

AscendantSM consortium

Information for Prospective Members

February, 2009 UpdateImportant News***

We have reached an agreement with Vocus, the premiere provider of PR software to license their software to all the Ascendant Consortium members under one license. This is a HUGE opportunity for any independent professionals who believe placing articles, speaking at conferences, and being cited by the press help build business. With Vocus you get:

- Unlimited press releases to as broad or targeted a pool of reporters, editors and writers as you want. Vocus has 125 full-time research staff constantly updating their database of editorial contacts. In minutes you can target your press release to the handful of editors who are most likely to pick it up, or broadcast it. And Vocus gives you mail-merge capability so you can “personalize” thousands of emails with a few clicks of the mouse. This is like ExpertClick on steroids (for a fraction of the cost).
- Access to thousands of publicity opportunities. In seconds you can locate editorial calendars perfect for the ARTICLES you want to write. In seconds you can find hundreds of SPEAKING opportunities tailor made for your message.
- Detailed information on journalists, editors, reporters and other key media contacts. What they write about; what they’ve written lately... everything you need to create a perfect pitch.
- And much more. Go to www.vocus.com to check out their Professional PR software.

Vocus software typically costs \$8,900 per company. If enough members of the Ascendant Consortium sign up for this excellent service, we can offer the software for only \$300 per member! You will be getting \$8,900 in PR capabilities for \$300. This is a great opportunity for everyone in TAC. If you weren’t sure whether or not to apply for membership before, the value of the Vocus software alone should convince you.

What is The Ascendant Consortium?

The Ascendant Consortium (TAC) is a marketing channel for elite, independent consultants, coaches and agencies. As a member of TAC you have a marketing and business development team working for you, exposing your ideas and offerings to thousands of decision makers who otherwise could be entirely unreachable to you.

BENEFITS

Members of TAC enjoy a wide range of marketing and business development benefits. Many of these are probably the activities you know you need to do to grow your business but just don't seem to get around to.

Exposure	Your ideas and offerings are exposed to thousands of decision makers through emails, podcasts, press releases, articles and web pages.
Direct Sales	We are talking to CEOs and other decision makers every day and are constantly on the lookout for opportunities for our members to work on high-value projects.
Marketing Materials	Emails, podcasts, booklets, e-books and articles highlighting your unique offerings are just a few of the vehicles which may be developed for you by TAC. In most cases there is no cost for these materials.
Marketing Messages	Most members of TAC claim the way they talk about their business is significantly improved by the process of developing concise, compelling problem statements and offering descriptions for our web site.
Press Releases	We maintain a press release service which puts your announcement in front of thousands of radio, TV and newspaper journalists.
Speaking	Your speaker services can be promoted on our website.
Store Front	Similarly, any programs, books, courses and other for-sale materials you have developed can be sold through our store-front. We have complete fulfillment capabilities.
Best Practices	As you work on projects with TAC you will gain exposure to best-in-class proposal development, negotiation, project design, presentations and other core aspects of successful consulting, coaching and client service.
High Margin Projects	In many cases, the projects we have negotiated on the behalf of our members have been for much higher fees and much higher margins than they typically obtain on their own.

Who Can Join?

Membership in TAC is restricted to elite, independent consultancies, coaches and agencies who have focused offerings.

- **Elite** means you have a method, approach, tool or similar offering which is **breakthrough, best-in-class** or **unique** in some significant way and **proven** to create significant value for clients. Our test is straightforward: we have to be able to look into a CEO's eyes and say, "We have the very best consultant at that in the country because they _____" where the blank is filled in by what is special about you.
- **Independent** means you are not owned or controlled in any way by any other entity. For our purposes, it also means you have fewer than 20 full time employees and fewer than five principals or partners.
- **Focused offerings** means you solve specific, narrowly defined client problems or add value in a specific, narrowly defined area. Our marketing is problem/solution focused; you must be able to articulate the problem you solve in a few words.

Many excellent, successful consultants, coaches and agencies are not right for TAC. Generalists, by and large, will not find a home here. Top-notch practitioners who don't have any particular reason why they are better than other top-notch practitioners are not a good fit with TAC.

Mailing Lists, Contacts and Relationships

Contacts and relationships are the bread and butter of most consultancies, coaches and agencies. You have nurtured them over many years and want to protect them. At the same time, wouldn't it be great if your ideas were exposed to all the other TAC members' contacts? After much work, we have created a win-win-win structure where you benefit, your contacts benefit and TAC benefits. Everyone is happy. Talk to us to find out the full details.

INTELLECTUAL PROPERTY & BRANDING

TAC is all about **bringing you business** and, indirectly, helping you **build your brand**. We also want to **protect your intellectual property**. Here is how we build your business while also building our own:

- Content such as whitepapers and articles are licensed from you by TAC and you retain all copyrights. When we disseminate your materials they will be branded as TAC. We will seek your approval for all uses of your content.
- Is your brand compromised if TAC promotes your IP with the TAC logo? No! Our experience shows conclusively that the more broadly you disseminate your IP, the better it is for your business. Period.
- All materials and content distributed by TAC carry TAC branding. Emails to your contact list are co-branded, as described earlier.
- You build your own brand through us when you work on projects we help secure, in which case you always get to promote your own brand. You can also build your brand through products you sell on our store front, since those carry your name.
- You will be the beneficiary of all project opportunities which are generated directly by your materials. In other words, if we get a call from someone who is intrigued by an article you wrote, we will pursue that opportunity with you, not another member.
- All projects we sell are contracted through TAC and you work on the projects as a sub-contractor under your own name. In other words, you can promote yourself fully and create important relationships to build your own brand while working on a project.
- If you leave TAC, you can rescind our right to use your materials.

Cost

- There is no cost to be a member of TAC. There are also no fees for the development of marketing materials used by TAC to promote your offerings. If we jointly decide to incur costs to design, publish and sell booklets, e-books, programs and so forth, we will ask you to cover those costs.
- We assess a nominal fee for fulfilling sales of your materials through our store.
- When we secure a project, TAC keeps a percentage of the total project fees paid by the client. This covers our marketing efforts, our development and negotiation of the project agreement with the client, our participation in the project, our assumption of risk, our management of the client relationships, and our contribution to project delivery.
- TAC's percentage of the project fees depending on the nature of the project, our involvement, scope, project fees and other factors.
- Note that TAC typically works as part of the project team—we are not just a selling group.

MORE INFORMATION

To learn more and to apply for membership, contact David A. Fields by phone (203-438-7236) or by email (david@ascendantconsortium.com).