



Starting or **scaling** your **consulting** business

By the end of this guide, you'll know how to turn your skills and expertise into a profitable and successful consulting business.



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STEP 1: Selecting a Consulting Business Model

Let's start by defining the word consulting as:

- "a person who provides expert advice professionally."
- "a person or company that gives professional advice about how to run a company or organization more effectively."

You can consult if, based on your prior expertise, you can offer suggestions that benefit business-to-business (B2B) customers. The expertise can be gained either as a freelance consultant, coach, or career as a consultant. You can also consult by using years of professional experience gained through the positions you held during your years of employment.

People and businesses will pay you for advice to help them achieve their goals. Knowing and being able to validate those goals requires having a good view of the "as is" status of the business. Establishing this view of the "as is" provides you as a consultant with a huge advantage.

The **RED3SIXTY** platform provides you with the diagnostic capability to easily provide the business owner or managers with a dashboard that, in one simple page, shows how he is performing in each of the areas we found to be directly linked to the overall success of the business, no matter the size of the business. The platform enables you to grow or scale a consulting firm by incorporating the platforms automated development modules and advanced decision support systems into your services offering.

However, it's critical to select your consulting business strategy before you begin. Why should you start with this?

We think your lifestyle should support your consulting business, not the other way around.

This means that you ought to create the kind of company that enables you to lead the lifestyle you desire. This is important to establish early if you want to be the number 1 consultant or consulting firm; it will take sacrificing work-life balance. Yes, in that case, starting or growing your consulting business will take every living moment for the next 5 years minimum!

This is not a “job”; there is no guaranteed salary, and you must ensure you generate the revenue you want. Or you can choose to have a better work-life balance, but then you need to be okay with an average earning and business. There is no right or wrong answer, you must choose what's right for you and commit to doing what it takes to succeed.

Model 1: The Solopreneur

You collaborate closely with your clients as a solopreneur consultant and handle the project work yourself.

As an illustration, John assists a business owner with operational development and expansion. He works on all client projects as a lone consultant and oversees their execution.

If you want to run a lean, successful, and flexible consulting business that fits your lifestyle, the solopreneur consulting model is ideal. The solo consulting model is not for you if you want to sell your company (since you are its face) or if you don't like that it limits your growth potential. It is the perfect model to start with and expand into a firm.

Model 2: The Consulting Firm

In the consulting firm model, you oversee managing the business rather than just working on projects for clients. You will ensure delivery by using freelance or permanent consultants in your team.

For instance, Jane operates a management consulting firm and works with technology firms on strategy, operational performance, customer service, and culture. She oversees a group of consultants who are implementing projects for their clients rather than working directly on projects for clients.

If you want to develop a business that runs without you, don't want to be focused on the “day-to-day” job, and eventually sell it, the consulting firm model is ideal for you. If you dislike managing people or the thought of having smaller profit margins, the consulting company model might not be the best option for you.

Model 3: The Productized Services Consulting Model

The Productized Services Consulting Model allows you to "productize" your expertise or services into a set of repeatable procedures that provide clients with predictable results at a pre-defined cost. It makes it easier to position your expertise or services as a defined value proposition rather than an exchange for hours model. It effectively enables you to sell value and "IP" and not trade hours.

This ensures you can demand higher rates instead of a lower hourly rate. This approach also makes marketing and differentiating your services easier.

The productized consulting model is ideal for you if you want to grow the business beyond yourself and produce a valuable asset and generate a more predictable revenue stream.

Step 2: Clarify your Ideal Client

Who will be served by your consulting firm? One of the most crucial issues to be answered before starting a consulting business is this one. It's also one that many people ignore.

However, **RED360 SIXTY** ensures that you achieve clarity regarding your client so that the relationship can be a mutually beneficial one.

If you do not identify your ideal client, you will find it extremely challenging to draw customers, set fair prices for their services, and land advisory jobs. This phase requires special care, so give it your undivided focus.

Consider the following while picking your ideal client:

The targeted services approach

Let's look at an example, you are a business owner looking for an accounting firm to help you with all your accounting needs. You don't just need the standard services but also require additional support. You would like to pay for this as a packaged solution. Finding an accountant who can provide you with this service is extremely important to you. You then start looking for accountants who can help you with your problem.

One accounting firm is called "Quick Books Accounting," which you find online. They are a generalist accounting firm that provide bookkeeping and accounting services.

Then you come across "BOSS Accounting". They are an accounting firm providing a packaged solution including all bookkeeping, accounting, debt recovery and more. They position themselves as BOSS Back Office Support Solutions

Which accountant would you use? While Quick Books position themselves as a general service accounting firm BOSS positions themselves as a full service packaged solution.

BOSS seems to be speaking directly to you about your problem, your issue, and the outcomes you desire. This illustration highlights how crucial it is to be explicit about your target client and how you offer solutions to their specific needs.

You offer your professional counsel to individuals or groups of people as a consulting business.

Who exactly are those people or organizations? Your company will stand out to them more if this "who" is more precise.

Your ideal clientele won't pay attention to your messaging and content if you don't stand out (which is marketing).

They won't be as open to speaking with you on the phone about how you can assist them.

You should start as the biggest fish in a tiny pond if you want to launch a consulting business. You'll become an authority more quickly, attract more attention, and stand out more. It will make finding clients a lot simpler. And you need clients to launch a consulting business.

Then, how do you identify your ideal client?

Select the Niches of Your Work

If you're at a loss, choose one of the sectors in which you've previously worked. What sector does the business you currently work for fall under? What about businesses you've previously collaborated with? How about the businesses where you submitted a job application?

After you've selected a handful of these sectors or industries, rank them on a scale of 1 to 10, with 1 being weak and 10 being extremely strong:

- Experience: How comfortable are you with this market?
- Expertise: How would you assess your level of in-depth subject matter knowledge?
- Outcomes: How certain are you that you can produce results in this market?

The total scores for each specialty are then added together.

Now that you decided on a specific market or segment i.e., Manufacturing, Retail, Marketing etc. the next step would be to see how the **RED3SIXTY** business diagnostics and development models could link into general problems experienced in that sector or industry. This could be governance, lean, ISO, general operations, sales, or any of the other modules that are relevant to the businesses in that sector.

Start with the candidate who received the highest score. If you work in an industry or specialty that you are enthusiastic about supporting, you will appreciate it more. Later on, you can always change your niche. But before moving on to the next stage, you must choose a niche if you want to launch a consulting business. You'll start educating people about the potential of this niche once you've picked your choice.

Determining the Validity of Ideal Client's Potential

RED3SIXTY enables you to take the initial step. It helps you to choose your specialization. It is imperative that you now validate your specialization. By "validate," I mean getting out and speaking with folks in that segment and finding out about their issues and the outcomes they want for their company.

People hire consultants to help them solve difficulties and achieve their goals. By questioning them about these issues and desired outcomes, you may confirm the potential of your niche rather than assuming what those might be.

To create a list of 10–20 ideal clients — people in the industry you want to serve — use a tool like LinkedIn Sales Navigator. Send them a connection request after that. Send a message with your connection request introducing yourself and stating that you're looking to connect with others in your niche.

Saying "Hello X, you do fantastic work at COMPANY NAME — would be nice to connect with another person in the INDUSTRY NAME sector", the CFO of a financial services company, would be appropriate if your niche is "Financial Services."

Take note of the fact that, unlike most individuals, you are not making any pitches. You are merely noting the person's business and your desire to connect with those working in related fields. Change this illustration to fit your preferences.

Asking them a question is the following step. What are they working on? What has changed with their business? Ask them a question about which you are interested.

You can ask them for a five to ten-minute phone call to learn more about that if they are receptive and willing to speak with you. On this call, your goal is to get knowledge about the industry, including its challenges, the kinds of projects it undertakes, and the outcomes it seeks.

You've found a good niche to target if they have the kinds of problems that interest you that you can solve (or have addressed in the past) and that they do. Set up these quick, initial calls with 10 of your potential clients right away. Take notes during the call and document their comments.

Review your feedback once you have completed 10 calls. Are there issues in this market that you have experience resolving? Now look at how the relevant **RED3SIXTY** module will be able to address this problem. How the survey will help them determine just how much the problems they are experiencing are impacting on their business.

Now you are ready. You'll be astonished by how open they are to connect and speak with you if you make your outreach more about your prospect than about you or your offerings.

Your consulting firm is built on serving and adding value to your ideal client. Once you've laid that foundation, you're prepared to go on to the next phase. You'll craft messages to entice these ideal customers to work with you.

Step 3: Attracting Clients through Messages

Now that you identified your ideal customer and how the linked **RED3SIXTY** diagnostic ties into common issues experienced by them, you are ready to customize your messaging to directly talk to them. You will be able to target your messaging at any of the 10 plus modules in the diagnostic surveys i.e., sales, marketing, finances and more.

It gives the impression that your marketing is communicating directly to your target customer. They become curious about your company and want to learn more as a result.

Composing an Effective Message

RED3SIXTY platform helps you understand the ideal customer and their problems. Using the diagnostic tools, you can better understand their specific problems. Your ideal customers are those who desire to solve those problems. As the consultant, you act to address those issues. Your expertise combined with the platform automation and content produces results for your clients directly because of your expertise.

An effective message must include Problems, Solutions, and Results.

Consider the scenario where you are looking to work as a sales consultant for a company that develops enterprise software.

- Problem: The sales staff of your ideal customer is underperforming.
- Solution: You provide a diagnostic report identifying the root cause. You deliver sales coaching to get them making target.
- Result: Your engagement typically improves the sales team's performance by 30%.

Beginners, in particular, tend to focus excessively on the Solutions when consulting. However, if you're serious about attracting your target clients, concentrate on getting results. Your ideal customer seeks outcomes rather than merely solutions.

- List the top 10 issues your ideal client faces. (Interviews, research)
- Link the diagnostic survey to easily identifying these issues.
- Make a list of 10 steps you can do to address those issues based on the diagnostic and linked development modules.
- Record the outcomes of each of those steps.

You haven't completed enough of the validation from the previous stage if you're unsure of what issues they are facing. Again, the **RED3SIXTY** diagnostic provides you with specific insights on the areas they are experiencing issues.

Sending the diagnostic to your ideal customer will ensure you can easily help him pinpoint the problems and see just how much of an impact and improvement it will have on his business.

Some ideas for your messaging could be:

"In 30 minutes find out just how much more you can increase performance by taking our quick survey. Business owners in SELECTED INDUSTRY typically experience a 30% improvement in performance"

Or

"We found that businesses in SELECTED INDUSTRY typically experience poor sales performance, the wrong capabilities to deliver, poor governance frameworks. By taking this short survey we will be able to quickly show you how to overcome these and more challenges"

You may create the foundation of an effective message by outlining more challenges, solutions, and results linked to the platform diagnostics and modules relevant to your ideal customer. We'll now combine these building parts into a formula.

Formulating your Message

We created the "Effective Message Formula" to assist you in creating a straightforward, compelling message that will grab your client's attention.

This is how it appears:

For **[WHO]** to **[see WHAT result]**, I assist **[WHO]** in **[solving WHAT difficulty]**. My **[WHY choose me]**

Your "variables" are contained within the square brackets.

You fill them up with the appropriate language to reflect your ideal client, the issue you address for them, the outcomes you produce for them, and the reasons they should select you.

To increase sales and revenue, for instance, I assist enterprise software firms with underperforming sales teams. Over 20 clients have increased their sales by an average of 33% in 6 months with the help of my 10-year experience and 6-step methodology.

- **WHO:** The perfect customer (ex: enterprise software companies).
- Address **WHAT** issue: Your ideal client's underperforming sales staff is the issue that you help them with.
- See **WHAT** results: The outcome you produce for your ideal customer (ex: boost sales and,...revenue).
- **WHY** choose me: the reasons why your ideal client should pick you (ex: 10 years of experience and 6-week program has helped over 20 clients boost their sales by an average of 33 percent in 6 months).

Everything you need to attract the interest of your prospective client is in The Message. Its goal is not to close the sale. It is to just pique their curiosity and encourage them to discover more about you.

Create your own Message by using the sample provided above. Your opening statement won't be flawless. Aim for "good enough" instead. Once you make it public and begin receiving input, you'll make it better.

How to Apply the Effective Message?

It's time to make your Effective Message public after you've finished writing it. If you don't put it where your ideal customers can see it, it won't attract their attention. Put it in your email signature first.

Everyone you email will know what you're doing, who you're serving, and how you can help them as a result of this. This is excellent for use when contacting your ideal clients. It's excellent for developing prospects for referrals.

Many of the people you interact with won't require your consulting services, but they may know someone who does. Put it on your LinkedIn profile. Secondly, make your tagline your magnetic message.

Your message, as opposed to your job title or the type of consultant you are, is more focused on your target customer. It all comes down to what you can do for them and the outcomes you can produce.

On the homepage of your consulting website, it ought to be one of the first things your ideal clients read.

Additionally, you support your compelling message on the website with articles, client testimonials, case studies, and other types of content that highlight your subject matter knowledge.

If your message is written on a piece of paper in your drawer, it won't help you at all. Make it work for you by placing it out there. Invite others to comment on your work. Make it better and better till your target audience is compelled to want to know more.

You're ready to go on to the next step, which is developing your strategic offer—and pricing it—once you start attracting the interest of your ideal clients.

Step 4: Consultation Offer: Prices and Creation

By this time, you've decided on your consulting business model, identified your target client, and created messaging that will draw them to you. You must now put together and price your offer for strategic advice. Keep in mind that your ideal customer faces numerous issues.

With the help of **RED3SIXTY**, you the consultant, is qualified and experienced to take steps to identify and address those issues. You can produce the outcomes that your client wants as a result of your actions. Your strategic offer consists of the steps you take to produce the intended results for your client.

Your consultation fees are the investment that your ideal clients must make for you to work with them and help them reach their goals. The topic of creating and pricing your offers is highly complex. Both novice consultants and more experienced consultants can use certain tactics.

For the time being, we'll concentrate on basic and intermediate tactics. Let's begin with a well-liked subject: determining your consulting cost.

Consulting Fees must be Reasonable

Why do you spend money on goods and services? Mostly because you want a result. You want your body to feel better if you pay for a massage treatment. If you buy accounting software, you expect money management to be simpler.

Now, a variety of factors affect how much you invest.

- How unpleasant is the issue?
- How trustworthy is the good or service?
- What effects would this outcome have on your life?
- How much money must you put into it?

Because they want a result, your customers are willing to pay for your service. Their willingness to pay also depends on these variables. To make this easier **RED3SIXTY** products and services have been developed to create both once off and recurring

revenue. This ensures that you are able to generate revenue from the start and increase it as you become more confident.

The initial consultation and report are sold as a bundle at R1900. This includes your professional advice and a detailed reports showing them where the issues are and how to improve them.

Once they have attended the initial consultation and had time to review your recommendations, they will be more ready to commit to a longer-term engagement.

For this you have the ability to charge a monthly fee for a set number of meetings as detailed in the Product and Services pricing guide

Offering Availability of Multiple Options

Customers prefer having options to achieve their goals. Additionally, their focus changes from "Should I use you?" to "How do I use you?" when you give them options.

To help your clients achieve their goals, you will now provide three options. After speaking with each ideal client, you will tailor these choices. Your alternatives are created to assist your client in achieving their desired outcomes.

- Option 1: This is the least expensive option with the simplest offer and requires the least amount of work.
- Option 2 is the most expensive, but it helps them get their result faster than option 1, offers more value than option 1, and takes no more time.
- Option 3: If money is not an issue: best results; quickest turnaround; greatest value; and the highest investment

Observe how the value for the client grows as the cost of the options rises. The more money they invest, the faster they achieve their goals and the more confidence they get that they will. Consider your offer as a set of steps you take to give your client the outcome they want.

You can give the client information about how they would like to achieve their target outcome by making several offers. Next, we'll "brand" your offers to appeal to your ideal client more.

Improving Offers Through Branding

You provide more than just "consultation." You provide higher sales, improved productivity, cost savings, less stress, etc. In light of it, your consulting services must reflect it.

By branding your offer, you can make it more appealing to potential customers and easier to sell.

A "sales workshop" won't excite any customers. But what about a one-day Sales Revolution Workshop? That will grab people's interest. However, what do you think of a recognizable name for your offer?

Start by examining your problems, solutions, and results, in particular, your outcomes. Like a strong headline, the title of your offer should reflect the outcome your clients are looking for. You should include this in the name of your item, for instance, if your consulting services boost sales.

Next, consider how you will present your consulting services. A workshop, perhaps? Constant consultation? Boot camp? One-off? Also, include the format in the title.

Then, you should supplement it with a power verb.

Action words called power verbs provide your offer with colour and force.

Consequently, if you assist your clients in increasing their sales by 33 percent, use the phrase "revolution" rather than "increase."

You are now prepared to begin naming your offer after following these three stages.

Here is the equation: result you create + power verb + delivery method.

One-day Sales Revolution Workshop, for instance.

Enjoy yourself with this one.

Make it appealing. Make it unique. Bring your personality and sense of flair to it.

The goal of branding is to do just that: to draw in the proper clients for your company.

You're prepared to start the marketing process once you've established a few consulting offerings. It's time to share your plans with the public and explain how you can assist your ideal clientele.

Step 5: Marketing Engine Boosting

You can't anticipate your perfect client showing up at your door and begging to collaborate with you in the early stages of your consulting business. You must locate them and approach them. Getting to know, like, and trust your ideal clientele is what marketing for consultants is all about.

They'll want to talk to you about how you can assist them after they feel comfortable with, like, and trust you. You'll now begin putting all of your preparation to the test.

Although marketing is a complicated subject, in this phase we'll simplify it for you so that you may begin contacting and having discussions with your target clients.

Mindset Based on a Marketing Engine

Do you need to use Instagram? Is YouTube a good option? What about paid ads on Facebook or Google? There are countless strategies for attracting your ideal clients' attention. But the majority of these are just tricks and shiny objects.

Some of them function while others don't. You're in "no-land" men if you don't concentrate on what truly starts conversations with your target clientele.

You should concentrate your marketing efforts on the following:

- Outreach: Making direct contact with your ideal clients to begin deep dialogues. For instance, send your target client a direct message on LinkedIn or an email with helpful content to improve their life and pique their interest in what you have to offer.
- Follow-up: getting in touch with your ideal clientele and continuing to add value. Sending them something in the mail, such as a case study or white paper, that they would find intriguing, important, or unusual, for instance, can encourage them to get in touch with you to learn more.
- Establish your authority by publishing content that will help your outreach and follow-up activities.

Using your consulting website, for instance, to post helpful content for your ideal clientele. Your marketing will be successful and serve its purpose—to develop relationships with and spark conversations with your potential clients—if you mix outreach, follow-up, and authority-building.

Now, you could find it intimidating to reach out to your ideal clients. But this activity will be useful.

Utilizing the Magic Number

People are more likely to succeed in their goals if they put them in writing. You may be VERY specific about what it would take to achieve your monthly goals if you are aware of your

monthly revenue target, the typical project cost, and the number of discussions necessary to secure a project.

Say, for illustration, that you wish to earn 50,000 per month from your consulting business.

The typical job costs 25,000.

Additionally, one out of every four discussions with ideal client results in a project. That implies that you must win two customers each month.

That works out to 8 discussions each month, or 2 conversations per week, with ideal clients.

How are you going to have 8 conversations this month starting TODAY?

We have detailed the number of sales you will need by service and how you will be able to increase your revenue by increasing specific solution sales. For more information refer to the [**Three Year Consulting Business Plan**](#)

Plans for Every Phase

You require a strategy—a daily to-do list—to enable you to have X conversations with your ideal clients each day. Keep in mind that outreach, follow-up, and authority building are your three main marketing actions. Every day, you should engage in outreach, follow-up, and authority building.

Early-stage consultants will devote more effort to contacting and following up with clients.

In contrast to outreach and follow-up, which can spark conversations right away, writing content to establish authority is a longer-term strategy.

To achieve your goals, you must wake up each day knowing exactly what to do.

You can use the following daily schedule to launch your marketing engine:

Warm follow-up calls should be made at 9:00 a.m., after which you should follow up with any possible clients from the previous day at 8:30 a.m. Client work should be done from 10:00 a.m. to 2:00 p.m., and at 2:00 p.m., Marketing Engine talks and authority building should be conducted.

From 3:00 PM to 4:00 PM, clients may phone or meet.

4:00: Review of the day (focus on the most direct path and stage of your marketing maturity)

Following this strategy will result in daily outreach to ideal clients, follow-up with ideal clients, and content creation for ideal clients.

This is what it takes to hit your magic number and revenue targets. Ideal clients will start arranging calls with you once your marketing engine is up and operating. They'll be curious to learn more about your offerings and how you might assist in achieving their goals.

The last step in beginning a consulting business is having meaningful interactions with ideal clients and landing advisory projects.

Step 6: How to Get Clients through Conversation

You have developed your consultancy proposals. Your marketing engine is now running. What indicates that everything is functioning? Your ideal customers are open-minded. They are curious as to how you can support them. Of course, you assist them by making wise offers.

However, how do you close the gap?

How can you convince someone who is considering hiring you to accept your offer and give you a check? Sales are a result of that. The word "sales" alone could give you the creeps.

Sales, however, have a completely different meaning in consulting.

Here is What You Don't Know About Consulting Sales

When those who find selling uncomfortable think about sales, they picture the obnoxious, pushy car salesman who doesn't give a damn about the buyer.

All they want to do is "close."

The good news is that consulting requires a different strategy for effective selling.

As a consultant, sales are all about engaging in meaningful dialogue with customers to understand their circumstances and needs.

They can learn about your offer if you make their situation better and add value.

Your goal is not to "close."

Instead, only make an offer when you are aware of what is holding them back

So, assuming the fit is correct, what do you ask a customer to start a meaningful, productive conversation that ends in a sale?

Framework for Meaningful Conversation Sales

You speak with your prospective client about their business, their ambitions, and their issues to determine whether you two are a good fit.

This is a significant dialogue, but it forces the client to be quite explicit about the issue they are facing, where they want to be, and what's keeping them from getting there.

If you can identify the issue, state the solution.

The Consulting Sales Conversation Framework that we developed is intended to produce three results:

- The client indicates they will consider your proposal at a specified later date
- He approves your offer during the call
- The customer rejects your offer.

This is a rough sketch of the framework.

1. Develop a rapport. Ask your customer a few questions about their background and their plans for the upcoming week
2. Give them a summary of the meeting, promise to explain your offer if it makes sense, and ask them if they think it sounds good.
3. Learn about their present operations and other crucial information. Ask them about their issues, the need to address them, and how they are affecting their lives.
4. Ask them where they want to be. Inquire about their main objectives for the upcoming six to twelve months and their vision for the future.
5. Identify the key difficulties. Inquire about their areas of greatest need.
6. Investigate "why now?" Ask them why they must address this right away.
7. Explain how it helps them address their difficulties and give your investment choices if you believe your offer can help them get to where they want to go.

Clients frequently ask questions or raise "objections" after you've guided them through this framework. It's a good sign when customers have inquiries regarding your product or service. Any objections are simply a sign of curiosity.

Answering honestly helps to reduce the danger the customer feels when managing objections.

Immediately after hearing an objection, note it down. After the call, compose your best response to it.

You'll become familiar with all the objections your ideal clients have after making many calls, and you'll be able to manage them with ease.

It's crucial to log each call with the consulting sales pipeline now that you're making them with your clients.

The Simple Consulting Sales Pipeline looks like this:

- **LEAD.** You've located the potential customer and are contacting them to arrange a meeting.
- **CONVERSATION.** You and the potential customer have spoken over sales.
- **DIAGNOSTIC SURVEY.** You send them the survey after clarifying how this will assist in zeroing in on the specific issues
- **FREE CONSULTATION.** In this meeting you present him with a high-level view of the results while at the same time confirming that he is actually experiencing the issues identified
- **FULL CONSULT AND REPORT.** Here the customer gets to see his full report and a review of the results. You also position possible solutions and their impact if applied.
- **PROPOSAL.** You've submitted a proposal to the potential customer with three prices and liked solutions and increasing results
- **WIN.** Your proposal was approved by the potential client, and you were awarded the contract.
- **LOSS.** Your proposal was rejected by the potential client, costing you the sale.
- **NURTURE.** Most people you approach won't be prepared to buy or make a choice right now. If you maintain a strong presence in their minds through your nurture process, even those who reject your proposition now might buy from you in the future.

You'll know which area of your marketing or sales needs the greatest improvement by having your leads grouped in these columns. Recall that the sales cycle for consulting is protracted.

That piece on nurture is crucial. Before they were ready to invest in our programs, some of our clients followed us for years.

Leads can become top-of-mind awareness if you persistently nurture and follow up with them. So, they'll consider you if they ever need your services. Starting a consulting firm requires you to sell.

You cannot make money if you are unable to market your consulting projects. You don't have a business if you don't make money.

But if you stick to this 6-step plan, you'll know how to find, appeal to, market to, and close sales to your ideal clientele. Getting your initial few clients is how you begin a consulting business.

When you can achieve that, starting will be easier in terms of logistics.

Step 7: Fulfilling the Essentials

The hardest part for consultants, especially new ones, is finding clients. You'll be in much better shape if you become an expert in this vital skill before starting your firm. Having said that, there are still a few things to think about when starting your consulting business.

- ✓ Equipment
- ✓ Incorporation
- ✓ Accounting
- ✓ Legal
- ✓ "Office"
- ✓ **RED3SIXTY** Platform access
- ✓ Website
- ✓ Marketing Strategy

To help you with the details, we've put together a short checklist. Remember: before gaining clients, it is not a good idea to concentrate on your office or bookkeeping. First and foremost is your capacity to secure new business.

The Essential Checklist

To launch a successful consulting firm, you'll require a few things. Five things to think about are:

Purchasing New Equipment

A few logistical items are required, but not a lot of equipment is required to launch a consulting business.

- A place of business (which could be a home office)
- A cell phone with data
- A computer or laptop with high-speed internet.

Have You a Need for a Consulting Business?

Most of the time, starting a brand-new consulting business is not necessary. But you ought to think about it.

I've incorporated my consulting firm (only advised if you are making significantly more money than you need to survive or if you face legal jeopardy).

Accounting for Your Consulting Business

One of my biggest errors, when I was a rookie consultant, was trying to handle my bookkeeping. A separate business account should be opened for your consulting business, and you should be sure to hire an accountant.

Saving time and having less to worry about in terms of taxes will make the investment worthwhile.

- I've opened a company bank account
- I've hired an accountant to handle my taxes and billing

Legal Considerations

Make contact with a lawyer who is familiar with small businesses as a newly established consulting business owner. After that, you can phone them for assistance if you have any questions.

RED3SIXTY Platform Access

Make sure that you have selected the right platform option for your consulting model and ideal customer. To start with the FREE FOR LIFE will allow you to sell diagnostic reports and consultation to 10 customers. Once you are comfortable the Bronze solution will provide you with unlimited customers and report generation. It also includes Certification to make you more confident in selling and delivering the services.

The level of platform access will also provide you with solutions for larger clients. The platform caters for 0–10 million in revenue customers on the Bronze level, 10–50 million in revenue customers at silver level and 50–200 million at gold level. The Gold level also includes many other diagnostic solutions and programs.

Step 8: Should you Take Help?

By starting or scaling your consulting business with **RED3SIXTY** you have access to unlimited training platforms and material.

We provide training manuals for both you and your customer

- [Help for Business Consultant](#)
- [Business Consultant Manual](#)
- [Business Owner Manual](#)
- [OKR Guide](#)
- [Sales Process](#)
- [Value Proposition](#)

We also provide monthly group sessions to further encourage peer review and sharing.

- Invitations to these sessions will be sent out monthly.

We provide email and WhatsApp support

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