



5 Ways to Break Through Your Consulting Business Plateau

The Co-Founders of LEAP



In Today's Session

By participating in this webinar, you will:

1. Learn key ways to up-level your business.
2. Reimagine who your ideal client is.
3. Identify additional income sources.
4. Sharpen your marketing message.

All great outcomes began with
a compelling question.

A Common Problem...



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We are going too fast to stop and get gas....

As Michael Gerber tells us: We are too busy working “in the business” we fail to work “on the business”

Is your business running you rather than you running the business?

Which One of These is You?



You feel like your business is running you – and you have no more time to give.



You aren't making the kind of money you think you should be.



You're not satisfied with the work you are doing or the clients you have.



You're spending too much time marketing and networking with too few results.



Today We Will....

- Help you pause and look at your business with a more strategic lens
- Ask some compelling questions that are important to up-level your business
- Be about “what” and not about “how”
- Answer your questions at the end of the presentation



Working on Your Business

Reflect & Plan When Your Business...

- Is stagnant
- Is growing quickly
- Relies on outdated methods or technology
- Have overreliance on one customer
- Overwhelms you
- Underwhelms you
- Is not a perfect fit for your life



Take an Objective Look at Your Business

Determine What's Working and What Isn't

- Financially
- Work / Life Integration
- Ideal Client and Work Mix
- Professional Reputation and Network
- Marketing and Messaging

Reflection Questions

- Is my business working financially?
- Is it supporting the lifestyle I want?
- Am I doing the kind of work I want to do?
- Am I working with the clients that I want to work with?
- Are the services that I'm putting out there something I can sustain?

Bring Some Structure to Your Planning

- Dedicate time on your calendar
 - Monthly
 - Annually
- Use proven tools and templates
 - SWOT analysis
 - Business plan
 - LEAP Tools
 - Marketing Plan
- Invest in outside support
 - Coach
 - Peer Group
 - ATD LearnNow Program

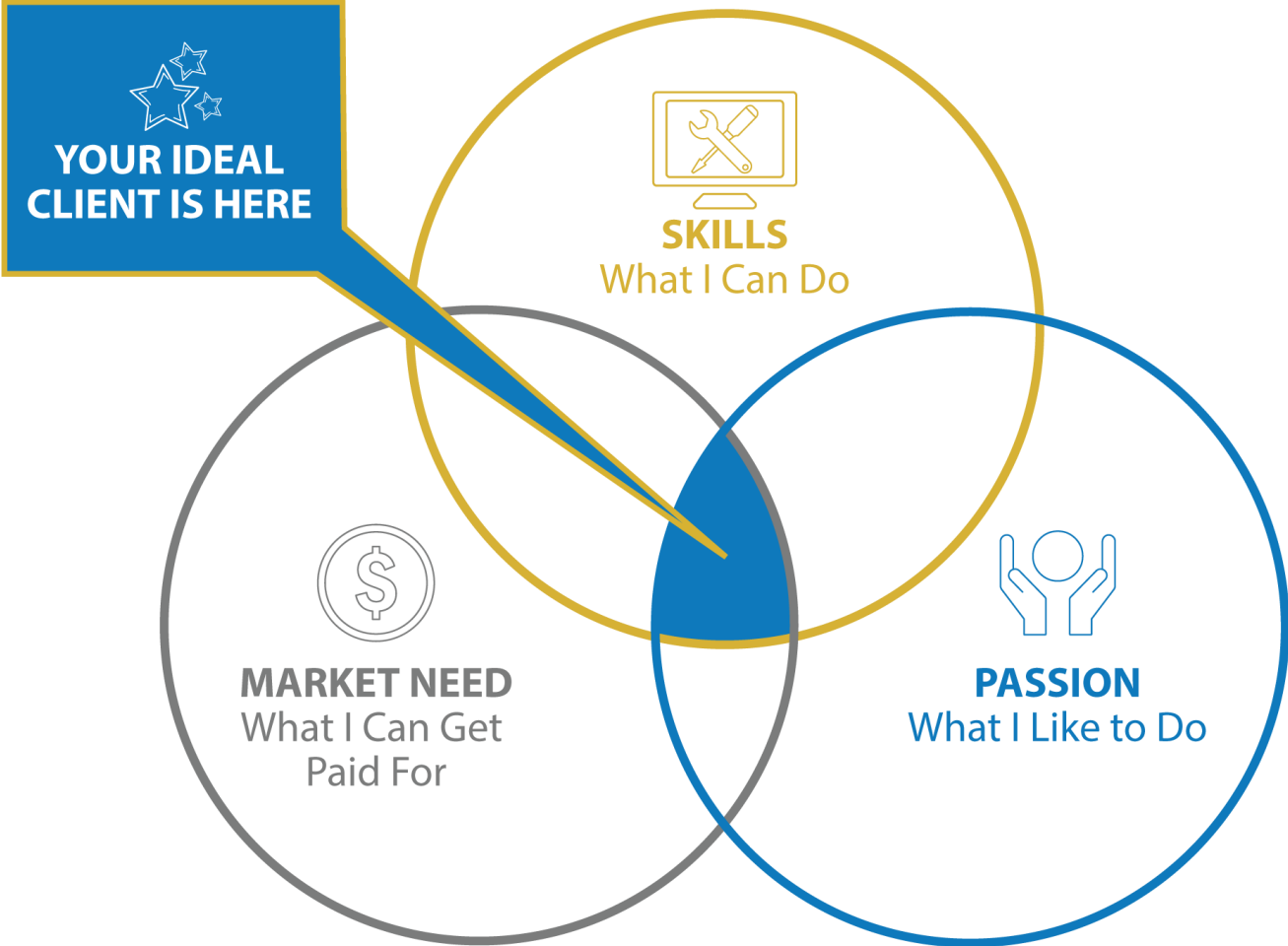


Reimagining Who Your Ideal Client Is

Questions That Lead You to Your Ideal Client

- Are you working with clients that you enjoy working with? (How you work together)?
- Are you working with clients that appreciate your work?
- Are you working with clients that *can* demonstrate they value you financially?
- What type clients enable you to provide high value?

Where is Your Ideal Client?



The More Specific You Are:

- The more likely you will be to find them
- The more likely others will refer you to them
- The more targeted your marketing can be
- The less time you'll spend chasing or doing work for the wrong clients
- The more rewarding your work will be

Your Ideal Client May Be Defined By:

- Geography
- Travel Requirements
- Size of Organization
- Industry
- Type of organization (for profit, non-profit, government)
- Values / Mission
- Profitability
- Position
- Psychometric profile

Note that some categories may be very important to you and your practice and others may not be relevant at all.

And there may be other, more specific criteria you'll look for in a client.

Identifying Additional Income Streams

Questions That Help You Identify Additional Income Streams

- How is the majority of your income generated now?
- What new services might you offer existing clients?
- Where are there opportunities to expand your client base?
- What expertise might you acquire that your clients would value and purchase?
- What would it take to charge more for the services you offer?
- Can you develop sources of passive income?

Freelancer

Have Skills

Gigs

Project Work

Staff Augmentation

Consultant

Have Expertise

Assess & Analyze

Recommend

Design Solutions

Implement Solutions

Thought Leader

Have Intellectual Property

Train

Facilitate

Coach or Mentor

Author

Speak

Value Chain Example: Talent Development



Freelance

- Develop on-line learning
- Conduct a needs analysis

Consult

- Implement a LMS
- Design a Talent Development Program

Thought Leadership

- Create a method to measure business value
- Create a unique coaching program

Freelancer

Have Skills

Gigs

Project Work

Staff Augmentation

Consultant

Have Expertise

Assess & Analyze

Recommend

Design Solutions

Implement Solutions

Thought Leader

Have Intellectual Property

Train

Facilitate

Coach or Mentor

Author

Speak



Sharpening Your Marketing Message

Questions That Help You Sharpen Your Marketing

These questions help you align your marketing with your ideal client:

- Is how you're currently marketing going to attract your ideal client?
- Do you have a well-defined brand and message?
- What ways are you currently using to market?
- How much time do you spend marketing?
- How satisfied are you with the results?

What You Should Review & Align

Marketing Materials

- Your LinkedIn page
- Your website
- Your business cards
- Your one-pagers
- White papers
- Portfolio pieces
- Books
- Videos

Look at them through the lens of your ideal client.

What You Should Review & Align

Marketing Systems: Methods for attracting customers

- Social Media – Sharing Your Message
- Website – Capturing Leads & Creating an Audience
- CRMs – Tracking Leads
- Speaking – Choosing the Right Events
- Spotlight Events – Hosting Your Own Events

Which methods are you currently using? Which methods might work better or in addition to what you're doing to attract your clients?

Example: Evergreen Leadership Website

The screenshot shows the Evergreen Leadership website home page. At the top is the logo and a navigation menu with items: HOME, WHY EVERGREEN?, WORK WITH US, PRAISE, MEET KRIS, MY BOOK, BLOG, NOMINATE, CONTACT, RESOURCES. The main content area features a section titled "Creating Leaders for the 21st Century Leadership matters." with a sub-headline "It always has, but it matters even more now when:" followed by a list of three points: "Change is constant", "Agility is a survival strategy", and "Critical and creative thinking is crucial". Below this is a question "Are you and your leaders ready?" and a video placeholder that says "Sorry, the Wayback Machine does not have this video (6ldpYA096j) archived/indexed." To the right is a search bar and an "UPCOMING EVENTS" section featuring a poster for "Design a Life & Career With Purpose" on January 17th, 2019, with a "SEE EVENT INFO" button. Below that is a "NEWSLETTER SIGN UP & FREE DOWNLOAD" section with a sign-up form for first name, last name, and email, and a "SUBMIT" button. At the bottom are "FOLLOW US!" with LinkedIn and Twitter icons, and a "PARTNERS" section.

This screenshot shows the hero and service sections of the website. The hero section features a large image of a group of people in a meeting, with the text "DEVELOP YOUR LEADERS" and "We create customized leadership development programs for the skills leaders need today." and a "Partner with us." button. Below the hero are three service cards: "Develop 21st Century Leaders" (with a photo of a man holding colorful confetti), "Build Effective Teams" (with a photo of a group of people at a table), and "Create Resilient Organizations" (with a photo of hands shaking). Each card includes a brief description and a "Learn More" button. The top navigation menu is also visible, including "Partner With Us", "Discover the Evergreen Difference", "About Kris", "Resources", "Nominate", and "in".

Anytime you change your approach or business, you need to revisit and realign your marketing.

Putting Your Message in a Marketing Plan

- It's better to set and define goals for your marketing so you CAN see how well it's working than to wing it.
- Having goals and dates around those goals keeps you accountable.
- We can help you do this in LearnNow.

How will you feel when you
take your consultancy to the
next level?

Growing Your Consultancy

LearnNow: Growing Your Consultancy

- During the LearnNow, we'll be guiding you through these topics and giving you helpful tools and templates along the way, including:
 - Business Boost Assessment
 - One-page business plan
 - SWOT analysis
 - Ideal client worksheet
 - 6 month marketing plan
 - 6 month networking plan
 - Defining your value proposition and difference that matters
 - Personal action plan

LearnNow: Investing in Yourself

- Four session web based course (2 hours)
 - August 2 – August 23
 - Fridays from 11:00 to 1:00 EDST
 - Member price: \$375
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- To learn more: <https://www.td.org/events/learnnow-consulting>

Thank You

- We hope your career brings you satisfaction, meaning, positive challenges – and that it fits nicely into your larger life!



Open Mic

We'll stay on the line so that you can ask questions or share your wisdom.

