So You Want to Be a Consultant?

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Avalanche Gridlocks North Carolina...
So You Want to Be a Consultant?

- How to Reach your Pinnacle?
- How to Start the Climb?
- Is Snow in your Forecast?
- NC Biotechnology Center
Is Snow in your Forecast?

Head for the Ski Slopes

- Practical /Emotional Aspects

- Search your databases – “The Duffle Bag” effect

- Study successes and techniques used

- Find the mountains…then start climbing
  - Secure that first assignment
  - Under-promise and over-deliver
  - Experiment with package vs. daily rate
Find the best team for you
   – boutique to marquis type firms
   – local vs virtual with infrastructure

Promote your expertise and niche skill(s)

Mountains already identified but with fellow climbers at all skill levels

Secure that first assignment
   – Compensation varies but structured
   – Under-promise and over-deliver
How to Start the Climb?

- Business Plan, and Milestones (legal entity, support materials)

- Infrastructure varies/ Professionalism should not

- Offer a menu but own your core expertise = Brand Identity

- Don’t forget about “Bizz Dev”

- Ensure sufficient resources to meet client deliverables in your proposal
How to Reach Your Pinnacle?

- Embrace rejection, take a deep breath, and try again
- Go up and down different paths
- Refine your offering but don’t be afraid to also seek instruction
- Multiple revenue sources possible but within your plan

“People do not decide to become extraordinary. They decide to accomplish extraordinary things.”
Sir Edmund Hilary
You’re off to Great Places. Today is your day! Your mountain is waiting, so get on your way!
Thank You!

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