



### Course Description:

This course is a series of tailored, online sessions to get your consulting business prosperous, charge what you're worth, and eliminate the foot-dragging that has held you back. Because a coaching business is a version of a consulting business, the course is readily adaptable to someone to building a coaching business.

You'll spend time on all key aspects of a consulting business, with special emphasis on networking and the consultative sales process. Homework activities include actual tasks that move your business forward, like culling contacts and practicing your sales approach with prospects. The format is perfect for holding yourself accountable in a caring way.

Your walkaway: everything you need to run a legitimate consulting business now or boosting the one you are already running.

### Course Overview:

The course will consist of eight Lessons...

#### Lesson 1: Your Business Values and Path Forward

Lesson one assignment is full of assessments, business definitions, and brain work. Be ready to begin your incubation of several pieces of your consulting business. It's brain work, but a terrific reminder of how fun it all can be as well. You're in control. Although business development and branding yourself is an evolution, we get you moving to articulate it right off the bat.

#### Lesson 2: A Portfolio that Works for You

We plan to focus this lesson on a portfolio that works for you. You may see the play on words ... a Portfolio that *WORKS* for *YOU*. Get it? It is important to have a host of offerings that reflect a genuine *you* behind them. And it's not completely easy to get there, but it will evolve.

#### Lesson 3: Your Brand of Consulting

This lesson delves deeply into the area of branding. Through this discovery, you'll find ideas for furthering your image along with how those ideas may present themselves in your portfolio.

#### Lesson 4: Marketing and Networking Successfully

Wouldn't it be great if you knew all your marketing had impact and your networking resulted in valuable relationships? This lesson will go over some fun lessons to learn in marketing, in addition to some activities that are important for getting your brand out there through networking.

#### Lesson 5: Administration - Boring, but Critical

To adequately lay the groundwork of a legitimate business, you'll be scanning the landscape of what makes up the elements of your business model. Be prepared for this lesson's activities involving *beaucoup* check sheets of you key business areas - legal, financial, graphics, stuff like that. And if you've been operating for a while as a consultant, much of this will serve simply a reinforcement for what you are likely already doing.

#### Lesson 6: Consultative Sales Process - Part I

We are going to begin working on a very systematic and professional process for bringing in your clients from wishful-thinking prospects at a distance, to those that are sitting across the table from you as a trusted partner. All this without the fear and angst of selling, and definitely no cold selling.

#### Lesson 7: Consultative Sales Process - Part II

This second part of the selling process helps you write a proposal and understand how to make it powerful through the language. Your discovery process will help create an amazing proposal. We also discuss some terrific reminders for supporting your clients so that you can extend the relationship well into the future. Continuous business, baby!

#### Lesson 8: Wrapping Up & Launching Forward

In this last lesson, we review several ways for enduring the relationship as well as maintaining a strong presence. This is a nice balance of an advanced proposal technique, the retainer, coupled with some self-management awareness in three spaces where you operate.

### Course Objectives:

- Learn how to set up the three legs of the business so that you have a structure within which you can operate with organization, intent, priorities, and planning.
- Discover whether your business is in demand so that you can recognize its viability in today's market and how to adjust for it.
- Explore how to brand yourself so that you can find your uniqueness, your edge, and the personality you naturally put forth when you connect with prospects and clients.
- Discover tactics for dealing with the head game that we all sometimes face, especially as women, while emphasizing the natural strengths that women leaders practice.
- Walk away with a plan for your business, feeling confident in knowing what you have now and where to go for filling the gaps.
- Practice time for testing out all of the above.

### Course Completion:

To complete this course, participants must accomplish the following:

- Watch 8 Video Lectures and fulfill all associated Assignments
- Contribute to 8 Discussion Forums
- Submit a Final Deliverable Assignment