



Instant Consulting Business

There is no “consulting school” or degree. You can start a new business as a consultant in about one day, if not sooner.

Follow these two basic rules:

1. Pick something specific as opposed to something general. Don’t be a “business consultant” or a “life

coach”—get specific about what you can really do for someone.

2. No one values a \$15-an-hour consultant, so do not underprice your service. Since you probably won’t have forty hours of billable work every week, charge at least \$100 an hour or a comparable fixed rate for the benefit you provide.

OPENING FOR BUSINESS

I will help clients

After hiring me, they will receive [core benefit + secondary benefit].

I will charge \$ _____ per hour or a flat rate of _____ per service. This rate is fair to the client and to me.

My basic website will contain these elements:

1. The core benefit that I provide for clients and what qualifies me to provide it (remember that qualifications may have nothing to do with education or certifications)

2. At least two stories of how others have been helped by the service (if you don’t have paying clients yet, do the work for free with someone you know)

3. Pricing details (always be upfront about fees; never make potential clients write or call to find out how much something costs)

4. How to hire me immediately (this should be very easy)

I will find clients through (word-of-mouth, Google, blogging, standing on the street corner, etc.).

I will have my first client on or before _____

Welcome to consulting! You’re now in business.