



Early Childhood Investigations
Webinars | Directory

Consultants: Reach more ECE clients through Marketing! + Add a Consultants Directory to your marketing toolkit.

NO CERTIFICATES FOR TODAY'S SESSION

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Fran Simon, M.Ed.
Chief Engagement Officer
Engagement Strategies
Producer of Early Childhood Investigations



ECEexperts.com

Chat to me and each other

...in the Q and A pane!

This is a product demonstration and marketing overview for consultants.

NO CERTIFICATES FOR TODAY'S SESSION

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Stay with us to win!

2 Door Prizes!

Survey Prize



1 Year Free subscription

Complete the survey to be entered to win...



Win \$50

A 75% off Discount Code for everyone!

3

A little about me...

My personal mission is to connect Early Education



B.A. & M.Ed
Early Education



Child Care
Administrator
15 years



Marketing & Tech
Executive
ECE Curriculum
Publishing



Engagement
Executive
National ECE
Association



Marketing & Biz
Consultant to ECE
Sector NPOs &
Companies



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Our plan today

1. Very fast marketing discussion
2. Overview of ECEexperts.com
3. Online Demonstration
4. Door prizes!

The 4 Ps of Marketing



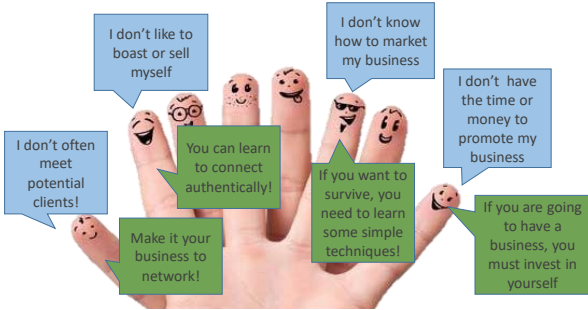
5

Poll

What is your biggest challenge running your consulting business?

6

As consultants, we share some of the same challenges.



7

You have to promote yourself to grow...

And there are (almost too) many ways to do it!



8

Before you promote...

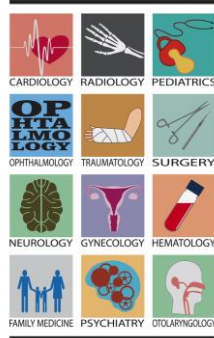
As a consultant, your product is you.

Define your "brand", your product, and your target audience.



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Consultants should be specialists, just like doctors.



What is your specialty?

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Build your brand



1. Discover

Find out "who you are." Review your mission statement, interview your leadership, talk with your long-time customers.



2. Define

Put it on paper. Develop copy and design elements that represent your business and reflect your brand.



3. Deliver

Execute a plan that builds your new brand. Your brand is a promise to customers; make sure you make good.

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8 Questions to ask yourself to help define your brand

12

What are you most knowledgeable and passionate about? What problems can you help clients solve?



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What are your values and how will they shape your work?

A grid of six icons arranged in two rows of three. The top row contains: 'ETHICS' (atom symbol), 'EMPOWERMENT' (two hands shaking), and 'INNOVATION' (head with gear). The bottom row contains: 'GROWTH' (upward arrow), 'INTEGRITY' (shield with checkmark), and 'HONESTY' (scales of justice). The icons are on a white background with a thin border. The text 'What are your values and how will they shape your work?' is written in black on a yellow background above the grid.

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A green graphic on the left side of the slide, consisting of a stylized human figure or an upward-pointing arrow. The figure is composed of several rectangular blocks, with a white zigzag line running through it. The background of the slide is dark gray with a white curved border on the left side.

What do you hope to achieve with your brand and your work?

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What makes your consulting and services different, special, and maybe even better?



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How do you define yourself within the industry?



- Who do you know and align with?
- Who do you need to know?
- Who inspires you?
- Who do you inspire?

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Who is your ideal client? What are the characteristics of your target audience? What are their challenges?

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What services do you provide?

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What is your brand personality?

The images, fonts, colors, and tone that encapsulate you and your work.



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Ta-Dah!

You have your brand! Now what?

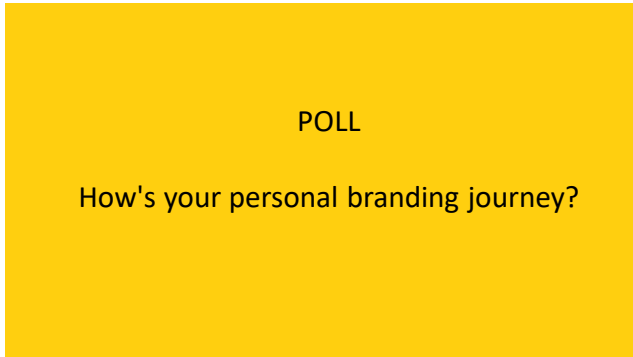
How will you attract potential clients?



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POLL

Which of these marketing strategies to you use for your consulting business?

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Professional Networking **Make the most of conferences and meetings**

- Go to sessions and exhibits to engage! Ask questions, state opinions.
- Put in proposals to present. Keep trying.
- Make a plan for every minute.
- Connect with people you don't know during meals and breaks.
- Collect info from (competitors' presentations.)

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Professional Networking **PROFESSIONAL NETWORKING BASICS**

- Be there...
- Ask questions
- Listen more than you talk
- Align yourself
- Be present and focused
- Elevator pitch only if appropriate
- "Give vs. Get"
- Invest in the relationship
- Reach out with something of value

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Where to network

In person

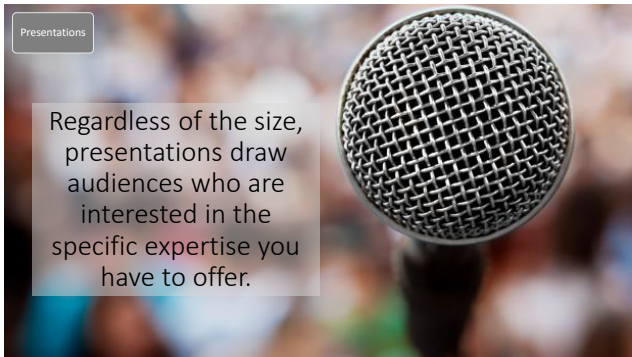
- Conferences
 - National
 - Regional
 - Local
- Local meetings where your target audience convene
- Make an event!
- Opportunities lie everywhere!



Online

- NAEYC's Hello
- Other organization forums
- LinkedIn and Facebook groups
- Twitter chats
- Anywhere you can "converse"
- Opportunities lie everywhere!

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Tips to get started presenting



- Get on the "request for proposal" lists of organizations that host conferences
- Don't be shy! They are looking for content.
- Start with local and regional conferences and work up to national conferences.
- If you publish, present on your articles or books.
- Partner with others who are be more experienced or complement your expertise.


If you have a tip or know a GR8 conference for presenters, type it into the Questions Pane.

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How
ECEExperts.com
can help you.



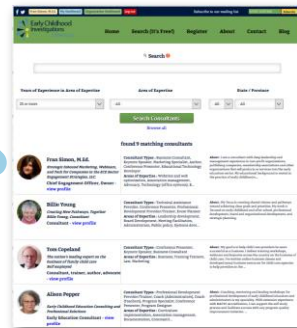
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A hub where
organizations in the
early childhood sector
can find the consulting
expertise they need
and
where experts list their
services in an easily
searchable directory
format.
ECEExperts.com



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Clients  **free**
**Consultants subscribe
annually**



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Our webinars attract people who need expertise

ECEwebinars.com Launched 2010

Links early education professionals to expertise through online professional development.



Expert **+** Many

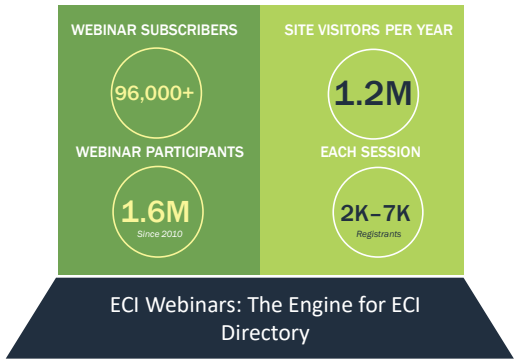
ECExperts.com Launched 11/16

Links professionals in the early childhood sector to experts through highly personalized and optimized online professional profiles.



Client **🔍** Expert

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Prospective clients can search in one place where early education experts congregate.

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Organizations looking for expertise come to the Directory

Publishing Companies

Product and Service Companies

Non-profit Organizations

Direct Service Organizations

Early Childhood Education Industry

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Why not just use...

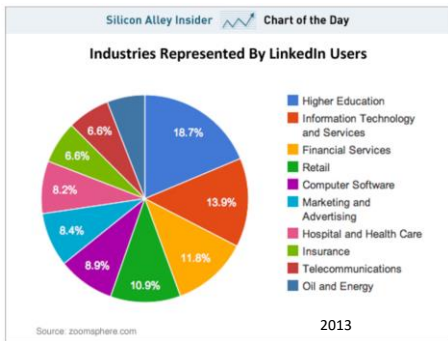
530,000,000 users

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Poll

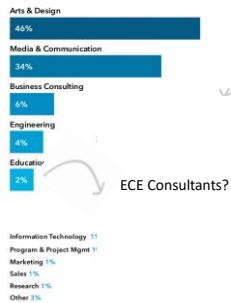
Do you use LinkedIn to connect with clients? If so, does it work for that purpose?

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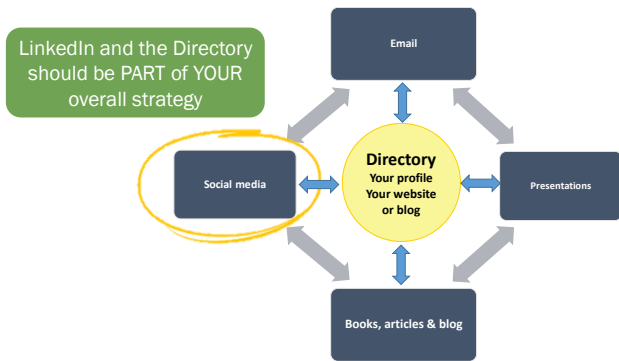


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Top Industries for Freelancers on LinkedIn



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All you need to subscribe is **expertise** backed by:

- a college or advanced degree in your specialty,
- at least 6 years' solid work experience in your area of expertise,
- experience offering consulting services.

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Live demo of
ECEExperts.com



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Annual Subscription Fees

Independent Consultants: ~~\$180~~-\$45 per year

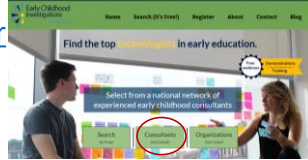
Agencies, Companies, NPOs:	2 to 5 consultants: \$1,100 per year \$275
	6 to 10 consultants: \$2,200 per year \$550

Hey, consultants!
Ready to subscribe now?
Your 75% off code is
75April

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Weekends are the best time to get started!

1. Go to this page:
bit.ly/eceexpertsregister
2. Enter the Entrance Code



3. Enter contact information and password.
4. Click the activation link in confirmation email. **Check your Spam or Junk folders**

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bit.ly/eceexpertsregister

Hey consultants!
Ready to subscribe now?
Your 75% off code is
75April
Expires April 7!
~~\$180~~ **\$45**



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Special! \$45 for TWO years!

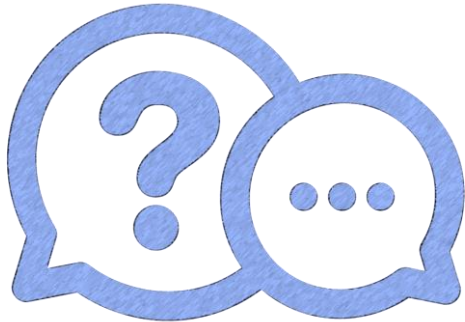


Register **before** April 7
AND **complete** your
profile by April 9, 2019...



Get a 2nd year
FREE!

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Who will win?

2 Door Prizes!



Early Childhood Investigations Consultants Directory
1 Year Free subscription

Survey Prize

Complete the survey to be entered to win...



Everyone wins!



A 75% off Discount Code
april75

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Thank you!

ECEexperts.com

Contact us: info@ECEexperts.com

[@ECEexperts](https://www.facebook.com/ECEdirectory)



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