Dear colleagues, my name is Herbert Verweij, I'm a Dutch management consultant, member of the Ooa, and asked to tell you something about the course "Building A Successful Consulting Business Using The Internet", which will be offered for the first time by the Ooa Fall 2008.

I will write this personal introduction in English, because it's part of the overall workshop material, which is also in English.

What's the purpose of this one year course, these 10 workshops?

The purpose of these 10 workshops is to teach consultants to start an internet service business or to build upon an existing online service business. By the end of the 10 workshops, each consultant will have built a website and they'll basically have an online service business. This is a hands-on program.

You learn how to do market research so that you can use the Internet to find and pre-sell targeted visitors and new leads in search of great content. You learn to present that content in a way friendly both to your visitors and the search engines.

The workshop will use a software which does everything from facilitating effective website design to allowing online service businesses to position their sites strategically on search engines.

Content is King

There are several key characteristics Internet businesses must have to be profitable.

The first thing you need is solid content that your clients are looking for. There are four necessary components in successful e-commerce websites. Content, traffic, pre-selling and transacting business.

Content is the description of the things your clients are looking for. Let's say you're in the personal development business. You might want to describe your services as personal development but what you should do is call them talent management because managers are looking for talented people, not personal development.

The workshop will teach consultants to do the kind of market research that will enable their sites to be easily found by search engines. That means selecting key words and domain names that reflect those keyed into search engines by users.

Slow and Steady

There's a lot on the Web about making money fast but we don't want people in this workshop who want a get-rich-quick approach. To succeed in the online service business you should take a slow and steady approach.

Most consultants and other professional service providers who try to build a service business online fail because of an offline mentality. They think they can do what businesses do in the physical world. Put the business where people crowd by... and you're all set. It's all about **location, location, location**.

But in the online business world, the fundamental reality of how people use the Web is different. No one "passes by" the way they do in the physical world. In the online world, they search for **information, information, information**.

Innovators in Consulting

So there's no need for marketing small service businesses online to continue ending up in the 99% failure group. Using smart tools, which do not require technical knowledge, the 10 workshops take consultants step-by-step through all the stages of developing an e-business.

The Internet is NOT a passing fad. It's growing rapidly every day. More and more, it's becoming an integral part of our everyday lives. And for marketing small service businesses online, it's an absolute must for the owner to get a clear understanding of how it all works and how to benefit. You can be sure your competition is!

I hope to meet you in this course. It will be fun and exciting. These 10 workshops will prepare you for the Internet economy we live in today, improve your consulting toolkit and are especially interesting for innovators in consulting.

Wishing you great success in online business,

Herbert Verweij