



## How to Start a Consulting Business (Checklist)

### 1. Is consulting right for you?

- Do a personal inventory.
- List your qualifications and skills.
- Think about the problems you like to solve and match them to your skills.
- Think about whether you have the emotional strength for consulting.
- Decide what kind of consultant you want to be.

### 2. Do market research.

- Find a gap in the market.
- Validate your services.
- Identify your ideal client.
- Survey your competitors.

### 3. Define your services.

- Brainstorm general services.
- Nail down to specifics.
- Develop a brand identity.
- Craft an elevator pitch.
- Write a business plan.

### 4. Choose your location.

- Outline the start-up capital needed.
- Compare it to your financials.
- Check your jurisdiction's regulations.
- Set up an office space.
- Determine a place to meet with clients.

## **5. Tools of the trade.**

- Office supplies.
- Website.
- Software.
- Create a legal entity.
- Register your business.
- Get an employer identification and tax number.
- Get all licenses and certifications required by your state or county.
- Set up a business account.
- Get a business credit card.
- Purchase business insurance.

## **6. Set your pricing.**

- Determine your expenses.
- Build in a profit.
- Determine if you will charge hourly, project, or retainer rates.
- Write down your pricing guide.

## **7. Market your services.**

- Create brochures.
- Cold call potential clients.
- Take out advertisements.
- Ask satisfied customers for referrals.
- Do public speaking events.

## **8. Consider hiring employees.**

- Hire a secretary/office administrator.
- Hire an accountant.
- Hire additional consultants.