

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"

been helped by the service (if you don't have paying clients yet, do the work for free with

someone you know)

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	3. Pricing details (always be upfront about fees; never make potential clients write or call to find out how much something costs)
After hiring me, they will receive [core benefit + secondary benefit].	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 charge \$ per hour or a flat rate of per service. This rate is fair to the client and to me.	I will have my first client on or before
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)	Welcome to consulting! You're now in business.
2. At least two stories of how others have	