

News Release

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***Get Clients Now!* Webinar Offered Through Institute of Management Consultants**

San Francisco, California – Consultants and independent professionals interested in increasing their income through a simple sales and marketing system can join the Northern California Chapter Institute of Management Consultants (IMC) for an informative webinar: “***Get Clients Now!***” The Webinar will be held on Monday, March 19, 2007, from 4 p.m. to 5:30 p.m. from the convenience of your computer.

Led by author and business coach C.J. Hayden, participants will learn how to choose the right marketing tactics, learn a fool-proof method for diagnosing what’s missing and how to fix it, and transform amateur marketing efforts to genius marketing.

“This proven step-by-step approach has worked for thousands of consultants and service business owners,” said Hayden. “I have numerous people say to me: ‘If I only had to do just a few things each day, without spending a fortune on advertising, my business could really take off. My response is: It can. I give them a simple sales and marketing system that helps them to achieve their goals.’”

C.J. Hayden is author of the books ***Get Clients Now!*** and ***Get Hired Now!*** She is also the principal of Wings Business Coaching, LLC. Since 1992, she has helped thousands of consultants and self-employed professionals double and triple their income with her proven system. Hayden has taught marketing for John F. Kennedy University, Mills College, SCORE, and the U.S. Small Business Administration. A leader in the emerging coaching

profession, Hayden is a Master Certified Coach and chairs the Coaches Make a Difference Initiative.

Just a few of the topics to be covered by Hayden during the Webinar include:

- What really works to market your professional services... and what doesn't
- How to diagnose your marketing ailments with the Universal Marketing Cycle
- Discover the missing ingredients that have prevented your marketing from being successful
- Break out of "analysis paralysis" and make the right choices about spending time & money on marketing
- Set yourself up for success with an instant marketing action plan

The Webinar will be held on Monday, March 19, 2007, from 4 p.m. to 5:30 p.m. from the convenience of your computer. Participants must pre-register at www.imcnorcal.org. Cost for IMC members is \$29 before March 8; \$39 after March 8. Cost for non-members is \$49 before March 8; \$59 after March 8. More information can be obtained by calling Doug Bedinger at (925) 947-5726 or Linda McChristian at (510) 482-2225.

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About IMC

The **Institute of Management Consultants** (IMC USA) is the professional association and certifying body dedicated to promoting excellence and ethics in management consulting. Members represent a wide range of consulting disciplines, including business strategy and planning, process improvement, finance and marketing, organizational development and employee training.

Founded in 1968, IMC USA's mission is to provide certification, education, and professional resources to management consultants. IMC USA awards the profession's internationally

recognized certification, the Certified Management Consultant (CMC). CMC is acknowledgement of extensive experience, professional competence, and high ethical standards. All IMC USA members pledge adherence to the IMC USA Code of Ethics. The Northern California Chapter is one of 26 US-based chapters of IMC USA, and includes members from the Northern California Bay Area to Sacramento. The chapter provides a venue for professional development and peer networking through regular monthly meetings and events.