Index

Abrams, Daniel L., 162–163
Acceptance section, of proposal, 160–161
"Accepting Equity for Your Services" (position paper), 275–278
Accountants, 45–47, 174
Accounts payable departments, 191
Accrual bookkeeping/reporting, 67
Active listening, 8
Address books, electronic, 12, 245
Address labels, 78
Adhesion principle, 85
Administrivia, 213
Ads, 89–90, 106
ADT, 62
Advice, sources of, 234
Agents, literary, 102, 213
American Express, 204, 226
American Management Association, 267
American Society for Training and Development, 65–66, 267
American Society of Association Executives, 267
Answering service, 40
Articles, writing/publishing, 99–102, 227–228
Associations. See Trade associations
Attorneys:
  conservative nature of, 149
  fee practices, 171, 174, 192
  incorporating business and, 236
  review of proposals and contracts, 67–68
  selecting, 45–47
  trademark work, 239
Attributes, desired, 5–9, 10
Audio, 109–110, 212–213
Brochures, 78
Budget range, determining, 286–287
Business cards, 56, 78–79
Business plans, 4, 5, 200–201, 259–260
Business publications, 210–211
Business Week, 207
Buyers:
  building relationship with, 134–135
  case study, 133–134
  defined, 7
  direct reports of, 146
  feasibility, 130, 131
  finding, 129–131, 133–134, 283
  following up with, 166–167
  guides for, 88–89
  identifying potential, 127
  noneconomic, 129, 133
  qualifying, 282–283
  questions to ask, 130
  traits of, 145
Cable connection, 33
Callan-Bogia, Barbara, 181–182
Cameras, digital, 36
Canada, 208
Candor, 134
Carter, Marsh, 200–201
Cash bookkeeping/reporting, 67
Catalogs, product, 205
C corporations, 48–49, 50–51, 236–237
Celebrity status, 227–229
Cell phones. See also Phone calls
  holsters for, 37, 118
  needed equipment, 36–38, 238
  updating, 257
  use of, 14, 44, 118–119
Certified letters, 166, 167
Certified Management Consultant (CMC) designation, 65
Character references, 74, 76, 240, 242
Checking accounts, 234, 237
China, 208, 213
Churchill, Winston, 1, 233
Client information kits. See also Press kits
  defined, 6
  explaining fees to, 173, 176–179, 190

Back up data, 32–33
Balancing Act (newsletter), 233
Banking relationship, 53–54, 55–56, 237
Bank of America, 133–134
Beeper, 36–38
Biographical sketches, 75, 240, 271–273
Blogs, 64, 91–92, 97, 98, 116. See also Social media
Bookkeepers, 62, 198–199
Bookkeeping/reporting, 67
Books, writing/publishing, 102–103, 116, 205
Borrowed space, 28
Braly, Ken, 99–100
Branching option, in voice mail, 30
Branding, 124, 228
Breur, Tom, 182–183
Britain, 208
Broadcast interviews, 105–110, 212–213
Brochures, 78
Canada, 208
Canada, 208
Character references, 74, 76, 240, 242
Checking accounts, 234, 237
China, 208, 213
Churchill, Winston, 1, 233
Client information kits. See also Press kits
  defined, 6
  explaining fees to, 173, 176–179, 190
Clients (Continued)
involving in diagnosis, 180, 191
jettisoning bottom 15% of, 189
refusing business from, 186, 190

Closing, 288–289
CMC (Certified Management Consultant) designation, 65
Coleman, David, 15

Collaboration:
establishing fees with client, 179
fees for, 186
mentoring versus, 219
pitfalls of, 17–18
synergy from, 17–18, 198

Color printers, 33, 36, 238
Columns, writing/publishing, 210–211

Command appearances, 163–165
Commercial publishing, 98, 99, 205
Communities, 131
Communispond, 267
Competitors, 185, 187, 205, 255
Computer equipment:
basic, 31, 32–33, 238
laptop, 36, 238, 257
recommendations, 264
updating/upgrading, 44, 257

Conceptual agreement, 136–141
defined, 136
measures of success in, 139
objectives in, 136–138
role of, 142
value/impact to organization in, 140–141

Conferences, 207, 211–212
Confidence, 6, 10
Confidentiality, 219

Consistency approach, 142
Consulting, defined, 1
Content versus process, 19
Contextual connection, 85
Contingency fees, 174, 175
Contingent actions, 167
Continuing education, 220
Contracts, 67–68, 148–149, 171
Contrarian, being, 102, 204, 210–211, 227–228
Conventions, 207, 211–212
Copiers, 31, 238, 264
Copyrighting position papers, 75, 76

Corporations:
C corporations, 48–49, 50–51, 236–237
S corporations, 49, 51–52, 234, 236–237
Coughlin, Dan, 132–133
Credibility, 95, 99
Credit cards, 55, 204, 208
Credit lines, 3, 4, 51
Cultural knowledge, 207
Cyberspace interviews, 104, 105

Data, backing up, 32–33
Data banks, 119–120, 223
Decision-making, 13
Deliverables, 155
Deposits, 160

Designers:
graphic, 56–58, 239, 241
web, 63–64, 96–97, 100, 241–243, 257

Developing economies, 208
Diagnosis versus prescription, 180, 191, 218
Dictation/recording devices, 38
Differentiation, 256
Digital cameras, 36
Diners Club, 226
Directories, listings in, 88–89
Directors’ fees, 51
Directors’ meetings, 51

Directory of Memberships and News Sources, The, 106
Disability insurance, 52, 58, 59–60, 237
Discounts, fee, 159, 171, 188–189
Discover credit card, 204
Disengagement point, 218
Distance power, 85
Diversity, valuing, 207
Doctors, fee practices of, 174, 193
Domain names, 96–97, 240, 243
Downloadable material, providing, 124
Drucker, Peter, 207

Economic buyers. See Buyers
Economist, The, 207
Editors, contacting, 100–101
Education, 220, 230
Efficiency, 13
Ego, 199
E-mail, 40, 119, 243–245, 248
Employees, 41–43, 197–200
Envelopes, 77

Equipment:
 basic, 29–31, 32–34, 238–239
beyond basic, 36–38
insurance on, 60–61
recommendations, 263–265

Equity ownership, 5, 275–278
Errors and omissions insurance, 60, 237
Estey, Stub, 107
Ethics of fees, 176, 193
Expenses, 3, 160
Expertclick.com, 123, 268

Facebook. See Social media
Family:
funding from, 5
hiring, 51
interruptions by, 44
support from, 257

Farr Act, 146
Faust, Mark, 9

Faxes:
equipment needs, 13, 30–31, 238, 263
line for, 237
response time to, 40
shared spaces and, 27

Fearlessness, 7
Feasibility buyers, 130, 131. See also Gatekeepers
Feasible set, 128
Federal Reserve, 68
FedEx, 238
Fees, 178–194. See also Retainers
activities before establishing, 145
collaborating and, 186
competitors and, 185, 187
contingency, 174, 175
defined, 173
discounts on, 159, 171, 188–189
employees and, 187
ethics of, 176, 193
explaining to clients, 173, 176–179, 190
increasing, 179–192
late payments, 193
lowering, 164, 180, 181, 186
Mercedes-Benz syndrome and, 157, 188
objections to, 164
objectives and, 183–184
payment terms for, 189
phase-based work, 188–189
policies regarding, 188
practicing stating, 190, 191
premiums on, 180–181
providing options, 182, 183
questions and answers, 193–194
reducing value versus lowering, 164, 180, 181
referral work, 188
removing from printed materials, 191
setting, 223–224
subcontracting and, 186
in terms and conditions section of proposal, 159
time-based, 141, 174–176, 193, 209
undercharging, 190, 192, 194
value-based, 141, 187–188, 209
Fields, David A., 87
Files, 239
Finances, 2–5
First business, obtaining, 20
Focus, 15–17
Focused prospecting, 251–254
Focus groups, 136
Following up:
command appearances as, 163–165
proposals, 161–162
with unresponsive buyers, 166–167
Formal office, 28–29. See also Work space
Forrest, Nathan Bedford, 14, 38, 118
401(k) plans, 217
Fourth sale, thinking of first, 180, 197
Framing, rapid, 7
Frequent traveler benefits, 225–226
Furlow, Leslie, 52–53
Future of firm, 231–232
Gatekeepers:
case study, 133–134
committees as, 131
dealing with, 131–132, 133
defined, 130
fears regarding, 146
identifying, 130
traits of, 145
General Electric (GE), 201
Getting started. See Quick Start process
Gitomer, Jeff, 64, 92
Giving back, 232
Godin, Seth, 64, 92, 98
Goldsmith, Marshall, 92, 98
Google Alerts, 125
Gordon, Gil, 54–55
Govendo, Jeff, 80
Graphic designers, 56–58, 239, 241
Growth, professional, 219–220, 221
Handshake test, 130
Health insurance, 61, 237
Herman, Jeff, 102
Hewlett-Packard, 60, 130, 137
Hick, Michael, 37
Home equity line of credit, 3
Home offices, 24–26, 44, 52, 237
Honesty, 134
Hong Kong Management Association, 207
Hook:
in inquiry letters, 102
in public speaking, 112
Hourly fees, 141, 174–176, 193, 209
HR Magazine, 66
Human resources departments, 129, 131, 193
Humor, 6
“I don’t know,” as valid response, 185–186, 191
Image, 95, 239–240
Implementers, 197–198
Improvement versus problem solving, 189–190
Income, 174, 203–206, 234
Incorporation, 48–50, 67, 236–237
Independent consultants, 21
India, 208
Influence, 6
Inputs, 137
Inquiry letters, 100, 101, 279–280
Instantiation, 8
Institute of Management Consultants, 65, 268
Institute of Management Studies, 207
Insurance:
disability, 52, 58, 59–60, 237
errors and omissions, 60, 237
health, 61, 237
life, 61
long-term care, 61, 237
major medical, 61, 237
marine, 60
personal liability, 60, 237
property, 60–61
umbrella liability, 61, 237
Intellect, 8
Intermediaries. See Gatekeepers
International Herald Tribune, 207
International Standard Book Number (ISBN), 103, 205
International work, 206–209, 219
Internet connection, 237. See also Blogs; Social media; Web sites

Interruptions, managing, 44

Interviews:
  cyberspace, 104, 105
  print, 103, 104
  qualifications paragraph, sample, 116
  radio and television, 105–110, 212–213

Investors, 4–5

Invoices, 166, 192

iPhones, 37, 38, 238

IRAs, 217

Isaacson, Judith W., 83

ISBN (International Standard Book Number), 103, 205

ISSN, 103, 205

Jeff Herman’s Guide to Book Publishers, Editors & Literary Agents 2009 (Herman), 102

Joint accountabilities section, of proposal, 158–159

Joint venture partners, 205

Kelly, Lois, 224–225

Kennedy Information, 128

Kent-Ferraro, Jay, 34–35

Keogh plans, 217

Laptop computers, 36, 238, 257

Laser printers, 33, 238

Late payments, 193

Lawyers. See Attorneys

Leads, 39, 219

Legal contracts, 67–68, 148–149, 171

Legal departments, 148

Letterhead, 77

Letters:
  of agreement, 172
  certified, 166, 167
  inquiry, 100, 101, 279–280
  marketing, 248
  response time to, 40
  sample, 248, 250, 279–280
  targeted, 250
  to the editor, 228

Leveraging activities, 224

Liability insurance, 60, 61, 237

Life balance, 12, 13–14, 229–230

Life insurance, 61

Limited liability companies (LLCs), 49, 50, 51–52

LinkedIn, 116. See also Social media

Listening, active, 8

Listings, professional, 88–89, 90

Lists, to-do, 11, 12, 261–262

Literary agents, 102, 213

LLCs (limited liability companies), 49, 50, 51–52

Local groups, 110–111, 210

Logos, 56, 57–58, 79, 90, 239–240

Lombardi, Vince, 170

Long-term care insurance, 61, 237

Macintosh computers, 32, 238

Macros, 116, 122–123

Magazines, publishing articles in, 101–102, 279–280

Maister, David, 64, 92, 98, 110, 124–125

Major medical insurance, 61, 237

Malpractice insurance, 60, 237

Margins, maximizing, 192

Marine insurance, 60

Marketing, 246–254
  advanced, 93–116
  basic, 71–92
  calling everyone you know, 247–249
  defined, 27, 72
  e-mail, sample, 248
  focused prospecting, 251–254
  importance of, 201, 223
  letters, sample, 248, 250
  phone call, sample, 248–249
  principles of, 246
  questions and answers, 91–92, 115–116
  Quick Start process, 246–254
  “Target 12” approach, 249–251
  targeted letter, sample, 250
  value-based, 132

Martinka, John, 108–109

MasterCard, 204

MBA degrees, 220

McLeod, Keith, 243

Measures of success, 139, 153–154, 155, 285

Media interviews. See Interviews

Media kits. See Press kits

Medical bills, 51

Mentoring, 11, 218–219, 220

Merck & Co., 130

Methodologies, consulting, 18–19

Methodologies and options section, of proposal, 155–157

Metrics. See Measures of success

Middlemen, 21

Milestones, 233–234, 254–255

Miller, Andrew, 11–12

Million Dollar Consulting (Weiss), 34, 52, 207

Money market accounts, 234

Monitors, 33

Mossberg, Walt, 97, 117

Multiple submission, 101

Music recorders/players, 38

Myths, 1–2

Names, business, 49–50, 236

National Speakers Association, 113

National Trade and Professional Associations of the United States, 111, 268

Needs, 179, 199, 255

Neighbors, employing, 41–42

Networking. See also Social media
  active listening in, 8
  defined, 9
  described, 81
  international work and, 208
  marketing and, 79–80
  with other consultants, 65, 208
  personal, 84–85
Index

299

with potential buyers, 65
potential partners for, 81
sequence for, 82–84
tenets of, 85
tips, 86
Newsletters, 113–114, 228, 242
Newspapers:
interviews with, 103, 104
publishing articles in, 101–102
publishing columns in, 210–211
New York Times, 105
Nexus contact, 85
Nixon, Rob, 223–224
Objections, overcoming, 164–165, 283–284
Objectives:
in conceptual agreement, 136–138
defined, 136
establishing, 136–138, 284–285
fees and, 183–184
in proposal, 152–153, 155
questions regarding, 284–285
scope creep and, 156
value compared to, 171
Obstacles, preventing, 287
OD Network, 66
Office equipment. See Equipment
Offices. See Work space
One-sheet, 79
Op ed pieces, 228
Options, 155–157, 182, 183
Outputs, 74, 95, 137, 240
Overdraft protection, 54, 237
Packaged responses, 40–41. See also Press kits
Pagers, 36–38
Part-time consulting, 15–17
Passive income, 203–206
Paychex, 62
Payment terms, 189
Payroll services, 62
PDAs, 36–38, 40
Per diems, 174–176
Periodicals:
interviews with, 103, 104
publishing articles in, 99–102
Personal appearances, 163–165
Personal liability insurance, 60, 237
Personal networking, 84–85
Perspective, 6
Phase-based work, fees for, 188–189
Ph.D. degrees, 212, 220
Phone calls. See also Cell phones
to everyone you know, 247–249
managing, 14, 44
response time to, 9, 39–40, 119
sample, 248–249
unreturned by buyer, 166–167
Phone equipment, 238, 263
Phone lines, 13, 25, 29–30, 237
Photos, publicity, 68
Pitney Bowes, 238
Plans, business, 4, 5, 200–201, 259–260
Podcasts, 109–110
Popky, Linda, 103–104
Position papers, 75–76, 241, 250, 275–278
Postage meters, 33, 238, 264
Post office boxes, 237
Powell, Colin, 175
PowerPoint slides, 112
Premiums, fee, 180–181
Prescription versus diagnosis, 180, 191, 218
Presentation folders, 73, 240
Presentation kits. See Press kits
Presentations. See Speaking engagements
Press kits:
biographical sketch in, 75, 240
client outputs/results in, 74, 240
creating, 73, 240–241
defined, 41
importance of, 40–41, 73
as marketing tool, 73
as packaged response, 40–41
position papers in, 75–76, 241
purpose of, 73
references in, 74, 76, 240
testimonials in, 74
Press releases, 123
Preventive actions, 167
Printers, 33, 36, 238, 264
Print interviews, 103, 104
PRLeads, 105, 268
Problem solving, 189–190
Pro bono work, 86–88
celebrity status and, 228
criteria for selecting organizations, 234
defined, 47
lower fees versus, 187
waiving fee on invoices, 192
Process versus content, 19
Product catalogs, 205
Product development, 21, 203–206, 214, 224, 228
Professional associations. See Trade associations
Professional growth, 219–220, 221
Professional speaking. See Speaking engagements
Professors, college, 17
Project acquisition, selective, 222–223
Project scheduling, 14
Property insurance, 60–61
Proposals, 147–172
acceptance section, 160–161
command appearances after submission, 163–165
defined, 143
expression of value section, 154–155
following up, 161–162, 166–167
joint accountabilities section, 158–159
legal contracts versus, 148–149, 171
measures of success section, 153–154, 155
methodologies and options section, 155–157
nature of, 149–150
objections to, 164–165
objectives section, 152–153, 155
Proposals (Continued)
in project life cycle, 148
purpose of, 147–148
questions and answers, 171–172
rejection of, 167–170
review by attorney, 67–68
sequence for writing, 150–161
situation appraisal section, 151–152
terms and conditions section, 159–160
timing section, 157–158
Prospecting, focused, 251–254
Publicity kits. See Press kits
Publicity photos, 68
Public speaking. See Speaking engagements
Publishing:
articles, 99–102, 227–228
books, 102–103, 116, 205
columns, 210–211
commercial, 98, 99, 205
self-, 98, 99
vanity, 102
Purchasing departments, 145, 148, 191, 193
Qualifications, sample paragraph about, 116
Qualifying prospects, 282–283
Questions for sales situations, 281–289
budget range, determining, 286–287
closing, 288–289
economic buyer, finding, 283
guidelines, 282
metrics, establishing, 285
most vital question, 289
objections, rebutting, 283–284
objectives, establishing, 284–285
obstacles, preventing, 287
overview, 281
prospects, qualifying, 282–283
size of sale, increasing, 288
value, assessing, 286
Quick Start process, 235–257
calling everyone you know, 247–249
conditions for, 235–236
dangers, 255–256
e-mail, 243–245
incorporation, 236–237
logo and image, 239–240
marketing, 246–254
mileposts, 254–255
office, setting up, 237–239
press kit, 240–241
prospecting, focused, 251–254
questions and answers, 257
"Target 12" approach, 249–251
web presence, 241–243
Quid pro quo, 186
R. R. Bowker, 103
Radio and TV Interview Report, 106
Radio interviews, 105–110, 212–213
Radios, 38, 238
Readers' Guide to Periodical Literature, 99
Reading, 219–220
Reciprocal arrangements with other professionals, 42
Recording devices, 38
Recruiting firms, 193
Recycling material in different products, 214
References, 74, 76, 240, 242
Referrals, 143, 188
Rejection, 167–170, 246, 255
Relationship building:
with economic buyers, 134–135
importance of, 127–128
with noneconomic buyers, 129, 133
principles of, 128
Request for Proposals (RFP), 146, 172
Reserve fund, 217
Respect, 134–135
Responsiveness:
bang-bang, 9
general response time, 40
importance of, 38–39
packaged responses, 40–41
to phone calls, 39–40
to potential clients, 245
Results, expected, 74, 95, 240
Retainers, 46, 172, 220–221. See also Fees
Retirement investing, 216–217
Reverse mentoring, 220
Reversion-of-rights clause, 205
RFP (Request for Proposals), 146, 172
Richards, Kelli, 140
Roth IRAs, 217
RSS feeds, 98, 125
Russia, 208
Salary, 51–52
Sales situations questions. See Questions for sales situations
Savings, 3–4, 237
Scales, electronic, 33, 238, 264
Scanners, 31, 36, 238
Scholarships, 228
Scope creep, 136, 137, 152, 156, 192
Scope seep, 137
S corporations, 49, 51–52, 234, 236–237
Search engine optimization (SEO), 67, 97, 125, 243
Search engines, 97, 99
Second sheets (stationery), 77
Selective project acquisition, 222–223
Self-esteem, 6, 10
Self-publishing, 98, 99
Selling your practice, 231–232
SEOs (search engine optimization), 67, 97, 125, 243
SEP-IRA (simplified employee pension individual retirement account), 217
Serendipity, 208
Shakespeare, William, 45
Shared work space, 26–28
Shredders, 264
Signature files, 121–122, 244
Signature requirements, 161, 171
Silver, Idora, 58–59
Simplified employee pension individual retirement account (SEP-IRA), 217
Situation appraisal section, of proposal, 151–152
Size of sale, increasing, 288
Ski instructor test, 234
Slack time, building in, 14
Slush fund, 217–218
Small Business Administration, 54
Social media:
  limitations of, 44, 64, 84–85, 91–92, 97
  marketing and, 116
  rules for, 98
Society for Advancement of Consulting, 65, 268
Society for Human Resource Management, 66, 268
Software, 31, 32, 44, 257
Sole-source providers, 146
Sound bites, 104
Speaking engagements:
  benefits of, 112–113
  celebrity status and, 228
  at conventions and business meetings, 211–212
  influence and, 6
  with local groups, 110–111
  perfecting skills, 113
  with trade associations, 111–112
Specialists, hiring, 12
Spouse, support from, 257
Staff, 41–43, 197–200
Starting out. See Quick Start process
Startup fund, 3–5
State Street Bank, 200–201
Stationery, 56–57, 77–79, 239, 240
Students, employing, 42, 239
Subchapter S corporations, 49, 51–52, 234, 236–237
Subcontracting, 184, 186, 197–198
Successful consulting practices, 196–197
Success measures, 139, 153–154, 155, 285
Success traps, 215–216
Sullivan, Vickie, 31–32
Suppliers, 20
Support services, in shared spaces, 26, 27
Support system, 10, 255, 257
Synergy, 17–18, 198
Tag lines, 236, 239
"Target 12" approach, 249–251
Taxation:
  C corporations, 49, 50–51
  deductions, 26, 51–52
  S corporations, 49, 234, 236–237
Te&D Journal, 66
Teaching, 220
Technology:
  best practices for, 121–125
  budget for, 120–121
  leveraging, 117–120
Telephones. See Cell phones; Phone calls
Television interviews, 105–110, 213
Television, 38, 238
Templates, electronic, 120
Temporary help agencies, 42
Terms and conditions section, of proposal, 159–160
Testimonials:
  celebrity status and, 228
  defined, 41
  in press kits, 74, 240
  technology and, 122
  on web site, 242
Time-based fees, 141, 174–176, 193, 209
Time management:
  importance of, 10–11
  tips, 12–14
Time zones, recognizing, 119
Timing section, of proposal, 157–158
Toastmasters, 113
Trade associations:
  international conferences, 207
  leadership in, 210
  listing of, 267–268
  membership in, 64–66
  professional growth and, 219, 220
  speaking to, 111–112
Trademark attorneys, 239
Training departments, 129, 131
Traits, desired, 5–9, 10
Travel, 171–172, 224, 225–226, 233, 234
Trochilis, Wes, 209
True buyers. See Buyers
Trust, 135
Twitter, 97, 116. See also Social media
Umbrella liability insurance, 61, 237
Undercharging, 190, 192, 194
Unique multiplier, 85
United Parcel Service (UPS), 238
Vacations, 230
Value:
  assessing, 286
  defined, 8
  establishing in conceptual agreement, 141
  fees based on, 141, 187–188, 209
  generating, 7–8, 35
  marketing based on, 132
  networking and, 82, 84
  objective compared to, 171
  proposal section, 154–155
  providing early in relationship, 144
  reducing versus lowering fees, 164
Value distance, 72
Values, shared, 135
Vanity publishing, 102
Video, 38, 109–110, 124–125, 238
Visa credit card, 204
Visuels, 112
Voice mail, 30, 39–40, 124
Volunteer activities, 210
Wagner, Gill, 202–203
Wall Street Journal, 105, 207
Wants, 3, 179
Web designers, 63–64, 96–97, 100, 241–243, 257
Web presence, creating, 241–243
Web sites:
  consulting sites, 91
criteria for, 242
downloadable material on, 124–125
establishing, 93–97
hiring designer for, 96–97, 241–243
international business from, 207
podcasts on, 109–110
problems with, 94–95
purpose of, 94, 95, 120
streaming audio and video on, 109–110
tips, 99–100
Web surfing, 119
Welch, Jack, 201
White papers. See Position papers
Wire transfers, 208
Work:
  acquiring, 128, 187, 222–223
  international, 206–209, 219
  reducing hours of, 230
  turning down, 186, 190
Work space:
  determining needs for, 23–24
  focused, 13
  formal office, 28–29
  home offices, 24–26, 44, 52, 237
  setting up, 237–239
  shared space, 26–28
Writer’s Digest, 99
Writer’s Digest Books, 269
Writing. See Publishing
Xerox, 238
Yearbook of Experts, Authorities and Spokespersons,
The, 105–106
Yellow Pages ads, 89–90
“Yes”es, creating succession of, 141–144
Young Presidents Association, 207
YouTube, 97. See also Social media