

# Start Your Own Independent Consultancy Business

Comprehensive 6 module study program, with sample documents and optional mentoring support.

Everything you need to know and do to get your consultancy business off to the best possible start, in the shortest possible time.

**expertlearning**<sup>TM</sup>

## Contents

Introduction

**Module 1:** Your Proposition and Target Audience

**Module 2:** Your Business Plan and Forecast

**Module 3:** Setting up your Business

**Module 4:** Your Go-to-Market Plan and Marketing

**Module 5:** Pitches, Proposals and Contracts

**Module 6:** Counting the Money and Keeping it all Going

Summary

# Module 1: Your Proposition and Target Audience

By the end of this module you will have:

1. Used a series of tools and questions to create a compelling proposition for your business
2. Decided on your target audience/market
3. Explored 6 ways of packaging your services to ensure you earn more *and* work less

# Module 2: Your Business Plan and Forecast

By the end of this module you will have:

1. Created a Business Plan for your consultancy
2. Set your personal work/life objectives
3. Calculated your required income level and the amount you will need to successfully make the move into consultancy
4. Explored different pricing/packaging models in detail
5. Built a one-year profit forecast for your business

# Module 3 – Setting up your Business

By the end of this module you will have:

1. Check-listed your way through everything you need to do in order to set-up your business
2. Including: *essential* advice on choosing your business name (a non-trivial step), company formation, setting up a business bank account, developing your image and logo, printing business cards and stationery, purchasing your office equipment, setting up your office environment and securing your web/domain name.
3. Calculated your start-up costs/budget

# Module 4: Your Go-to-Market Plan and Marketing Your Consultancy

By the end of this module you will have:

1. Understood the best overall approach to marketing a consultancy business
2. Discovered *over 30* low cost ways of attracting prospects and winning new business
3. Built a comprehensive brief for your website
4. Developed a 6 Month Go-to-Market/Marketing Tactics Plan

# **Module 5: Pitching, proposals, contracts and your first piece of work.**

By the end of this module you will have:

1. Discovered the best way of pitching your expertise
2. Understood how to write and submit winning proposals
3. Explored ways of ensuring you get the best price/fee for your work
4. Understood the key elements of a sound contract and how to weight it in your favour
5. Explored ways of ensuring your first piece of work is a real success

# Module 6: Counting the Money and Keeping it all Going.

By the end of this module you will have:

1. Discovered the most efficient ways of administering your business and managing your money
2. Created a template invoice and explored ways of ensuring you get paid
3. Built an easy to operate record keeping system
4. Learnt several additional tips and techniques for maximising your income and building long term success

## Summary

Congratulations!

I very much hope this study program has helped you to get your own consultancy business off to the best possible start, in the shortest possible time – plus a whole lot more.

Remember why you set out on this path, and use it to keep you passionate, motivated and driven.

Everybody has different reasons for becoming an independent consultant, but nearly everybody enjoys the rewards of being their own boss, setting their own hours, working on a variety of projects, seeing their clients succeed and building their ideal work/life balance.

Never lose sight of this as you build and grow your own successful consultancy business.

Best wishes

Michael Hope  
**expertlearning**<sup>™</sup>