
7

Steps To Building An **Unforgettable** Consulting Brand + Business

HOW TO BUILD THE
BRAND AND THE BUSINESS
YOUR WORK DESERVES.

by Rochelle Moulton



IF YOU'RE
BUILDING A
CONSULTING
BRAND +
BUSINESS,
YOU'VE GOT A

**BIG
CHALLENGE.**

And it's this: how do you build a **consistent** flow of your sweet-spot clients and buyers thrilled to pay you what you know your work deserves?

After building (and sometimes selling) more than a few 6, 7 and 8-figure consulting businesses — not to mention consulting to hundreds of consulting firm leaders...

I've figured out the solution.

In a sentence: You must know EXACTLY who you are, your most-valued work in the marketplace AND your sweet-spot clients and niche — and then align every aspect of your brand + business around this truth.

You want to be unforgettable.

Which means you need to master seven steps — behaviors really — to take your consulting brand + business to unforgettable territory.

7 STEPS

1. Know **What Lights You Up** (And What Doesn't)
2. Stake Out **Your Genius Zone**
3. Pinpoint Your **Sweet-Spot Clients** And Niche
4. Express **Your Big, Bold, Bodacious Idea**
5. Leverage Your Authority To **Grow Your Tribe**
6. **Design And Build** Your Client Pipeline
7. Choose The **Right Guide(s)**

KNOW WHAT LIGHTS YOU UP— AND WHAT DOESN'T

1

Step one to being unforgettable as a consultant?

Know what lights you up and go after it like the last bus of the night.

Because the more you do what you're stinking fabulous at, the more value you create, the more compelling you become and the more you can charge for your work.

But it isn't just about money — it's about having choices. How do you want to spend your time? Who do you want to serve? Who do you want to invite into your orbit?

Life is just too darned short to build your business around anything other than your highest talents and passions.

You are not a commodity — and you don't EVER want to market yourself like one.

Because commodities sell at the lowest price point and try to make it up on volume. As a consultant, that's a game you'll never win.

This is about personal resonance. About doing the work that lights you up with people who appreciate it — and will pay you what it's worth.

STAKE OUT YOUR GENIUS ZONE

2

When you're clear on your talents and passions you're free to focus on HOW you work best.

When are you in full flow: that perfect intersection of heightened focus, creativity and happiness?

What projects, workstyles and relationships bring out not only your own inimitable brand of genius, but make you supremely satisfied with your work?

THAT'S where you want to spend as much of your time as possible.

And that means learning to offload tasks that someone else can do better, faster and happier. It means saying no to clients, projects or ideas that don't tug at your personal brand of genius.

Because you're not creating value for your clients and buyers by doing what someone else can do as well or better. Look for your personal mountain to claim and plant your flag.

PINPOINT YOUR SWEET-SPOT CLIENTS AND NICHE

3

Until you know — deeply, unfalteringly — who your perfect clients are, you'll thrash around trying to reach them. Some tactics will work in the short run, others will tank, but nothing really sticks. {And just to be clear “perfect” means they are plentiful (no unicorns), have an identified need PLUS the budget — and the will — to pay for it.}

The minute — no the second — you pinpoint your sweet-spot clients and buyers is the moment your results start to shift. Your communications begin to turn away the bad-fits (which is a very good thing) and start pulling in your people, your tribe.

That's why client avatars — your ideal client profiles — are so critical. To keep you 100% laser-focused on the needs, wants and language of your audience.

But there's more: you must niche.

Which means creating a specialty area of expertise on which to build a highly engaged audience of future clients and buyers.

It's only when you strategically NARROW your audience, your specialty and your sweet-spot that you can GROW — your influence, your impact and your revenue.

Side benefit? You get to do what you love with people who value you. You make a real, measurable difference, have some fun and earn what you're worth.

EXPRESS YOUR BIG BOLD BODACIOUS IDEA

4

Your big bold bodacious idea isn't your tagline (although it might be). It's a viscerally compelling idea that sparks something deep inside you AND your very best audience. It is the burning center of all that you do. And when expressed just right, it becomes the clarion call to your tribe.

The best big ideas are short and chock-full of emotion:

- Behavior can be designed.
- Build clients for life.
- Sales, accelerated.
- Live your legend.
- Feel rich.
- Be unforgettable.

This isn't idle marketing-speak — your big idea is the core reason why you do what you do. There is an almost sacred nature to it. Because serving from our deepest talents and passions is the bedrock of what we do as consultants.

So this is not the time or the place to think small. Your vision, passions, talents, experiences and fondest dreams deserve to come alive on the biggest stage you can imagine for yourself.

LEVERAGE YOUR AUTHORITY TO GROW YOUR TRIBE

5

Authority is the Holy Grail to building a consistently profitable, repeatable consulting business.

Look at it from your client's perspective. Which feels like a safer consulting bet — a recognized authority or someone you've never heard of?

Luckily, it's easier to build authority than you might think — because you can start with a small audience. Whether that's 50 people, 500 or 5,000, the process is the same. You dedicate yourself to being ridiculously reliable on two fronts: developing relevant content and growing your audience with it.

And that means leveraging every single piece of authority content you create. A blog post can become a podcast or a how-to video. A throwaway sentence in an interview can spark an article or even a book. Look for every conceivable option to work your ideas into different forms and distribute them on multiple platforms.

And remember: your authority assets include your relationships. Your ties to former clients, colleagues, even media are priceless jewels to be valued and protected.

DESIGN AND BUILD YOUR CLIENT PIPELINE



The bane of every consultant's existence? A steady flow of clients and buyers.

Whether you thrive on delivering one-to-one experiences or are building leverage — through people or products — you must have a consistent way to bring in revenue.

Referrals are delightful, but depending on them for your livelihood is not a safe bet. You need to develop a repeatable, *affordable* system to deliver a steady stream of potential clients to your literal or virtual doorstep.

It won't come gift-wrapped in a fancy box — you'll need to experiment to choose the best mix of digital and analog funnel-building for your business model.

Start with looking for opportunities to automate your lead generation. Use your social media presence to funnel your connections into your email pipeline. Form alliances where you can piggyback on the audiences of kindred spirits.

And then develop a nurturing system that mirrors your client experience and put it on auto-pilot. Because it could take not one or two impressions before you get hired — but dozens. You want to build a system that discovers and keeps your prospects warm and happy until they need you.

CHOOSE THE RIGHT GUIDE(S)

One of the most important elements to building an unforgettable consulting brand + business is having the right guide(s) at your side.

No one succeeds alone. In the first business I created after leaving a big firm, I counted on a handful of advisors and mentors who helped me make great decisions (and fix some bad ones). It taught me to always have a set of guides I could trust — sages who'd been where I was going and knew how best to share their wisdom.

Sometimes even a single insight can make the difference between a \$100,000 win and a \$10,000 loss.



I'll be sharing more soon about how to build the brand + the business your work deserves. In the meantime, visit here to download your visual of the core elements of every successful consultant brand.

[CLICK HERE TO LEARN MORE](#)

ABOUT THIS AUTHOR

I earned my consulting stripes leading introverted brainiacs at some powerhouse consulting firms: Towers Perrin and Arthur Andersen. I'm a serial entrepreneur who has built, led (and sometimes sold) more than a few 6, 7 and 8-figure consulting businesses. My forte? Building unforgettable brands + deeply successful businesses for consulting firm leaders and soloists.



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