dialog, Lexis-Nexis and Dow Jones Interactive are fee-based.

When do you need them?

When you want to find essential information that is **very valuable** to you. The information that you get is often **UNIQUE**, covering **HUNDREDS** of publications at one time. They are **POWERFUL** and **SOPHISTICATED**. The information is highly **ORGANISED** and is often more **RELIABLE** than on the Web at large.

Take a look at <http://www.djinteractive.com> Click on their Publication Library link.

Also try out <http://www.dialogweb.com> to see what PAID services look like.

Now that you know about some paid options, you can put that in your memory bank for those times when it is **essential** that you absolutely **MUST** get the information.

You want **FREE** sources whenever possible.

You can find answers in newsgroups, chat rooms, mailing lists, electronic conferences and other virtual communities. This is what researchers call **The Human Equation**.

Don't undervalue "conversation" with the experts floating around the Internet and Web.

There are people on the Web who are known as "**Gurus**". These highly specialized 'experts' set up their own mega-sites to help folks just like you. Ask anyone in a newsgroup or message board to recommend a 'Guru' on your subject and you'll probably get several names and websites that you can visit.

They might have your answer and it's free.

However, the **most common** way to search for free is to use a **search engine**. Here are three that you can visit right now to get a feel for what they look like (I'll even give you a topic to put into them so you can practice a simple search);

Try

GO <http://www.infoseek.go.com/>

Alta Vista <http://www.altavista.com/> and

HotBot <http://www.hotbot.com/>

Put in the words "Search Engines" and see how many listings you get?

Searchers use text-indexes and directories or a combination of the two to locate information.

Engines, like Google and Northern Light, index information by using automated programs called **spiders** (or **robots**) to crawl the Web for new sites, as well as sites that are submitted by Webmasters.

Search directories, such as Hot Bot and Yahoo!, present users with hierarchical menus, which break information down by topic and subtopic (for example, Entertainment/Movies/Genres/Comedy).

Directories are best when you're looking for general or popular information; subject headings take guesswork out of your search. I will give you a fuller discussion about these directories in a later lesson.

The difference between indexing engines and directories is blurry, because both types let you enter search terms to find results. Several sites actually license Google's engine and use it, in addition to their own tools, to conduct Web searches.

Your best bet is to use a variety of engines and directories if you need a very thorough search, because no service can index the Web completely.

In the **next lesson** I'm going to give you an **amazing tool that does this for you**. I use it constantly.

It actually places over a dozen search engines all on ONE page that you can make your start page if you want. By clicking **Select All**, I get nearly twenty search engines scurrying to look things up for me AT ONE TIME!

You'll love this.

Just remember, great researchers use a **combination** of approaches while on-line. They don't just use search engines like most folks. In fact, by limiting yourself this way, you are missing out on what the Web has to offer - the most comprehensive, far-reaching tool for finding **EXACTLY what you want** that the world has ever known!

You're already on your way to being an expert researcher. How does that make you feel?

Part 2 Research Tools Everyone Can Use!

In the last lesson, I told you about an **amazingly useful tool** that is invaluable to anyone wishing to become a **master researcher** on the web. This one piece of information will make your investment in this ebook worthwhile! It's called **Net Depot** - take a gander:



And there is more!

Anyone Can Consult



This incredible tool allows you to search, using **15 separate search engines** at the **same time!** Just enter your search terms and select ALL (or pre-select the search engines that you wish to use) - then these little babies will scurry around the world looking things up for YOU.

You plug in to:

About.com

Alta Vista

Ask Jeeves

Direct Hit

Excite

Google

GoTo.com

HotBot

Go! / Info Seek

Looksmart

Lycos

Northern Light

Snap.com

Web Crawler

Yahoo!

WHEW!

Each search engine presents its **results in its own pop up window**. That means you'll see all fifteen-search engines flow rapidly into your lower toolbar. Simply click on each, in turn, and it will fill your computer screen with what it found.

But there's more! You can see on the right hand side a listing of separate searches by category.

You can make a **fast search** for **people, weather, maps, pictures, and videos, FTP** (File Transfer Protocol). You can look up **domain names**, find a **discussion** where you pick the topic or question and you can even get immediate **TV listings** for your area by placing your zip code in a little box.

You'll find that, just above this right hand section, there is a place to click so you can make this your **'home page'**. I highly recommend it. I placed Net Depot.org in Netscape (my web browser) so that it's right there whenever I want to search for anything!

Then there are the **Categories Sections** where you can find everything from **Communications, Downloads, Literature, Music, Reference**, (I use this one all the time) to **Webmaster** resources.

Finally, you can even try to look up a **specific web site** even if you have only a 'partial print', as they say in detective work.

There is only one advertisement at the very top of this site and you know, for once, I really **don't mind at all!** In fact this is such a wonderful resource for us that I'm tempted to actually read the ad!

Bravo Net Depot!

Helpful Pointers for Working With Search Engines

Most search engines look at the order in which you typed your search terms, thinking that you'll put the more important word first. You may get even better results if you put the key term at the beginning.

When you tell a search engine that you want documents in which **ALL** your terms appear or you string your terms together with the word **AND** (like apples AND oranges) you're doing what researchers call a "Boolean search".

When you tell the search engine that you want documents in which **ANY** of your terms appear or you string them together with the word **OR** (like apples OR oranges) you're also doing a **Boolean search**.

You may have heard that term before. **Boolean searches help you narrow down the parameters for what you wish to find.** When you use these **special connecting words** you are telling the search engine **HOW** to conduct itself for your benefit.

Just remember:

Using the connecting word **ALL** will give you many, many responses because each word is going to be looked for by the search engine. Some of these will be on target for you but others will be very wide of the mark.

Using the connecting word **AND** gives you much the same effect. But here you're telling the search engine you want **BOTH** (or all) of the terms you are looking for to appear in the answer. These terms are **INCLUSIVE** (fancy researcher word!)

The connecting word **OR** means at least ONE of the terms must appear (Solar OR Sun, for instance). These are also called INCLUSIVE searches.

We haven't mentioned another connecting word that you can use: **NOT**. This term is NON-INCLUSIVE and you should be careful using it because you may be throwing out links to valuable documents that you could use. However, let's say you're looking up the word DOLPHINS but you don't want the NFL team by the same name - you just want the sea critters. So, you use the NOT in this search; Dolphins NOT NFL. *Viola!*

Name Your Terms

When you're entering search terms, the more specific your words and phrases are, the better. Search engines will often ignore words that are too common because they slow down the search by returning too many hits. Focus your search by adding terms.

Arrange terms from left to right (from most important to least important), because some engines prioritize words in that order. Make sure that you spell the terms correctly; search engines are very literal (though Google and some others may suggest alternative spellings).

Also, think about the form of the word you're entering. Searching on the word **color** won't necessarily retrieve pages with the words **colors** or **coloring**. Alta Vista, Hot Bot, and Northern Light (among others) support wildcard characters, so you can enter **color*** (using an asterisk next to your search word is called a wildcard search) to search for all words that begin with **color**. This procedure is also called **stemming** or **truncating** (fancy research words, again). Some sites offer stemming in their advanced-search options. Yahoo! stems automatically.

To see how a search directory returns information, let's construct a search on Yahoo!

Its search results page shows hits from its directory menus first, then information from paid sponsors (a standard search site procedure), and then general information from a third party search.

Suppose that you want to evaluate notebook computers, so you look for reviews and price comparisons. If you only enter the word **laptop**, the resulting Web

links won't meet your needs, and there will be too many hits for the results to be useful. The **Inside Yahoo!** section of the results page, however, contains links to sponsoring vendors, buyers' guides and reviews. And you can retrieve more useful Web links by adding another term to the search.

Try laptop review.

You can also widen the search by using synonymous terms in a string. Certain operators and symbols tell the search engine how to treat your search terms. AND, OR, and NOT are Boolean logic terms that you can use to link or exclude certain words from your search. In some search engines, the plus sign (+) and minus sign (-) take the places of AND and NOT. These are **implied Boolean** operators.

In this case, you can enter **laptop OR notebook review**. OR tells the search engine to retrieve pages with either word. The result is plenty of links to follow that will help you compare laptop models. Once you decide to go with Dell, for example, try the string **laptop OR notebook+Dell+price**. This tells the search engine to return pages with the word laptop or notebook together with the words Dell and price.

Summary

Look at what we've accomplished already. You've found an absolutely **excellent** start page to begin any search. You've learned how search engines can be made more exact in their results. In other words, you can say that you know about Boolean searches.

Pretty cool, huh?

In lesson # 3, we'll discover more riches in the world of on-line research and delve more deeply into how we should use terms to narrow a search!

Part 3 Real Life Research

After a time she heard a little pattering of feet in the distance, and she hastily dried her eyes to see what was coming.

It was the White Rabbit returning, splendidly dressed, with a pair of white kid gloves in one hand and a large fan in the other: he came trotting along in a great hurry, muttering to himself as he came, 'Oh! The Duchess, the Duchess! Oh! Won't she be savage if I've kept her waiting!' Alice felt so desperate that she was ready to ask help of anyone; so, when the Rabbit came near her, she began, in a low, timid voice, 'If you please, sir-' The Rabbit started violently, dropped the white kid gloves and the fan, and scurried away into the darkness as hard as he could go.

- "Alice In Wonderland" by Lewis Carroll

Like the White Rabbit, we all have a Duchess in our lives that doesn't like to be kept waiting. In fact, often we must have an **answer** 'right now' but too often the answers elude us and 'scurry away' into the darkness while we're left holding the proverbial white kid glove.

I was very apprehensive about writing a series on 'researching' because most people think, '**my, what a dull subject!**' We imagine someone spending long dreary hours with their heads buried in deep tomes of unraveled material and ponderous books. We can almost smell the dusty air and watch the cobwebs grow from ceiling to floor as 'research' is conducted.

In this lesson, we will look at the real-life uses for research and find that 'discovery' is anything but boring or dull. Finding answers to our questions in life is a fantastic adventure once we know its practical uses.

Someone once said that the true geniuses among us are not those who have all the answers but rather, those that know where to GET all the answers. If knowledge is power (and boy, is it ever!) then knowing how to find what you need, when you need it, makes you a powerful player - a successful person in any walk of life.

I related my story of finding that old out-of-print book in the beginning of this section. Well, what will you use the knowledge you gain from these lessons for - in real life terms;

Find a person?

Learn a skill?

Develop a report?

Answer a trivia question?

Check the truth?

Add new resources?

Help someone who's stuck?

Dig under the surface?

Compare claims?

Discover the miraculous?

Develop your expertise?

Expose some lie?

Advance your career?

There are as many subjects to research as the human imagination can come up with. There is no limit to what you can learn if you know where to look! It all boils down to just how curious you really are.

When you finish this series, the White Rabbit (your answers to questions) will not leave you just holding the glove, like poor Alice. No, you'll be a master researcher and will instantly know where and how to snag that illusive Rabbit - once and for all.

Drilling Down

In research terms, 'drilling down' is the ability to take a broad subject and narrow it down. Let's face it, sometimes we know exactly what we are looking for but we have only a general idea at other times. That's where this 'drilling down' technique comes in mighty handy.

Here's an example:

Politics

Politics-American

Politics-American-19th Century

Politics-American-19th Century- The Civil War

Politics-American-19th Century- The Civil War-Lincoln

Politics-American-19th Century-The Civil War- Lincoln- His speeches

I know exactly what you're thinking: "If I want to find Lincoln's speeches I'll just search for that directly."

You're right - that is **if** you know from the beginning that that is what you really want.

Remember, I said there are times that we know what we want and there are times when we have only a general idea. That's where this 'drilling down' formula is a great help to you.

Let's say that I started this process because I was interested in learning something new about politics.

Well, that's pretty broad so I narrowed or 'drilled' down to American politics because I'm American (or maybe I was just feeling patriotic that day) – still too broad.

So, I'll pick a time - let's choose the 19th century.

What was the fundamental crisis in American Politics during that time? The Civil War (even I know that much!) so I 'drill' to that subject.

Still pretty broad, so how about a particular politician during that event?

"Lincoln" works (but so could scores of other personalities) - anyway, I choose Lincoln.

I'm getting more and more specific. I decide to study only his speeches.

There!

I will now start searching for Lincoln's many speeches and absorb as much of his wit and wisdom as I can, so that I can get a greater understanding for everything above (working back);

Lincoln (the man and leader),

The Civil War (through his eyes),

The 19th century (as a point in political time),

America (in the midst of her great crisis) and finally

Politics in general (which makes me more knowledgeable in this immense category).

If you love the joy of discovery like our other CONSULTANTS do, then this method is great for those rainy days when you want something stimulating to occupy your time.

Try it!

You don't quite know what you're looking for, but you'll recognize it when you see it.

You're looking for general background on a very broad subject, such as politics.

Can you express your topic in many different ways, or do you need a particular 'word', key phrase or bit of 'slang' for a search engine to work on?

Want to see what broad subject categories look like and where you can start drilling down?

Anyone Can Consult



There they are. Look at the Hot Bot Directory. It has broad categories that you can use to ‘drill down’ and get closer to your goal.

Want to know about playing tennis? Go to ‘sports’ or check ‘recreation’.

Before you put your search term in that little open box and click, consider the broad categories that you can search by using this technique that you just discovered.

I don’t know about you but, when I first saw these search engine screens and the broad categories like ‘Society’ or ‘Health’, I would think, “man, that’s useless - I would just be ‘surfing’ through that and probably get lost. It’s just too broad a subject to be of any use!”

Boy, was I ever wrong. It is so convenient now to use my ‘drilling down’ technique to put these categories to much finer use.

But there is more to discover. A researcher uses many tools and the search categories are only one of those tools.

There is a type of ‘category’ site that is really heavy-duty!

They are called pure subject catalogues. Why pure? Experts develop these babies for finding the best, most esoteric and authoritative resources online;

The WWW Virtual Library (<http://www.vlib.org/>),

Argus Clearing House (<http://www.clearinghouse.net/>) and

About.com (<http://www.about.com/>)

are particularly famous.

Each is different but they were all developed by real people and have a wellspring of category searches that you can use.

I hope you found lesson #3 a ‘real life’ experience in the wonderful world of research.

Now, start to enjoy!

The White Rabbit is running at lightning speed - hurry, hurry, you mustn't be late. Get after him, after him!

" I have no respect for reality as soon as it is acknowledged as such. I am interested in what I can do with unacknowledged reality. " Elias Canetti

Part 4 Gear Up For Power Searches And Put It All Together

We've discovered quite a bit already in just three easy lessons. But the question that may yet need to be answered is, "**What does research have to do with creativity?**"

As my regular readers know, I've written a book titled: "***The Secret Creator Within***"-**23 Ways To Awaken Your Creative Genius** and yet, you will you **not** find me mentioning **research** anywhere in it.

What many of my readers don't know is that I also write fiction. I've just completed a series of short stories called: "Tales From The Backside of Heaven". As any creative writer will tell you, fiction can be massively more difficult than non-fiction, and yet both forms have something in common - **they require a great deal of research.**

I can't think of any form of creative enterprise that doesn't.

As an example, I must create a real, believable setting or place in my fiction for my characters to roam around. It must be factual and exact.

In one story, "Melted Hard Candy"-An Adult Fairytale I have a monk that travels from Mont St Michel in Normandy, France, to New Orleans to see the Superbowl. Did I have to research these locations? You bet I did. (Even though I have been to New Orleans many times - France is another story).

But the same need for **solid research** is necessary if I wish to purchase a home, go on a vacation, rent an RV, join an exercise program or simply learn more about any subject under the sun!

Do you recall that I mentioned 'paid for' research sources? Well, I want to start this lesson telling you about one that I've found very helpful. It's called The Electric Library or E-Library for short. While Nexis/Lexis, Dialog and other high-end firms may be out of our reach financially E-Library fits almost **any** pocketbook.

They provide access to books, magazines, and newspaper articles, maps, pictures, broadcast transcripts and more. You can search by Boolean logic (remember that?) or simply type in a search term. You can rank the **relevance** of topics and the **dates** you wish to limit your search to.

The feature I like best is my weekly alert! I set the topics that I'm constantly interested in and I receive an **automatic** weekly e-mail report with the very latest articles and documents pertaining to them. You simply set up a free e-Library Tracker to monitor the database for new matches. However, you need to subscribe to use this marvelous feature.

Sooner or later, if you're serious about doing research like the PROS. you're going to need to take advantage of a PAID service. There's no getting around it. E-Library is my source because it's **affordable**.

For \$60 per year (or \$10 per month), you have **no limits** on the number of items you can read or download - one of the best bargains for access to a wide range of general interest publications on the Web.

They also allow you to test drive it for 7 full days FREE! I like it because it searches **for me each week** while I'm out sipping some iced tea on the verandah! Click here for details

You've Already Paid For Research

Taxes and Government Resources

If you pay taxes (and we all do) why not plumb the most **extensive** research source around? The **Federal Government** has collected a tremendous amount of information from various agencies and analysts.

Heavens, there are analysts that Uncle Sam pays to monitor water-pumping windmills, process tomato products, find the exact velocity of certain munitions, track the flow of capital from one banking system to another. The most arcane subjects are riveting areas of research for these government bureaucrats that **you pay a handsome salary!**

Why not start getting your money's worth?

Fed World is your gateway to the maze of U.S Government reports, articles, regulations and statistics. (<http://www.fedworld.gov>)

You get a browsable link and a drop-down list to start your search of the most massive array of research power imaginable.

Here's a tip that you can use when approaching **Fed World**; Use the Fed World Information network when you want information but don't care much where it comes from. It really zeros in on the agency you need to work with to get more precise data.

If You Have Your Health...

My darling mother always told me, especially when I was in the midst of whining about some confounded issue that was troubling me...**"Son, if you have your health you have everything. With it you can tackle your problems, without it you can't."**

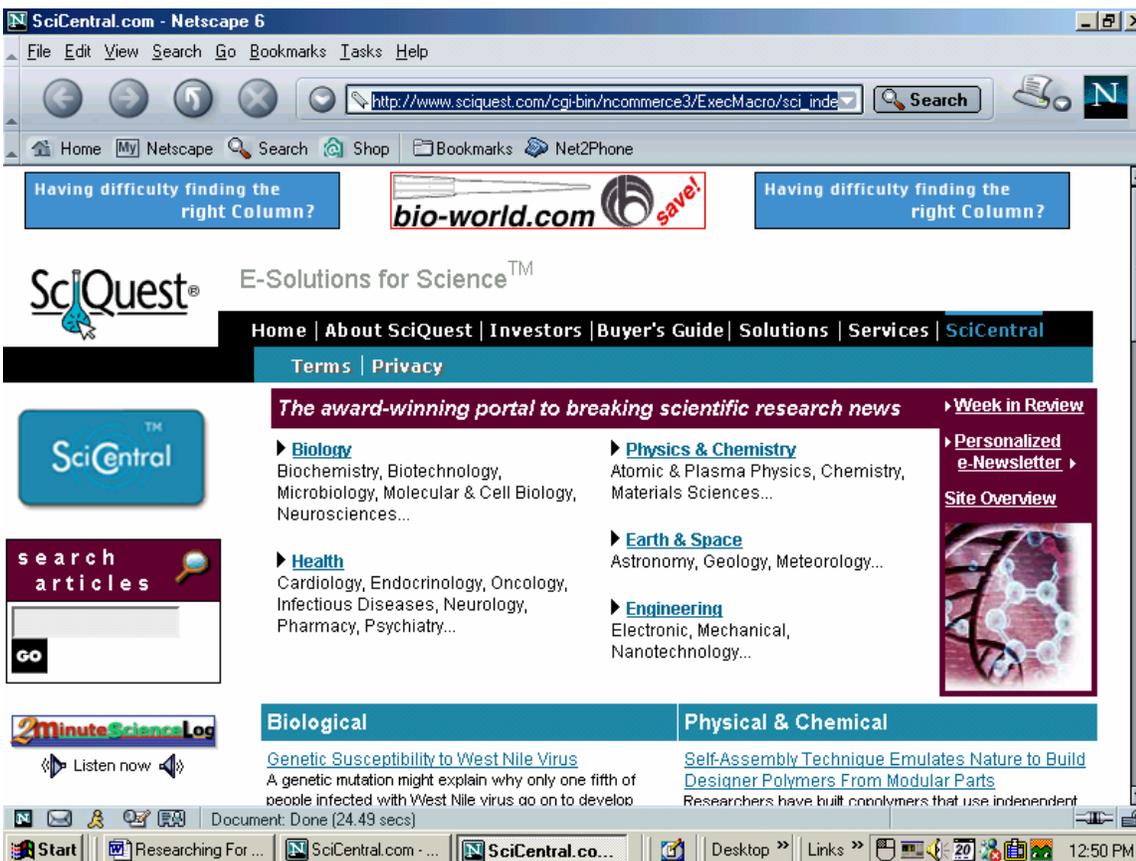
Of course, she was right. Our health allows us tremendous freedom to explore and be creative. Unfortunately, it is when we, or someone we love, meet illness and disability that you may need to do some research **yourself**. The medical profession loves to couch their business in verbiage that leaves the average patient aghast. I know, my father was a doctor and a professor of medicine (there, I've mentioned both my wonderful folks in one article). The terms and conditions of any malady become a foggy and uncertain world when you are stricken by it. When you are sick is not the time for you to remain **clueless and vulnerable** with no information except that which the medical professionals deem right for you.

You've doubtless heard of getting a second opinion? Well, I suggest you get a third.

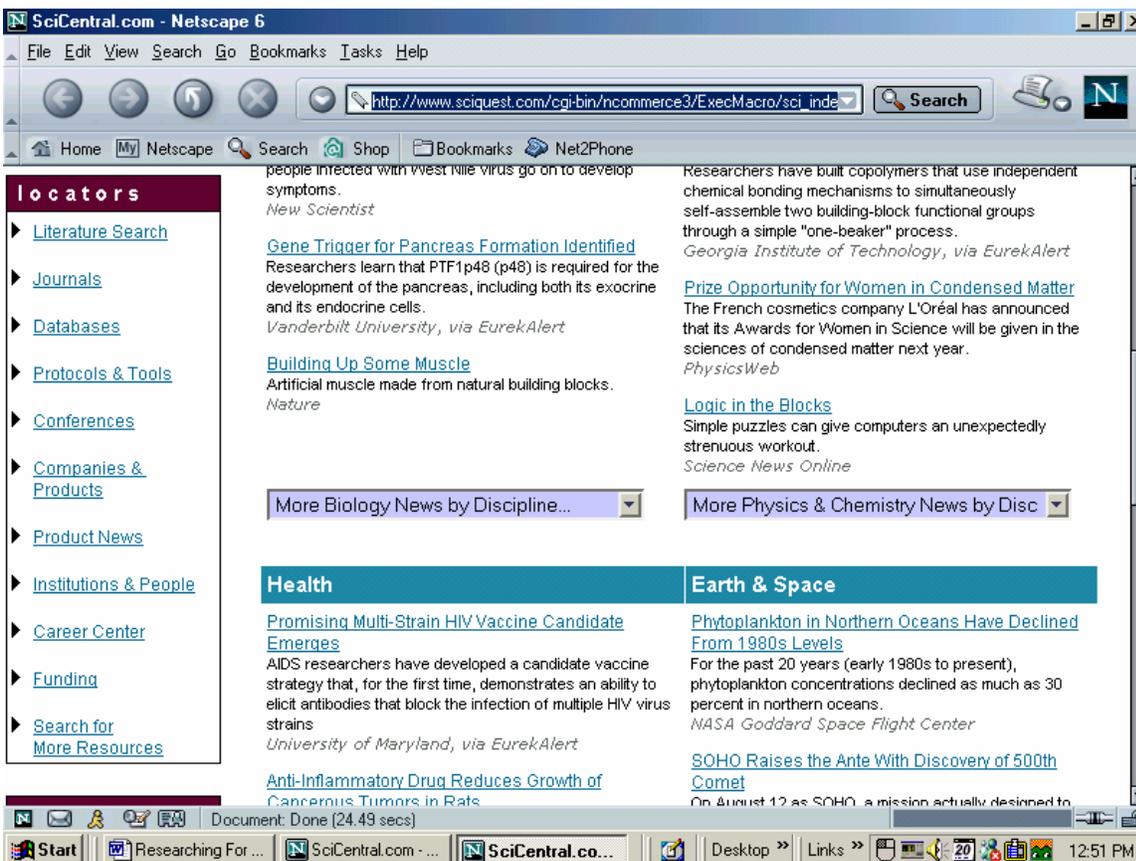
Your own!

Remember, I've often said, knowledge is power? Well, it certainly is here. If you sharpen your research skills, you can deal with the medical profession directly and come to truly informed decisions about this vital area of health.

Sci Central is a great place to put in your 'favorites' for researching more than 50,000 online sources in the biological and health sciences. News stories, links to government agencies, universities and research institutes - its all there! (<http://www.scicentral.com>)



Anyone Can Consult



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SciCentral.com - Netscape 6

File Edit View Search Go Bookmarks Tasks Help

http://www.sciquest.com/cgi-bin/ncommerce3/ExecMacro/sci_index.pl

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Engineering

[Winged Robot Learns to Fly](#)
Learning how to fly took nature millions of years of trial and error - but a winged robot has cracked it in only a few hours, using the same evolutionary principles.
New Scientist

[Kilometre-Tall Power Tower Approved](#)
Australian government backs colossal solar power tower - but environmental campaigners are not convinced of the benefits.
New Scientist

[Shrinking Toward the Ultimate Transistor](#)
Electronic devices go atomic: Is this really the end?
Science News Online

Product News

[Complex Libraries Require Sophisticated Tools](#)
Integrated chemical management solutions for tracking compounds are necessary for modern drug discovery.
SciQuest, Inc., via BioSupplyNet

[Gyros AB Announces First Commercial Application: Gyrolab™ MALDI](#)
Gyrolab MALDI offers a unique, fully integrated process for sample preparation prior to MALDI mass spectrometry.
Gyros US, Inc., via BioSupplyNet

[Science Review of Gene Construction Kit](#)
The Gene Construction Kit (GCK) enables scientists to create everything from flowcharts illustrating cloning strategies to publication-quality maps of constructs.
Textco, via BioSupplyNet

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These are what I like to call ‘**Power Searches**’ because you are tapping into sites that are massive and well constructed. When you use the sources in this lesson to conduct your search, you’ll be tapping into some of the best, most highly paid minds on the planet. What used to require painstaking trips to a specialized library or university and many dreary hours of tedious work to find are now at our fingertips with the computer that sits in your living room or office.

Well, you and I have just one more lesson to go. You’re on your way to becoming a brilliant researcher. Congratulations!

I have added a special **addendum** to this lesson. This is the latest research on research, rather technical but very interesting. It is located at the end of this report.

"A person completely wrapped up in himself makes a small package... The great day comes when a man begins to get himself off his hands. He has lived, let us say, in a mind like a room surrounded by mirrors. Every way he turned he saw

himself. Now, however some of the mirrors change to windows. He can see through them to objective outlooks that challenge his interests. He begins to get out of himself- no longer the prisoner of self-reflection but a free man in a world where persons, causes, truths and values exist, worthwhile for their own sakes. Thus to pass from a mirror-mind to a mind with windows is an essential element in the development of a real personality. Without that experience no one ever achieves a meaningful life." Harry Emerson Fosdick



Addendum - Why Search Engines Fail

Two major research initiatives stress-tested web site search engines around the world, analyzing search failures and offering important insights for dramatically improving search usability.

The first study, conducted by Infonic on behalf of site search tool vendor Albert, conducted more than 800 searches across 100 web sites in five countries. The results painted a bleak picture of the quality of web site search.

Key findings from the study:

- 74% of test searches were unsuccessful.
- Sites were best at handling multiple word queries, though worst at coping with ordinary language queries.
- E-Commerce sites offered the worst relevance among corporate, government and media sites
- Public sector sites were worst at overall search usability.

The most significant conclusion from the study was that most sites force users to interact with the search tool in an un-intuitive, precise way - in other words, users can only search successfully **if they already know the answer to the question they are asking!**

Mondosoft, a search engine company based in Denmark, performed the second study by analyzing its own customers' search patterns. The scope of this project was huge; more than 57 million queries across a wide range of both North American and European customers, including both broad public portals and narrow verticals. The findings are both significant and well-supported by the amount of data gathered.

Unlike the Infonic study, Mondosoft found that about 60% of all searches were successful, but the results included a range from 30% to 90% among different sites.

Other key findings:

- The average search session lasted 1:50 minutes, ranging from 48 seconds to four and a half minutes.
- Only 1 in 20 visitors will scroll to the second page of search results.
- 22% of searches produce no results.
- 52% of all queries are single word; only 12% are three or more words.
- There is no significant difference in user behavior at North American or European web sites.

What can be learned from these studies?

Mondosoft offers a number of insights to help webmasters and site architects improve search usability.

In many cases, these suggestions apply equally well to enhancing site-search and to optimizing content for web search engines.

- Identify and prepare "canned" results for the top 100 queries. More than 75% of all information requests can be satisfied with results addressing these popular keywords. Even sites without a search tool should offer these pages so they can be found in general web search results.
- Make sure there are no search failures - fill "content-holes" with pages that answer unanswered queries.

- Use good, descriptive titles, and add synonyms, both in meta tags and the body of a page (make sure that the terms appear in both).
- Monitor user behavior to discover related searches. Queries often occur in sets, with users attempting to refine queries that initially produce poor results. These are great clues for improving search usability.

These two studies have confirmed what most of us have known all along - search isn't always effective.

But just as there are techniques for improving overall web site usability, there are also ways to improve search usability. If you want users to find your content, either via your own site search or a general-purpose engine like Google or Lycos, it behooves you to pay as much attention to search usability as you do to popular search engine optimization techniques, many of which are nothing but misunderstood lore, anyway.

Note: White papers describing these studies have been released privately and are not available on the web. Contact the companies directly for more information.

Part 5 It's All About Information

"Everybody gets so much information all day long that they lose their common sense". Gertrude Stein (1874 - 1946)

In this, the last lesson of this section, we need to achieve some **perspective** on our subject. We are often overwhelmed by the sheer amount of information bombarding us each day. We, as Gertrude Stein intimates, must continue to use common sense.

I'm sure that I could fill this lesson with another **hundred sites** useful to your research. I could tell you about gathering information on a company; researching **industry, markets, and products**, (<http://www.hoovers.com>) or cover using Web **newspapers and magazines**, tracking down **articles** in online databases, keeping up to date automatically (see e-library lesson #4) or exploring the '**zine scene** (<http://www.ajr.newslink.org>) (<http://www.totalnews.com>) or (<http://www.slate.com>).

But the more important issue of what to do with all this information would be left unanswered.

How do we filter so many available resources without losing our bleeping minds? And how do we prepare ourselves to be focused when searching so we don't get lost and sent scurrying off track?

I find that looking up something and finding something else on the way acquired a great part of the information I have. **Franklin P. Adams (1881 - 1960)**

In this last lesson, I think it's much **more** important that I cover these issues rather than continue to give you sterling outlets for your searches. Really, you have to learn when to say, "**enough is enough**" in this game of finding the critical info that you need.

After all, in the last four lessons (and in this one) I've presented you with plenty of resources that put you **far ahead** of the average person that merely 'surfs' the net or depends solely on search engines to get what they want.

I didn't cover **newsgroups** nearly enough (<http://www.listz.com>) or give you every bit of information about **Boolean searches** (by placing "quotation marks" around a word and adding a plus + or minus – sign you tell the search engine the EXACT words that must show up in the results) but **enough is enough!**

"Knowledge is of two kinds. We know a subject ourselves, or we know where we can find information on it". *Samuel Johnson* (1709 - 1784)

Instead, let me **zero in** on the main ideas that you should keep firmly in mind as you go a-searching on the Internet and World Wide Web. These questions will focus all your future searches and assure success for you.

Questions You Must Ask Yourself

What Am I Trying To Accomplish?

If you're interested in horses, that's fine. You can consider them as animals that; provide entertainment at a racetrack, graze openly and freely as wild creatures, provide glue or are used as metaphors by playwrights.

In each case, **knowing exactly what you need to know** about these fabulous creatures makes all the difference in where you begin and end your search.

What Is This Really Worth?

Remember, in lesson #1 I told you the **price you pay** to start any research project; your precious time? If you are looking up the answer to a simple trivia question that has all of your friends and family baffled, you probably don't want to spend more than ten minutes to get the answer.

However, if you want to construct a **comprehensive manual** on sprinkler system options for a landscaping firm, you may well put some hours into looking.

Make a mental note before starting your search - do I need a "down-and-dirty fast track" approach or a 'leave no stone unturned' approach?

What Else Do I Need?

We all have 'blind spots' when attempting to learn about a subject that is relatively new to us. That's why you ask this question when doing a search.

Ruminate on the subject a bit. Open up your expectations and loosen your vantage point on the area of interest;

What other way can it be expressed?

Are there any other places in the world that might look for this information differently (other countries, cultures or belief systems)?

How recent does my information have to be (up-to-the-minute or with historical perspective behind it)?

Is there any special technology that accompanies this subject and would enlighten me further?

Will I Find What I Want Online?

Not everything is online (a myth that we exposed in lesson #1) and you can forget about:

Studies that cost a ton of money to create and sell.

Older material from the past that hasn't been integrated online yet (this may be as late as material from the 1980's)

Ultra specific material that takes many 'man hours' to collect and collate. "I'm searching for the name of the Bedouin Chieftain that led thirteen others into a long forgotten Oasis once in 1641".

Anything-Top Secret. All that privileged information that government and commercial enterprises lock up tightly for security reasons.

What Have I Already Found?

Don't forget the '**pause that refreshes**'. Stop at different intervals during your search and evaluate what you have already gathered. Is it already enough to piece together a satisfactory picture or must you still fill in some more blanks?

"What information consumes is rather obvious: it consumes the attention of its recipients. Hence, a wealth of information creates a poverty of attention and a

need to allocate that attention efficiently among the overabundance of information sources that might consume it." Herbert Simon, economist

By using the above questions during a search session, you will dramatically increase your ability to **stop**. That can be as important as deciding on exactly what you want in the first place.

More Simple Research Techniques

Now, let me give you a few more techniques that sound simple but are really effective when researching online.

Use your bookmark to collect Favorites (Choose Favorites→Add to Favorites). You can always delete a site later. This habit of ‘marking sites’ has helped me numerous times when I thought a site MIGHT be useful but wasn’t sure until I got deeper into the search.

Turn Images Off. As nice as all those graphics can be (they are so colorful and appealing) they slow the download of pages to your system, take up huge amounts of drive space and can distract you from the text-based information that you’re desperate for. In Netscape, choose Edit→Preferences. In the dialogue box, click Advanced. Make sure the Automatically Load Images box is unchecked. That’s it! You can re-enable images when you've done your search.

Finally, let’s talk about **attention**. Yes, running through the Web and Internet can become a hypnotic affair. We have so many things that can rob our attention. It can be like driving late at night; we see the little white lines flutter by and the rhythm and cadence mesmerize us until we start to nod off.

Pull over!!

By that, I mean take a short break. Get a refreshing beverage or take a yoga break and stretch. Above all, **keep track** of where you’ve been and where you’re going by making notes (I always keep a trusty pad of notepaper and pen handy to jot down sites, URLs and sections of interest). That trusty Back Button can take you where you were before as well. Your **History** button can remind you of where you’ve been, too: In Netscape choose Communicator→Tools→History.

“Now that we have all this useful information, it would be nice to do something with it. (Actually, it can be emotionally fulfilling just to get the information. This is usually only true, however, if you have the social life of a kumquat)”. Unix Programmer's Manual.

Keep your sense of humor. Finding new knowledge is/ should be an adventure!

“Doubt is the vestibule which all must pass before they can enter the temple of wisdom. When we are in doubt and puzzle out the truth by **our own exertions**, we have gained something that will stay by us and will serve us again. But if to avoid the trouble of the search we avail ourselves of the superior information of a friend, such knowledge will not remain with us; we have not bought, but borrowed it”. C. C. Colton

Research Groups Research Groups

Search Engines, Subject Catalogues and Guides Search Engines, Subject Catalogues and Guides

About The Net/Staying Current

CyberSkeptic's Guide to Internet Research <http://www.bibliodata.com>

The CyberSkeptic's Guide is a printed newsletter, published ten times a year, which evaluates Internet resources from a professional researcher's viewpoint.

Econtent and Online <http://wwwonlineinc.com>

Econtent and Online are bi monthly issues for information pros (like you!); print journals published by Online Inc.

Netsurfer Digest <http://www.netsurfer.com/nsd>

Net Surfer Digest reviews Web sites.

Search Engine Report <http://www.searchenginewatch.com>

This group is one of our favorites at *Creative Pops!* They keep us current on what's happening with search engines on the Net. We also subscribe to their newsletter you can too! Free.

Seidman's Online Insider <http://www.onlineinsider.com>

Here's the inside scoop on what those big companies like Microsoft and CompuServe are up to with real folksy commentary about how it affects you as the consumer.

Art, Literature and History

Project Gutenberg <http://www.gutenberg.net>

Here is a site that was started by volunteers as a grass roots effort to cover the arts and literature and get the classics into your hands.

Business, Finance and Economics

American City Business Journals <http://www.amcity.com>

American City Business Journals pulls together more than three-dozen weekly business newspapers from cities all over the United States.

CEO Express <http://www.ceoexpress.com>

CEO Express calls itself “The executive’s toolbox”. It’s crammed with pointers to company directories, lists, rankings, general and business news sources, business and technology magazines, financial market data, stock quotes, analyst reports, economic indicators, small business resources and online examples of new business models.

Daily Stocks <http://www.dailystocks.com>

Everything you wanted to know about investing but were afraid to ask.

Dun & Bradstreet <http://www.dnb.com>

Dun & Bradstreet is one of the best-known names in business information and a source for financial and credit data on both publicly traded and privately held firms worldwide.

Hoover’s Online <http://www.hoovers.com>

Hoover’s is a searchable online directory site that provides basic company profiles for more than 12,000 public and private firms Worldwide. It includes many links direct to the company website.

Investext <http://www.investext.com>

Investext offers complete text of in-depth reports on companies and industries.

Motley Fool <http://www.fool.com>

An investment site with lots of personality. AOL keyword: FOOL. A lively online community covering every aspect of investing.

Statistical Resources on the Web

<http://www.lib.umich.edu/libhome/Documents.center/stats.html>

Statistics make you dizzy? This site eases your hunt for numerical data by providing a detailed index.

10K Wizard <http://www.tenkwizard.com/>

A fast and easy search interface to 10K's and other financial filings from the Security & Exchange Commission.

Thompson & Thompson <http://www.thomson-thomson.com/>

Got a trademark issue? This is where all the trademarks live so you can protect your intellectual property.

The Wall Street Journal Interactive Edition <http://www.wsj.com/>

The online edition of **The Wall Street Journal** provides current business and economic news and feature articles. You can even set up your personal journal to get automatic favorite columns (got to join for this "goodie" though).

Document Delivery Services

Note: Document delivery services are companies that specialize in locating articles, conference papers and other items that you can't find online or at your local library.

UnCover <http://www.uncweb.carl.org/>

UnCover lets you search for a particular article by author, title, publication name or subject. You may then order it and pay with a credit card. You can also use their alert service to get e-mails on topics of interest to you.

Gated Sites

Note: Gated sites require you to register and usually pay for information you receive. In exchange, you often get access to unique research material, powerful search engines and the ability to search hundreds, even thousands, of publications at once.

Professional online services like **Dialog** (www.dialogue.com) , **Dow Jones Interactive** (www.djinteractive.com) and **Lexis-Nexis** (www.lexis-nexis.com/In.universe) are all mentioned in your *Creative Pops* report **Research For Everyone** .

America Online <http://www.aol.com>

America Online, known for its chat rooms and instant messaging, offers several areas of interest to researchers, especially in the area of consumer services.

CompuServe <http://www.compuserve.com>

CompuServe is the home of Iquest Info Center, a slimmed down (and less expensive version) of the Dialog service.

Electric Library <http://www.elibrary.com>

Also mentioned elsewhere in your ebook, this service offers a large collection and is one of the most affordable “paid-for” resources on the Web.

Powersize.com <http://www.powersize.com>

Powersize.com provides access to full texts and press releases. Some items have to be paid for while others remain free.

Government & Law

<http://www.fedworld.gov> As well as others.

.... For this addendum we'll concentrate on new resources;

FindLaw <http://www.findlaw.com/>

FindLaw is like Yahoo! for legal research in other words, it's a highly organized catalog covering all aspects of the law.

LawCrawler <http://www.lawcrawler.com>

Run by the people who created the FindLaw site, this is a search engine that covers only law-related sites.

Social Law Library <http://www.sociallaw.com/>

The Social Law Library is a legal mega-site offering links to Web sources for legal research of all kinds; State-By-State, codes, statutes, court opinions and more.

Libraries, Schools and Universities

American Universities <http://www.clas.ufl.edu/CLAS/american-universities.html>

Use this site to find out all about University life in America.

Peterson's Directory of Colleges and Universities <http://www.petersons.com/>

Peterson's is the mainstay of high school guidance counselors everywhere. The online edition lets you search for schools by curriculum or location. It includes descriptions of specific programs, tuition and contacts.

U.S. Library of Congress <http://www.libraryofcongress.gov/>

Well, this is **the** model for libraries; millions of books, maps, sound recordings, original manuscripts you get the idea. This is a prime national resource.

Magazines and Journals

Electronic Journal Access Project <http://www.coalliance.org/ejournal>

The Electronic Journal Access Project leads you to magazines, newsletters and scholarly journals on the Web. Hypertext links take you straight to the specific electronic journal.

Fulltext Sources Online <http://www.infoday.com/fso/default.htm>

FSO covers both the Web and professional online services. Research pros love this service. One nice feature is that they actually tell you how far back the archives go.

Navigation Aids and Organizing Tools

Note: Need a Gopher? (You know; someone to 'go for this and go for that? Let's get some resources in your hands that will do a lot of the heavy lifting for you in the realm of research.

That's what this section is about.

Hytelnet <http://www.lights.com/hytelnet>

Hytelnet is Peter Scott's contribution to cataloging and navigation through the rich resources of library catalogs online.

Internet Wiretap Gopher <gopher://wiretap.spies.com>

The Internet Wiretap Gopher provides a good compilation of some of the gopher sites that are still maintained on the net.

News

Note: Here we're going to give you a resource or two from this jumbled field and include broadcast news, newspapers, news magazines and wire services.

Most major broadcast networks have a major presence on the Web.

ABC News <http://www.abc.com/>

BBC News <http://www.bbc.co.uk/>

C-SPAN <http://www.c-span.org/>

The Weather Channel <http://www.weather.com/>

Newspapers are a prime source for research. You should always have your local paper set up to send you a daily digest of news. It keeps you in touch with your hometown. Many papers offer this as a free service.

The New York Times on the Web <http://www.nytimes.com/>

Of course, the Times is a local as well as a national newspaper. The web version even uses the Gothic Script that they use on the paper version.

USA Today <http://www.usatoday.com/>

Here are those familiar graphics that we love so much.

News Magazines

Note: Weekly news magazines are not as timely as your local and national daily papers but you many times get more detail and analysis.

The Economist <http://www.economist.com/>

This U.K. based paper offers stories from around the world to give an international perspective on the news.

U.S. News Online <http://www.usnews.com>

The **U.S. News & World Report** provides weekly print issues plus searchable and browsable archives.

Wired News <http://www.wired.com/>

If you want a technology-driven magazine, put this one on your reading list.

Wire Services

Note: Wire services are responsible for getting the story fast and distributing it to their subscribers; media outlets around the world.

The Associated Press <http://www.ap.org/> Or <http://www.wire.ap.org/>

Reuters (UK and International) <http://www.reuters.com/>

United Press International <http://www.upi.com/>

News Media Mega-Sites

Note: These sites answer the question: how do I find a particular newspaper or other news source?

Newspapers Online <http://www.newspapers.com/>

Newspapers Online isn't much to look at but don't let that stop you. No flashy graphics, just lots of great content.

AJR NewsLink <http://www.ajr.newslink.org/>

A mega-site that provides access to both newspapers and broadcasts. Lots of regional and local sources including magazines and off-beat press too!

Reference Books

Note: Sometimes you just need to look up a single fact (or two) and reference books are the way to go.

Encyclopedia Britannica <http://www.britannica.com/>

Britannica.com is the virtual (on-line) version of the world class Encyclopedia Britannica. You can search by keyword or phrase.

Research-It! <http://www.itools.com/research-it/research-it.html>

Research-It! provides links to what librarians call "ready reference sources" places to find answers to those frequently asked questions that reference-desk librarians get for us so fast when we call them!

Research Groups

Note: Are you ready to **really** get into research? What a fun hobby! These folks exchange tips and even create newsletters for all of us who are bitten by the research bug like your Fellow CREATORS at **Creative Pops!**

Association of Independent Information Professionals <http://www.aiip.org/>

Society of Competitive Intelligence Professionals <http://www.scip.org/>

Specialized Search Engines

Note: If you've read this far, then you already have a vehicle for the major search engines like Alta Vista, Excite, HotBot and nearly fifteen others; we recommended <http://www.netdepot.org/> to gather them all together in one place. Rather than list all these engines again we will now offer some more specialized engines.

BigBook <http://www.bigbook.com/>

BigBook is a company directory that lets you search by business name or by category.

InfoUSA <http://www.infousa.com/>

InfoUSA lets you look up telephone directory white pages listings for both business and residential listings. Reverse look-up is available too!

Liszt <http://www.liszt.com/>

The Liszt search engine specializes in finding online mailing lists that deal with a specific subject. You can search by keyword or browse through categories.

MapQuest <http://www.mapquest.com/>

You guessed it! Map Quest is all about maps.

WorldPages <http://www.worldpages.com/>

WorldPages offers an assortment of specialized searches. The international search list is especially useful.

General Subject Catalogs

Note: Web-wide subject catalogs lead you to selected resources by allowing you to drill down from a general category, sometimes through several levels. (See Drilling down a subject").

About.com <http://www.about.com/>

About.com hires real-life experts to identify and point you to worthwhile resources in their areas of expertise. We at *Creative Pops* love this site!

Argus Clearinghouse <http://www.clearinghouse.net/>

Can you believe it? Argus Clearinghouse is a catalog of **other** subject catalogs. This one site will take you all over the Net and gives you indexes, bibliographies and guides.

Internet Public Library <http://www.ipl.org/>

The internet Public Library leads you to resources much as a real world public library would.

Guru Pages and Mega Sites

Note: Guru Pages are individual labors of love by experts that wish to share what they know with the rest of us.

Sources and Experts <http://www.sunsite.unc.edu/experts.html>

Sources and Experts is a guide to online directories of experts in various fields.

WebRing <http://www.webring.com/>

Web rings are linked collections of individual Web sites on the same idea as topics in general catalogs.

Postscript on the Sources Index

We hope you find this resource-rich index to “Anyone Can Consult” helpful in directing you to the source(s) you need.

Of course, the web is a mammoth research vehicle and it’s growing every day. It’s literally impossible to mention or list ALL of the sites and research avenues open to us. It’s just too large! New, exciting opportunities open regularly. Keep your eyes peeled as you journey through the sources we’ve listed here and you’ll see or hear about the new sources.

After reading **“Research For Everyone”**, one fellow consultant said, “Well, all that is well and good but I was hoping for ONE OVERALL vantage point to see ALL of the web!”

We all chuckled (a little bit) because, if such a goal were possible - we would have to be the **Creator himself**, and likely suffer a nosebleed from so high a vantage point!

Seriously though, the Web and Internet are multi-faceted animals and we are best served when we approach it by learning from it as we did everything that we eventually came to master;

One letter,

one sentence

one paragraph

one chapter

and then one book at a time.

However, we will never be able to read all the books in all the libraries - or even count them.

Keep searching though. The journey is by far better than any destination you can imagine!

Introduction to Your "Anyone Can Consult" Bonuses

I hope that you feel that you get full value from reading this book and using the techniques and resources that we have covered together. I want you to feel free to write me if you have any comments, suggestions or to brag about your new consulting practice! vpryles@msn.com

I am including this section, with bonus reports and a sample of the "CREATORS Consulting Sessions", to reward the hard work that you put in to get this far.

Up until now we've looked at opening an Independent Professional's Practice (your consultancy), we moved on to one of the most valuable tools that I could give you for conducting research. Now it's time to get you organized.

A consultant has many demands placed on him/her. As your practice grows, you will need to have the ability to prioritize and organize your many projects. If you're starting out on a part-time basis, this is even more important. You will probably be 'juggling' a full-time job while trying to develop a business of your own. That new business, consulting, means YOU are the product. You have to develop and present the best product you can!

Being organized is part of the package.

Now, here is what I've learned about this subject. It is one of the most popular areas that people want to know about. All of us would love to be organized...*once and for all!*

Be honest with yourself right now.

Have you read a book or two about being organized? Have you attempted to bring a bit of sanity to your life by making a to-do list or listening to the latest time-management 'guru'? My bet is that you have, perhaps many, many times. We travel along life's path until it becomes nearly unbearable with all the

requirements, attachments and demands placed on us. We shout out: “HELP!” and then try to tackle our time and wrestle it to the ground.

We wonder how could we make it better, more manageable and productive?

How do we juggle family and social commitments with our jobs and businesses but still find time for recreation?

Where can we find another ten hours in each of our days to fit it all in?

It’s a pretty deep-seated need in all of us. Worse, as a consultant, you’ll have even more added to your plate; you’re entering a field where your CLIENTS’ schedules, needs and problems get added to your own.

A client will often set a deadline for results. They will want your report delivered to a far-off meeting, your travel plans will hit snags and your research will need more refining. Your callback list will grow as your success blooms. More clients mean more commitment and dedication. More minutes, more hours, more days, weeks and months of work piling up like a giant Sequoia looming over your head until you become dizzy with the expectations and demands placed on you!

Whew!

What’s a single Consultant to do?

First, let’s calm down a bit. If you want the ONE sure-fire way to get organized, ONCE AND FOR ALL, I have the answer for you. Isn’t that wonderful? If you read the following article and put its philosophy to work in your life, you will find all the time you need. You’ll have THE plan that works for you.

But there’s a caveat to all this (isn’t there always?) and it’s actually the bedrock to managing time. I firmly believe there are only three rules to the perfectly managed life;

Stop, smile and smell the roses!

Do YOUR time, not someone else’s

Stop, smile and smell the roses, again!

These are just my personal rules but you can adopt them too if you want.

In the following paper, you're going to discover that our time on this planet is finite. We are given just so much to use and none of us really knows how much we have! But it will run out one day, you can be sure of that.

I think the trip through this life is so precious and valuable that I want to suck out all the joy and life and pleasure that I can while traveling through it. When my time 'is up', I want to know that every chance I got, I stopped, smiled and smelled the roses.

You've probably heard the story of the man who visited his own funeral after death. He hovered in the spirit world and saw his loved ones lower his body into the grave. As he floated about he remembered, with deep and impossible grief that he had:

Not finished an important report for his boss!

Forgotten to take out the trash

Worried enough about the small things

Not put more hours in at the office

Get real! *His only regret was not having stopped, smiled and smelled the roses more often.* The simple joys and pleasures of life had been ignored and passed over.

That's why I make it my rule #1 and because I'm human and forget rule #1 – I made it rule #3, too!

Now, there is this other rule in the middle that says: **Do Your OWN time.**

Have you noticed that life can sometimes feel like a prison? I mean, we are forced to get up at certain times, perform certain tasks, report to certain people - in other words, our time is often not our own.

Now let's take this analogy a step further. Imagine an actual prison. I mean the kind with REAL walls, REAL bars, and REAL incarceration. Now imagine that

you're in prison for a certain crime that requires you to spend a certain number of days or years in this predicament.

As they say: 'you do the crime, you do the time!'"

But one day, the Warden comes along and slaps SOME ONE ELSE'S sentence on you. You have to do THEIR time, not just your own!

Would you feel that was an injustice?

Would you be screaming bloody loud for your lawyer, right then?

Of course you would!

You see, it doesn't matter if you live in a wonderful neighborhood or a million dollar mansion. You can still be in prison as soon as you start doing 'someone else's time'. It's not fair, it's not justified, it's not even required. But most of us do it all the time.

We mindlessly take on the time of others and pay dues that aren't due! When you decide that you are the only one that can develop a workable solution to your life and time management needs, when you stop looking for a 'guru' or 'system' developed by someone else - then, and only then, will you find the prison gates finally open wide and you'll discover your freedom!

Only then will you become 'organized' once and for all!

The following report is more a 'guide' to developing your OWN philosophy of time management, than it is a 'set in stone' 'do this, then do that' treatise. Adapt it to closely fit your own needs. As a consultant, you'll have to learn to think for yourself. Remember that fine sounding phrase, "Independent Professional" that we rolled around on our tongue earlier in this book?

Why not start right now? Original thinking is the factor that will make you rich in the long run. It is the one quality that your clients will come to depend upon. If you can develop original strategies, new paths, and different solutions then the sky is the limit for you!

So, if you're looking for ME to do your 'time', sorry -. I can only show you how to get the Warden off your back!

Getting Organized Once And For All!

A Special Report from **Creative Pops.Com** by Victor K. Pryles

There is a great satisfaction to being perfectly organized in your life. Its main benefit is that you can finally be free! When you are living an ordered life, one that matches your goals and fulfills your expectations, you get the time you need for all the important issues facing you. You squarely place what needs completing in its proper place and find life is an adventure truly worth taking.

The opposite of an organized life is one in which you are always harried, upset, misdirected and lost. When chaos rules our life's events, we become scattered and incapable of enjoying the pleasures of a creative existence. That's why CREATORS strive for proper organization and balance in approaching everything!

Guard well your spare moments. They are like uncut diamonds. Discard them and their value will never be known. Improve them and they will become the brightest gems in a useful life. - Ralph Waldo Emerson

What follows may not seem earth shattering. Some of the techniques that I employ in my life are unique, however, and have been developed over years of searching for creative outlets-and the time needed to explore creativity!

I came to a conclusion years ago - one so blatant that you'd think anyone would realize it. Yet, for too long I was trying to fit too much in too little time. I was consulting, directing, writing and developing promotions, taking on tasks that required entirely too much time to develop and scrutinize, much less actualize and make real and lasting. You see, I thought there WERE MORE THAN 24 HOURS IN A DAY! I'd lost sight of the fact that TIME is finite!

Of course, that sounds simple—something everybody knows. But do we consciously work within the parameters nature has given by way of this 'clock' or do we, like I did long ago, become exhausted, overworked, stressed and sleepless? Do we pack harried efforts into an already crammed schedule - never pausing long enough to take so much as a deep breath, not to mention a clear look at where we are headed?

If you find yourself wanting to get organized, *once and for all*, then read on! These methods are time-tested and will accelerate your ability to accomplish things while advancing your sense of peace and rest.

There is No Such Thing As Affordable Time!

No matter *how much* money you have, whether your income would amaze John D. Rockefeller or Bill Gates, you can't buy more time. You can't make *more time either*, - but you can amplify the time you have on planet earth.

What do I mean AMPLIFY? Can you imagine how amusing life could become when you find a way to make the time you have BIGGER, RICHER and more MEANINGFUL?

Well, as you'll learn shortly that's exactly the principle I'm about to reveal to you.

Remember you can't purchase more time. You can't create more time. You can't have more than twenty-four (24) hours in each and everyday.

But you can AMPLIFY those hours and days.

We must stop thinking of time as some ephemeral something that has no substance. It exists only as a concept in most of our minds and a pretty muddy notion at that. We measure it by a clock or timepiece. We see it coming and going with the passing seasons. Some of our *time* is viewed as appealing and attractive - other 'times' are dull and uninspired, devoid of any freshness and joy.

Time is the coin of your life. It is the only coin you have, and only you can determine how it will be spent. Be careful lest you let other people spend it for you. - Carl Sandburg

To make our time **creative and joyful, complete and useful** then we must learn to somehow BOOST the value of time. We must see it as a real, vital and substantive thing -not some nebulous idea out there somewhere. When you appreciate the AWESOME power of time, you will begin to be able to correctly develop strategies that will blaze new trails for you - wonderful and exciting opportunities that could only lie in the dust (or sands) of time before.



My first Key to getting organized ONCE AND FOR ALL is a blockbuster. You've heard of it before but this time there's a twist!

Spend time with time!

What does that mean? It means that time is an organizing principle in its own right. It FORCES you to be organized but, *until you use that segment of finite time you have entering you life today*, it remains unspent like a hundred dollar bill you stuck in your pocket and forgot about!

The trouble with time is that when you don't spend it, you can't reach into an old pants pocket and splurge it later on anyway. That time is a lot more like a hundred dollar bill that *blows away with the wind, never to be seen again when you don't spend it*.

So invest some of your time planning to be organized. The small pennies of time that you set aside to organize all of the *rest of your time* is the only way to be clear and focused.

Don't let the fear of the time it will take to accomplish something stand in the way of your doing it. The time will pass anyway; we might just as well put that passing time to the best possible use. - Earl Nightingale

The charming story of the Hare and the Tortoise that we heard from Aesop's Fables as a child still holds true. If you simply rush into your day, 'throwing' your time around in a fast paced frenzy, you'll soon see the tortoise that PLANNED a bit, *passing you by!*

If you set aside **10 to 20 minutes** in your day, thinking and planning, it is time *well spent*. But only do what makes sense *to you*.

Some people plan on scratch pads - others use a small cassette recorder,

Some people hate messy piles of papers - others love the 'loose' approach.

Some people need color and variety in their planning tools like notebooks and pens - *others could care less*

Whatever way you choose to define and command time---**do it!**

Take this compact *planning session* with you through the rest of your day and use it like a compelling map that directs every project.

Remember, it can be a two-word listing on a scratch pad or an ornate outline with sub-headings. Whatever *you* consider comprehensive is what's important.

When you do this you are spending time with time. You are the master in those moments. They may be the clearest, most critical minutes that you have under your control every day. No matter what comes up and how surprising the events of a day may be - **those moments that you plan and think about are all yours.** That's when everything goes *perfectly* and on schedule.

Of course, your ACTUAL day seldom matches the blueprint that you've set down on paper. *That's life.* **Don't be upset** because at that special time tomorrow, you can rearrange things again - taking into account what happened yesterday and make a NEW plan!

Pretty neat, huh?

Stay Cool, Not Crazy!

The best way to stop fretting about being organized is to stay cool and refuse to let your life enter the crazy mode. I've seen it so many times - a day starts out normally enough and many of the critical things that we have to accomplish get done. Then, something that we could not have foreseen rams its way into this nicely moving day and ...**BOOM!** - We are thrown into a panic!

You are late for meetings, miss phone calls, your secretary is flustered and your boss is sneering at you. The kids are mad and your spouse wonders if you're sane!

This next dazzling key is so important that we need to really understand it before we can have a truly delightful life instead of a crazy one!

It's called a GOAL!

Yesterday is history. Tomorrow is a mystery. And today? Today is a gift.
That's why we call it the present. - Babatunde Olatunji

These are the dominant things that we chart our day by, *but they aren't life and death!* The durable power of setting a goal (or goals) has been proven over time. Without a sense that these goals are **dynamic**, not static *once and for all propositions*, we may become crazy by them. If we don't educate ourselves about what makes a goal a *beautiful thing* instead of a dreaded 'must do' thing, this sorry situation will reappear again and again, until we get it right!

Most people set goals (when they do!) that promise failure. How? By not realizing that goals are **dynamic** and not set in stone. The thing that people forget that they can do - **you can change your goal**, even DROP your goal.

Yes, it's true!

The most effective way to get organized using goal setting is to remember that, while it is vital that you set them, you can *change, move, develop and drop them when it serves you!*



Unless more and more of your life becomes effortless, you will become more discouraged, confused and embattled. Creativity works best in an environment that is electrifying in its *simplicity*. If you're not organized and life isn't a charm, uplifting, positive and uncomplicated thing - in short, an easier proposition, *then your creative impulses will go dead.*

It really is as simple as that!

That's the prime reason we want to be organized in the first place - not just to GET THINGS DONE, **but to make life easier and more creative.** We use principles of organizing to clear the way for *growth and joy*. It amazes me just

how often people make ‘getting organized’ a soulless, difficult and mind-numbing exercise.

Clear away the fog! We organize to enhance life - not box it in!

The elite performers on this planet know something most of us don't: ***They know how to be FLEXIBLE.***

When you create a “To Do List” and structure every available minute of your day, that’s not flexible. You’ve left no ‘time’ for the interruptions, unscheduled phone calls, emergency situations or the enchantment around you.

Who has scheduled enchantment into their day?

That person is a creative soul!

The best thing about the future is that it only comes one day at a time. -
Abraham Lincoln

If you leave room or ‘gaps’ in your daily planning, you’ll find that you accomplish more, get off-track less and stay on schedule far more easily. To *energize* your list, always leave ROOM in it.

The Bio-Clock

This is the *internal clock* that we are each born with. It sets the time of day when we are most able to ‘engage’; we have a tad more energy; we are a bit more focused and can think a smidgeon more clearly. Is it mornings, afternoons, or evenings for you?

Are you a morning person, an afternoon “wiz” or a night owl? That’s your ‘prime time’.

Use your 'prime time' for projects that need focus and require you to be fully engaged.

These are your personal ‘enhanced’ times. *Decide right now when that is for you and plan your projects to fit that schedule.* Place the challenging goals of the day during this ‘peak’ period.

Remember, our goal in this article is to learn how to **get organized** “once and for all”. That’s a pretty big goal, but it’s reachable when you develop the techniques we’ve discussed so far. This idea of the Bio-Clock is vital to making enormous ‘time’ shifts and setting reachable targets in your everyday life.

I’m Perfect!

Another excellent idea comes from the Malaysian people. In their exclusive scheme of things they have abandoned PERFECTIONISM!

What an idea!

The only ones in their culture that are capable of creating something perfect are the Gods. Therefore, **they always leave an imperfection or a ‘flaw’ in everything they make or produce**. This is their humble way of accepting things as they are and showing reverence.

They have expanded their creative potential by not allowing only the PERFECT to be the acceptable outcome.

Not losing time has been my permanent concern since I was three years old, when it dawned on me that time is the warp of life, its very fabric, something that you cannot buy, trade, steal, falsify, or obtain by begging. - Nina Berberova

In our planning and organizing as **CREATORS**, it is vital that we not demand the extreme called PERFECTION; as *if we were truly capable of producing such quality all the time*.

If you want explosive creativity to start occurring in your everyday life, stop demanding so much from it. If you want to be organized ‘once and for all’, *then leave your completed task with a tiny flaw in it*.

Then revel in your humanity.

A man would do nothing if he waited until he could do it so well that no one could find fault. - John Henry Newman

I Don't Want To Do It!

Let's not be Pollyanna about this issue of *getting organized*. Truthfully, there are tons of projects that we DON'T WANT TO DO! It's a simple fact. Yet, we often beat ourselves up **needlessly** because we schedule these things and never get around to accomplishing them.

WHY? We don't want to do them.

Free yourself, whenever possible, from the drudgery as fast as you can; blow these projects off - either whiz through them or, if possible, *throw them away!* There is no need to torture yourself in the short time that you have on this planet. The longer you procrastinate, the more guilty you will feel and the less organized you will be.

I'll have more to say about this when we look at the wonderful word “**NO!**” and how to use it as the ultimate organizing principle.

I'm famous with my friends for saying” “FREE time!” They know that it means I *refuse* to take on projects and schedule events or projects that *bog me down* and cause this kind of guilt.

I want to ‘free’ myself for creativity and joy.

You will never find time for anything. If you want time you must make it.
- Charles Buxton

If I have a project that I **must** do, that can't be shuffled off to the trash can so I have my precious “FREE time”, then I break that project down *to bite-size segments*. I do a small part (what ever I can stomach for that day) and leave the rest till later.

Each day I will tackle only a small portion of the overall task and, in this way, I *eventually complete it*. I've noticed that the closer I get to the end of the project, the more I begin to develop a ‘taste’ for it and a desire to finish it.

I learned this technique from my precious mother when I was a child.

Like most children, I hated certain foods such as spinach (isn't that the universal ‘anti-kid’ food?). But my Mother, in *her wisdom* knew that, if she could get me

to take **‘just one bite’**, I would eventually come to like it. She didn’t force the whole plate down my throat. Instead, she *introduced* me to a new taste that she knew would eventually mature into a healthy appetite and eventually I could experience the joys of all types of cuisine. To this day, I know that “finicky eaters” are *missing out* on so much pleasure because they may have been denied the possibilities offered when they were young.

Do the same thing that I did as a child; take *smaller bites of the project* - eventually you’ll want more and more of it. **What we despise at first, can grow to nourish us in the end.**

Now that you’ve learned to be more generous with yourself concerning your time, let’s look at the genuine bedrock for time management and getting organized *once and for all!*



Simpler Than ABC, The Magic Time Maker: NO!

No is just one small word. Why is it so difficult for most people to utter it?

Read my article called **“The Truth About Assertiveness”** that you got as a bonus with this book. This one article can change the way you think about being assertive and learning to say “NO!” I strongly urge you take the *time* to read it.

We are gifted a certain time and we shouldn’t allow others to steal that gift away. Gigantic amounts of time are wasted by the demands that others make of us each week. Think back; how many requests for action, participation and work that you’ve been required to do at the instruction of other people?

I think you’ll be surprised.

To be effective, we simply must **CHOOSE** what we want to do in our lives. As **CREATORS**, this is such a handy tool, that it is well worth the effort that we spend learning about. If you want a heavy-duty cleaning machine that sweeps away a great amount of useless, time wasting effort - latch on to the “NO” vacuum cleaner.

The very process of saying ‘no’ has a high-impact on your would be slave masters. They will honor you more, not less, when you employ it.

Keep a mental track of your Yes’s and your No’s. *Write each request that is made of you in a notebook and whether you permitted it or not.* Do this for one week and you’ll see the power of this two-letter word - write down the consequences of your decision as well. You will not only see that most requests by others are best done by themselves, but you’ll be able to consistently use the word “no” with intelligence.

In Conclusion

Reward yourself. Each time that you complete a goal, no matter how small you consider it to be, **reward your efforts**. This is a fine way to motivate yourself to remain organized. The best book that I’ve ever read on Time Management comes from Ann McGee Cooper. It’s called “Time Management For Unmanageable People”. I can’t recommend it highly enough.

When I was a struggling radio performer and constructing my “Personality Workshops”, I met with Ms. McGee-Cooper. She freed me up in so many ways and taught me how to think about time management. She’s a wonderful human being and offers tremendous insight into this issue. Visit her site and buy her books, you’ll be so glad you did; www.AnnMcGeeCooper.com or write to Ann McGee Cooper & Associates in Dallas, TX. She is one of my original role models and mentors. You’ll love what she has to teach you.

Now, you're organized ‘once and for all’.

Never look back!

Keep applying the philosophies and steps that I've recounted in this paper. Save it and return to it later this year to compare your progress - if you truly incorporate these ideas in to your everyday living, you will be much further along the road to mastery and creativity.

Sincerely,

Victor K. Pryles

“The Creativity Coach”

Tapping Into The Creative Process:

4 Steps To Uncover Your Hidden Ideas

by Victor K. Pryles “The Creativity Coach”

In spite of the often heard ‘Eureka’ experience or the image of a ‘light bulb’ going off in your head, *real concepts and ideas* usually come to you in a series of steps, or stages. This time, I’ll introduce you to a wonderful *four-stage system* that will greatly enhance your creativity.

Researchers and scientists have looked into the path the mind takes to originate a new idea fairly extensively. One of the most widely accepted studies is from the 19th century German physiologist and physicist **Hermann von Helmholtz** in which a four-stage process was discovered:

Step 1 PREPARATION

In the *preparation* stage, your mind **collects information and data** that serves as background for a creative issue you are working on.

Your entire education and general background of life experience contribute, to some extent, to your preparation for creativity. The broader and more diverse your experiences have been, the more prepared you are to meet challenges. But in the Helmholtz model, preparation refers to a task-oriented stage in which you do *specific research* on your project. Do you see why I included “**Research For Everyone**”?

Preparation occurs with reading, interviewing people, traveling or other activities (like going online) to gather *raw facts and concepts or opinions*.

For instance, if you’re an actor visiting your play’s locales, viewing other films by the director in your current project or reading the history of the character through biography, *all* this would constitute the ‘preparation’ period, or step 1 in the creative process.

I’m talking about thorough, complete - even exhaustive research - too. It need not, and perhaps can’t, be done in a single swift movement or flurry of research

activity. You must actually tax your intelligence and do a deep search using as much ability as God has given you to work with.

The length of time that it takes to explore the issue you're faced with will vary. Sometimes, you will be able to accomplish this step relatively quickly; in the sense that 'time' is not such a factor because the problem that is being explored is of a unique nature. Other times, however, a greater, more exacting demand is placed on you. In this case, many days, weeks or even months may be required to fully search out all the parameters that are involved in the quest.

Step 2 INCUBATION

The *incubation stage* is commonly known as the 'time-out' phase, the period when you store the information you have gathered and *cease to focus on it*. In other words, you let it 'sit' and stop thinking about it. Though you may feel you're 'not working', or are 'slacking off' - this stage is critical.



Remember the story of Archimedes, from which the 'Eureka' experience comes? He didn't discover the answer to his search *until* he had completely let it go and gone to take a bath!

Although it *feels* like you're wasting time during the apparent downtime, your unconscious mind *takes over the information that you gathered in step 1*, caring for it and considering it (just as unseen growth occurs in the incubation of an egg).

The key element here is the unknowable ability of your unconscious mind to start the process of 'connecting ideas'. This linking many times produces something new and different.

Realize your mind is very active and is:

Juxtaposing: taking one idea and pitting it against another.

Blending: taking characteristics or aspects from two ideas and merging them

Funneling: joining many ideas to form a synthesis or combination of the best elements

Circling: starting out with a fuzzy picture and narrowing in on the best choices and options

Imagining: using imagination and fantasy to produce a new idea from an old one

Many creative people realize the *essential value* of this stage and look for signs of fatigue, boredom or stress to tell them that *it's time to 'take a break'* and let this incubation occur.

It should be noted that the wonderful 'eureka' experience might not always appear just because you have allowed Step 2 (incubation) to occur. You may still need to dig more through the first step until enough 'food' or 'energy' is developed by the conscious mind and its searching for an answer to be developed. Again, upon reaching a stage of fatigue, boredom or stress you 'let go'! This seesaw back and forth from step 1 to step 2 can occur once or several times. The law is not immutable. However, it is sure that on entering Step 2, at some level of the search, real - even dramatic - results will occur.

Just remember that this stage is not up for your mental control. You must truly 'let go', just as we allow the soup to boil in order for all the ingredients to meld into full flavor. So we must let our projects 'boil' and not attend to them ourselves. **They will gestate on their own - with time.**

Step 3 ILLUMINATION

This is the actual *Eureka experience* itself, when you go **“aha! I've got it.”** The moment of inspiration when, seemingly out of nowhere, *a new idea surfaces and your creative challenge has been answered.* The surge of energy you get when this happens is usually quite remarkable. It often hits you like a brick!

Oddly enough, illumination often occurs when you are doing *something quite unrelated* to your creative work, such as showering, driving or even staring off

into space. Researchers believe that illumination occurs when ideas in the unconscious realm appear to the conscious mind. This is most readily reached when you are *relaxed* and not under stress.

History records many ‘illumination’ experiences when people are relaxed and otherwise occupied with simple things that are totally unrelated to their effort. **Richard Wagner** was in the midst of a *quiet period of reflection* when the theme for his opera, *Das Rheingold*, came to him in a dream. **Einstein** said that his Theory of Relativity came to him while he was *conducting another ‘mind experiment’* (could it have been a Creative Pop?). And it came to him like a daydream. **Descartes** was playfully watching a *fly on the wall* when he invented analytical geometry.

Relaxation and distraction are vital to encourage both incubation and illumination to occur.

Step 4 VERIFICATION

Here is where you actually *implement* your idea. You give form to it so as to ‘check out’ its veracity and usefulness. Here is where the writer actually writes, the businessperson tests the product, the painter grabs his/her brushes and the musician composes the lyrics and sets the score.

Two things may happen at this stage;

New ideas you get in illumination are so perfect that you implement them exactly as you conceived them. It’s almost like *channeling*, you frantically write, draft, sing or do whatever your mind tells you. Things seem to FLOW seamlessly from thought to action.

Usually though, ideas are not presented in perfect form like this, so you *work to refine* them and *polish* what your unconscious has delivered. You take the seed and cultivate the ground so that a healthy plant is grown over time.

Here, the playwright has a plot delivered via illumination but must develop the dialogue. A painter has the picture in mind from illumination but must use her craft to develop the hues, shadow and substance of the piece.

This last step may take moments, months or even years to complete. Mozart and Bach wrote entire symphonies in one sitting after hearing the themes that ‘popped’ into their heads. Yet, Michelangelo and Leonardo da Vinci had to work years to bring their creative visions to life.

In Summary:

You have probably used this four-stage creative process many times *without being aware of it*. Most of us have had experiences in which ideas seem to appear out of ‘nowhere’ when our minds are occupied somewhere else. These help us in business and in our art.

But it is important to know that you can use this model *intentionally* to increase creativity. Whenever you want to generate new ideas, simply be aware of the steps mentioned in this article and allow them to automatically help you generate ideas.

This is the natural path that your mind takes to creativity. *Trust that illumination will eventually occur*. You are, after all, a **CREATOR**. You were designed and built to solve problems and create new solutions. This is the glory of you!

I can offer you *three valuable tools* - to help you accomplish greater creativity - that you may wish to take advantage of:

1. The *Creative Pops* Brain Preference Indicator Test and 3-day e-Course.

You can take a comprehensive test that’s actually *fun*, and discover which side of the brain you use most often to solve problems. Just as we choose our ‘hand preference’, we also choose our ‘right or left’ brain hemisphere to compute life. by e-mail

2. Research for Everyone- You’ll notice that in the *very first step* of the four step system above, you must do exhaustive research to complete the preparation stage (see Step 1). I have included in this ebook, a course that will allow you to massively increase your ability to use the Internet to find answers and *start to build* on your information gathering. This is the ‘food’ that your unconscious mind feeds on to deliver the new idea!

3. Finally, there is my book: “*The Secret Creator Within*”-23 Ways To Awaken Your Creative Genius. Here is a guidebook to expanded creativity that

has helped hundreds of artists; business people and ordinary ‘homebodies’ become more creative and joyful. This 214 page, 13 chapter book covers original areas of exploration and offers 46 *Creative Pops* that will shed new light on your existence here on planet Earth. This book isn’t free. However, you can get a copy at <http://www.creativepops.com>

The Truth About Assertiveness

By Victor K. Pyles-“The Creativity Coach”

How would you answer this question from a therapist; “So tell me, who in your life is the most assertive? ”

as•ser•tive *Pronunciation:* (u-sûr'tiv), [key] —*adj.*

1. Confidently aggressive or self-assured; positive: aggressive; dogmatic: *He is too assertive as a salesman.*

2. Having a distinctive or pronounced taste or aroma.

There is the definition, but assertiveness has come to represent qualities that many people never aspire to. We all want to be bold and certain in what we do. Yet, we see in the definition the word **AGGRESSIVE** is used *twice*. Usually this aspect of personality is frowned upon. Aggression is *considered an overbearing, pushy and dogmatic attitude.*

As you recline on the *Creators Couch*, what comes to mind about this aspect of personality?

Can you recall encountering it? What did it feel like in yourself and others when you or they displayed this assertiveness?

Under what conditions does it appear?

When is it useful and when is it a detriment?

Notice the **second** definition: *Having a distinctive or pronounced taste or aroma.* Here, something makes an impact on our taste buds and shows a singular aroma that makes itself known. **An assertive taste or aroma is one which makes its mark and leaves no doubt about its appearance.**

Some people are like that aren't they? They make themselves known; they make an impact in our lives.

If we discard *the negative connotations* that are usually associated with aggressiveness, we can see that, in asserting ourselves as **Consultants**, we can make a distinct mark on the world.

But usually, the feeling of assertiveness only comes **IN RESPONSE** to outside stimuli. In other words, we get “dissed” and realize that we must assert ourselves.

If we don't someone will *'walk all over us'*.

The checkout person at the supermarket cash register is taking advantage of us by overcharging on an item. **We assert ourselves.**

The supervisor at work is asking us to work more than others. **We assert ourselves.**

We are being ignored at a restaurant and others are being seated before we are. **We assert ourselves.**

Do you see that this ability to ‘step forward’ is usually in response to a negative situation? It conjures up a forceful, insistent part of us.

We're saying: “Don't ignore me!” “I'm not a doormat.”

As **Consultants**, this emotion of assertiveness needs focus and appropriateness added to it. We must learn, again, to use assertiveness without being used **BY** assertiveness.

Unfortunately, most people are not in control of this vital ability to express themselves.

We **cringe** many times, shying away from confrontation and conflict. We let the salesperson ignore us, we ‘let it slide’ - “there, there” we seem to say, “don't get all excited about this issue”.

Why do we do this? Is it because we only use assertive behavior in negative situations and call it up from our depths to do battle against a perceived injustice?

I think so.

If we examine this issue enough, we can see that it is indeed *a fine line* between being **‘positive’** and being **‘dogmatic’**. We can be self-assured and strong or display a domineering attitude or ‘pushy’ assertiveness.

Until you tap into this ability to assert yourself, you will find fewer and fewer ways to be creative. Making something, or creating something, requires assertiveness. You can squirrel away and ‘hide your talents under a bush’ or step onto the playing field and make something happen.

Here are three things to try and awaken a healthy assertiveness in your life as a *Consultant*:

Take the negative aspects of assertiveness away. Examine them and realize they are not the healthiest expression of assertiveness but rather, the response to negative situations.

Try using assertiveness in a totally new context in your creative ventures. Display this feeling of ‘self-assurance’ instead of using the boldness required in it to bludgeon someone with your ‘truth’.

Become more aware of assertiveness in others and yourself. Look for appropriateness in its use. Is the person (or you) displaying assertiveness from a positive or negative platform?

As I look around, I find that most people are like sheep. They are so *afraid to assert* themselves and never wish to look pushy or demanding. I understand that. We have been taught as little children to **be patient** be **‘nice’**, **‘don’t make a fuss’**, **‘don’t draw undue attention to yourself.’**

Let me give you an example of how far this lack of assertiveness has gone in our modern society.

On a **‘hidden camera’** TV show recently, there was a ‘spoof’ set up to catch people being...people. I always enjoy these kinds of shows where our behavior is caught on camera without our knowing it.

This was the trick and game that *Alan Funt* was famous for with his **‘Candid Camera’** programs.

In this episode, a person is sitting in a business office undergoing an interview for a job. The applicant (our victim) is seated in a chair directly across from the interviewer. Behind the executive is a large window that shows that the office is located in a high-rise skyscraper. The executive has his back to the window the applicant is facing it.

Well, during the interview process, the executive interviewer gets a phone call and is busy *talking on the phone as the job applicant waits patiently for him to finish...*

Meanwhile, outside the window, a window washer is seen dangling from mid-air. He is obviously in trouble. His legs (which is all the interviewee sees) are kicking furiously and the workman is obviously trying to get his footing again.

This precarious situation continues for several minutes. What will the person who is watching this death dance so far above the ground do?

Will he/she be assertive and yell: "My God, there's a man outside the window that's going to fall to his death!"

Will he/she interrupt the executive who is talking on the phone: **"My God, hang up the phone and call for help!"**

NO!

Again and again, we see people just sit there in obvious agony over the situation developing just outside the window. They squirm in their seat, they open their mouths in horror... **but not a sound comes out.**

The situation becomes more and more desperate and finally, to the person's absolute horror, the body of the workman flashes by, obviously careening to his death on the pavement far below.

Even then, these subjects **say nothing**. They may jump out of their seat and even start crying. But they never once interrupt the person in authority on the phone and warn him of the impending danger.

Of course, this makes for hilarious television because we know it's all just a stunt and that no-one is in any real danger out there on the ledge. We guffaw at the **timidity** that these people show, delighting in their agony and perplexity.

But deep down, we should be concerned that ‘assertiveness’ has taken such a bad rap in our ‘polite society’ that even the obvious death of another human being will cause nary a stir from us.

Consultants are not mute little sheep that follow the path of *least resistance*. They are positively assertive and not afraid to ‘step up’ and ruffle the feathers of others.

Study **assertiveness** this week. Look for it in yourself and in others. Try to set up situations that will require others to be assertive. Put yourself in situations that will draw this attitude out of you.

Do some assertiveness experiments this week and see what you find. It will be a great exercise of your creativity and could help you become a tremendous force in the world instead of a timid, uninspired ‘follower’.

“The CREATORS Consulting Sessions”

#1

If you are approaching age 45+ then this information is vital to you.

If you're already past that benchmark age you simply MUST check out this Associated Press report;

"Majority of workers won't quit at age 65

Most say they can't afford to completely retire, survey finds

NEW YORK, Sept. 23 A large majority of workers over 45 plan to stay on the job in to their retirement years, with 80 percent saying that most people can't afford to quit work altogether, according to a new survey by the AARP. The survey, released Monday along with the organization's list of best companies for older employees, found that 69 percent of workers say they will keep working in retirement."

Please consider the ramifications of this recent news release on YOUR future.

Eight out of ten workers will NOT be able to retire at 65. Here's the sad truth about this statistic.

Most companies have not planned for, nor do they want, your services after age 65; you're not as productive as younger workers and you cost more in sick time and vacation.

In short, you're out the door; nicely, with a pension (hopefully!), or brusquely with a pink slip - but it doesn't matter in the long run. Don't think that anti-age discrimination will stop companies that have plenty of lawyers and know just how to either ease you out or boot you out!

That's the cold, hard reality.

If you're part of the 69% that HAVE to work past age 65 - what will you do?

Will you look in the newspaper classified ads for another job that pays you one tenth of your worth? **I don't think so!**

I know it's not fair, but the truth is that it gets HARDER to find suitable employment, as we get older. Our society and business environment is 'youth oriented' period.

I agree that companies should recognize that we become MORE valuable with age, not less; our contributions could be GREATER with our hard-won wisdom, not less.

A few companies recognize this but it's not so with the broad majority.

And what if your company downsizes, moves or is bought out by a bigger corporation?

What if that happens while you're still 'young' at age 45+?

Where does that leave you?

The years of work and experience that you carry around in your head need not go away with the wind, though. There is an avenue that YOU can create to escape the dead end "too much month at the end of the money" cycle!

You can continue to be highly productive, highly respected and provide for all the needs of your family; their health and education needs, your retirement plans, and all the ambitions you hold so dear.

It is possible!

But, you must plan for it NOW while you're still actively employed and enjoy the income and benefits of working for a company.

That plan is called...CONSULTING!

Some of the most highly paid people in the world consult and you can join this active, older, experienced group of entrepreneurs starting now and continuing far into a bright, secure future.

At Creative Pops, we've developed a far-reaching, step-by-step plan that you can use today to prepare for tomorrow.

It's called "The CREATORS Consulting Sessions".

This revolutionary program is intensive, complete and chock full of benefits and programs that you should check out.

As a special bonus for purchasers of this book, I've included the first Lesson Pack!

Enjoy!

Then, contact me if you want to complete your consultant intensive training.

The Consulting Sessions-Sample Lesson Pack

What To Expect From The Creators Consulting Sessions

Over the next 8 weeks, we will go on a wonderful journey of discovery together. Though we will be thorough and precise in our efforts, the learning curve will accelerate as we prepare the groundwork necessary for your entry as an independent professional in your field of expertise.

I'm going to assume that you are a complete novice at consulting. I will give you the essentials and introduce, in a step-by-step fashion, each topic as if you had never heard of it before.

Of course, this may not be the case for you, individually. You may, in those circumstances, skip over the familiar material and move to the next. However, I constructed this series to be so in-depth that even the working consultant can gain a tremendous advantage by reviewing his present situation and establishing newer goals that may come to the fore during these sessions.

We are going to build your consultancy from the ground up.

Here is a synopsis of the areas that we will explore in the first module (4 weeks):

Finding Your Specialty

Flesh Out Your Expertise

Develop Your 30 Second Speech

Develop Business Cards & Image

Start Using 170 Power Words

Study Big Payers/ Develop vision

Start Mini-Reports

Contract & Legal Documents

Groups & Organizations

Periodicals & Trade Papers

1st Client (s)

Time Management & Billable Hours

In modules 1 & 2 we will also constantly explore and develop the 5 Cornerstone Qualities:

Innovate

Initiate Change

Find Instant Answers

Jaw Dropping Proposals

Develop a Legendary Reputation

Also: Assignments & Research

Reports

Questionnaires

In the Second Module (last 4 weeks):

Review Your Present Situation & Establish Goals

Develop Objectives to Achieve Those Goals

Select Your Targets - Your Prospects

Determine Which Media Will Convey Your Message

Plan For and Schedule Activities That Convey Your Message

Set Timetable

Cost Out Budget

Implement Programs

Review, Revise and Evaluate

Also: Creativity Development Sessions

Testing 30 Second Speech

Charting Markets

Developing Questionnaires

Fine Tuning Research

Getting Published

Owning The 5 Cornerstone Qualities

The Best Way to Use This Course

I'm not going to mince words with you on how to best take advantage of this course. It's simple: "**work hard!**"

If you think that you can present yourself as a qualified consultant somehow without having applied yourself fully during this eight-week period, **you are desperately wrong.**

Your entire future is in your hands.

Unless you **follow** the instructions outlined here and dedicate every available hour to study, development and experimentation you will simply not be ready to consult at the end of the 8-week period.

I have constructed *The Creators Consulting Sessions* as a fast track introduction to a demanding, though highly rewarding field. I have spent hundreds of hours in researching and preparing its contents. The material is rock solid.

If you **apply** the principles and **follow** the assignments, you will gain all the confidence you'll need to consult on a grand scale.

Let me clue you in on the most basic requirement of any consultant. This requirement is even more important than the five Cornerstone Qualities - the one essential ingredient you can never fake or forge:

Confidence.

You're sunk without confidence; you will not garner clients or assignments. People will sense your lack of confidence like a waft of dead skunk on an open highway.

I'm dedicated to 'taking you by the hand' and guiding you step-by-step in discovering your expertise and finding you a client base, **but *I can't do the work for you.***

You can become an Independent Professional (another title for a consultant) but, like any other profession, it requires dedication and hard work. Until you commit yourself to making this dream of working with clients from varied fields and backgrounds, through challenging and surprising projects, in sometimes uncharted territory by using;

ALL your skills,

ALL your ambition and

EVERY ounce of dedication you can muster

.... you will fail.

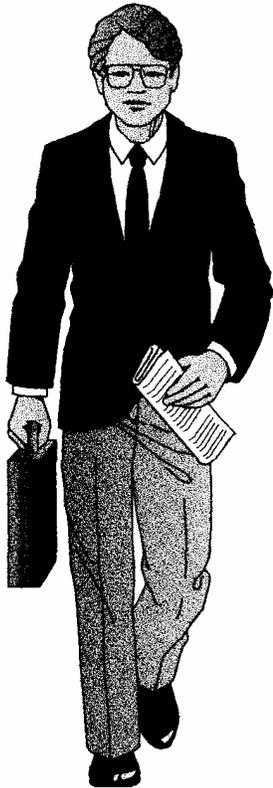
I want you to finish these sessions literally bouncing off the walls with confidence and the sure knowledge that you can tackle whatever is out there. I want you to effortlessly surmount the challenges and conflicts that you meet because you're prepared and ready.

You will be ready if you work at this, if you consciously put the time in to plan, develop and cooperate with each Lesson Pak.

Here's the best way to do this: I will send you a new Lesson Pak every other day. That means that you'll have a window of 48 hours to accomplish the main objectives in each Pak from the time you receive it.

Believe me, you'll need it.

There are always assignments, readings, questionnaires, research projects and reports you will be required to attack, Yes, I said attack!



They constitute the 'hands-on' part of these Lesson Paks and you will have to get your hands dirty, even working up a sweat ... well, you understand, I'm sure.

This is not just a reading course. You are not going to rise in your practice by simply reading material. You must develop your skills of communication as well.

And all in 8 short weeks!

Here are some helpful hints to fast track your work with each session:

Read each Lesson Pak at least twice during the 48-hour period but space the two readings apart.

Read it through completely once, and then attempt an assignment or two, finally returning to read the material again from top to bottom.

Get a notebook especially for your **Creators Consulting Sessions**. This is very important. As you read and attempt the experiments, assignments and struggle to 'attack' each Lesson Pak, take notes. The only requirement here is that they make sense to you before you move on to the next part, so you can refer back to them and clarify or question as needed.

Start your filing system with this, your very first session. Here is what I want you to do:

Set up TWO sets of files. The first should be on your computer so you can place material in each folder (I'll name them for you in a moment as you complete assignments using your word processor).

Now get another set of 'physical files' (as in a filing cabinet) and use the same filing names I'm about to give you. If you don't have a filing cabinet, get one in the next 48 hours. They can be bought, either second hand or brand new, from office supply stores and out of the classifieds in the newspaper. Is this redundant? No, as I'll explain later.

Here are the names for you to put on your file folders (both computerized and 'physical') in this order:

Session Notes

Session Research

Speech Power Words

Mini Reports

The 5 Cornerstones

Innovate

Initiate Change

Find Instant Answers

Jaw Dropping Proposals

Legendary Reputation

You may choose to place the 5 Cornerstones as separate folders or as sub-folders under a single folder (recommended).

I also recommend that you place ALL of these folders on your computer in a **master folder** simply titled "*Creators Consulting Sessions*" This way you will have a convenient and well organized sub-set of folders each time you open your main folder. Place them in the "My Documents" section of your computer.

These are just the first set of folders you will be creating. Others will follow as we get deeper into our adventure. So, don't put this off. You have 48 hours.

Why do you need two sets of folders with the same titles? Because you will be working on your computer and also with paper as we progress. Your reports and mini-reports will need to be presented to clients on paper many times and you need to get accustomed to working with this ancient form of communication because it still survives today!

Additionally you will be reviewing and revising the material in these folders constantly; I don't know about you but, after five or six hours staring at a computer screen, there is nothing more pleasing to me than actually reclining in a comfortable chair or lounging on a couch or bed to review, sort and write material. That's a pretty practical reason, to be sure!

We're not done yet!

To reduce the chance that you begin to think of me as a 'slave driver' at this early stage, let me give you some more 'advice' (the business we're entering here) on time management. You have probably already read my booklet "**Getting Organized Once & For All**". It's in the Bonus section of this e-book.

This booklet has been helpful to hundreds of your fellow consultants in bringing some sanity into their hectic lives. You, as an Independent Professional will need it more than most. I am under no illusion that many of my 'students' are working at full time jobs and have a myriad of responsibilities they must meet along with the arduous tasks presented in the *Creators Consulting Sessions*.

That's why I'm making this booklet one of your reading assignments in this, the first 48 hours of the *Creators Consulting Sessions* course. It gives you some fresh insight into planning your time, learning to say no, amplifying time and

much more. As you read through it, make some notes in your notebook. Place the entire booklet in your folder labeled: 'Session Notes'. You may, if you wish, can print it out and place it in your 'physical' filing cabinet too. But read it right through first, of course.

Before we're done, you are going to have full, vibrant and extremely useful files.

You're going to find that all this "file business" is vital to a working consultant. They are your goldmine, your touchstone and the one place you can turn to again and again to 'rescue' you and your clients.

It may seem like drudgery right now, but keep focused on the value inside these folders. Organize them step-by-step and prepare to succeed with their use; you are 'building from the ground up' and will someday be very glad you took the time now to prepare.

Remember, I promised you that *The Creators Consulting Sessions* offered a step-by-step 'daily plan' that would put your consultancy together automatically? That's a big promise and, being a person of my word, I must follow through.

Well, guess what? That's what we are doing in this, the very first Lesson Pack.

Each step depends entirely on those that precede it. If it were not so, it would be impossible to logically predict that you would be a working consultant, brimming with confidence, when you put your shingle out and offer your services to the World.

Getting To Know You

As the song goes ... "Getting to know you.... getting to know all about you...."

That's why God, the Greatest Consultant of all, invented the questionnaire.

He started asking questions right away;

"Adam where art thou?"

"Who told thee that thou wast naked?"

"Hast thou eaten of the tree that I told thee thou shalt not eat?"

If you want to, read Genesis, Chapter 3 and the later section when He questions Cain about his brother.... this is not a questionnaire we'd much like to participate in, I think. But one of the absolute skills you, as a consultant, need to develop is **the art of questioning!**

Question your clients, yourself, your motivations, your skills, your proposals, your recommendations, your aspirations and on and on.

The questionnaire is the very bedrock on which all future action will arise. Until you can formulate, then analyze a proper questionnaire, you will not be able to function as a working consultant.

Please read that last paragraph again.

These forms are especially vital at the beginning of any project. You must clearly delineate the concerns, requirements and possibilities that your client assumes. How else will you be able to address the issues involved unless you first find out what has been happening, what is desired, what directions have been tried and which have failed or succeeded?

The short answer is that **you can't**.

That's why I send everyone that orders the complete *Creators Consulting Sessions* a short questionnaire to fill out. This is almost entirely for my benefit, so that I can better help them through the 8 weeks and beyond.

They benefit in filling it out since it encourages them to focus on their aspirations and career goals. It doesn't take very long, never more than 48 hours!

I will be covering the use of the questionnaire more fully in another Lesson Pak;

How to construct the questionnaire, then make it concise, focused and helpful.

All right, you have quite a lot of material to study in this allotted two-day chunk of time. Tackle it when you're fresh and relaxed. Enjoy the adventure. You can do this!

There are so many fabulous possibilities awaiting you when you start to consult, so I'm just brimming with joy and anticipation for you. I know that when you finish this 8 weeks of hard developmental work, you'll be a tremendous force in

the world. You'll have the pleasure of doing what you know best, learning to do it even better all the while helping others reach their hearts' desires. You'll learn that only the sky is the limit for you! Your pay scale will amaze you as you throw away fear and apprehension to gain the wherewithal and confidence to actualize your self, your dreams and your consulting practice.

Next in Lesson Pak #2

We'll move on to a sure-fire way to find what your specialty should be: The master key to success by knowing your expertise inside and out.

A killer plan to 'flesh out' your area of expertise and make it a solid reality to you and your clients.

Start work on your thirty-second speech: The 'magic' vehicle that will garner most of your clients for you.

Look at 6 ways to develop the perfect image for your consultancy (every practice is different, you know!)

The 170 Power Words that you can start using in your life and in your consultancy, to make your communication 'sizzle' and promote results.

Until the day after tomorrow,

Warm regards and consulting riches,

Victor K. Pryles

"The Creativity Coach"

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