Consultants' Forum #3: Marketing – Four Different Approaches

Talk #1

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- My Work History
  - In the Industry for 34 years
    - 5 years as an employee, 29 years as a consultant
  - Specialty is Storage and Storage Interfaces
    - Flash Memory, DVD, CD; USB, SCSI, Serial ATA
  - Participated in over 50 Conferences
    - Speaker, Session Chair, Conference Chair
  - PATCA member since 1980
  - IEEE-CNSV member since 1998
    - Board Chair: 2006 and 2007; currently a Board Director
  - Expert Witness work since 1994

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- What I've learned over the years
  - Consultants should have a specialty
    - Jacks of all trades fall by the wayside
  - Always be marketing yourself
    - Never be without your business cards
    - Never miss an opportunity in your collateral
      - E-signature should include your buzz words
      - Each presentation slide should be "self documentary"
    - Network, network, network
    - What are some other marketing approaches?

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- My 4 marketing areas
  1. A well-linked website
  2. Public speaking
  3. Running listservers
  4. Be active in organizations like CNSV

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- #1: A well-linked website
  - Links to topics related to your specialty
    - Conference links
      - I have a collection of presentations from over the years
    - White papers
    - Standards documents
      - I keep an updated set of links re: storage standards
    - Books you are interested in
      - I have hyperlinked book images on my home page

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- #2: Public speaking
  - I have participated in over 50 conferences since 1987
    - Speaker, session chair, conference chair, conference advisory board member
    - You learn about new companies and new trends
    - You meet people important to your <u>specialty</u>
    - It's fun and interesting

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- #3: Running listservers
  - I maintain 38 listservers
    - I maintain the CNSV and PATCA listservers
    - When I join a new group, I offer to set up a listserver
    - You get noticed by people you would otherwise not meet
    - Serendipity allows you to meet people unexpectedly

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- #4: Be active in organizations like CNSV
  - Meet a lot of great people like you!
  - You get the satisfaction of helping others
  - This invariably helps you as well
  - Conference participation has allowed CNSV to have a booth at some conferences
    - Flash Memory Summit
    - FPGA Summit
    - Ethernet Technology Summit

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- Common thread in all these approaches
  - Meet people in your industry
  - Make connections that would not otherwise happen
  - It's fun (or it at least it can be)
  - It's not the burden that we often associate with marketing

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