



The Cleveland

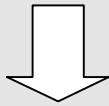
Independent Practitioners Group

"Communications in Action"

January 2006

Wednesday
January 11, 2005

11:45 a.m.



"Client Proposals, Contracts and Setting Your Rates"

Mitchell's
Fish Market
at
Eton Place
Chagrin Boulevard

RSVP by
January 6, 2006

to

lynnemeyer@cox.net

The communications/ public relations professionals of the Independent Practitioners Group (IPG) meets monthly.

How To: Client Proposals, Contracts, Confidentiality Statements *and* Setting Your Rates

Start your New Year off right by attending this valuable grassroots meeting about all the stuff that's the backbone of your practice – preparing proposals, protecting yourself with contracts and confidentiality statements and setting your rates.

This is your opportunity to confer and exchange ideas with your fellow IPG communicators on these vital topics.

Join us on Wednesday, January 11, to gain valuable information about:

1. How to prepare proposals

You're confident you can help a potential client meet his or her communications needs. But exactly how do you develop a proposal that demonstrates your considerable expertise without giving away your insights and ideas? Tricky? You bet! Furthermore, what format do you use -- a brief bulleted list, an extensive outline, title page, footnotes, a binder?

2. Protect yourself

Do you have a client contract for new clients? How about a contract and a confidentiality agreement for subcontractors? If you don't, and just fly by the seat of your pants, you're setting yourself up to lose time, creative energy and money!

3. Set competitive rates

What's the going rate for communications practitioners? How do you find out? How do your rates compare with those of your peers, relative to credentials and experience? Is this a one-time project or an ongoing client relationship that warrants a retainer arrangement? How do you know when to raise your rates?

Bring samples to share!

To make sure this truly is a helpful idea exchange, **please bring samples** of proposals you've done (crossing out any proprietary information), your client contract and your confidentiality statement. We want samples of your best proposals and those that were (ouch!) learning experiences for you. And be sure to bring samples of stuff you may find on the Internet and names of books you've read on these topics.

**Don't miss this important meeting!
Join us January 11.**

Wednesday, February 1, Phil Stella, president of Effective Training and Communication, will speak on "Crafting Your 30-Second 'Elevator Speech'."