



WOMEN IN CONSULTING®

A COMMUNITY OF
WOMEN WORKING TO
BUILD STRONG
BUSINESSES



WWW.WOMENINCONSULTING.ORG



WHY GO IT ALONE?

The life of a consultant or small business owner is full of challenges and rewards. The greatest rewards—freedom, autonomy, flexibility—often come with the biggest challenges. You're responsible for building a sustainable client base, implementing marketing best practices, and deciding whether or not to incorporate. The list is endless.

The good news is that you're not alone. Women in Consulting® (WIC)—a vibrant, diverse, and collaborative community—offers you a place to connect and share with other like-minded professionals interested in building strong businesses. Whether you're a solo practitioner just starting out or you employ a staff of 50 or more employees and contractors, WIC has something of value to offer you.



"WIC is the best organization out there of its kind—highly talented folks whom you can trust. I've hired a lot of women via WIC, and I've always had the best experience in terms of high-quality work, responsiveness, and overall professionalism. They're extremely qualified folks who make themselves available to companies for specific projects and roles. And my consulting practice is a direct beneficiary of this amazing talent pool."

—Sridhar Ramanathan, Aventi Group

"I followed your recommendation and became a WIC member. WOW! It's the most vibrant community that I've ever joined. All day long, I receive a variety of ideas, information, and assistance. I'm really sorry I didn't join sooner!"

—Paula Z. Clawson, MarketWindow



“WIC is the cream of the crop in terms of Bay Area organizations. I’ve never felt the camaraderie and sincerity that I feel at WIC anywhere else.”

—Karen Smith, *Intero Real Estate Services*

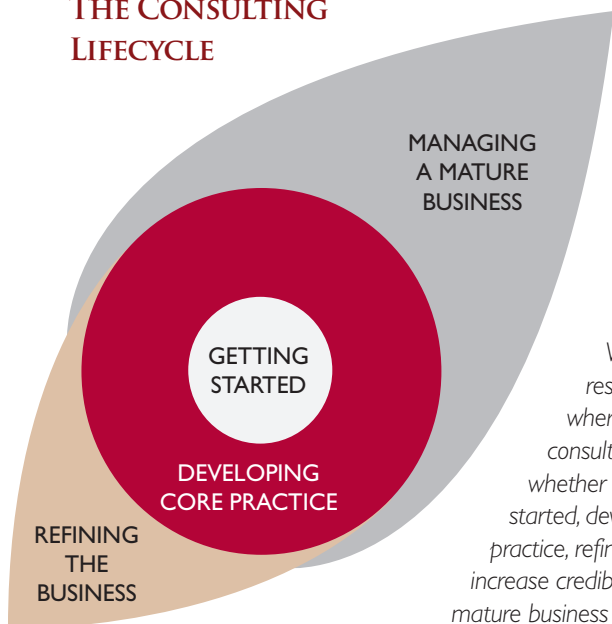
“Seventy-five percent of my current revenue is directly related to my involvement with WIC. Volunteering on WIC projects and committees and listing my services in WIC’s Silent Auction helped me cultivate relationships with other consultants who now use my services directly or recommend me to their clients. And I can attribute another 15 percent of my revenue to following the best practices advocated in WIC meetings.”

—Avery Horzewski, *AVE Consulting*

“Within the first week of joining WIC, I used the Community List to help me find a PR specialist, an IT professional, and a high-level backend database consultant. Finding these resources quickly makes me look good to my clients and gives me an edge. In turn, I’ve also referred others and helped answer questions posted on the list. Plus, I’ve had the opportunity to respond to requests for consultants in my area of expertise.”

—Cari Class, *Design Source*

THE CONSULTING LIFECYCLE



WIC is a valuable resource no matter where you are in the consulting lifecycle—whether you’re just getting started, developing your core practice, refining your business to increase credibility, or managing a mature business practice with a full staff and complex processes.

DISCOVER THE POWER OF COLLABORATION

WIC's motto is simple: foster collaboration, not competition. It's this singular focus that drives the passionate, peer-to-peer exchanges that happen every day among WIC members. And it's through these exchanges that WIC delivers the greatest benefits to its membership, including:

- Access to a diverse, high-caliber network of colleagues, many of whom serve the world's leading organizations
- Immediate, on-demand access to innovative and tested solutions
- Insight into what works and what doesn't, shortening the agony of trial and error
- Continuous learning throughout every stage of the consulting lifecycle, from just getting started to managing a mature business
- Opportunities to collaborate with other professionals whose skills augment yours
- Regular opportunities to socialize with colleagues at monthly meetings, satellite meetings, and workshops
- Enduring friendships that go beyond the professional realm
- Whole-life support, from attorney and accountant recommendations to insurance and childcare options to help finding a book, a good phone, or the right gift for a 10-year-old

WIC MEMBERSHIP OPTIONS

WIC membership is based on a rolling year, giving you 12 months of benefits—no matter when you join.

Full Membership

Full membership in WIC gives you access to a host of benefits, including:

- Discounts on workshops, teleseminars, and meetings
- Best practices, referrals, and business resources
- Subscriptions to the WIC Member, WIC Community, and WIC Off-Topic email lists
- Exclusive discounts on services, partnership offerings, and more
- The annual compensation survey
- A listing in the members-only directory

Optional Meeting Pass for WIC Monthly Meeting

For WIC Full members only

- Attend 11 WIC general meetings (third Thursday of each month)
- Save sixty percent off the regular member meeting rate if you attend all the meetings, and break even after just five meetings

Community Member

WIC Community Members have access to the information-rich WIC Community and WIC Off-Topic email lists and receive a small discount to workshops, teleseminars, and meetings.

WIC Leaders Network

The WIC Leaders Network provides a quarterly forum for selected senior consultants and small business owners to network and collaborate with peers seeking greater growth and productivity from their businesses. Members typically face more complex business challenges related to building and expanding their consulting practices. Participation is based on an application process that includes various criteria pertinent to well-established businesses.

WIC Satellite Meetings

In addition to the main meeting, WIC hosts several regional gatherings each month in various Bay Area locations. Attendees have the opportunity to network and learn from presenters who speak on a wide variety of topics, all in an intimate, small-group setting.



WIC COMMUNITY EMAIL LIST

An Information-Rich Resource

The WIC Community email list is a valuable information resource for jobs, best practices, technical advice, and more. The following table shows the typical requests sent and received in a two-week period.

TOPIC	TYPE	TOTAL NUMBER
Jobs	Full-time, contractor, and consulting engagements with organizations such as Intuit, AutoDesk, Symantec, and Stanford University	30
Professional and service-provider requests and recommendations	Lawyers, photographers, business caterers, how to design green logos, account mapping, book printers, and more	24
Best practices, productivity tools advice, and help with technical problems	Podcasting, importing goods from Europe, boilerplate for Web testimonials, using Skype on a Mac, and more	29
WIC advertising	WIC meetings and workshops	6

“The WIC email list is one of the most valuable resources that I’ve stumbled upon for consultants. I’ve recommended it to many others.”

—*Ruth Ritter, Prestodigital Design*



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